EMOTION AND FILM:
Using Eastern and Western media to compare emotional recognition between homogenous and heterogeneous populations

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BACKGROUND

- Emotional communication differs between homogenous and heterogeneous cultures (Tomkins & McCarter, 1964).

- This has been linked to historical heterogeneity (Gudykunst et al., 1996; Niedenthal et al., 2019) and the dialect theory of emotion (Tomkins & McCarter, 1964).

- Research asking participants of different cultures to identify certain emotions provides further support for these theories and their role in emotional recognition and expression discrepancies between cultures (Wood et al., 2016).

HYPOTHESIS 1	HYPOTHESIS 2
The accuracy rate of emotion recognition in Western films is higher than in Eastern films.	**Easterners are more accurate in recognising emotions in Eastern films, while Westerners are more accurate in recognizing emotions in Western films.**
Easterners express more vaguely due to their homogeneity compared to Westerners from heterogeneous societies.	Considering the in-group advantage of emotional recognition (Elfebein & Ambady, 2002).
Follows the theory of historical heterogeneity.	Follows the dialect theory of emotional expression.

INTRODUCTION

- This study set out to compare the accuracy rating of Eastern and Western participants' emotional recognition.

- Recognising the oversaturation of static materials used in previous research investigating emotional, this study is using films from the East and the West.

  - This will provide a more dynamic expression of emotion and help to avoid a limited reflection of emotion under natural conditions.

- The study follows the understanding of emotion proposed by the theory of historical heterogeneity and the dialect theory of emotion

METHODS

- A total of 620 images from 40 films (20 Eastern, 20 Western) were used, selected by facial recognition technology.

KEY TRIAL

- Participants each watch a number of films (averaged across all participants).

- The Excel questionnaire is then sent to the participants, which includes only the films that they watched.

  - Participants select the type and intensity of emotion expressed from a list of options provided for each selected actor in each film.

- Participation will commence at the participants own discretion, so as not to limited the participants by an in-person time frame.

DISCUSSION TRIAL

- An estimated total of 24 participants [N=12 Chinese; N=12 international] are required.

- Clips of each film will be played and the discussion will cover the sections in which there were discrepancies about the expressed emotions between two participants [Eastern and Western].

This period should last approximately 150 minutes.

DISUCSS AND REFLECT

This study aims to address the theories of emotion proposed by two key theories the Theory of Historical heterogeneity [Elfebein & Ambady 2002] and the Dialect Theory of Emotional Expression, investigating the accuracy of emotional recognition of participants, comparing those of homogenous and heterogeneous backgrounds.
In turn, this allows for a comparative investigation of the East and the West in relation to interpretation of emotional expression and recognition.

If there is to be a statistically significant difference found in accuracy ratings between Eastern and Western participants, this will contribute towards accumulating support for cultural variation found in previous emotional research.

This could lead to positive implications such as:
Clinical psychology
1. Overcoming cross-cultural diagnoses [mental health reliant on emotional states; overcoming miscommunication of this across cultures]

2. Non ethnocentric therapeutic approaches [greater awareness of these cultural variations surrounding emotion]

References

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