AFFECT CONTROL THEORY: SENTIMENTS

Jan 27, 2023

OUTLINE

20 Statements Task

Measuring Culture

Interact application

Lab!

IMAGINE YOU HAVE BEEN ASKED TO ANSWER THE QUESTION “WHO AM I?” IN THE FORM OF 20 STATEMENTS STARTING WITH THE PHRASE “I AM …”

CODES

Code	Description	Example
A	Physical characteristics/attributes	I am short
B	Roles, group memberships	I am a grad student. I am a Duke student. I am a friend.
C	Personal characteristics & emotional states	I am compassionate.
D	General more than specific, existential	I am a human.

DISCUSSION

- Count up the number of statements that fall into each category
- Report your summary **here: https://forms.gle/FidxJcw2frzNdFay7**
- **In a small group – 2-3 people, discuss your breakdown – how similar were you in terms of how many A, B, C and D statements you had?**
- If there are any differences, can you guess as to why?

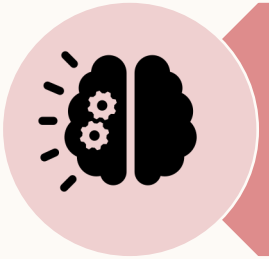
IDENTITIES ARE THE INTERFACE BETWEEN THE SELF AND SOCIETY

WHAT DOES THAT MEAN

- Self / self-concept:
  - how we define ourselves
  - how we feel about who we are
- Identities
  - Roles or social positions that are **socially defined** that we can embody to try to actualize our self-concept

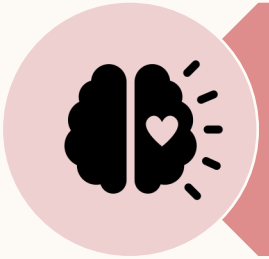
AFFECT CONTROL THEORY

SOCIAL ENTITIES HAVE



Cognitive meaning

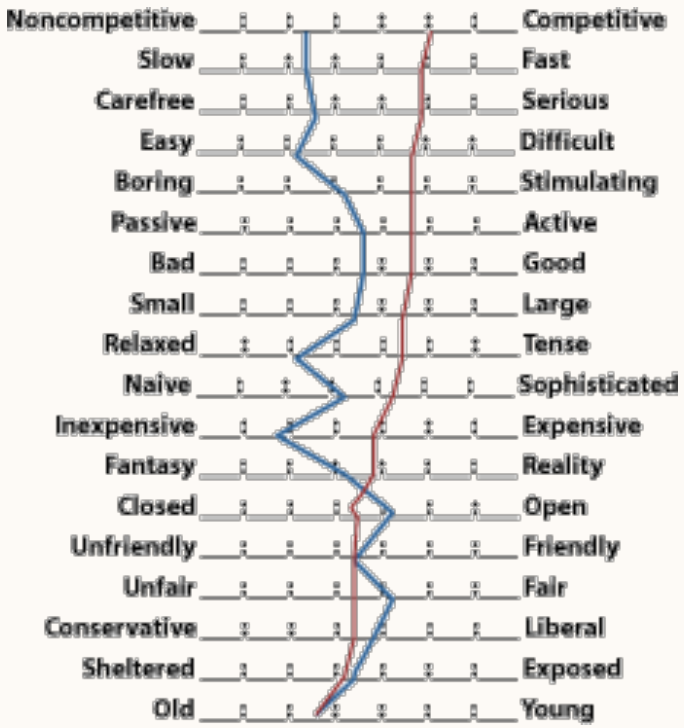
- definition



Affective/cultural meaning

- how we *feel* about the entity

CHARLES OSGOOD SEMANTIC DIFFERENTIALS



MEASURING MEANING

- Evaluation
- Potency
- Activity

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	**High**	**High**	**Firefighter, Winner, brain**
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 terms
High	High	High	
High	**High**	**Low**	**Grandparent, writer**
High	Low	High	
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	**Low**	**High**	**Baby, toddler, Infant, child**
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	
High	**Low**	**Low**	**Shrimp, doll**
Low	High	High	
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	
High	Low	Low	
Low	**High**	**High**	**Mobster, gangster, pimp**
Low	High	Low	
Low	Low	High	
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
High	High	High	
High	High	Low	
High	Low	High	
High	Low	Low	
Low	High	High	
Low	High	Low	
Low	**Low**	**High**	**Crybaby, telemarketer**
Low	Low	Low	

