Emotion and Memory in the Monolingual and Bilingual Mind

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Why investigate emotion?

:-)

Just this past month, in 1982, the idea of using “Emoticons” – punctuation marks that express one’s mood in computer messages—was launched by Carnegie Mellon University professor Scott E. Fahlman. Above, his first suggestion!
Why investigate emotion?

- Emotional Intelligence

- No neuroanatomical analysis, at the moment, is capable of distinguishing shame from guilt, or of explaining why Chinese and Americans differ dramatically in their psychological and psychosomatic symptoms when faced with significant life difficulties.
Why investigate emotion?

- Emotion scripts – afforded by biological components, yet reflect the cultural environment in which they are adjusted and tuned; may be similar or different across cultures
- The set of emotion terms available in any given language is unique and reflects a culture’s unique perspective on people’s ways of feeling.
Why investigate emotion?

- Language is closely related to emotion, as well.
- Languages differ enormously in the size and character of their affective lexicon, especially in the size of their sets of feelings such as joy, distress, relief, surprise, and so on. (English = well above 100; Chepang (Malaysia) = less than 10)
Applied Issues: Emotion and Design

In the world of industrial design, how are concrete, abstract, and emotion concepts translated into product design?

12 designers were asked to consider the following concepts in their design of a perfume bottle:

- chestnut (concrete)
- loyalty (abstract)
- grief (emotion)
<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>FIELD OF DESIGN</th>
<th>EDUCATIONAL TRAINING</th>
<th>DURATION OF PRACTICE</th>
<th>CREATIVITY SCORE</th>
<th>ORDER OF TASKS</th>
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<tbody>
<tr>
<td>F</td>
<td>32</td>
<td>JEWELRY, FURNITURE</td>
<td>PHD (IND. DESIGN, ART HISTORY)</td>
<td>10 YEARS</td>
<td>82 (HIGH)</td>
<td>A/C/E</td>
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<tr>
<td>F</td>
<td>44</td>
<td>SHOE, HOISERY, JEWELRY</td>
<td>MA (FASHION &amp; TEXTILE DESIGN)</td>
<td>15 YEARS</td>
<td>53 (LOW)</td>
<td>C/E/A</td>
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<td>GLASSWARE</td>
<td>BSC (IND. DESIGN)</td>
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<td>37 YEARS</td>
<td>74 (ABOVE AV.)</td>
<td>A/E/C</td>
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<tr>
<td>M</td>
<td>33</td>
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<td>MSC (IND. DESIGN)</td>
<td>6 YEARS</td>
<td>70 (AVERAGE)</td>
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<td>M</td>
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<td>JEWELRY, ART</td>
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<td>69 (AVERAGE)</td>
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<td>HOUSEHOLD APPLIANCES</td>
<td>BSC (IND. DESIGN)</td>
<td>5 YEARS</td>
<td>80 (HIGH)</td>
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<td>73 (AVERAGE)</td>
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DESIGN BRIEF - CONCRETE

Design a perfume container with the given concept: “CHESTNUT”

This is a form oriented design task. So it is important not to focus on design and product features (such as brand identity, intended market, dimension limitations, manufacturing processes, etc.) but to focus on the overall concept.

You will have 15 minutes to complete your design sketches.

You will be given one sheet of drawing paper and may use any of your own hand drawing tools, whatever you typically use.
What have we learned thus far?

- Emotion is an area that is investigated in both basic and applied research.
- Emotional concepts can be translated into form, in the design of products.
- Emotion exerts a strong influence in the creativity process and may govern the ability to “problem solve” in a new, and novel environment.

But, what is the value of engaging in research, particularly as an undergraduate at the University at Albany?
Why participate in research?

- Provides a means through which you can learn about the creation of new ideas, the exploration of questions, and how science develops
- Provides the opportunity to get “hands-on” experiences to confirm your desires to work on research endeavors
- Provides you an environment to learn from other undergraduate and graduate students
- Allows for meaningful interactions with faculty members
Is research important to my graduate school applications?

- Yes!
- It gives you “something to say” in your personal statement
- You might have been a co-author on a project or a conference presenter
- Your letter of recommendation might be much more detailed than might otherwise be the case
- You will have something to talk about on interviews and with faculty over email!
How can I get involved in research?

- Seek out a laboratory in which to work
  - Consult departmental websites and email faculty whose interests appear to match your own; set up a meeting with them

- Consult the web for summer research experiences, for example:
  - Colorado State University, Summer Program on Mind and Brain
    - [http://psy.psych.colostate.edu/reu/](http://psy.psych.colostate.edu/reu/)
What might be expected of me, in a laboratory?

- Being reliable, mature, professional and trustworthy = a good letter of recommendation
- The collection of data
- Recruiting of participants
- Coding data such as from ratings, paper-and-pencil tasks, video recordings, etc.
- Taking “ownership” of the project you are working on
- Being on time, completing all tasks on time
- Having a positive and motivated attitude!
Jaclyn – PsyD – School – St. John’s
Katie – JD – Loyola, Chicago
Jessica – Junior Analyst – JP Morgan
Melissa – MD – Child Psychiatry – Jefferson Medical College
Thank You

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