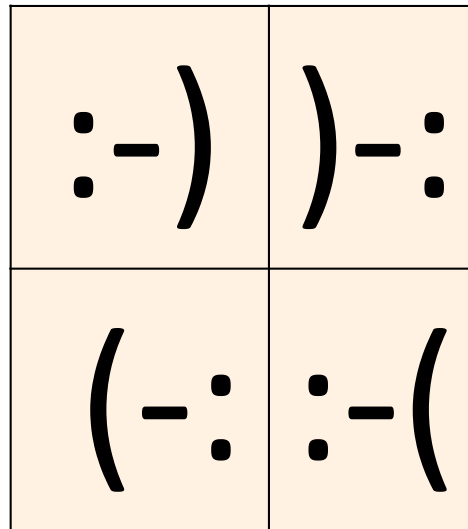


Emoticons as genuine expressions of emotion



Tracey Bear
Social Neuroscience Lab
School of Psychology
Massey University



Picked up the
car today :-)

Emoticons

Positive

:-)

:)

:D

;))

Negative

:-(

: (

>: (

>: /

Emoticons

: -) = “happy”

: - (= “sad”

Emoticons

:-)

=



:- (

=







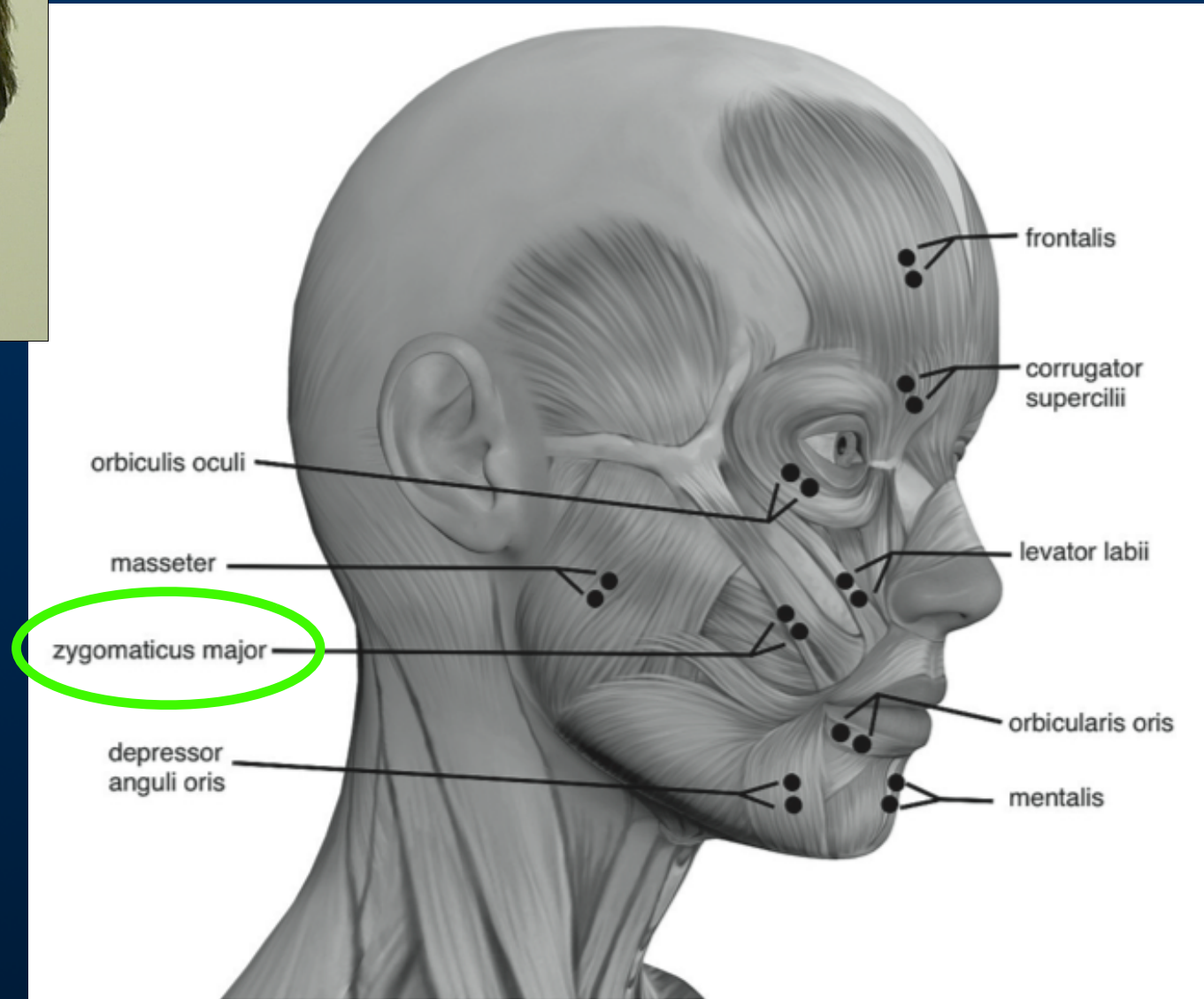
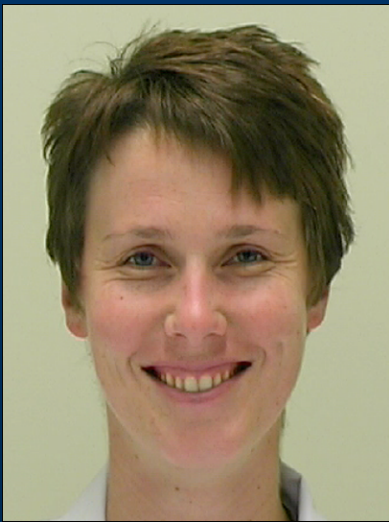
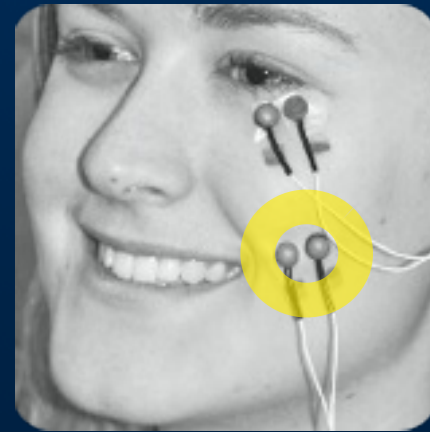
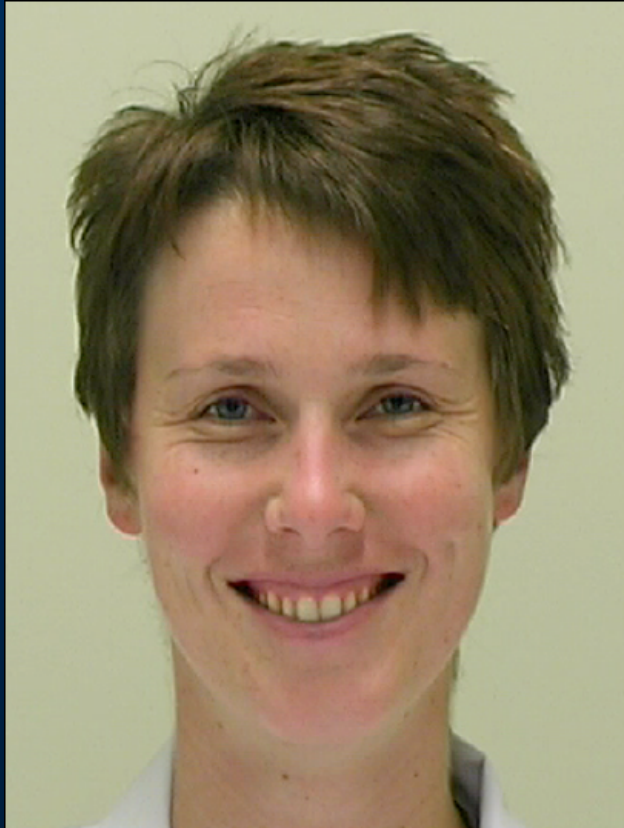


