

AFFECT CONTROL THEORY: REVIEW

April 19, 2023

OUTLINE

Note on Questions

Participation Grades

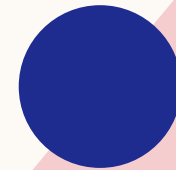
Cultural Meaning: EPA

Deflection

Optimal Behavior

Emotions

Research Paper Outline



QUESTIONS

If you are stuck,

- **First:**
 - check through old power points on days when we talked about ACT
 - Review the readings on ACT days that correspond to your research question
- Next: review labs that match your simulation strategy
- Next: watch YouTube videos detailing how to do the labs and use Interact

If you are still stuck,

- Then you should email Em or Prof. Smith-Lovin with a **specific question** regarding where you're stuck/confused/what doesn't make sense
- Em's office hours tomorrow from 1-2pm and during LDOC are the times they are available to meet
- Otherwise, only email

RELEVANT READINGS & SLIDES

- **David Heise Expressive Order**
 - January 27, February 3, February 10, February 17
- **Methods readings from March 10**
 - Identity meanings:
 - Villains, Victims, and Heroes in Character Theory and Affect Control Theory
 - Deflection:
 - Bereavement Adaptation as Deflection Reduction: Bereaved Caregivers Define the Event of Dying
 - Emotions:
 - Modeling Status Interventions with Affect Control Theory
 - The Influence of Occupational Identity on Emotional Experience
 - Behavior:
 - Villains, Victims, and Heroes in Character Theory and Affect Control Theory
- **Deflection:**
 - February 8, February 10
- **Optimal Behavior & Emotions**
 - February 17

PARTICIPATION GRADES

Adjusted to reflect a few in-class activities I forgot about

If you do go back and add the annotated bibliographies that you did not complete,

- **Please email me so I can go back and change your grade with the half-credit**

CULTURAL MEANING

Evaluation

- Good -- Bad

Potency

- Powerful -- Weak

Activity

- Fast/Young -- Slow/Old

8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High	Firefighter, Winner, brain	Rescue, save, cheer	overjoyed
High	High	Low			
High	Low	High			
High	Low	Low			
Low	High	High			
Low	High	Low			
Low	Low	High			
Low	Low	Low			

8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High			
High	High	Low	Grandparent, writer	Comfort, calm, pray_for	Peaceful, at_ease
High	Low	High			
High	Low	Low			
Low	High	High			
Low	High	Low			
Low	Low	High			
Low	Low	Low			

8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High			
High	High	Low			
High	Low	High	Baby, toddler, Infant, child	Chatter_to	acquiescent
High	Low	Low			
Low	High	High			
Low	High	Low			
Low	Low	High			
Low	Low	Low			

8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High			
High	High	Low			
High	Low	High			
High	Low	Low	Shrimp, doll	curtsey_to, wait_on,	sentimental
Low	High	High			
Low	High	Low			
Low	Low	High			
Low	Low	Low			

8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High			
High	High	Low			
High	Low	High			
High	Low	Low			
Low	High	High	Mobster, gangster, pimp	Stab, destroy	Enraged, hostile
Low	High	Low			
Low	Low	High			
Low	Low	Low			

8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High			
High	High	Low			
High	Low	High			
High	Low	Low			
Low	High	High			
Low	High	Low	Assassin, drug_dealer	Haunt, isolate	heavy_hearted
Low	Low	High			
Low	Low	Low			

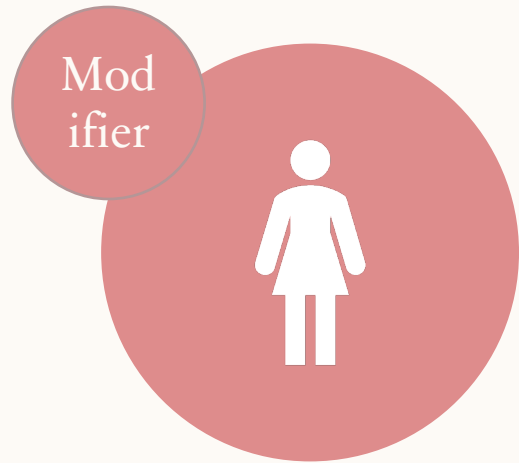
8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High			
High	High	Low			
High	Low	High			
High	Low	Low			
Low	High	High			
Low	High	Low			
Low	Low	High	Crybaby, telemarketer	whine_to, complain_about	Panicked, bad_tempered
Low	Low	Low			