8 QUADRANTS

Evaluation	Potency	Activity	Example terms
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**

LET'S TRY IT OURSELVES

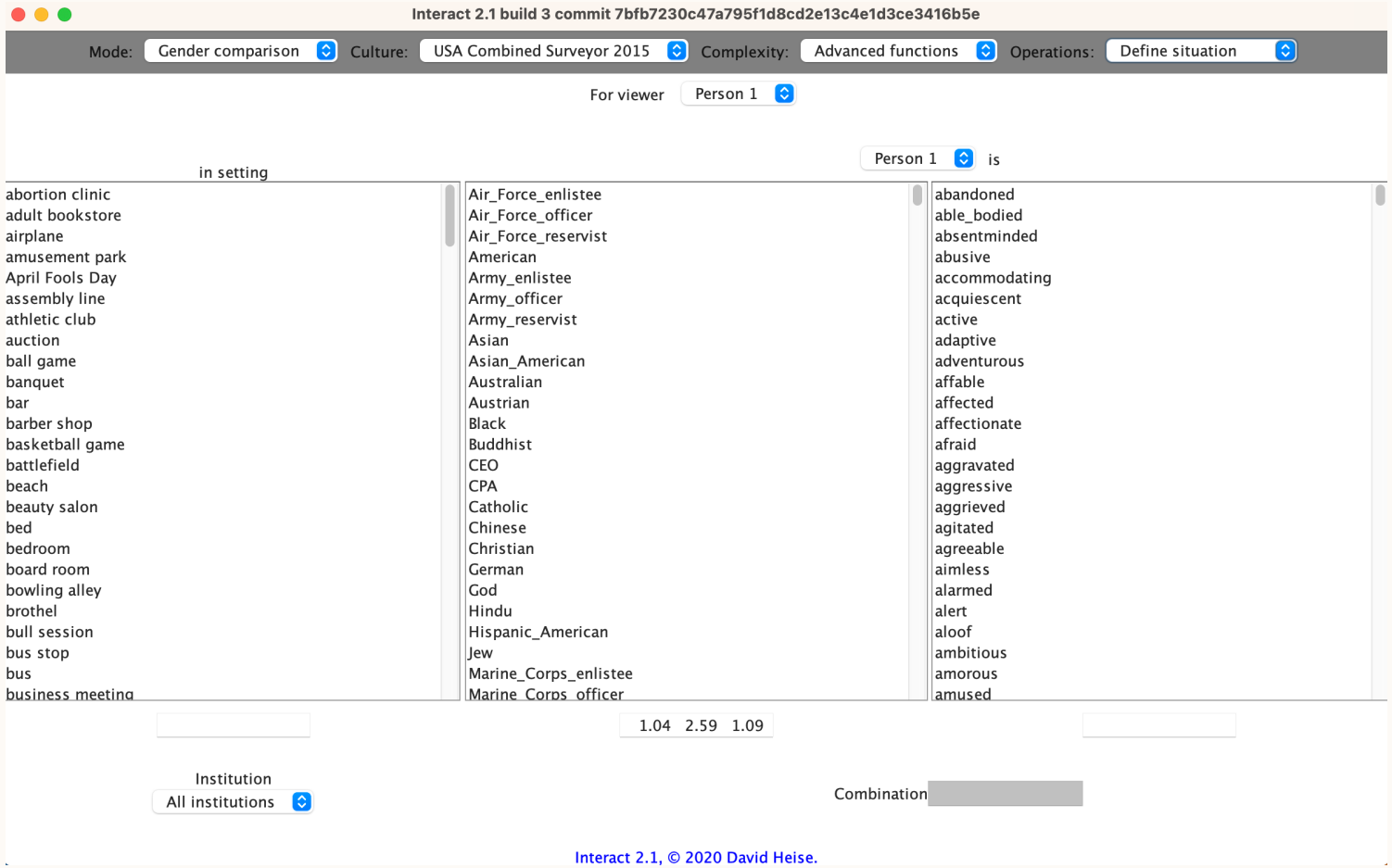
- https://forms.gle/yvfsi2TnZjHEKyJm6

INTERACT

DOWNLOAD IT:

https://kb-research.ca/interact/

INTERACT


Interact 2.1 build 3 commit 7bfb7230c47a795f1d8cd2e13c4e1d3ce3416b5e
Mode: Gender comparison
Culture: USA Combined Surveyor 2015
Complexity: Advanced functions
Operations: Define situation
For viewer Person 1
Person 1 is
in setting
abortion clinic
adult bookstore
airplane
amusement park
April Fools Day
assembly line
athletic club
auction
ball game
banquet
bar
barber shop
basketball game
battlefield
beach
beauty salon
bed
bedroom
board room
bowling alley
brothel
bull session
bus stop
bus
business meeting
Air_Force_enlistee
Air_Force_officer
Air_Force_reservist
American
Army_enlistee
Army_officer
Army_reservist
Asian
Asian_American
Australian
Austrian
Black
Buddhist
CEO
CPA
Catholic
Chinese
Christian
German
God
Hindu
Hispanic_American
Jew
Marine_Corps_enlistee
Marine_Corps_officer
abandoned
able_bodied
absentminded
abusive
accommodating
acquiescent
active
adaptive
adventurous
affable
affected
affectionate
afraid
aggravated
aggressive
aggrieved
agitated
agreeable
aimless
alarmed
alert
aloof
ambitious
amorous
amused
1.04 2.59 1.09
Institution
All institutions
Combination
Interact 2.1, © 2020 David Heise.

INTERACT STRUCTURE

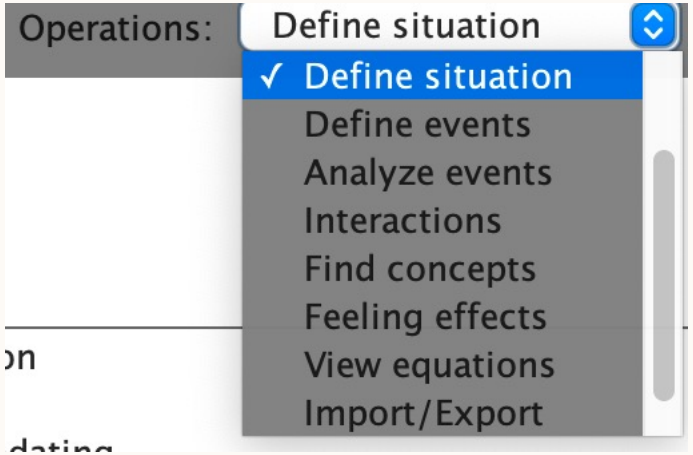
- Top bar = navigation plane
- Can navigate through pages for different functions.
- Today and for lab one, we will focus on 2 pages:
  - One for choosing identities, modifiers/traits, and settings: **Define situation**
  - One for choosing behaviors: **Define events**