Figure 3.2 Common facial EMG placements and their corresponding muscles, based on Figure 12.4 in Cacioppo et al. (2007).

Mimicry



Dimberg, 1982

The current study: Hypothesis

- If emoticons are processed configurally (like faces), emoticons will induce emotion-congruent facial mimicry.



- Correspondingly, mimicry responses to inverted emoticons will be indistinguishable from random punctuation.



The current study: Hypothesis

- If emoticons are processed configurally (like faces), emoticons will induce emotion-congruent facial mimicry.

:-)



- Correspondingly, mimicry responses to inverted emoticons will be indistinguishable from random punctuation.

(-: #/~

method

Upright



:-)

* / ~

:- (

Inverted

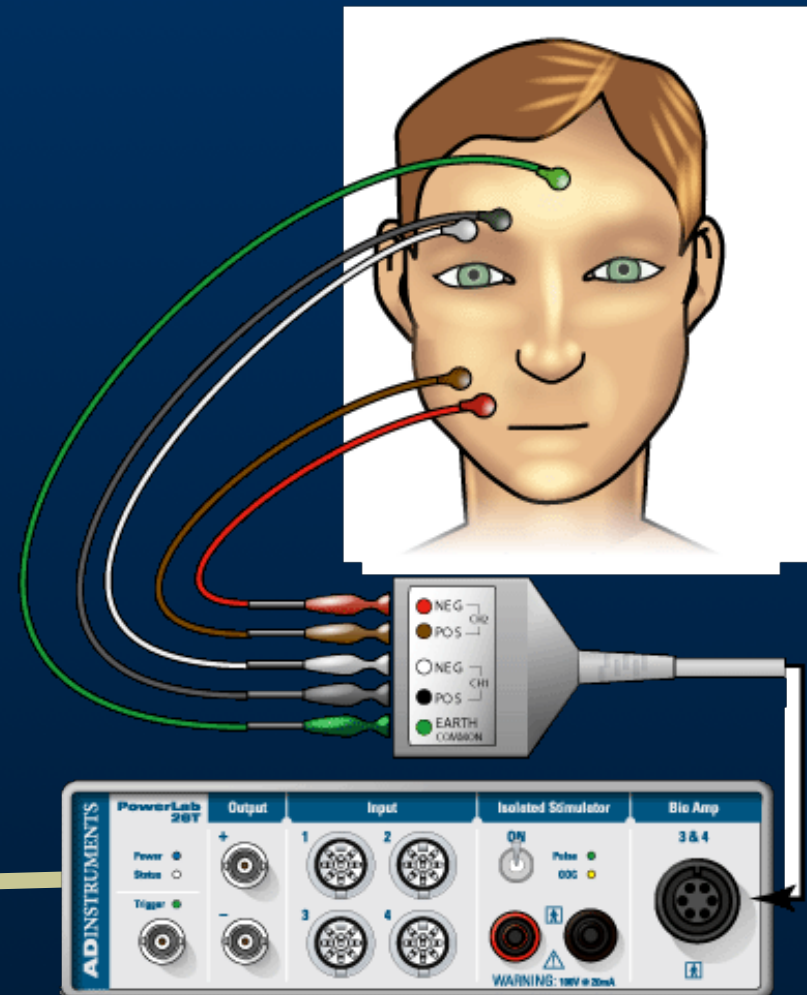
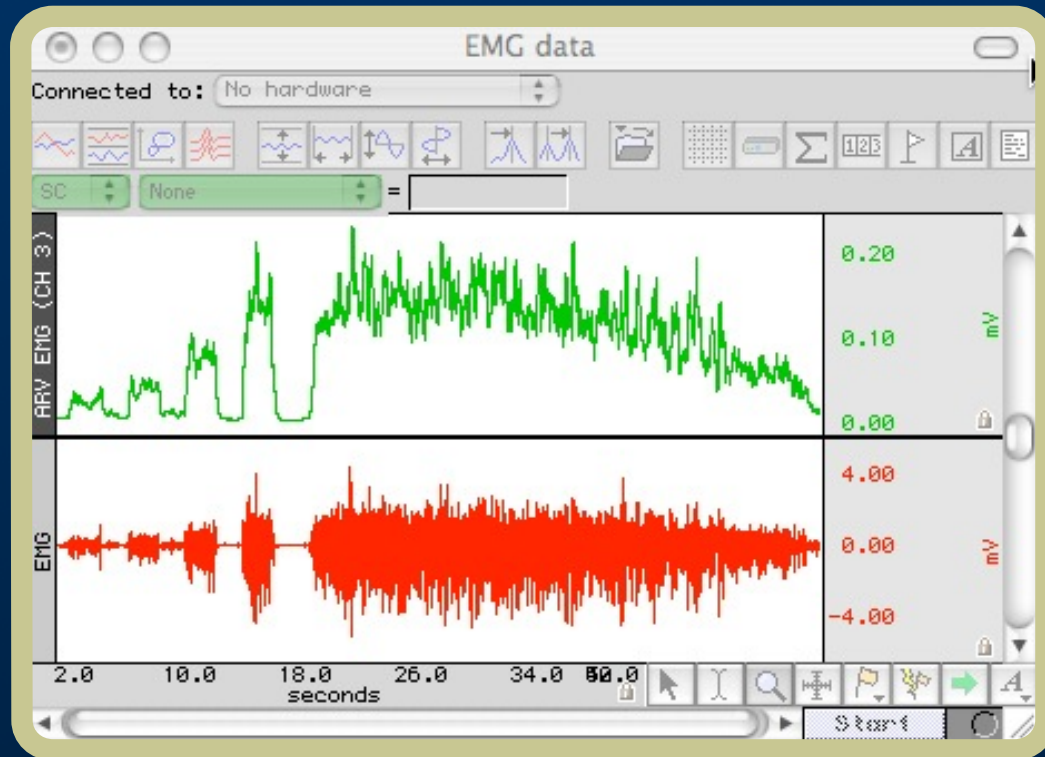


