



SOCIETY OF AUSTRALASIAN SOCIAL PSYCHOLOGISTS

NEWSLETTER

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EDITORIAL

Welcome to the August 2006 Newsletter of SASP. This is much later than usual. Various things conspired to delay this publication but it is finally out.

This issue reflects what would normally have come out in the newsletter early in the year. A summary of the most recent conference (successfully held in Canberra) as well as information about the next SASP conference will be held over until the next edition.

A few issues have arisen in the last year or so which suggest a change in future newsletters. It is quite clear with the advent and increased usage (notwithstanding the unsolicited spam) of the SASP bulletin board that most announcements and requests are best channeled through that medium. It seems that the newsletter may better serve the SASP membership by focusing on providing a record of the activities of SASP. As such, future issues of the newsletter will focus on providing information about the people, the events, and the groups around which SASP is built. We will continue to publish movements of SASP members, books and significant achievements by SASP members, and reports on major SASP activities (SASP conferences, Summer School, etc.). In addition, we aim to include some informal interviews with SASP members. A long held aim has also been to include brief histories of social psychology departments in Australian and New Zealand universities (any volunteers are most welcome).

A second change in approach we are considering is a move to more (but briefer) issues per year. Hence, a series of, say 4, issues each year of approximately 4-6 pages each. This may provide more of an opportunity to advertise forthcoming conferences and events of interest to social psychologists within this region of the world. [To this end, any correspondence regarding conferences that any SASP members plan to

attend in 2007 would be greatly appreciated. We are happy to chase up specific details if sufficient information is given.]

In relation to the current issue, as always a particularly good feature of the newsletter is an abbreviated version of the Invited President's address (or President's address depending on the year) from a preceding conference. In this issue, we have included the Invited address given by Prof. Joe Forgas at the 2005 SASP Conference held in Townsville. As always, the address is thought provoking and provides an excellent summary of a well-renowned program of research.

I know it seems unlikely, but there will be one more issue this year were proceedings from this year's conference will take centre stage. Sorry again for the long time between drinks but happy reading for those who have time.

SASP Newsletter Editorial Group
Paul Williamson Michael Wenzel
Mariette Berndsen Ian McKee
Yolanda Martins
Flinders University

REPORTS

Report from SASP 2006 Summer School

The 2nd Australasian Summer School in Social Psychology (ASSSP) was held in February 2006, with the support of SASP, the Australian National University and Melbourne University.

The Summer School had a small group design that allowed postgraduate students to work in uniquely close collaboration with highly respected experts. As part of the intensive learning and networking environment, postgrads also met and worked closely with students from universities across Australia, and also with some students from European universities.

Three small group streams ran concurrently, each focused on a different approach to, and perspective on, social psychology:

- Lucy Johnston and Vance Locke ran a stream on Social cognition, stereotyping, and implicit behaviour. Students reviewed a variety of theory including the cognitive miser model and developed a series of research proposals.
- Martha Augoustinos and Ann Weatherall ran a stream on Discourse analysis and critical psychology. Students learnt how to conduct discourse analyses and analysed in groups the media representations of the Cronulla riots.
- Michael Schmitt and Michelle Ryan ran a stream on Responses to disadvantage and privilege. Students reviewed social identity theory and developed a series of research proposals.

Additionally, all summer schoolers convened to listen to visiting guest speakers:

- Yoshi Kashima spoke on "Culture and self: A cultural dynamical perspective", and presented an impressive illustration of how difficult theoretical questions can be explored using social psychology methodology.
- Michael Platow spoke on "Psychological realism in experiments", giving many inspiring and practical tips on how to create genuine experiences for participants in psychological experiments.
- Craig McGarty spoke on "Establishing a career through managing professional relationships while maintaining respect", clearly and frankly advising postgrads about how to negotiate the professional world.

There was also a Tutor panel discussion/Q&A session with the students on the different approaches and traditions existing within the field of social psychology. This was revisited on the last day of the summer school, when students from each of the three streams convened and

each stream presented an overview and summary of the theory they had studied, and the work they had done while attending the summer school.

