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**Dartmouth College**

**Indiana University**

**Kent State University**

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**University of Utah**

***In future seminars:***

**Duke University**

**Guelph University**

**State University of New York**

**and universities in Japan, China, and Australia**

# **Some Antinomies of Affect Control Theory**

**ACT Is**

**Versus**

**ACT Is**

**Straightforward**

**Multiplex**

**A Verbal Theory**

**A Computer Model**

**Qualitative**

**Quantitative**

**Focused on  
Emergence**

**Focused on  
Culture**

## ***A Straightforward Theory***

**We strive to affirm our understandings of the world**

### **Individuals**

- ⇒ generate feelings appropriate to the situation.**
- ⇒ change their views of the situation if action fails.**
- ⇒ display emotionally their views of events and situations.**
- ⇒ while doing the above, perform social roles that operate society.**

## ***A Multiplex Theory***

**Affect control theory provides insights into**

⇒ **Norms, deviance**

⇒ **Sanctioning behavior**

⇒ **Role behavior**

⇒ **Labeling**

⇒ **Trait Attribution**

⇒ **Emotions**

⇒ **Stress and anomalous experiences**

## ***A Verbal Theory***

Neil MacKinnon's *Symbolic Interactionism as Affect Control* (SUNY Press, 1994) presents ACT in 24 statements like

3. All social cognitions evoke affective associations.

21. Social labelings render past events more credible by assigning interactants new identities that are confirmed by past events.

ACT is explained verbally in the tutorial at

[www.indiana.edu/~socpsy/ACT/acttutorial/basicideas.htm](http://www.indiana.edu/~socpsy/ACT/acttutorial/basicideas.htm)

Sentiments, impressions, deflections

Impression formation processes: Stability, Morality,  
Consistency effects



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# A Computer Model

It may take several minutes to load the program's code, equations, and dictionaries (about 250K). Please be patient, even if nothing seems to be happening.

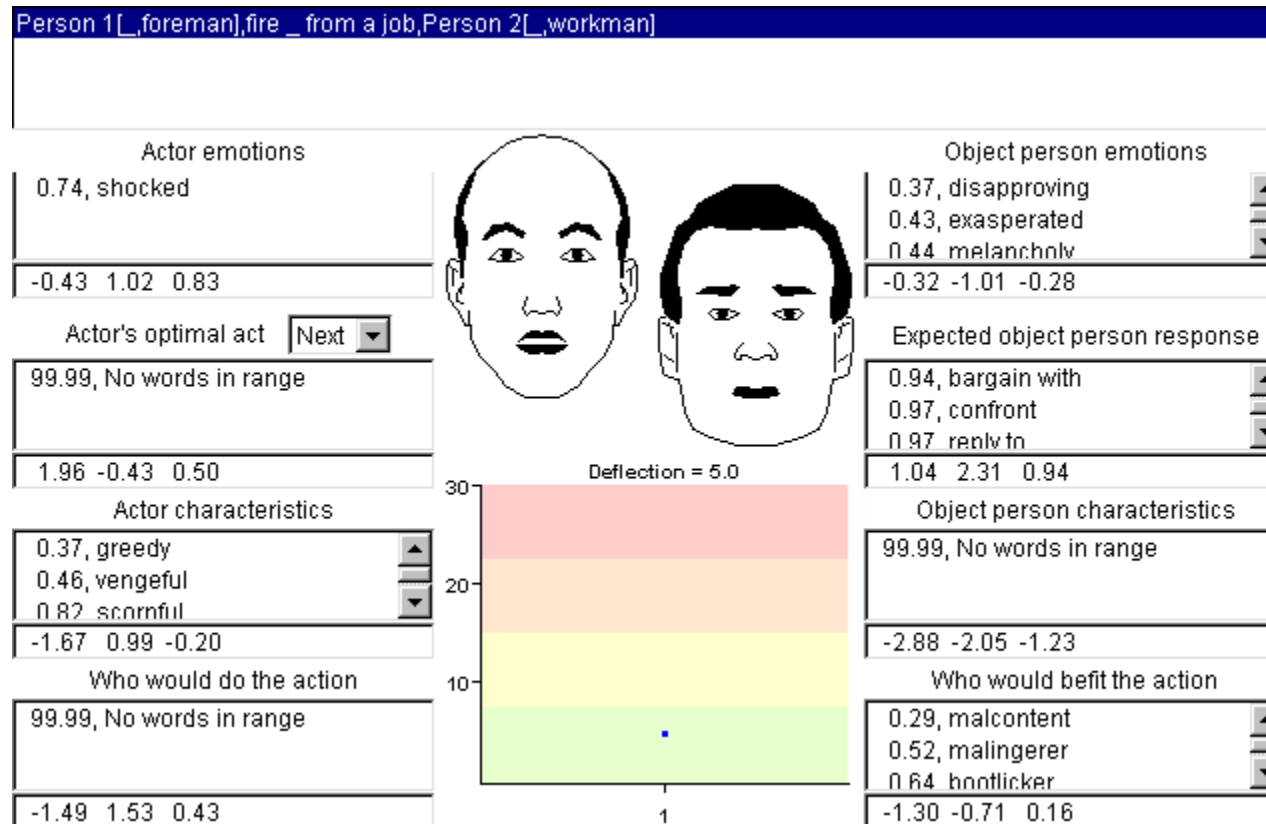
English U.S.A. Advanced Functions Analyze events Help