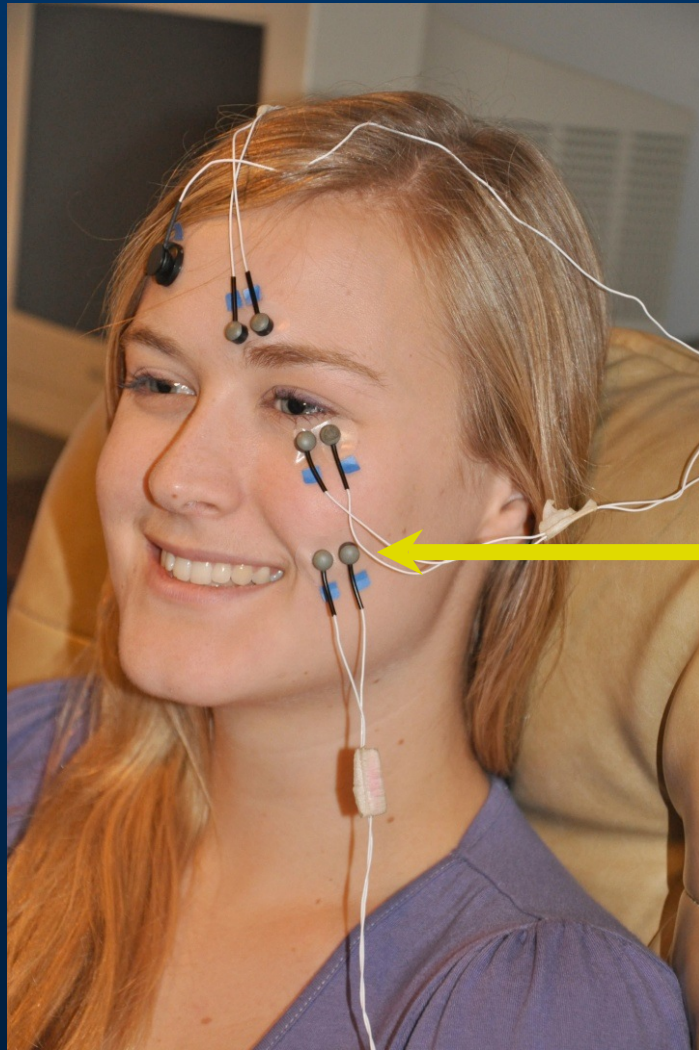
(-:

~ / *

)-:

method

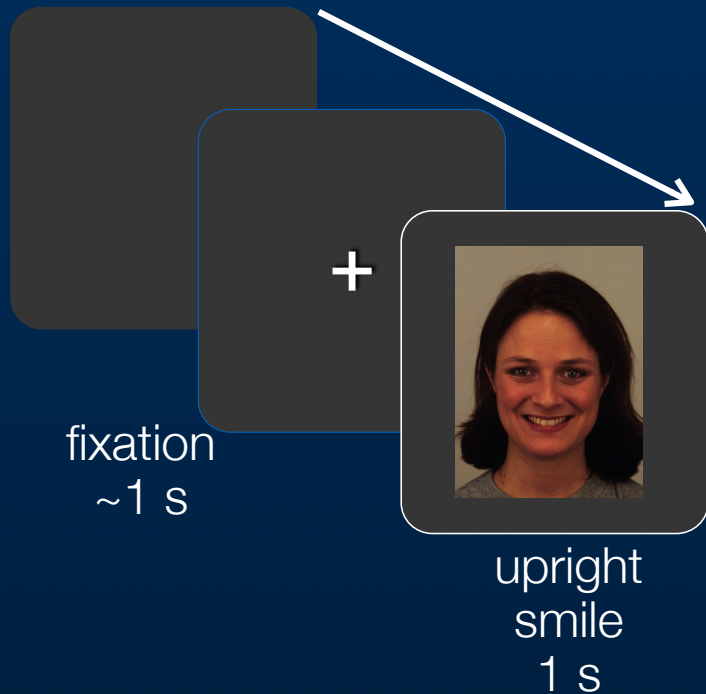




Smiling activity
(zygomaticus major)