The fantastic food and the beautiful natural environment sustained the demanding work done at the summer school. They say an army marches on its stomach and the rigorous standards set by students and tutors alike would not have been possible without the consistently incredible food provided by Rachael and Andrew. No one rated the catering has less than 5 on the 5-point scale. The average rating was actually 5.4, because some people were determined to beat the ceiling effect.

With a beach a few hundred metres away, break time was beach time for most people, and the dedicated went every morning before breakfast. Searching for good mobile reception became a popular bonding activity, while the nights spawned gems of brilliance, such as an interpretive dance version of Social Identity Theory. (See the website for photos.)

At the end of the summer School, there was a strong feeling that it had been a success. Academic tutors and postgraduate students alike judged the experience valuable for fostering student training for a career social psychology (mean of 4.7 on a 5 point scale). And students were extremely positive about the content delivered by the tutors (mean of 4.8 on a 5 point scale). This success was due to the dedication of the tutors and students, as well as to the instrumental generosity of SASP, ANU and Melbourne University. We would like to thank everybody involved for their enthusiasm, effort and good humour, and can only hope that these summer schools continue to run in the future.

Finally, Michael Platow would like to add his thanks to the three post-grads who organized the Summer School, Leán O'Brien, Emina Subasic, and Leah Kaufmann. Without their hard work, dedication and professionalism, the Summer School simply would not have occurred.

REPORTS ON CONFERENCES

The 9th Sydney Symposium of Social Psychology, March 2006

This year's Sydney Symposium, the ninth in this series, focused on the role of evolutionary theories in understanding social thinking and behaviour. The symposium was organised by Joe

Forgas, Bill von Hippel (UNSW) and Marty Haselton (UCLA), and was held in the Coogee Bay Hotel. The aim of the *Sydney Symposia of Social Psychology* is to provide new, integrative insights into key areas of contemporary research. Held every year at the University of New South Wales, Sydney, each Symposium deals with an important integrative theme in social psychology, and the invited participants are leading researchers in the field from around the world. Each contribution is extensively discussed during the Symposium, and is subsequently thoroughly revised into book chapters that are published in the volumes in this series. The themes of forthcoming Sydney Symposia are announced, and contributions from interested participants are invited around June every year. For further details see website at www.sydneyposium.unsw.edu.au

The Symposium program (contributions are also available on our website) was as follows:

I. Introduction and Foundations

Forgas, J.P. (UNSW), Haselton, M. (UCLA) & von Hippel, W. (UNSW): Introductory remarks, history and issues of evolutionary social cognition

Dunbar, R.I.M. (University of Liverpool): The social brain hypothesis and its relevance to social psychology

Gangestad, Steven W. (Department of Psychology, University of New Mexico): Toward an evolutionary framework for conceptualizing social inference processes

Kenrick, Douglas T. (Arizona State University): How the mind warps: Processing disjunctions may elucidate ultimate functions

II. The evolutionary psychology of affect and cognition

Ellsworth, Phoebe (University of Michigan): Cognition, Emotion and adaptation

Buck, Ross (Communication Sciences, University of Connecticut): The evolutionary basis of social and moral emotions: Dominance, submission, and true love

Forgas, Joseph P. (University of New South Wales, Sydney, Australia): The strange cognitive benefits of mild dysphoria: The adaptive advantages of negative affect

Allen, Nick & Paul Badcock (Department of Psychology & ORYGEN Research Centre, University of Melbourne): The social risk hypothesis of depressed mood: Recent empirical studies

III. The evolutionary psychology of mating

Todd, Peter M. (Indiana University, and Max Planck Institute, Berlin, Germany): Mate choice and other decisions in a decision-shaped world

Simpson, Jeff & Lapaglia, Jonathon (Department of Psychology, University of Minnesota): Strategic pluralism and human mating: Patterned changes in women's mate preferences across social context and the ovulatory cycle

Lieberman, Debra (University of Hawaii): The evolution of inbreeding avoidance in humans: Ultimate explanations and proximate mechanisms.