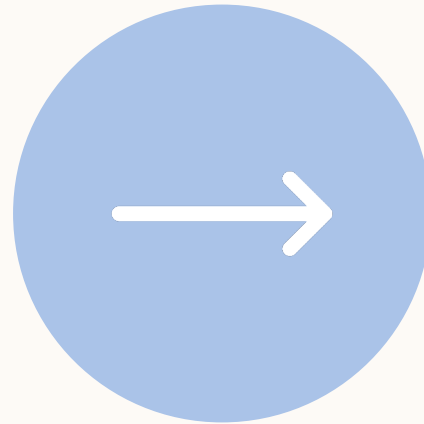
8 QUADRANTS

Evaluation	Potency	Activity	Example identities	Example behaviors	Example emotions
High	High	High			
High	High	Low			
High	Low	High			
High	Low	Low			
Low	High	High			
Low	High	Low			
Low	Low	High			
Low	Low	Low	Do nothing, deadbeat	submit_to, fear	Hopeless, depressed

DEFLECTION



ACTOR



BEHAVIOR



OBJECT

DEFLECTION

Lawyer

	Fund.	Transient
E	0.83	-0.08
P	2.63	1.55
A	1.75	1.23

Defers to

	Fund.	Transient
E	-0.16	-0.17
P	0.43	0.74
A	-0.44	0.15

Telemarketer

	Fund.	Transient
E	-1.76	-1.12
P	-1.55	-1.16
A	1.76	1.21

DEFLECTION

Lawyer

Defers to

Telemarketer

	Fundamental Impression	Transient Impression
E	0.83	-0.08
P	2.63	1.55
A	1.75	1.23

After the event “Lawyer defers to telemarketer”,
lawyer is seen as:

- Less Good (Lower Evaluation)
- Less Powerful (Lower Potency)
- Less Active (Lower Activity)

DEFLECTION

Lawyer

Defers to

Telemarketer

	Fund.	Transient
E	-0.16	-0.17
P	0.43	0.74
A	-0.44	0.15

After the event “Lawyer defers to telemarketer”,
the behavior ‘defer to’ is seen as:

- About the same in Evaluation
- More Powerful
- More Active

DEFLECTION

Lawyer

Defers to

Telemarketer

	Fund.	Transient
E	-1.76	-1.12
P	-1.55	-1.16
A	1.76	1.21

After the event “Lawyer defers to telemarketer”,
telemarketer is seen as:

- More Good (Higher Evaluation)
- More Powerful (Higher Potency)
- Less Active (Lower Activity)

CALCULATING DEFLECTION

Euclidean Distance:

Sum of the **squared** distances between each element's fundamental sentiment and transient sentiment

	Fundamental	Transient	Distance	Distance ^2
E	0.83	-0.08	-0.91	0.83
P	2.63	1.55	-1.08	1.67
A	1.75	1.23	-0.52	0.27

	Fundamental	Transient	Distance	Distance ^2
E	-0.16	-0.17	-0.01	0.0001
P	0.43	0.74	0.31	0.096
A	-0.44	0.15	0.59	0.35

	Fundamental	Transient	Distance	Distance ^2
E	-1.76	-1.12	0.64	0.41
P	-1.55	-1.16	0.39	0.152
A	1.76	1.21	-0.55	0.30

CALCULATING DEFLECTION

Euclidean Distance:

Sum of the squared distances between each element's fundamental sentiment and transient sentiment

	Fundamental	Transient	Distance ^2
E	0.83	-0.08	0.83
P	2.63	1.55	1.16
A	1.75	1.23	0.27

= 2.27

	Fundamental	Transient	Distance ^2
E	-0.16	-0.17	0.0001
P	0.43	0.74	0.096
A	-0.44	0.15	0.35

= 0.45

	Fundamental	Transient	Distance ^2
E	-1.76	-1.12	0.41
P	-1.55	-1.16	0.152
A	1.76	1.21	0.30

= 0.862

CALCULATING DEFLECTION

Euclidean Distance:

Sum of the squared distances between each element's fundamental sentiment and transient sentiment

	Fundamental	Transient	Distance ^2
E	0.83	-0.08	0.83
P	2.63	1.55	1.16
A	1.75	1.23	0.27