NAVIGATION BAR

NAVIGATION BAR - CULTURE

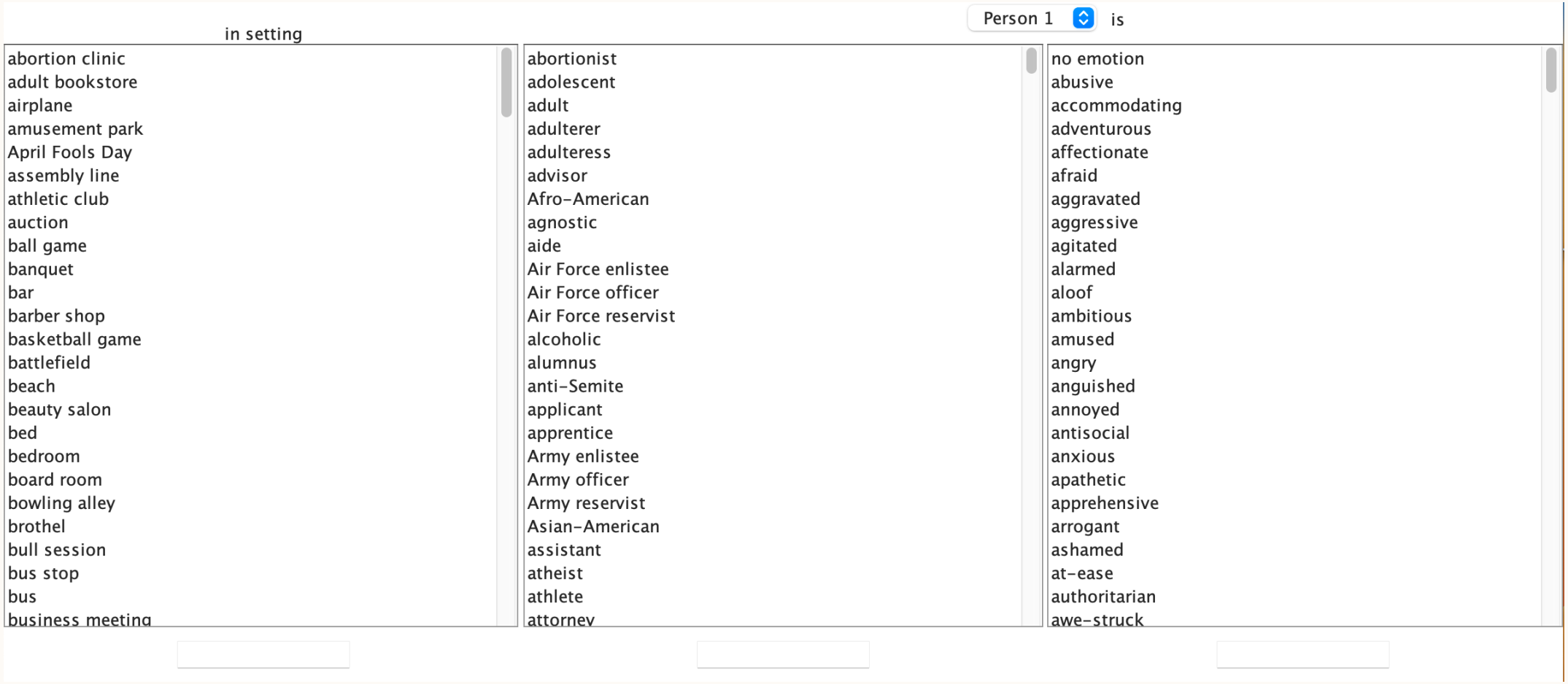
How to choose which **ACT dictionary** you want to get estimates from