Fletcher, Garth (University of Canterbury), and Overall, Nicola (University of Auckland, New Zealand): The self in intimate relationships

IV. The evolutionary psychology of interpersonal and intergroup processes

Buunk, Bram P., Karlijn Massar, & Pieternel Dijkstra (University of Groningen): Automatically evaluating one's romantic rivals: a social cognitive approach to studying jealousy from an evolutionary perspective

Van Vugt, M. (Kent) & Kurzban, Robert (Pennsylvania): Evolutionary Origins of Leadership and Followership: Managing the Social Mind

Halberstadt, Jamin (University of Otago, New Zealand): Proximate and ultimate origins of a bias for prototypical faces.

Ybarra, Oscar (University of Michigan): The Social Prediction Dynamic: A legacy of cognition and mixed motives

Williams, Kipling D. & Spoor, Jennifer (Purdue University): The Evolution of an Ostracism Detection System

Schaller, Mark & Duncan, Lesley (Department of Psychology, University of British Columbia): The behavioral immune system:

Evolution and social psychological implications

NEWS OF MEMBERS

Comings and goings

Tim Kurz is leaving his current post at the University of Newcastle Upon Tyne in June to take up a position of Lecturer at Murdoch University.

BOOKS BY MEMBERS

A number of SASP members have books out at the moment. They follow roughly in the order that they were received as contributions.

Emotional intelligence in everyday life: A scientific inquiry (2nd ed.) by Joe Ciarrochi (University of Wollongong), Joe Forgas (University of New South Wales) and John Mayer (University of New Hampshire).

Since the release of the very successful first edition in 2001, the field of Emotional Intelligence has grown in sophistication and importance. Many new and talented researchers have come into the field and techniques in EI measurement have dramatically increased so that we now know much more about the distinctiveness and utility of the different EI measures. There has also been a dramatic upswing in research that looks at how to teach EI in schools, organizations, and families.

In this second edition leaders in the field present the most up-to-date research on the assessment and use of the emotional intelligence construct. Importantly, this edition expands on the previous by providing greater coverage of emotional intelligence interventions.

As with the first edition, this second edition is both scientifically rigorous, yet highly readable and accessible to a non-specialist audience.

“The second edition of *Emotional intelligence in everyday life* is a must-read for serious researchers of emotional intelligence and for those who seek to apply what we currently know about this construct. Synthesizing cutting edge research on emotional intelligence, the chapters of this edited volume present the state-of-the-

science of emotional intelligence, and its application in diverse areas, in a lively, accessible manner. Emotions are an integral and central component of human functioning and affairs; this important book enlightens us as to the role of emotions and their management in everyday life.” *Jennifer M. George* (Rice University)

“What I hoped for – and found in this marvellous book – is help in separating the ‘emotional intelligence’ wheat from the chaff ... and extending through its chapters on emotionally intelligent dating, marriage, education, working, and investing, this book offers a state-of-the-art overview of the concept, its misuses, and its valid applications.” *David G. Myers* (Hope College)

“This book is an important follow up to the first edition. As a summary of the current state of knowledge of emotional intelligence theory and research, it will be exceedingly useful to researchers. As a discussion of how emotional intelligence functions in a range of contexts – from marriage, to education, to the workplace – it will be of enormous practical value.” *Carol Gohm* (University of Mississippi)

Full reference:

Ciarrochi, J., Forgas, J. P., & Mayer, J. D. (Eds.) (2006). *Emotional intelligence in everyday life: A scientific inquiry (2nd ed.)*. Hove, UK: Psychology Press/Taylor & Francis. 312 pages. See also www.psypress.com.

Social Cognition: An Integrated Introduction (2nd ed.) by Martha Augoustinos (University of Adelaide), Iain Walker (Murdoch University) and Ngaire Donaghue (Murdoch University).

This Second Edition of the critically acclaimed textbook *Social Cognition: An Integrated Introduction* has a totally new structure, bringing it up-to-date with theoretical and methodological accomplishments in the field in the past few years, and making it much more integrated than the first edition.

At its heart, the authors focus on the four major and influential perspectives which have currency in social psychology today – social cognition, social identity, social representations and discursive psychology. A foundational chapter

presenting an account of these perspectives is followed by topic-based chapters from the point of view of each perspective in turn, discussing commonalities and divergences across each of them. The result is a truly holistic approach that will stretch student's understanding of this exciting field and enrich their learning experience.