= 2.27

	Fundamental	Transient	Distance ^2
E	-0.16	-0.17	0.0001
P	0.43	0.74	0.096
A	-0.44	0.15	0.35

= 0.45

= 3.6

	Fundamental	Transient	Distance ^2
E	-1.76	-1.12	0.41
P	-1.55	-1.16	0.152
A	1.76	1.21	0.30

= 0.862

INTERPRETING DEFLECTION

- Deflection is considered an indication of how **likely** or **unlikely** an event is – due to how much the impressions of each element of the event move as a consequence of that event!
- High Deflection event –
 - **Doctor Hurts Child** has a deflection of **35**
 - **Very unexpected**
- Deflection can be used in studies to assess how culturally expected or unexpected a theoretically interesting event is
 - Validated with experimental studies
- This can tell us about norms and the underlying cultural beliefs attached to various social identities
- **For example, if we're interested in conceptualizing occupational status how cultural expectations of deference in between occupational identities!**

INTERPRETING DEFLECTION

Table 2. Attribution categories with reduced (ABO) and baseline media

Attribution category ^a	Median deflections		
	ABO	Baseline	
		Leaves	Abandons
Deceased-as-Actor resolutions			
Good, active DCD does good act to good FCG/other	4.1	9.4	16.2
Good, active, DCD does good act to/for self	4.4	11.3	21.5
Bad, active, DCD does bad act to good FCG/other	12.5	23.6	43.5
Bad, active, DCD does bad act to self	5.3	12.6	20.4
Other as Actor resolutions			
Good, powerful, other does good act to good, weak, inactive DCD	3.6	9.25	21.7
Bad, powerful, other does bad act to good, weak, inactive DCD	3.0	12.9	21.7
FCG as Actor resolutions			
Good FCG does good act to DCD	3.4	13.4	24.6
Bad, weak, FCG does bad, weak act to DCD	10.4	8.6	14.7
Total			

^aCategories were distinguished primarily by evaluation and secondarily by potency and least represented; this reflects the naturally occurring nature of attributions, as this study did not probe for EPA dimension info

DEFLECTION

I’m not as angry anymore, so I know I’m doing better, but.... [Interviewer: Why were you angry?] Because she left. She left. And I say all the time, I say ‘God, she didn’t even think enough to say, ‘If I can just smoke one less cigarette today, maybe tomorrow or next week I can smoke two less,’ or maybe three or four less. (57-year-old, black, sister)

All three caregivers described themselves as upset at the deceased for being inconsiderate in the timing or cause of their deaths. This implies that the deceased persons had power over their deaths and actively chose poorly. Deflections from the simulations of events in this category were substantially higher than in previous categories with three of four ABO events producing deflections of 10.3–13.8, and with INTERACT providing no words for the bad, powerful, weak emotions produced; most caregivers claimed anger. Hypothetical baseline deflections based on a good DCD identity were much worse, however: 19.6–47.4, with all “abandon” deflections at the upper end, “hopeless” being the common result.



DEFLECTION OUTCOME WORKSHOP



OPTIMAL BEHAVIOR

- What is the behavior EPA profile between our chosen actor and object that **best** maintains each identity
- What culturally '**should**' happen between the two

Surgeon

??

Telemarketer

OPTIMAL BEHAVIOR

- What is the behavior EPA profile between our chosen actor and object that **best** maintains each identity
- What culturally '**should**' happen between the two

Surgeon

1.03

3.21

0.00

Telemarketer



OPTIMAL BEHAVIOR

- What is the behavior EPA profile between our chosen actor and object that **best** maintains each identity
- What culturally '**should**' happen between the two

Surgeon

Influence

Telemarketer

OPTIMAL BEHAVIOR

- What is the behavior EPA profile between our chosen actor and object that **best** maintains each identity
- What culturally '**should**' happen between the two

Telemarketer

??