NAVIGATION BAR - OPERATIONS



How to choose which type of ACT operations you want to calculate

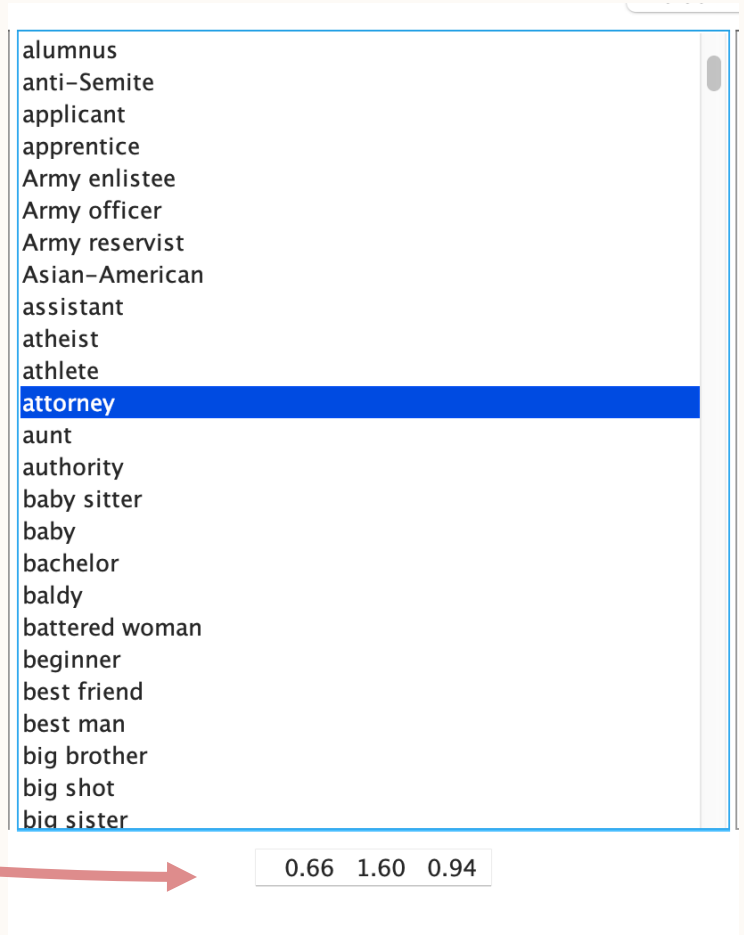
OPERATIONS – DEFINE SITUATIONS



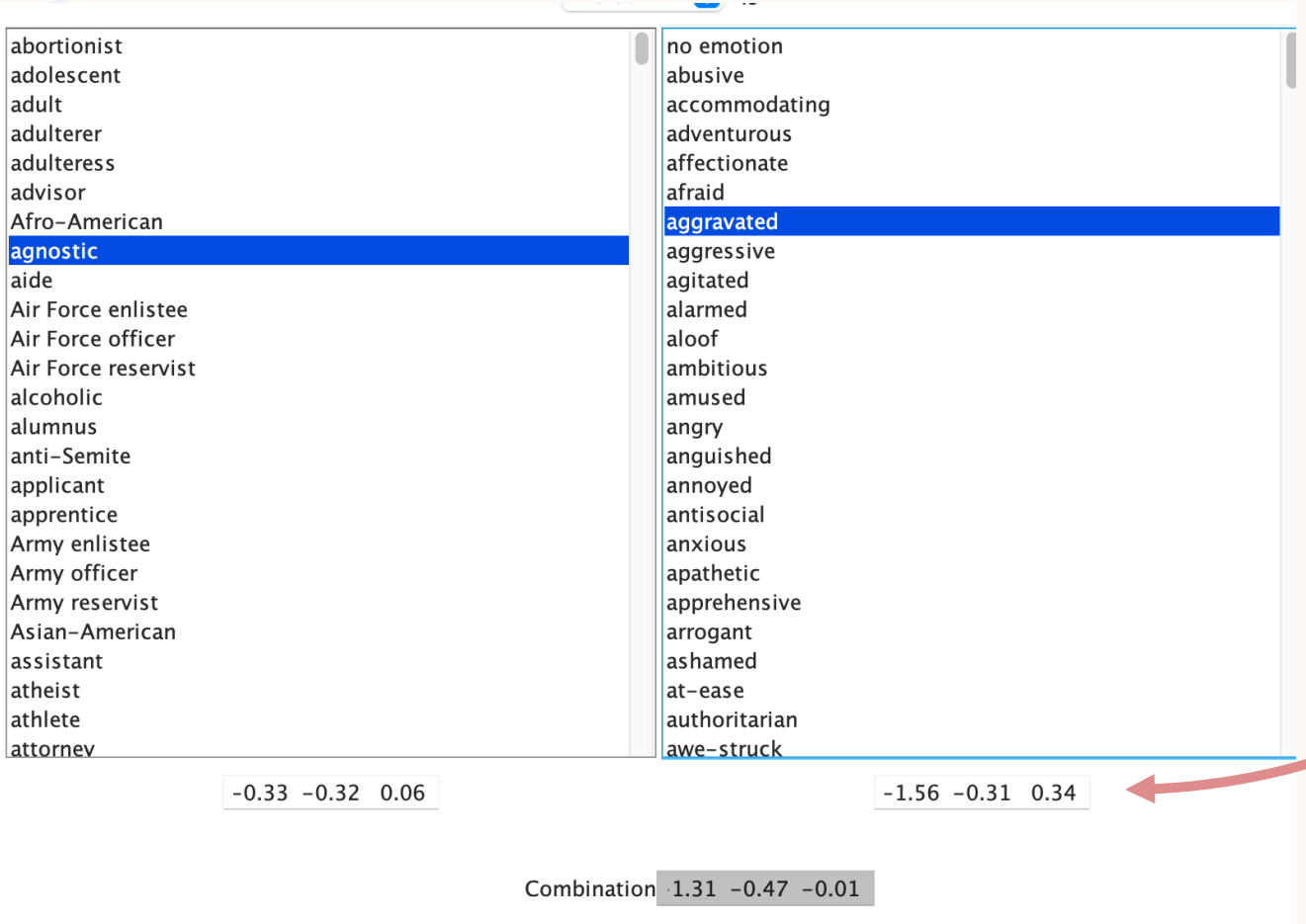
DEFINE SITUATIONS

The middle column consists of all identities in the dictionary.