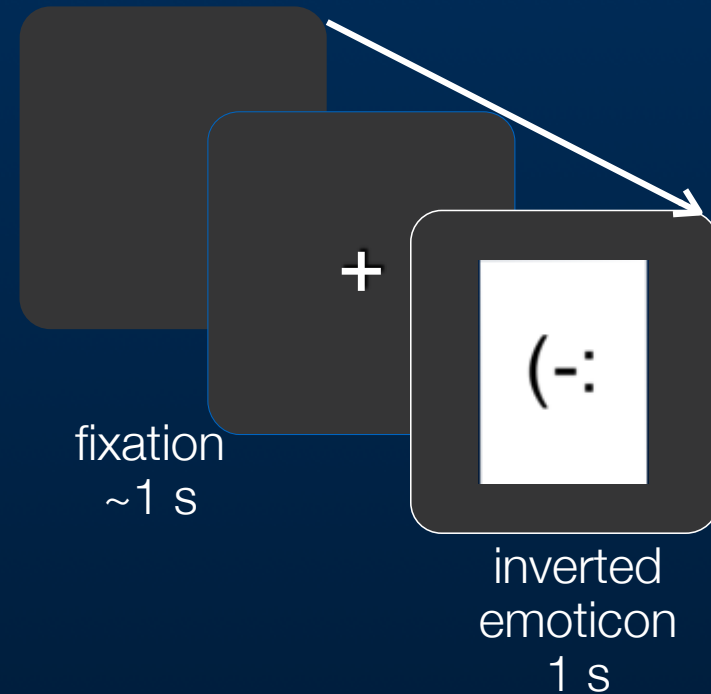
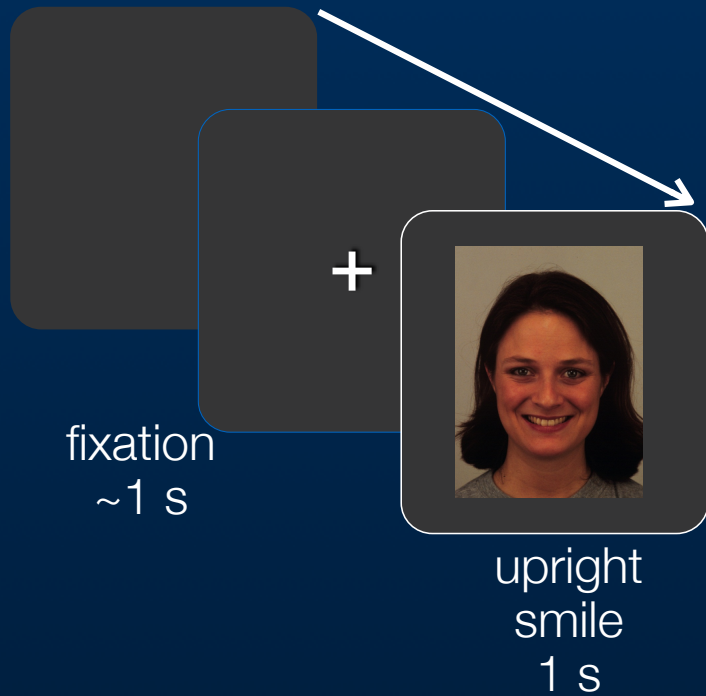
method

Participants viewed 80 trials
(10 versions of each category)



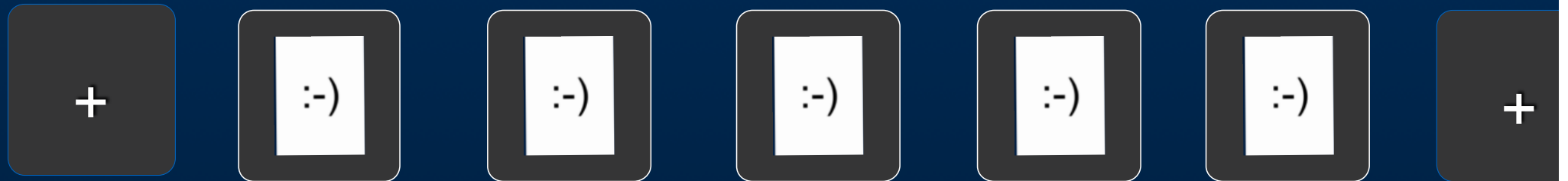
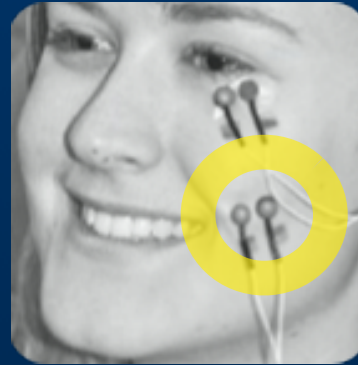
method

Participants viewed 80 trials
(10 versions of each category)