Surgeon

OPTIMAL BEHAVIOR

- What is the behavior EPA profile between our chosen actor and object that **best** maintains each identity
- What culturally '**should**' happen between the two

Telemarketer

0.20

-1.56

1.55

Surgeon



OPTIMAL BEHAVIOR

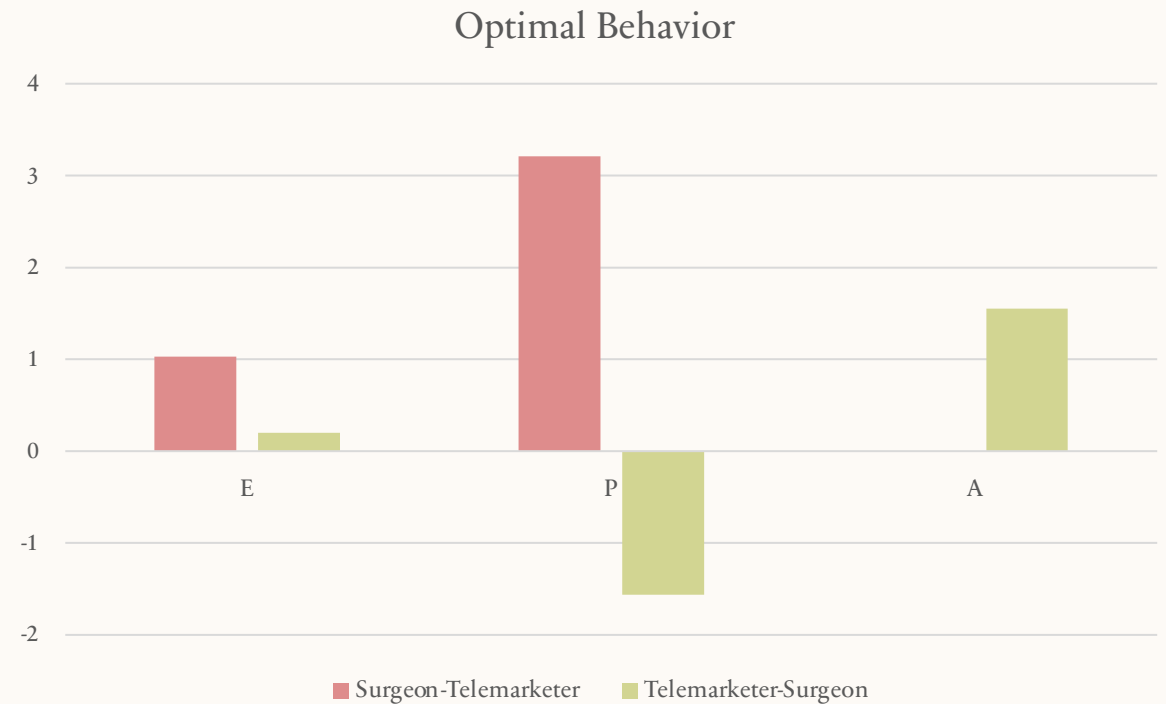
- What is the behavior EPA profile between our chosen actor and behavior 0.20 -1.56 1.55

Telemarketer

Babble to /
Mimic

Surgeon

INTERPRETING BEHAVIOR





EMOTIONS

- Emotions as **signals**
 - Help others to define situations
 - Assess how recent situation/interaction proceeded
- “Events involving you produce impressions of **who you seem to be**, and your **identity defines who you are supposed to be**. Your emotion connects the two. Your emotion, combined with your identity, creates the impression of you that is emerging in the current event. The impression generated by the conjunction of your emotion and identity duplicates the impression of you generated by the event” (Heise Expressive Order, 59)

EMOTIONS

Doctor

Makes Fun
of

Nurse

	Fund.	Transient
E	2.28	-1.85
P	2.22	1.53
A	0.70	1.29

What emotion combines with the fundamental EPA profile to produce the transient outcome?

-2.53 0.13 2.51

~ Bad Tempered

CHARACTERISTIC EMOTION

- The emotion predicted for an identity that is **perfectly confirmed** through an interaction
 - Perfect confirmation = no movement away from the fundamental sentiment
 -

Doctor

	Fund.	Characteristic Emotion
E	2.28	2.33
P	2.22	2.84
A	0.70	0.92

Entries matching

proud,	2.17	2.28	1.15,	0.63
self_satisfied,	2.37	2.39	0.48,	0.63
optimistic,	2.91	2.57	0.91,	0.64
passionate,	2.69	2.70	1.70,	0.87
glad,	3.17	2.41	0.76,	0.96
euphoric,	3.02	2.22	1.33,	1.01
elated,	2.92	2.11	1.47,	1.09
happy,	3.44	2.93	0.92,	1.11
satisfied,	3.05	2.39	0.17,	1.13
.....	2.12	2.46	0.12,	1.1

CHARACTERISTIC EMOTION

- The emotion predicted for an identity that is **perfectly confirmed** through an interaction
 - Perfect confirmation = no movement away from the fundamental sentiment
 -