Clicking on one will display the EPA estimates in the bottom box.



DEFINE SITUATIONS

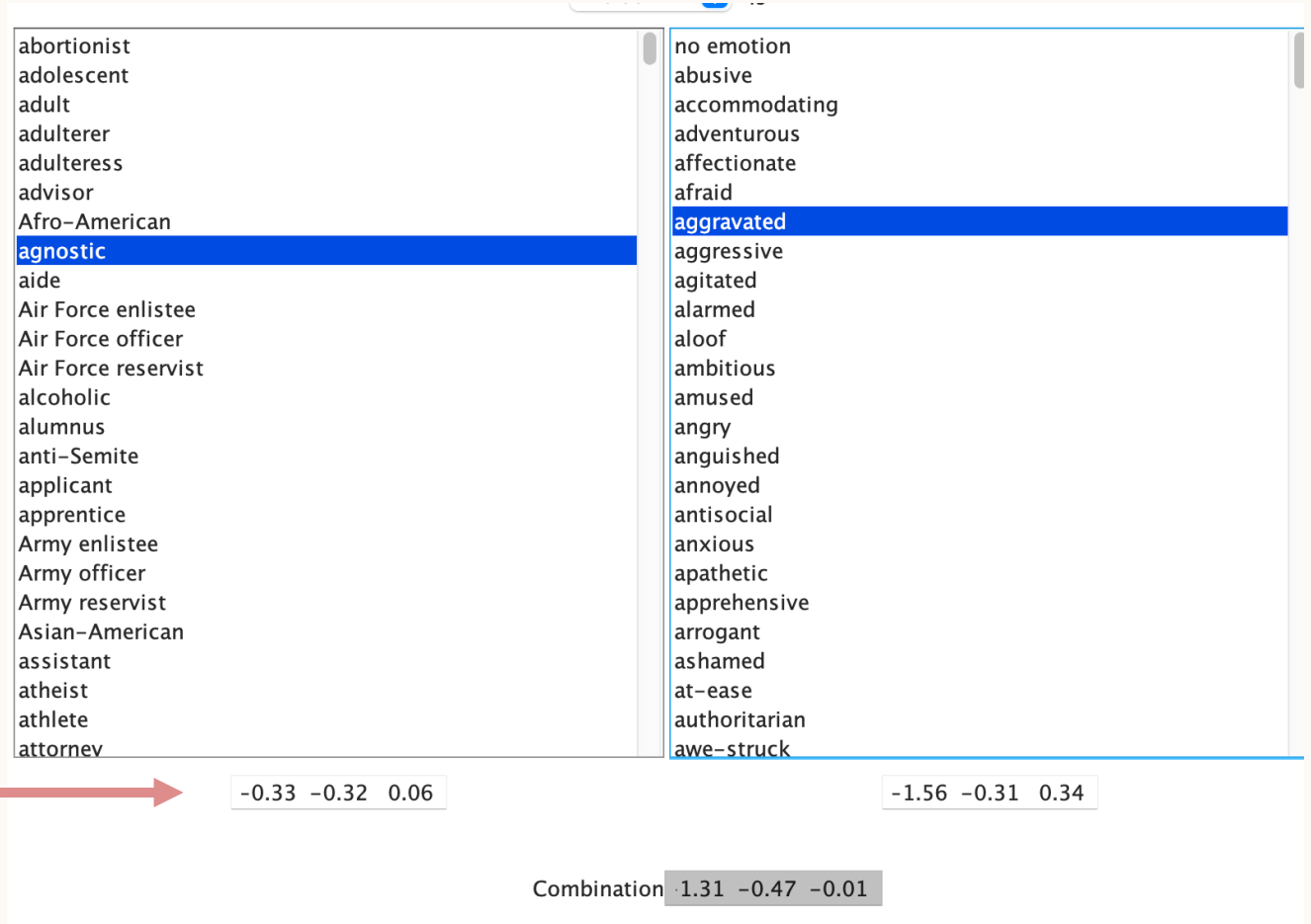


The right column consists of all modifiers/traits in the dictionary.