Key features of this second edition:

- Cross-referencing throughout the text – especially to the foundational chapter
- Key terms in bold with a glossary at the back of the textbook
- Pedagogical features – Textboxes illustrating key studies, effective summaries and further readings in every chapter.

Social Cognition second edition will be essential reading for all social psychology students, and should be the main textbook for a class in social cognition.

“A rich intellectual feast for the reader and for the field; one that represents both theories and data that have emerged from around the world.” *Kay Deaux* (University of New York)

“This is a provocative and persuasive guide to the major approaches to social psychological phenomena. It is beautifully written, conveys the excitement and possibilities of the discipline, and is thought provoking throughout.” *Nyla Branscombe* (University of Kansas)

Full reference:

Augoustinos, M., Walker, I., & Donaghue, N. (2006). *Social Cognition: An integrated introduction* (2nd ed.). Sage.

The Sydney Symposium of Social Psychology Series announces the publication of:

The Social Outcast: Ostracism, Social Exclusion, Rejection, and Bullying by: Kip Williams, Joe Forgas & Bill von Hippel.

The desire to be accepted and valued by others is a central human motive, and exclusion and rejection by significant individuals and social groups is among the most difficult and

stressful experiences for most of us. This book will provide a comprehensive overview and integration of the most recent psychological theories and research on the antecedents and consequences of ostracism, social exclusion, rejection, and bullying. Leading researchers will present their most recent work on this crucially important topic. This timely and insightful book edited by Williams, Forgas and von Hippel explores the powerful consequences of being socially outcast at the neurophysiological, emotional, cognitive, and behavioral levels. The contributors offer integrative theories and also explore a variety of important questions, from individual differences in how people respond to exclusion, to the role of social exclusion in triggering adaptive, pro-social or dysfunctional, anti-social behaviors.

Written in a readable yet scholarly style; researchers, practitioners, and students at both the undergraduate and graduate level should find it an engaging overview of the field. It can be used as a core textbook in advanced undergraduate and graduate courses dealing with social exclusion, and should be of particular interest to practitioners and researchers in applied areas such as clinical, counseling, health, and organizational psychology where the real-life antecedents and consequences of social exclusion are of vital interest.

“This book is for all of us. It's for everyone who has ever been jilted, shunned, stood up for dinner, blackballed, left at the altar, or not told about the secret handshake. These chapters offer everything from clever insights to novel experiments to thorough reviews, touching in turn on many facets of the experience of rejection that we all know far too well - but have never before seen analyzed with this kind of scientific clarity.” *Daniel M. Wegner* (Harvard University)

“Why do people ignore, exclude, or reject others? How does such ostracism impact people's emotions, thoughts, and actions (in ways both toxic and adaptive)? In this state-of-the-art volume, internationally prominent social psychologists provide definitive answers. A timely and fascinating book for anyone seeking deeper insight into 'the social animal.’” *David G. Myers* (Hope College)

Full reference:

Williams, K. D., Forgas, J. P., & von Hippel, W. (Eds.) (2006). *The Social Outcast: Ostracism, Social Exclusion, Rejection, and Bullying*. Psychology Press.

INVITED PRESIDENTIAL ADDRESS, 2005

This is an abbreviated version of the President's (Kip Williams) Invited Address delivered by Professor Joe Forgas to the Annual Meeting of the Society of Australasian Social Psychologists at Jupiter's Hotel, Townsville in 2005. Conference organised by the Department of Psychology, James Cook University.

Some comments on social psychology in Australia, and Research on affect, cognition and social behaviour

Joseph P. Forgas

University of New South Wales

I must confess that I am rather uncertain as to what a president's invited address should entail. In the absence of a firm pattern to follow, I thought I might try to accomplish two things today. First, I will start with some general reflections about our discipline. In the second part of the talk, I will briefly review my recent research on affect and social behaviour. I am grateful to Kip Williams, who nominated me for this task, and to members and the executive of SASP for giving me this opportunity.

