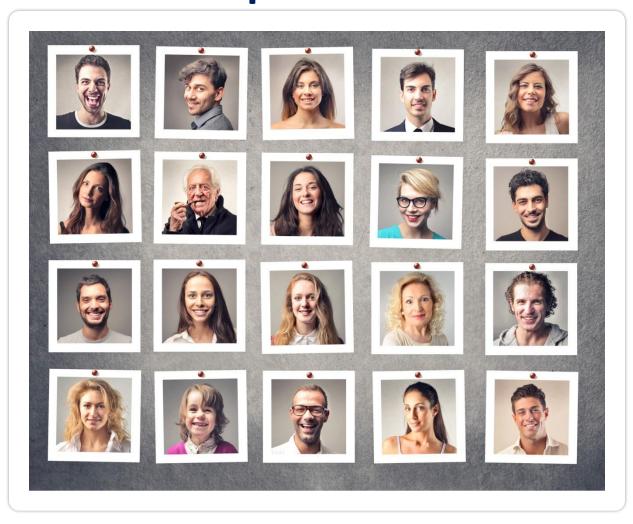
Facial Behavior Chapter Four



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





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

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

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

Facial Management

 Techniques learned early to the point of being automatic

- Four common facial management techniques (MIND)
 - Masking
 - Intensification
 - Neutralization
 - Deintensification

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



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

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

Blanked Expressor

 Display ambiguous or neutral expressions when they believe they're displaying emotion

 Feeling and expression of emotion are unconnected

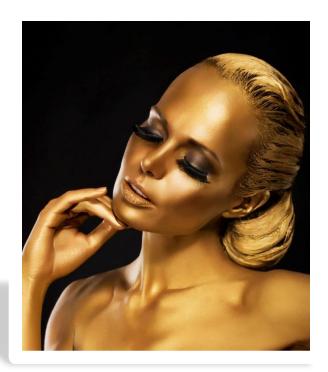


- Substitutes one emotional expression for another
 - Try to show happiness, but actually express disgust instead

Frozen-Affect Expressor

Always manifests at least part of a particular emotional expression

Wears a permanent mask





- 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

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

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



- Affect blends
- Partials
- Micromomentary facial expressions

Affect Blends

Multiple facial expressions at one time

Example:

- Anger in eyes
- Disgust in lower face

 Responsible for cultural differences found in emotional expression

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



- 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

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