Clicking on one will display the EPA estimates in the bottom box.

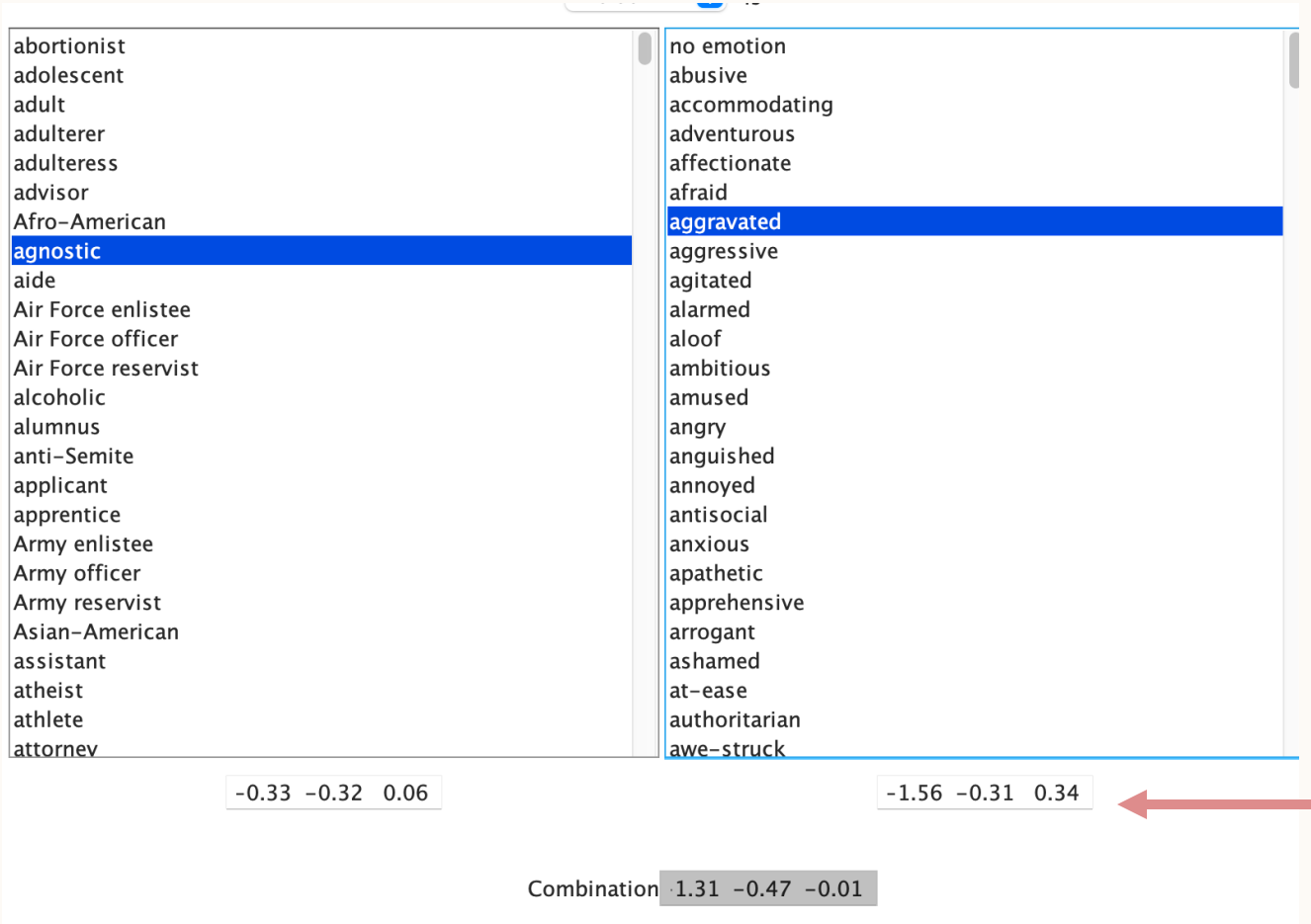
Note: You **must** select an identity first before selecting a modifier