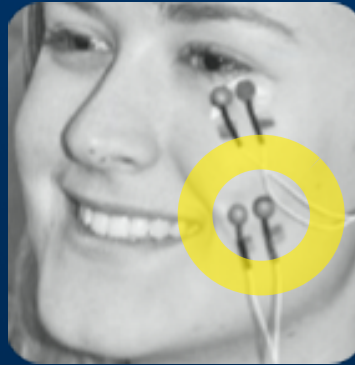


method

smiling muscle activity



smiling muscle activity



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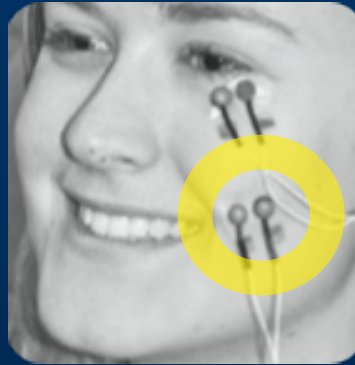
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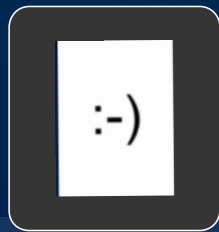
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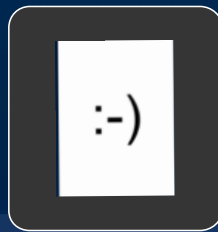
smiling muscle activity



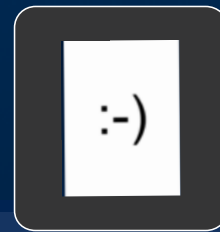
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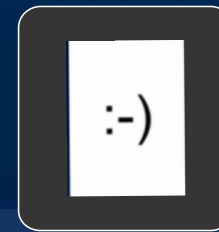
200 ms



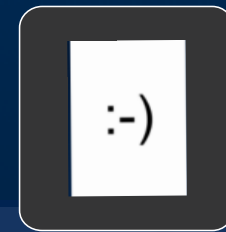
200 ms



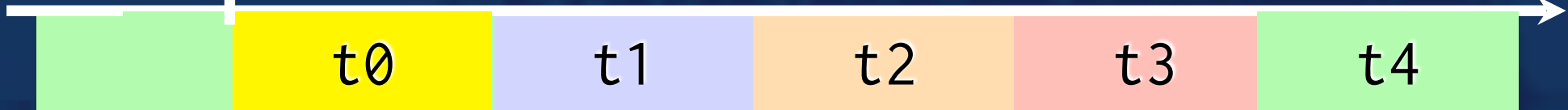
200 ms



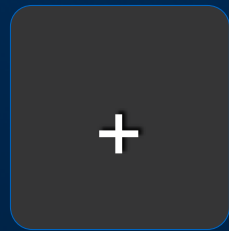
200 ms



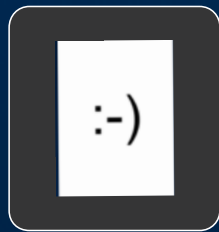
200 ms



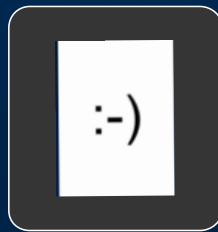
smiling muscle activity



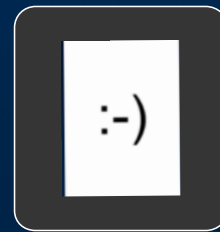
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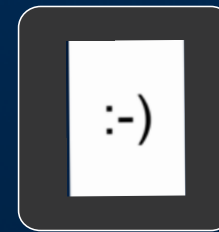
200 ms



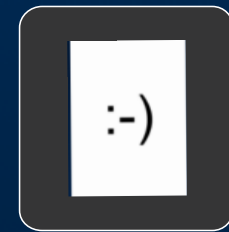
200 ms



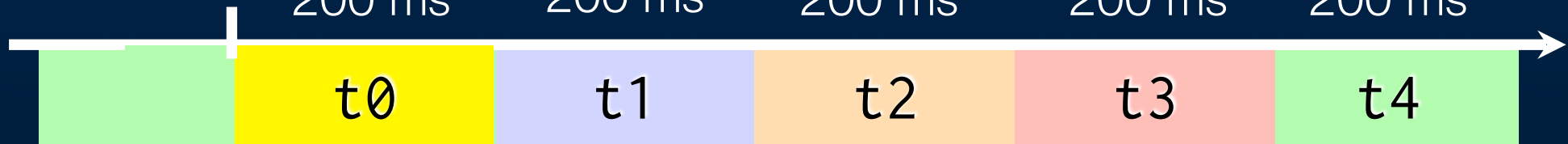
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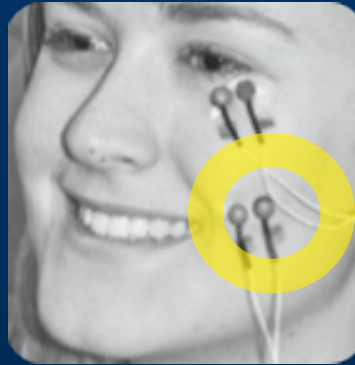
200 ms