Experiences of Person 1 Male. Filters

Person 1 [\_,foreman],talk shop with,Person 2 [\_,workman]

<b>Actor emotions</b> 0.29, contented 0.31, reverent 0.50, awe-struck 0.94 0.62 0.28		<b>Object person emotions</b> 0.22, self-conscious 0.31, nostalgic 0.53, no emotion 0.71 0.12 -0.06
<b>Actor's optimal act</b> Next 0.11, chitchat with 0.12, caution 0.13, sneak in 1.54 0.78 0.81		<b>Expected object person response</b> 0.00, suggest something to 0.01, converse with 0.03, agree with 1.79 1.41 0.78
<b>Actor characteristics</b> 0.12, feminine 0.64, idealistic 0.81, introspective 1.04 -0.31 0.25		<b>Object person characteristics</b> 0.95, unadventurous -0.08 -1.80 -1.02
<b>Who would do the action</b> 0.07, salesclerk 0.26, co-worker 0.42, employee 0.86 0.16 0.98		<b>Who would benefit the action</b> 0.04, flight attendant 0.22, intern 0.40, tenant 0.97 -0.93 0.42

# Qualitative



The theory shows its derivations in visual and lexical form.

# Quantitative

A representation of an Impression-Formation equation:

**Outcome Impression of Actor E**

0  4

<b>Actor</b>	Bad, Awful	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good, Nice	<input type="text" value="-3 E"/>
	Powerless, Little	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Powerful, Big	<input type="text" value="3 P"/>
	Still, Inactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Lively, Active	<input type="text" value="3 A"/>
<b>Behavior</b>	Bad, Awful	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good, Nice	<input type="text" value="-3 E"/>
	Powerless, Little	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Powerful, Big	<input type="text" value="2 P"/>
	Still, Inactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lively, Active	<input type="text" value="2 A"/>
<b>Object</b>	Bad, Awful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Good, Nice	<input type="text" value="3 E"/>
	Powerless, Little	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Powerful, Big	<input type="text" value="-3 P"/>
	Still, Inactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lively, Active	<input type="text" value="0 A"/>

<input type="checkbox"/> -0.12 (Constant)	<input checked="" type="checkbox"/> 0.05*Actor E * Behavior E (Consistency)	<input checked="" type="checkbox"/> 0.03*Actor E * Behavior E * Object E (Balance)
<input checked="" type="checkbox"/> 0.45*Actor E (Stability)	<input checked="" type="checkbox"/> 0.13*Behavior E * Object E (Consistency)	<input checked="" type="checkbox"/> -0.02*Actor P * Behavior P * Object P (Balance)
<input checked="" type="checkbox"/> 0.42*Behavior E (Morality)	<input checked="" type="checkbox"/> 0.07*Behavior P * Object P (Consistency)	<input checked="" type="checkbox"/> 0.03*Actor E*Behavior P*Object P
<input checked="" type="checkbox"/> -0.06*Behavior P	<input checked="" type="checkbox"/> -0.03*Actor E*Behavior P	<input checked="" type="checkbox"/> 0.03*Actor P*Behavior P*Object A
<input checked="" type="checkbox"/> -0.11*Behavior A	<input checked="" type="checkbox"/> -0.06*Behavior E*Object P	
<input checked="" type="checkbox"/> 0.04*Object E	<input checked="" type="checkbox"/> -0.06*Behavior P*Object E	
	<input checked="" type="checkbox"/> 0.03*Behavior A*Object P	

(Above event involves an actor like bully, behavior like hit, object like infant.)