Some observations about contemporary social psychology

Much as I hate to admit it, I am now probably one of the 'older' members of SASP. I first attended (and gave a paper) at the second annual social psychology meeting held at Macquarie University in 1974, when I was just an honours student, and when the number of participants was less than 30, all comfortably accommodated in a single seminar room. We have come a long way since then.

The sweet smell of success

It seems to me that empirical social psychology in Australia and New Zealand is now a healthy, thriving and uncommonly successful field. We punch well above our weight in terms of our contribution to the discipline internationally, we are well-represented and well-respected in international meetings and associations, and we

publish extensively in the most selective journal in our field. In other words, the discipline is alive and well, and our activity is much more extensive and intensive than what could be expected given the size and population of our countries.

What is the secret of this success? As I look around this room, the answer seems obvious: it is our openness, heterogeneity and internationalism. Our universities typically hire staff internationally (certainly my university does), and we regularly attract outstanding young scholars from overseas. Our approaches are open and eclectic, many of us are engaged in active international collaboration, we regularly travel and receive visitors, students and postdoctoral fellow from overseas, and Australians and New Zealanders are ubiquitous in terms of their contributions to international conferences. Social psychology is a recognized and respected field within most of our psychology departments. This does not mean that everything is perfect, and there are issues that may give us pause for thought.

The post-modernist menace?

Unfortunately, despite our manifest successes, there is a continuing questioning in some quarters of the applicability of the scientific method to the subject matter of social psychology. I was still a doctoral student at Oxford in the 1970's when the so-called 'crisis of social psychology' was in full swing, and writers like Harre, Gergen and others laid the groundwork for a radically different approach to studying social behaviour. Over the subsequent decades, and especially in countries like Britain there emerged a small, self-contained and essentially parasitic group of academics who called themselves social psychologists, but had in fact little or no contact with, or influence upon our discipline. It would be futile, and beyond the scope of this talk to offer a detailed criticism of their position, as this has been done many times by some of the leaders of our field, such as Dan Gilbert and Arie Kruglanski, among others. The key issue seems to be that whereas empirical social psychologists believe in the possibility of acquiring and accumulating objective scientific knowledge about social life, representatives of the alternative position – variously called post-modernism, critical social psychology, discourse analysis, deconstructionism, critical psychology, etc. – tend to deny the possibility of establishing facts, and question the legitimacy of many of our

empirical techniques. They are also intensely ideological; not believing in the possibility of objective facts, all that remains is rhetoric and the repetitive re-statement of opinions, beliefs and prejudices. Having heard many of their expositions over several decades, it seems to me that their 'analyses' are at best journalistic reports of the obvious, and at worst, they are ideologically preconceived diatribes.

Although this post-modernist orientation (for want of a better word) is relatively insignificant here, its representatives are highly politicized and acutely interested in acquiring power, positions and influence within our discipline. They seem to despise what we do, yet they appear to crave the status and respect we have. What should be our approach to a group who call themselves social psychologists, yet who question the very foundations and methods of our discipline, and even seek to use and subvert it, as already happened in some fields of the humanities and the social sciences. I do think there is a problem in accommodating people who insist on calling themselves social psychologists, yet who seem to reject our core beliefs and methods as a science, as represented by the overwhelming majority of our members. Let's hope that this postmodernist 'cult of the irrational' to use Dan Gilbert's words is already in decline, and the manifest absurdities of the post-modernist approach are more likely to elicit ridicule than fruitless debate nowadays.

Between Europe and America?

As in so many areas, we are influenced both by American, and European directions. Some European social psychologists within EAESP in particular have repeatedly argued for a uniquely different, 'European' approach to social psychology that needs protection and nurturing against American influences. I believe that this kind of 'sheltered workshop' mentality is ill advised, and is damaging for our discipline. It is absurd to suggest that certain scientific paradigms can be uniquely linked to particular cultures or geographic areas, and that excluding 'foreign' influences can be in any way beneficial to the progress of knowledge. If social psychology is a science – and I believe it is – the idea of a 'European' approach to social psychology is no less bizarre than the idea of a uniquely 'European' approach to physics, chemistry or neurosurgery. Knowledge in any field is universal, and thrives most when all barriers to communication and the free exchange

of ideas are removed. Any move to foster 'Europeanness' emanating from some of our European colleagues is shortsighted and damaging, and we would do well to resist such strategies within Australian social psychology.