200 ms



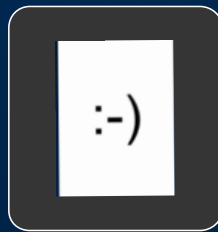
smiling muscle activity



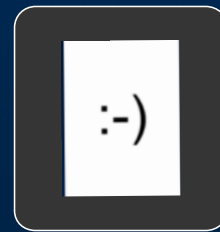
~1 s



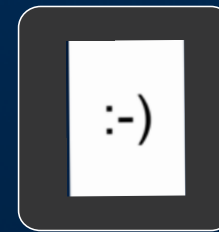
200 ms



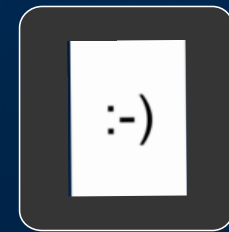
200 ms



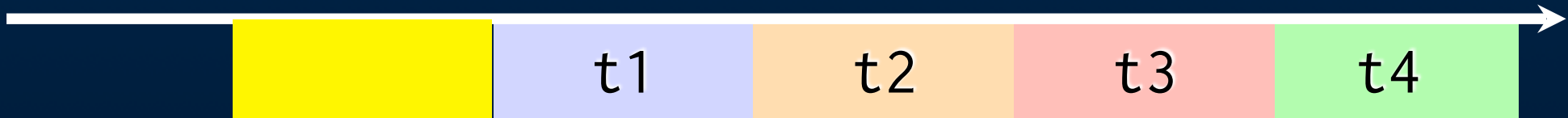
200 ms



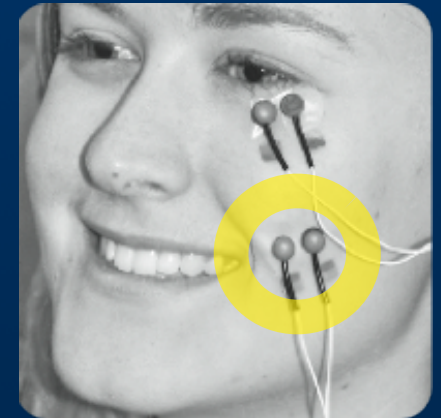
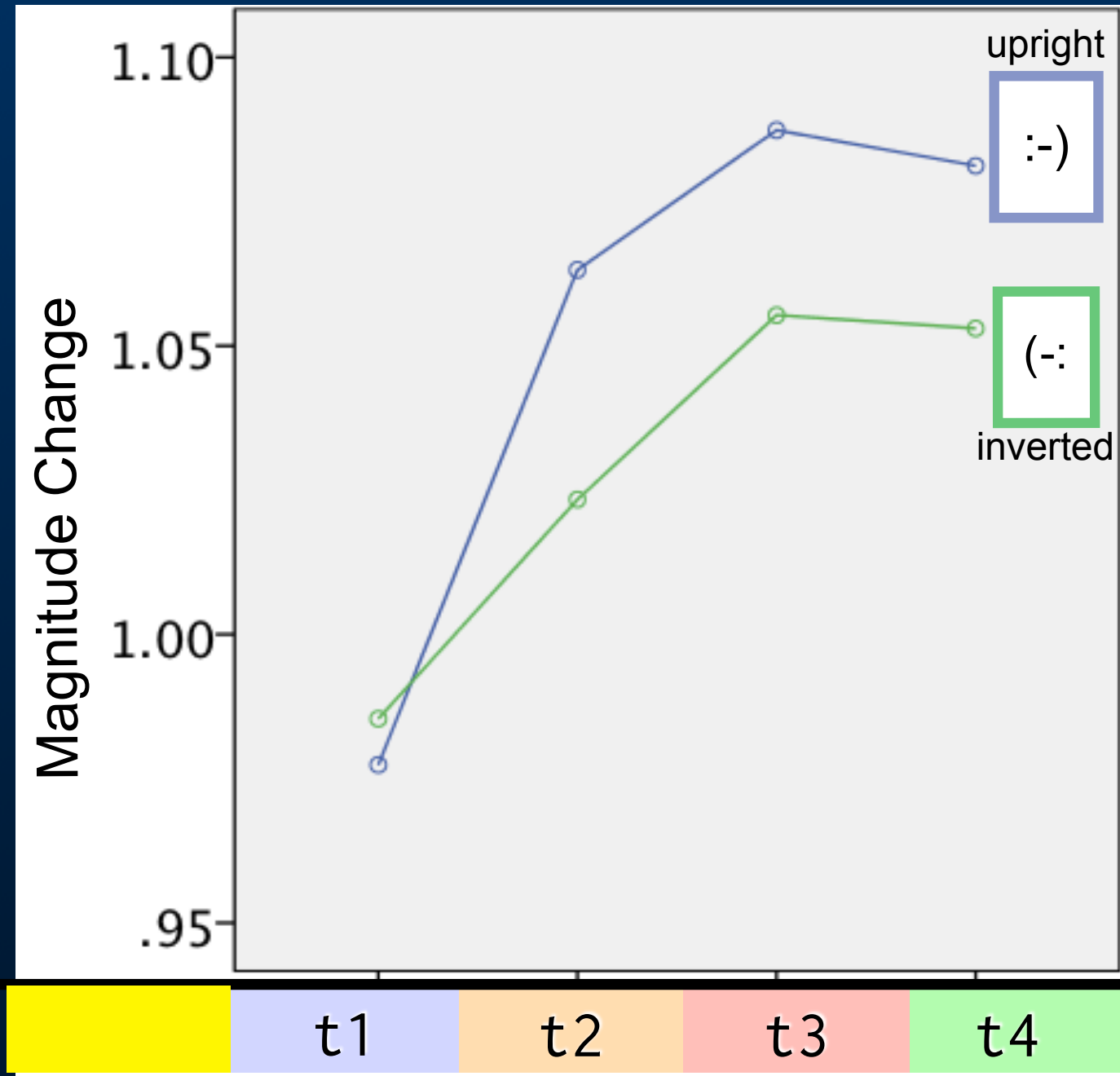
200 ms