## ***Focused on Emergence***

**Uncertainty, tentativeness, exploration in ACT**

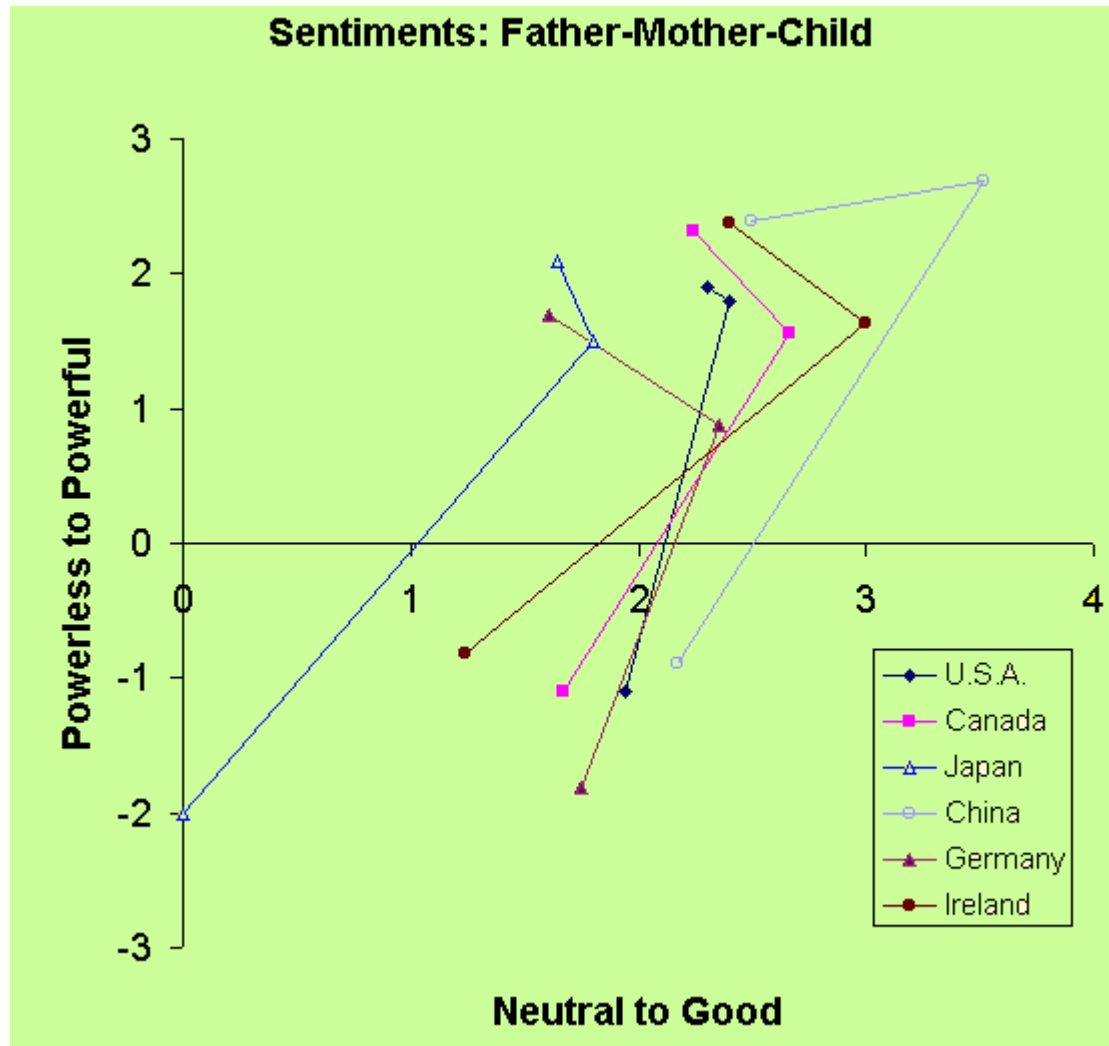
⇒ **Definition of the situation**

⇒ **Selection of action**

⇒ **Characterizing emotions**

⇒ **Exploring reidentifications**

## ***Focused on Culture***



(chart recreated from graphic by Herm Smith)