On theoretical pluralism

Social psychology has always been a field that embraced a multiplicity of theoretical orientations, as long as they were amenable to empirical tests. This heterogeneity has been the major source of our strength and success, and theoretical pluralism is valued in most of our departments – certainly at mine at UNSW - when it comes to hiring decisions. We typically hire staff to add to our range of expertise. This view is not universally shared, and some of our psychology departments are characterized by the dominance of single social psychological theories. Such monocultures are an issue for several reasons.

Students are less likely to get a broad and representative view of our field. Progress is not helped if researchers are only accustomed to talking to similarly minded others, mostly preaching to the converted as it were. Junior staff members might find it harder to establish an independent reputation if most of their publications deal with the same subject matter, and are shared with their better-established colleagues. Finally, the health of the field in general does not benefit if we end up having a disproportionate representation of one particular theory or orientation within our relatively small community. I think 'critical mass' in the sense of creating a large group of like-minded researchers is much better established by fostering openness and broad international collaboration, rather than trying to recruit people just like us to work in the offices right next to us.

After these general observations, let me now turn to the major objective of this talk: A review of my own recent research on affect and social behaviour.

Affect, cognition and social behaviour

My interest in affect was first triggered during my collaboration with Gordon Bower at Stanford University. In a series of experiments since then, we explored the influence of induced affective states on a variety of cognitive, judgmental and behavioural phenomena. This work can be subdivided into three stages: (1) early explorations of mood effects on social judgments and impressions, (2) the study of the cognitive

processes mediating these effects, and the development of an integrative theory, the affect Infusion Model (Forgas, 1995, 2002), and (3) the exploration of affective influences on various interpersonal behaviours.

Affect and judgments

In early studies, we typically asked participants induced into happy or sad moods to make judgments about themselves, others and observed interactions. As predicted, we found significant affective distortions: happy people identified more positive, skilled and fewer negative, unskilled behaviors both in themselves (and in their partners) than did sad subjects. In contrast, observers who received no mood manipulation saw no such differences. These effects were just as predicted by affect priming theories, showing a clear mood effect on the way people interpret complex and indeterminate social behaviors. It seems that the same gesture or smile that may be seen as 'friendly' in a good mood could just as easily be interpreted as 'awkward' or 'condescending' when the observer experiences negative affect.

Follow-up experiments used reaction time data and recall measures to confirm that people indeed spend longer reading and thinking about affect-congruent information when forming impressions, but are faster in producing an affect-congruent judgment. These processing differences were also consistent with affect-priming theories. When learning new information, affect priming produces a richer activated knowledge base, and thus increases the time it takes to learn and link new information to this more elaborate memory structure. In contrast, the production of affect-congruent judgments takes less time because the relevant response is already primed by the affective state. Thus, affect appears to have a clear influence on what we notice, what we learn, what we remember, and ultimately, the kinds of judgments we make.

Later we discovered that these effects are even more pronounced when judgments require more elaborate inferences about the causes of behavior. In several studies, attributions about complex events also showed significant affect congruity. These effects endured even when people were explaining real-life events, such as relationship conflicts (Forgas, 1995).

The role of processing strategies

Soon we found a rather intriguing and counter-intuitive effect: affect congruence seemed significantly greater when people need to engage in more extensive and elaborate thinking that increases the opportunity for using primed memory-based information. To test this, we first made participants feel happy or sad by showing them standard mood induction films, and then presented them with images of couples or who were well-matched or badly matched in terms of physical attractiveness. As expected, all judgments showed significant affect infusion. However, when the couples were unusual and badly matched, and so required more lengthy processing, affect had a much greater effect on judgments than it did for couples that were typical and well-matched. Affect also had a greater influence on judgments about unusual, mixed-race rather than same-race couples. Affect was also far more likely to infuse judgments about people who possess atypical, unusual rather than typical personality characteristics. In a similar way, affect had a greater influence when people are judging less familiar, peripheral aspects of the self, rather than central, familiar features, as shown by Sedikides. Interestingly, this paradoxical pattern holds even when people are thinking about intimate and well-known others, such as their intimate partners and real-life interpersonal conflicts. Thus, more complex and demanding issues actually receive longer processing, and it is this increase in processing latency that mediates the mood effects observed, as implied by memory-based priming effects.

