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# **Emotional Display Rules among Turkish Students: Status and Context Effects**

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**Presented at the APA Annual Convention, August 18-21, 2005, Washington, D.C.**

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# Introduction

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**Display rules regulate expression of emotions depending on**

- culture**
  - social roles**
  - context**
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# Influences on Display Rules

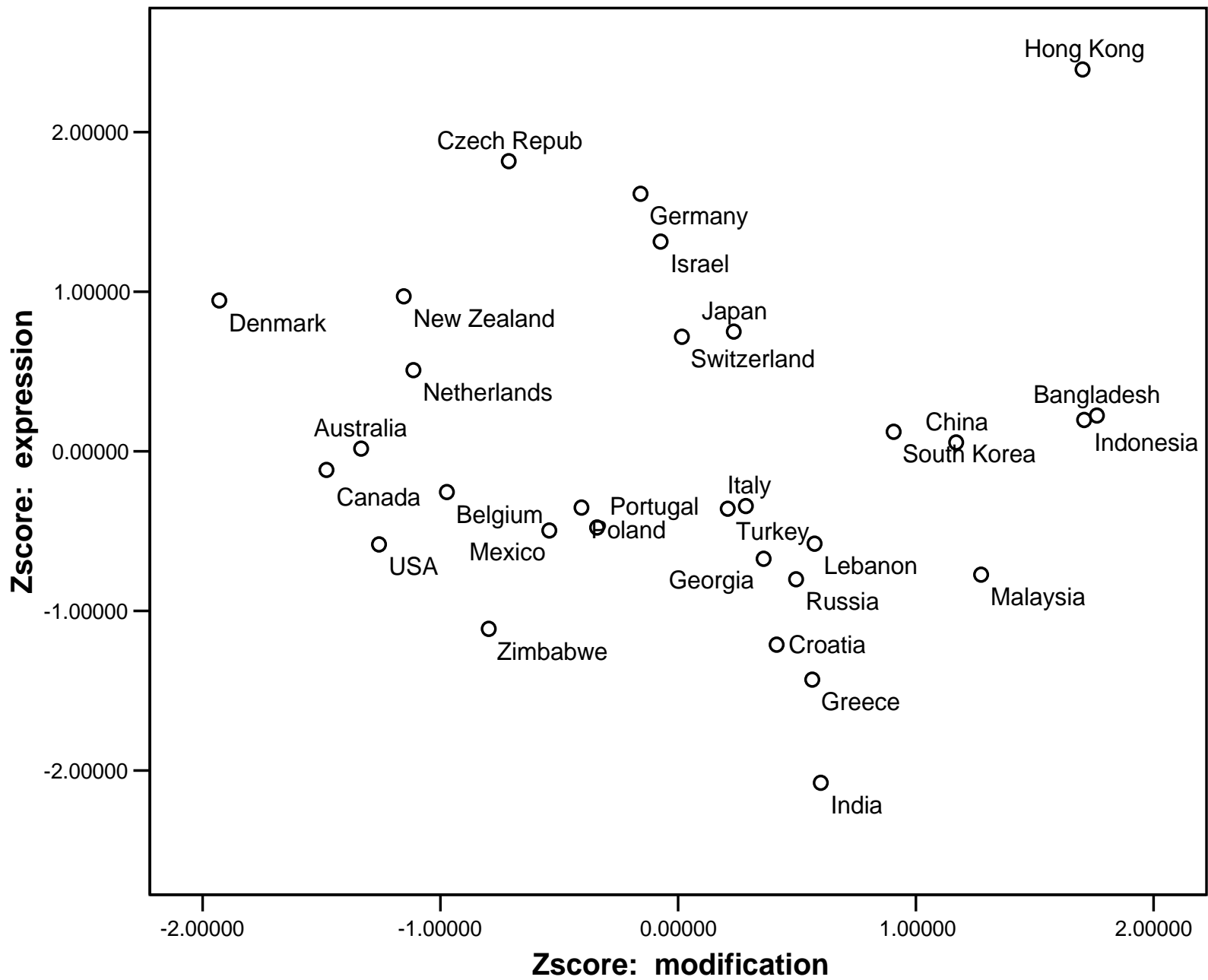
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- **Culture may affect emotional expression (Ekman, 1972)**
  - **Interactant or target characteristics (e.g., sex, status) may affect emotional expression**
    - **In the current study, status (higher, equal, lower) was defined in terms of the age difference between interactants**
  - **Context includes public and private settings**
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# Emotional Expression in Turkey

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- ❑ **In the current study, Turkey is in the Low Expression - High Modification Quadrant, Moderate overall**
  - ❑ **Hofstede (1980) found Turkey high on collectivism, but more recent studies with university students find more moderate placement on this dimension**
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# Method

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## Participants:

- 235 university students
- 151 females, 84 males
- Age ( $M = 20.32$ ,  $SD = 1.42$ )

## Instrument

- Display Rule Assessment Inventory (DRAI)
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# DRAI

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- Participants were asked what they should do if they felt each of 7 emotions toward 21 target interactants in public and private contexts**
  - Response alternatives: Amplify, Express (or Neutralize – show nothing), Deamplify, Qualify, Mask**
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# Overall Patterns - 1

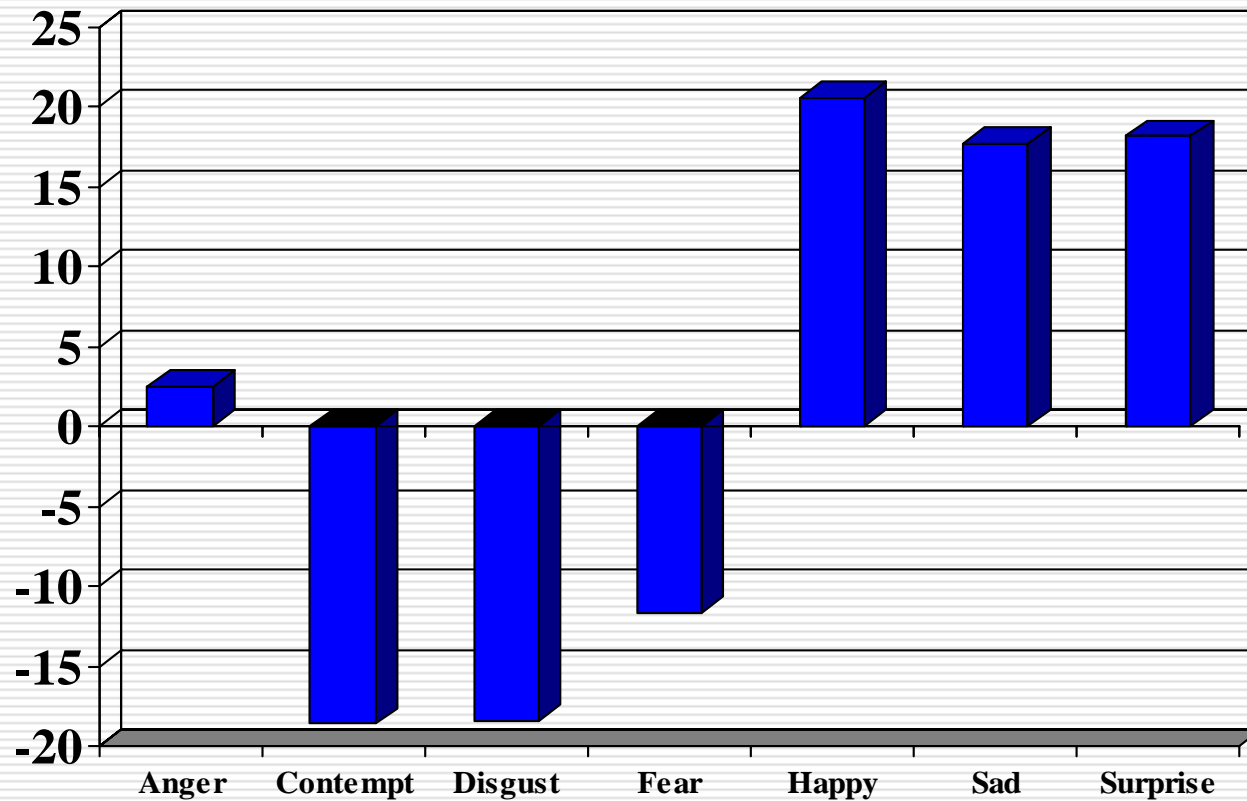
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- ❑ **The five modes of expression receive very different rates of endorsement**
    - **EXPRESSION** was seen as appropriate for some emotions and **NEUTRALIZATION** for others
    - **DEAMPLIFICATION** was frequently endorsed for all emotions
    - **AMPLIFICATION, MASKING** and **QUALIFICATION** were seldom endorsed
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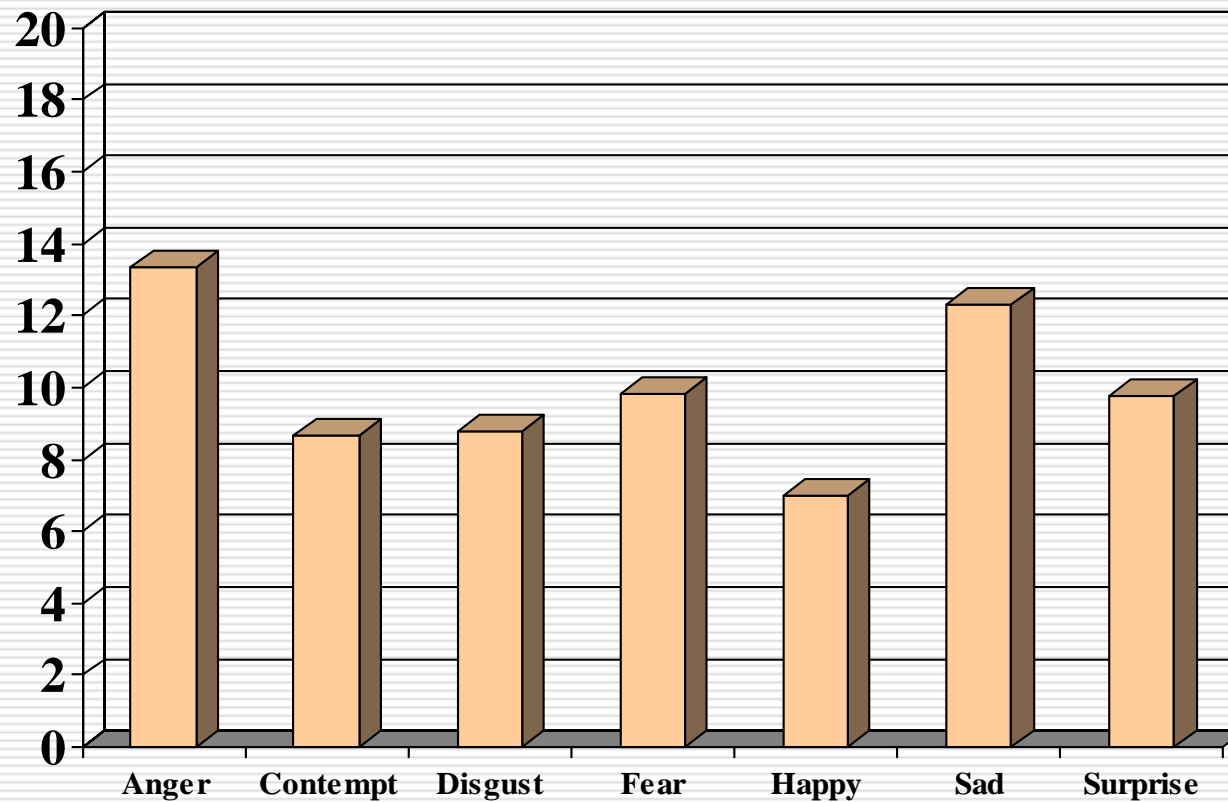
# Expression and Neutralization