DEFINE SITUATIONS



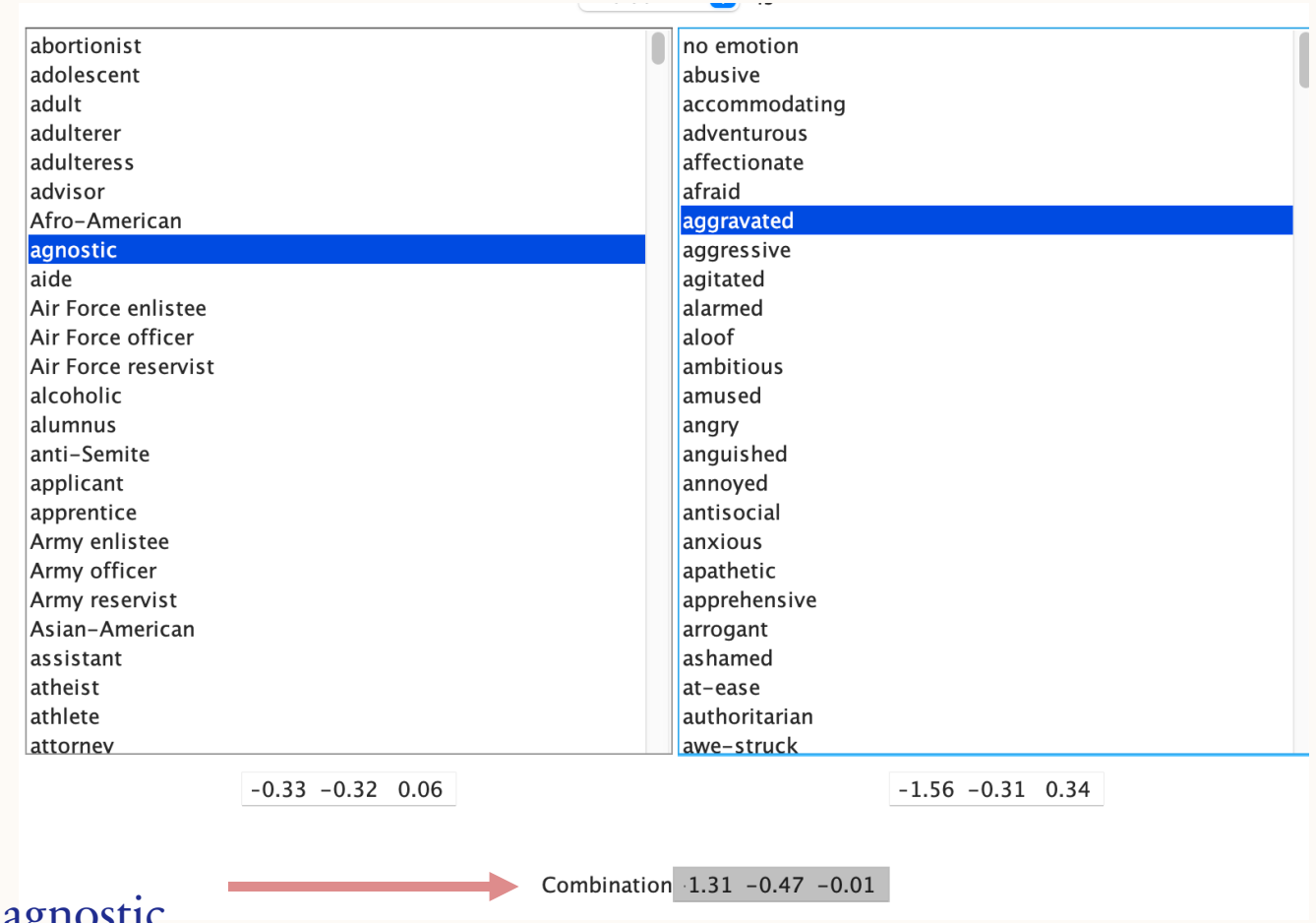
EPA for agnostic

DEFINE SITUATIONS



EPA for aggravated

DEFINE SITUATIONS



EPA for aggravated agnostic

LAB

- Spend the rest of class working on the lab
- It's okay to work with each other on part 1
- If you have any issues, Prof. Smith-Lovin and I are here to answer your questions and help
- You can also come to office hours
- Due on February 10 at 8:00 am
  - Please email to em.k.Maloney@duke.edu