The Affect Infusion Model (AIM)

These findings led to the development of a new theory, the Affect Infusion Model (AIM; Forgas, 1995a, 2002) designed to integrate existing affect-cognition theories, and to specify the conditions under which affect-priming is more or less likely to occur. The theory predicts that the nature and extent of mood effects should depend on the kind of processing strategy employed to deal with a given task. The AIM identifies four different processing strategies, representing the factorial combination of two underlying processing characteristics: the degree of processing effort (low vs. high), and the kind of information search strategy used (open vs. directed). According to the model, only open, unbiased information search should produce affect congruence. Such open-search strategies can be either low-effort (heuristic processing) or

high effort (substantive processing). Both heuristic and substantive processing can produce affect infusion, either due to the affect priming mechanism (substantive processing) or the affect-as-information mechanism (heuristic processing). In contrast, strategies that involve relatively closed and directed information search processes (such as direct access and motivated processing) should limit the opportunity for incidental affect infusion.

Direct access is the simplest processing strategy based on the strongly cued retrieval of pre-existing, stored responses from the rich repertoire of crystallized, pre-computed reactions and evaluations we all possess. This is by definition a robust, low effort and directed process that resists affect infusion, as little constructive thinking is required. Motivated processing occurs when responses are guided by a strong, pre-existing objective, and thus little constructive open-ended processing occurs, reducing the likelihood of affect infusion. Motivated processing is most likely when a specific outcome is desired, and a highly selective, targeted information search strategy is used. Affect itself can also trigger such motivated processing, directed at achieving mood repair or mood maintenance. Such processing strategies are again impervious to affect infusion.

Heuristic processing occurs when people employ readily available shortcuts to produce a response with the least amount of effort, using whatever shortcuts are available to them. During heuristic processing reactions may be based on irrelevant associations with environmental variables, and may also be informed by one's prevailing mood according to the affect-as-information model. Finally, substantive processing is the most constructive and generative strategy that promotes affect infusion due to affect-priming mechanisms. It is during substantive processing that memory mechanisms such as affect-priming are most likely to produce affect infusion.

The AIM also specifies a range of antecedent variables associated with the task, the person, and the situation that determine processing choices, including such factors as task complexity, personal relevance, motivation, processing capacity and affective state (for details, see Forgas, 1995, 2002). The AIM highlights the importance of directly measuring the kind of processing strategies people use when performing a social task, using reaction

time, processing latency and recall memory measures. Using these methods and mediational analyses, numerous experiments found that affect infusion is significantly mediated by the information processing style employed to deal with a task (Forgas, 2002). Thus, the AIM provides a parsimonious and general framework within which network theories can be located, suggesting that affect priming effects are most likely in conditions conducive to substantive, elaborate processing strategies.

Affect and interpersonal processes

As social interaction necessarily involves many open-ended, rapid and subconscious cognitive decisions about alternative actions, affect is likely to influence how people behave in social situations. All things being equal, we may expect that people in a positive mood should behave in a more confident, friendly, skilled and constructive way than do those in a negative mood, as they are more likely to form positive, optimistic inferences about the complex social situations they face.

For example, in a number of experiments we found that affect influences specific verbal moves, such as request strategies. The greater availability of positive thoughts in a happy mood produces a more optimistic assessment of the felicity conditions of a request, and so leads to a more confident, direct requesting style. Happy persons interpreted request situations in a more confident, optimistic way, and consequently used more direct, less elaborate and less hedging request strategies. Further, mood effects on requesting were much stronger when the request situation was more demanding and so required more extensive thinking. In other studies, we also found that people who were induced to feel good were more willing to disclose intimate information about themselves and did so sooner than did persons experiencing temporary negative affect. In a way, it seems that by selectively priming positive thoughts, positive affect creates a more optimistic evaluation of indeterminate social situations, and produces a sense of confidence and well-being that leads people to adopt more direct, open and confident interpersonal strategies.