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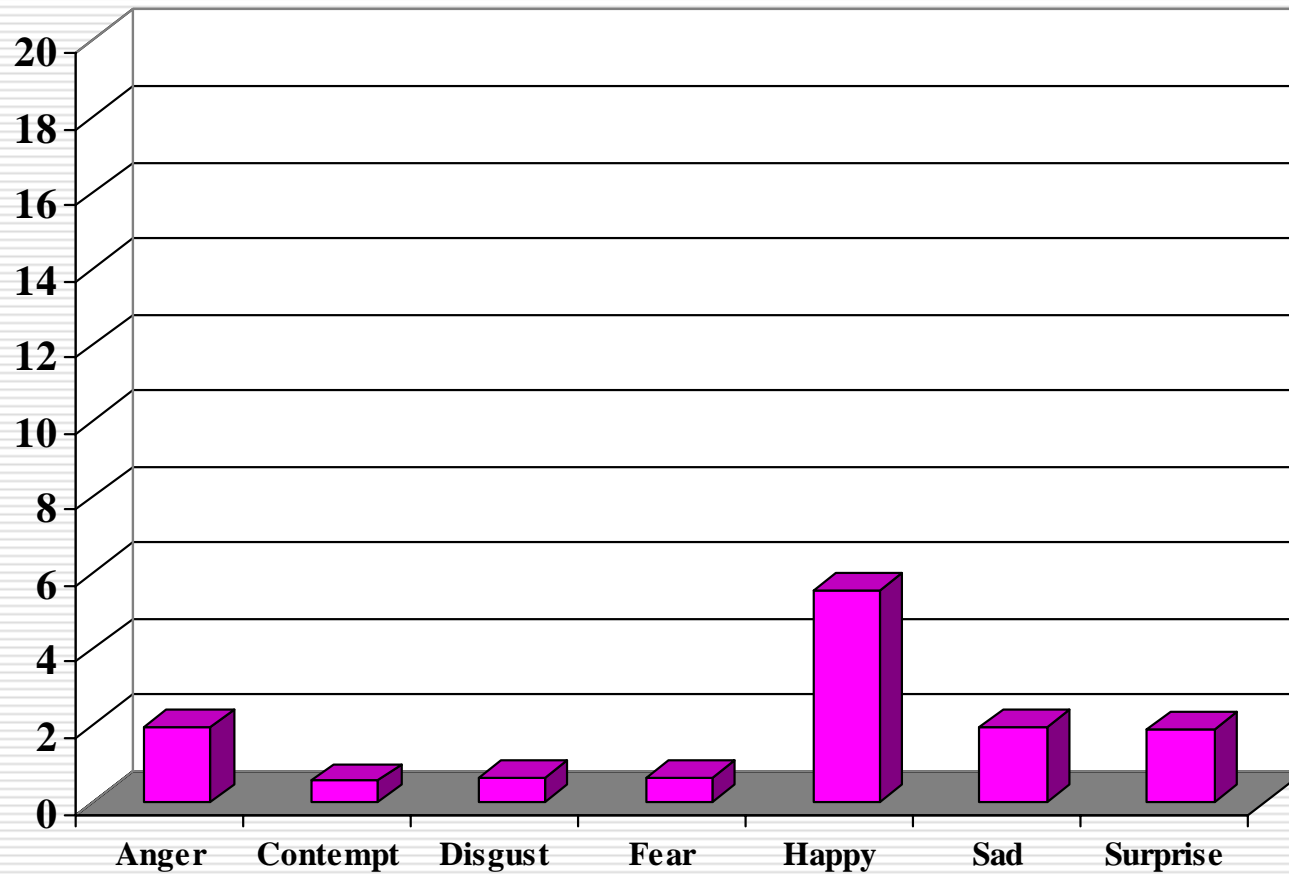
# Deamplification

