

# Facial Behavior

## Chapter Four



# Importance of Facial Expressions

- Usually visible during interaction
- Eyes are windows to the soul
- The face is a marquee advertising emotions, moods, attitudes




# Functions of Facial Expressions

- Reveal personality characteristics
- Help us manage and regulate interactions with others
  - Signal disapproval
  - Disbelief
  - Sincerity





# Perspectives on Acquisition and Development

1. Evolution and Natural Selection
  2. External Factors
  3. Innate and Learned
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# 1. Evolution and Natural Selection

- Facial expressions
  - Inborn
    - Children born deaf and blind possess fundamental expressions of emotion
- Inherently linked with moods and feelings





## 2. External Factors

- Contribute to facial behavior
    - Environment
    - Social rules
    - Culture
  - Taught appropriate facial behaviors for certain situations
    - Be serious at funerals and happy at parties
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# 3. Innate and Learned

- Primary facial expressions linked to primary emotions from birth
  - SADFISH
- As children grow
  - They become socialized into adult world
  - Learn certain rules of facial display






# Culturally-Specific Differences

- Circumstances that elicit certain emotions
  - Consequences that follow certain emotional expressions
  - Different display rules that members must learn
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# Facial Management

- Techniques learned early to the point of being automatic
  - Four common facial management techniques (MIND)
    - Masking
    - Intensification
    - Neutralization
    - Deintensification
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# Masking

- Repression of expressions
  - Related to emotions felt
  - Replacement with more acceptable emotions

## Example

- Team loses a game
- Expected to be good sports



# Intensification

- Exaggerating what we feel
  - Expression of emotion far beyond what we feel
  - To meet expressed concern of others

## Example

- Someone leaked the secret of your surprise party
- You act surprised anyway



# Neutralization

- Elimination of any expression of emotion
- Others are unaware of feeling



## Example

- Card player who neutralizes facial expressions to keep opponents guessing



# Deintensification

- Reducing the intensity of facial expression
- Circumstances require us to downplay true feelings




## Example

- Instructor has to deal with a student's outburst
- Must wait until class is dismissed




# Styles of Facial Expressions

- Withholder
  - Revealer
  - Unwitting expressor
  - Blanked expressor
  - Substitute expressor
  - Frozen-affect expressor
  - Ever-ready expressor
  - Flooded-affect expressor
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# Withholder

- Seldom has any facial movement
  - Face inhibits display of actual feelings
    - Constantly use neutralizing display rule
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# Revealer


- Reverse of withholder style
- Always shows true feelings
- Described as wearing hearts on sleeves
- Often have a highly dramatic communication style








# Unwitting Expressor

- Believes they do a good job of masking true feelings
  - Unknowingly leak information about actual felt emotions
    - Often in trouble for expressing inappropriate emotions
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# Blanked Expressor

- Display ambiguous or neutral expressions when they believe they're displaying emotion
  - Feeling and expression of emotion are unconnected
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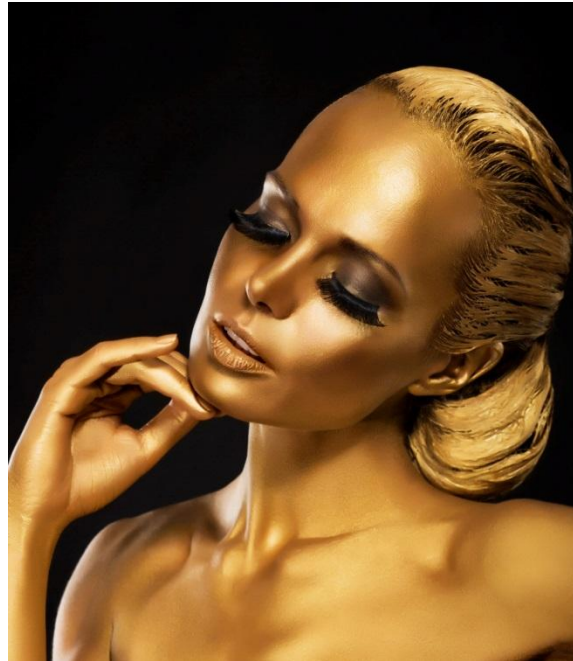


# Substitute Expressor

- Substitutes one emotional expression for another
    - Try to show happiness, but actually express disgust instead
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# Frozen-Affect Expressor

- Always manifests at least part of a particular emotional expression
- Wears a permanent mask





# Ever-Ready Expressor

- Displays one particular emotion as an initial response to almost any situation
  - Follows with more revealing expression



## Example

- First smiles, then shows true emotion



# Flooded-Affect Expressor

- Constantly flood their faces with a particular emotion
  - Never appears neutral
  - Temporary expression at all times




## Example

- Emotion of fear never completely fades even when they're happy



# Facial Affect Scoring Technique

- FAST
    - Separates face into three areas
      - Lower face (cheeks, nose, mouth)
      - Eyes and eyelids area
      - Brows and forehead area
    - Determines which emotions are being expressed in each area
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# Lower Face: Cheeks

- Cheeks are most likely to expose true emotions
- Emotional changes of color are most conspicuous in this area



## Example

- Cheeks turn red when embarrassed



# Lower Face: Mouth

- Mouth works overtime


- Talking
- Whistling
- Singing
- Smiling
- Laughing
- Kissing



- Described as the battleground of the face
  - One of the most expressive areas



# Lower Face: Nose

- Resonator or shield to protect
    - Eyes from injury
    - Against water
    - Against dust and dirt
  - Many cultures have gone to extreme lengths to transform the nose
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# Eyes and Eyelids

- 80% of information about the outside world enters through the eyes
- If we see it, we are likely to remember it




# Brows and Forehead

- Multiple expressions and emotions
  - Lowering eyebrows is frowning
  - Raising eyebrows can express surprise
  - Raising one eyebrow is questioning






# Research on FAST

- Sadness and fear come through the eyes
  - Anger not accurately perceived from one specific area
  - Disgust blends with surprise
    - Found in various places on face
  - Happiness judged accurately 98% of the time from lower face
  - Surprise identified in all three areas
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# Variations of Facial Expressions


- Affect blends
  - Partials
  - Micromomentary facial expressions
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# Affect Blends

- Multiple facial expressions at one time

## **Example:**

- Anger in eyes
  - Disgust in lower face
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- Responsible for cultural differences found in emotional expression
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# Partials

- Revealing an emotion in only one area
  - Successfully controlling other two areas
  - Emotional leakage may be cause of partials




## **Example:**

- Coach fearful of losing tries to mask fears with calm appearance, but one area leaks true feeling





# Micromomentary Facial Expressions

- Brief, fleeting expressions
    - Usually not observable in normal conversation
    - Change so quickly that naked eye may not detect them
    - May give a person an intuitive feeling about what another is truly feeling
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# Facial Behavior Review

- This chapter covered
    - Importance of facial expressions
    - Perspectives on acquisition and development
    - Facial management and expression of emotion
    - Primary affect displays and communications
    - Variations of facial expressions
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