Another example of strategic interaction that may well be affect sensitive is bargaining and negotiation. In several experiments we found that when induced into a happy mood, people set themselves higher and more ambitious negotiating goals, expected to succeed more, and

made plans and used strategies that were more optimistic and cooperative than did people in a neutral or negative mood. Interestingly, people experiencing positive mood were actually more successful and achieved better outcomes than did sad participants.

Affective influences on thinking styles.

Positive and negative affect can influence not only what people think (the content of cognition), but also how people think (the process of cognition). Evidence for mood effects on thinking style is broadly consistent with evolutionary ideas that suggest that positive affect tends to recruit more heuristic thinking and greater reliance on existing knowledge. Negative affect is more like an alarm signal, alerting us that the environment is potentially dangerous and that we need to pay close attention to new, external information. It is often assumed in everyday life that being in a good mood has universally desirable consequences. Yet in several experiments we found that the kind of careful, vigilant and systematic attention to stimulus details typically recruited by negative moods can also be of considerable benefit in certain situations.

For example, mild negative moods may help individuals to avoid certain judgmental mistakes, such as the 'fundamental attribution error' (FAE). In another series of recent experiments, we also evaluated mood effects on eyewitness accuracy (Forgas, Vargas & Laham, 2005). Those in a negative mood were more resistant to incorporating 'false', misleading details into their eyewitness memories. In contrast, those in a positive mood more often remembered subsequent misleading details as part of the original scene.

If mild everyday mood states can influence how well people think in strategic social situations, these mood effects should also influence the quality and efficacy of their interpersonal strategies. In a recent series of studies, we asked people in positive or negative moods to produce persuasive arguments to convince an acquaintance of various topical issues. People in a negative mood produced higher quality and more effective persuasive arguments on a variety of attitude topics. Further, naïve participants were more persuaded by arguments written in negative rather than a positive mood. These experiments confirm that affective states can color both the content, and the process of how people deal with complex social information, and

may ultimately also impact on the quality and efficacy of social interaction strategies.

Summary and Conclusions

I guess a presidential address may also afford the speaker some gratuitous self-reflection. Looking back, I have been extremely fortunate to have ended up in Australia, and at UNSW. Life stories are made up of lots of chance events and getting this job was one of those lucky breaks we all need sometime. I always found Australia a wonderfully tolerant, accepting and supportive place to live and work in, and UNSW has been an outstanding academic environment that gave me every opportunity to learn and develop over the years. I had a great deal of fun, learnt much, and gained many generous, kind and supportive friends. In the first part of this talk I tried to summarize some personal reflections about our field – this is the stuff of which coffee-time conversations are made at conferences, but are rarely communicated in writing. As Sir Humphrey might have said, I was courageous... In the second half of the talk I tried to briefly review my research program linking affect, cognition and social behaviour, and the Affect Infusion Model (1995) that seeks to integrate the available empirical evidence for such effects. To conclude, I continue to be a firm believer in the power and effectiveness of the scientific method, and laboratory experiments in particular, in illuminating fundamental characteristics of how we think and behave in social situations. I hope it is clear from this talk that I feel committed to the progress of empirical social psychology, and I am grateful to the Society for giving me this opportunity to speak to you.

Suggested Readings

- Forgas, J.P. (1995). Mood and judgment: The Affect Infusion Model (AIM). *Psychological Bulletin*, 117, 1-28.
- Forgas, J.P. (Ed.) (2001). *The handbook of affect and social cognition*. Mahwah, New Jersey: Erlbaum.
- Forgas, J.P. (2002). Feeling and doing: Affective influences on interpersonal behavior. *Psychological Inquiry*, 13 (1), 1-28.
- Forgas, J.P., Vargas, P., & Laham, S. (2005). Mood effects on eyewitness memory: Affective influences on susceptibility to misinformation. *Journal of Experimental Social Psychology*, 41, 574-588.