Telemarket
er

	Fund.	Characteristic Emotion
E	-1.21	0.05
P	-1.19	-0.63
A	1.13	1.35

STRUCTURAL EMOTION

- Emotions that are a result of optimal interactions between a dyad

Surgeon

Influence

Telemarketer

After the event, surgeons are
predicted to feel:

0.51 1.40 1.12

Eager

After the event, telemarketers are
predicted to feel:

1.42 0.13 0.63

Awestruck, Charmed

STRUCTURAL EMOTION

- What is the behavior EPA profile between our chosen actor and behavior 0.20 -1.56 1.55

Telemarketer

After the event, telemarketers are predicted to feel:

0.41 0.61 1.45

Shocked

Babble to /
Mimic

Surgeon

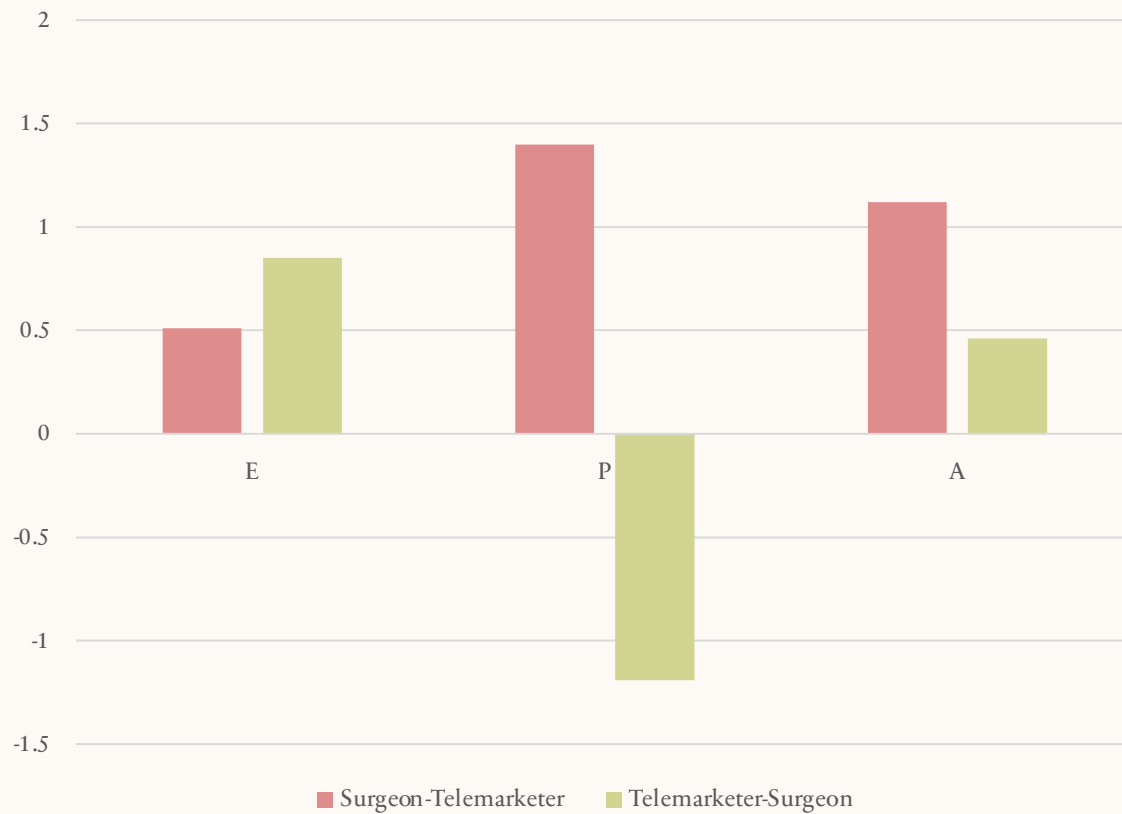
After the event, surgeons are predicted to feel:

0.85 -1.19 0.46

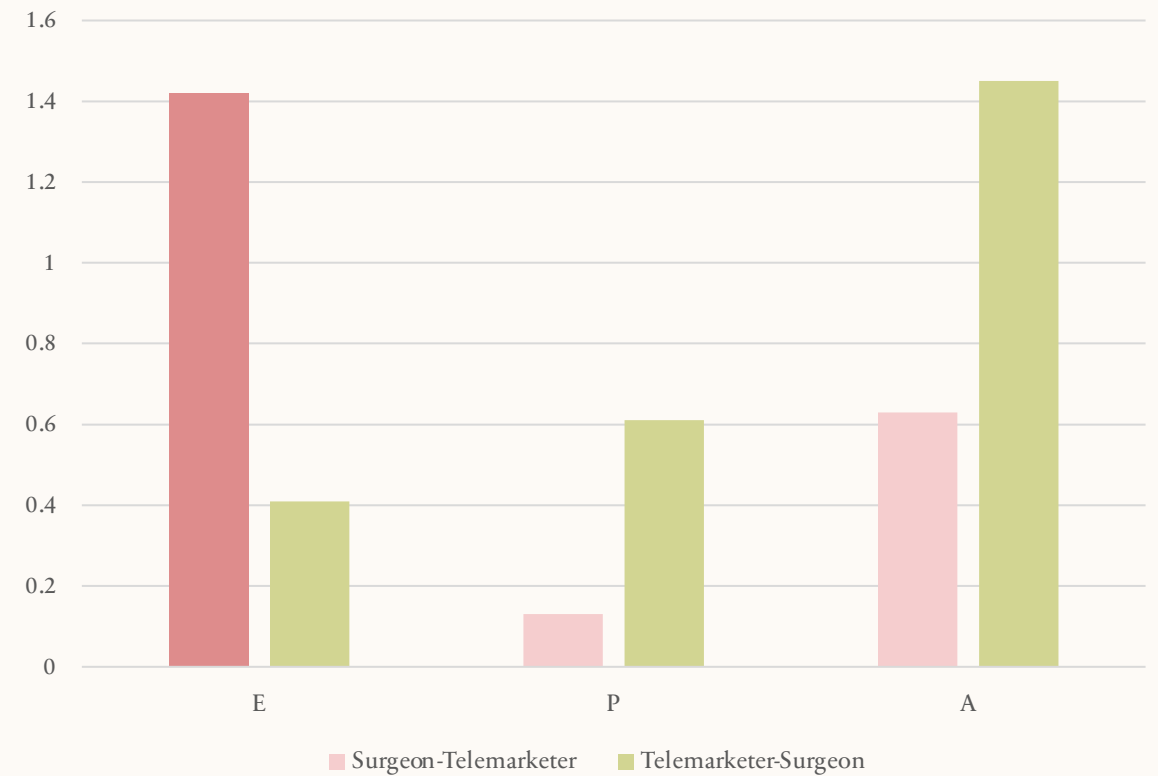
Emotional

INTERPRETING EMOTIONS

Surgeon Emotions



Telemarketer Emotions





EMOTIONS OUTCOME WORKSHOP

RELABELING

- Given the Behavior-Object pair, what actor would we have expected to behave this way?

Telemarketer
Pimp

Harm

Surgeon

-3.20 1.42 1.54

RELABELING

- Given the Actor-Behavior pair, what object would we have expected to receive this action from this actor?

Telemarketer

Harm

Streetwalker

-0.38 -2.41 0.09

EXAMPLE

Outcomes differ when a *competent* man is educated by a *team-spirited* woman. Deflection is low (4.8). INTERACT predicts the man will *lead* rather than *supervise*. *Leading* is rated significantly higher on the evaluation dimension and reduces his deflection to 3.6. He is predicted to label himself as a *partner*. Further, INTERACT predicts he will feel the emotion *charmed*, while applying the label *sidekick* to the woman, who he expects to be *acquiescent*. However, we find among her appropriate behaviors *negotiate with*, suggesting that she need not acquiesce to be viewed as acting appropriately. When we simulated her *negotiating with* the man, he experiences a slight increase in deflection (5.3) and is predicted to label her as a *pal* or *girl* who is *fun-loving* or *cheerful*. INTERACT predicts his behavior will be highly positive and powerful; they include *protect*, *compliment*, *aid*, and *support*. INTERACT also predicts that he will apply the label “sidekick” to himself. However, when he does *compliment* or *protect*, this results in his viewing *her* as a *cleaning woman* or *sidekick*—neither of which suggest she gains status.

PAPER OUTLINE

- https://docs.google.com/document/d/1FZBCQMF9Ff04_W4a0H6bapquFZ1YBaA83WvGMjd_I2E/edit?usp=sharing