200 ms

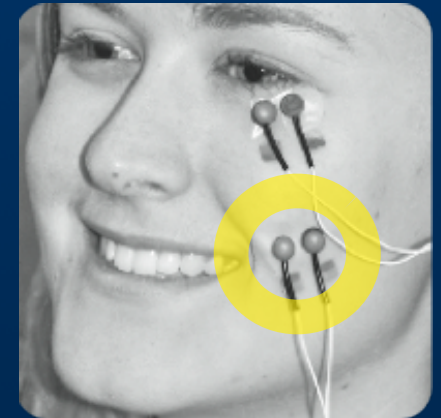
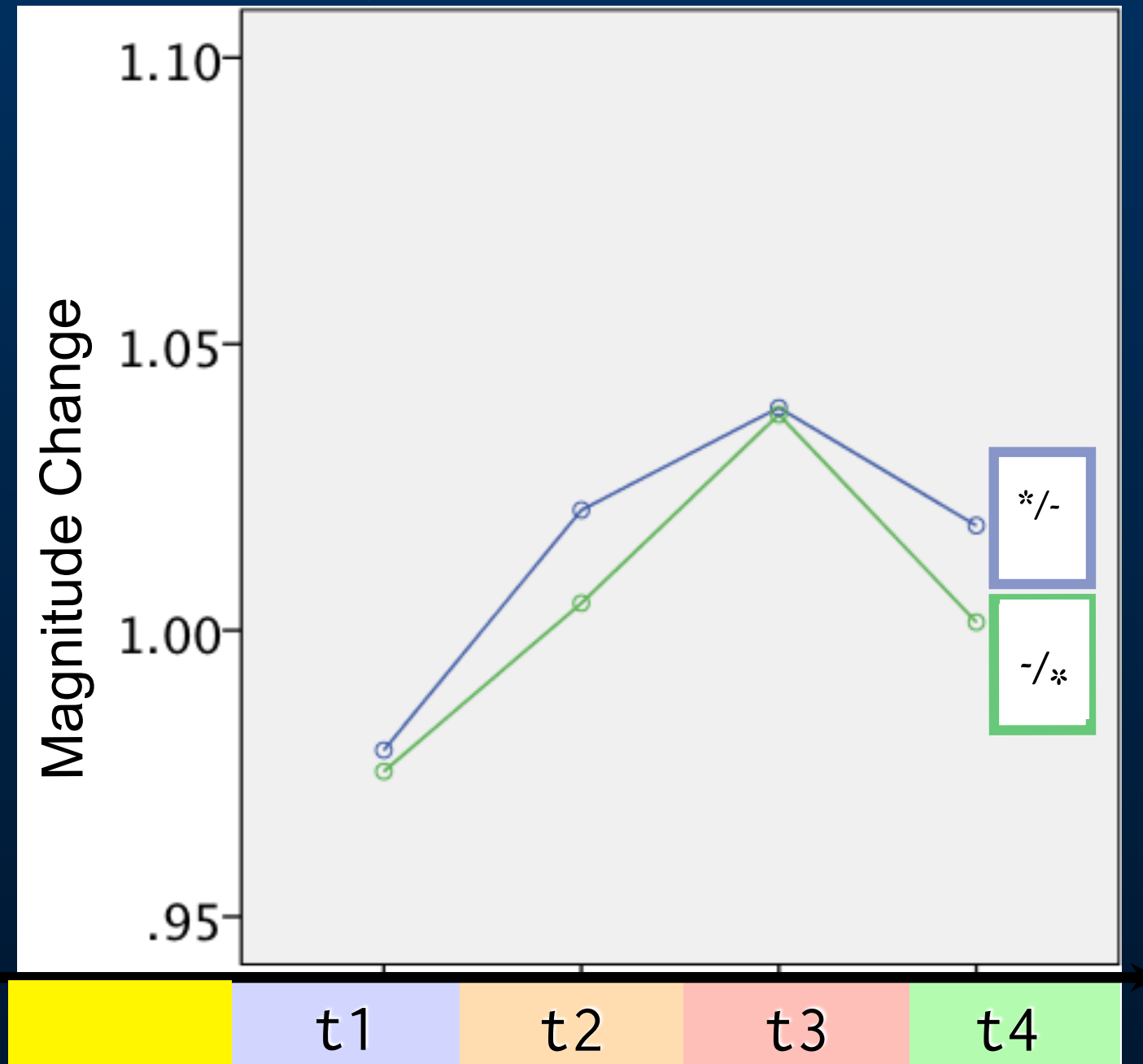


smile emoticon



results

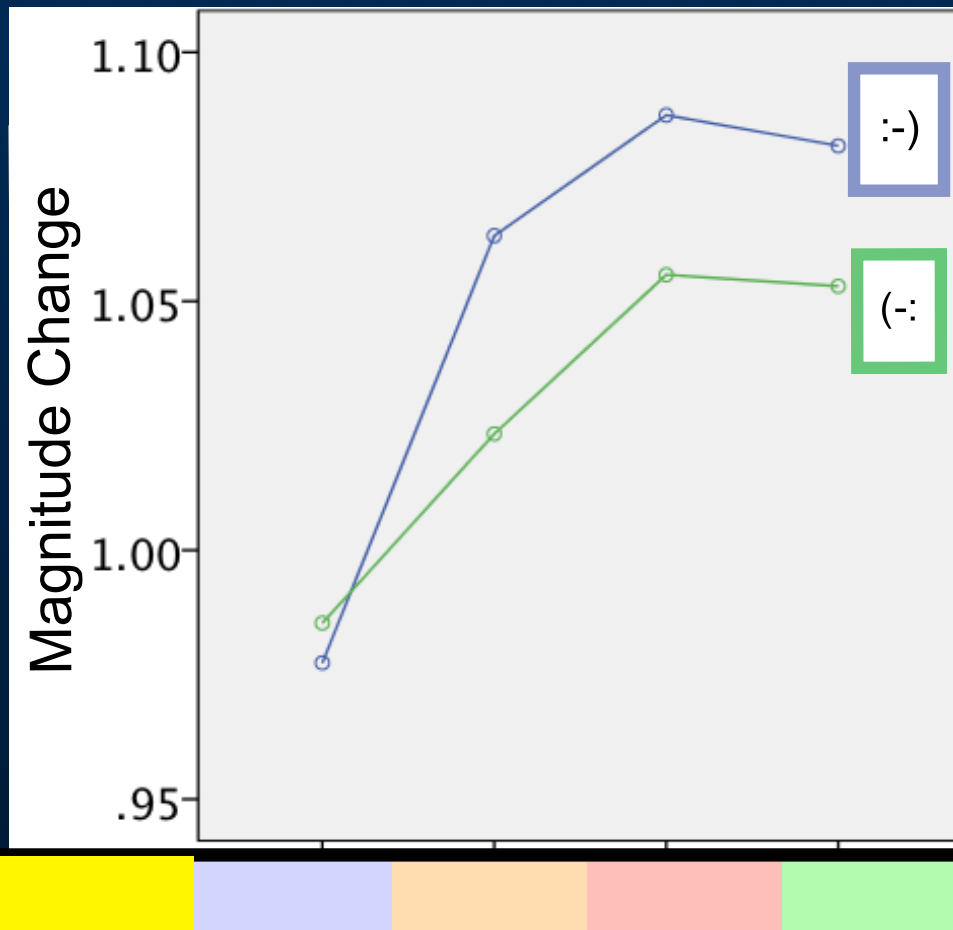
punctuation



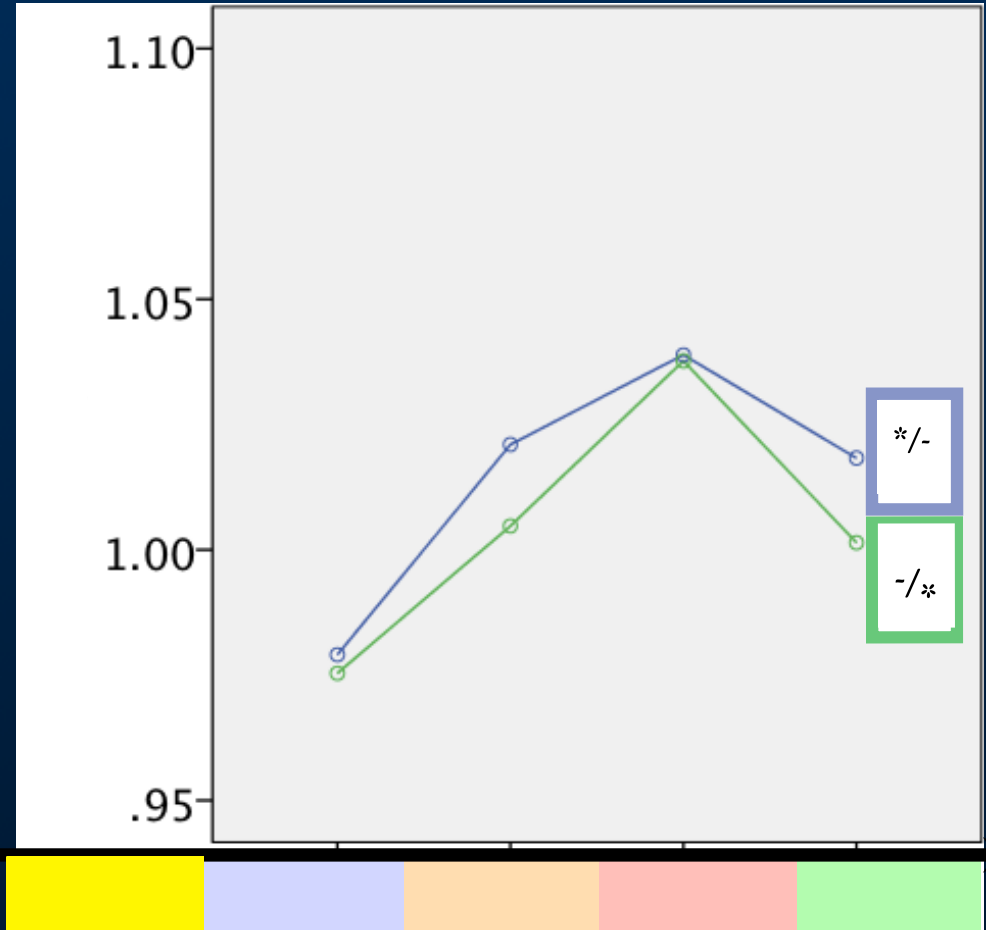
results

results

emoticon



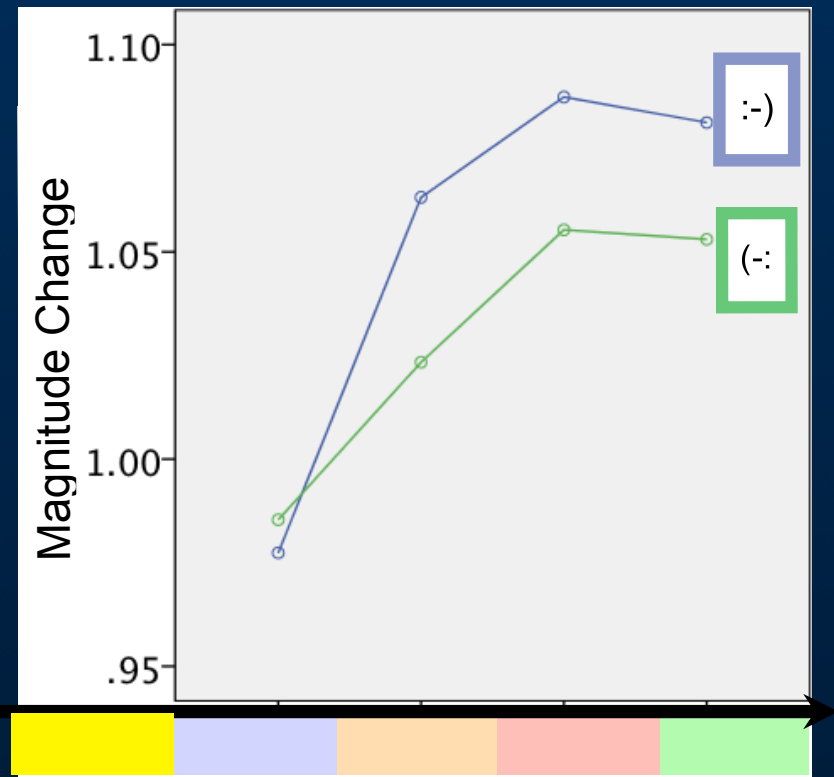
punctuation



Conclusions

Upright emoticons are mimicked much like real faces

Inverted emoticons do not elicit the emotion-congruent mimicry.



Limitations



Next Step

- Compare emoticons to faces and pleasant stimuli
- Compare emoticon variations

:-) :) :] • • •

Questions?