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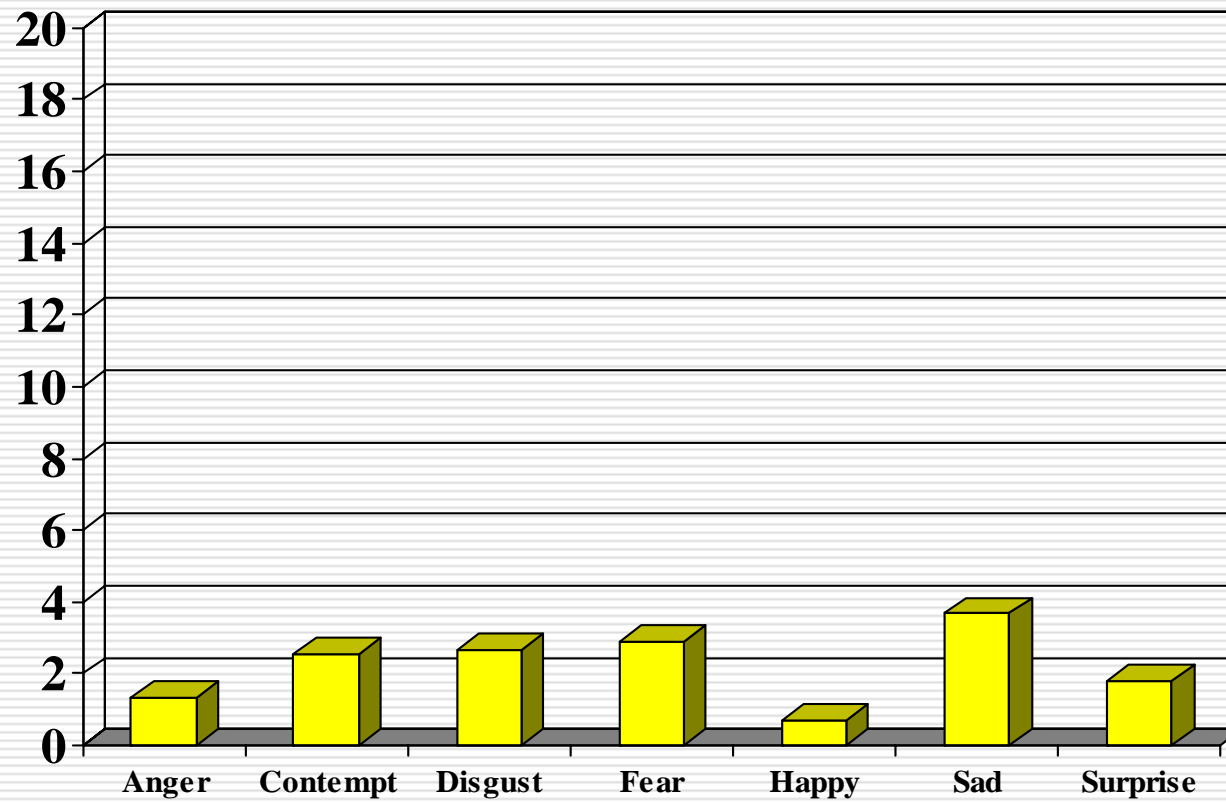
# Amplification

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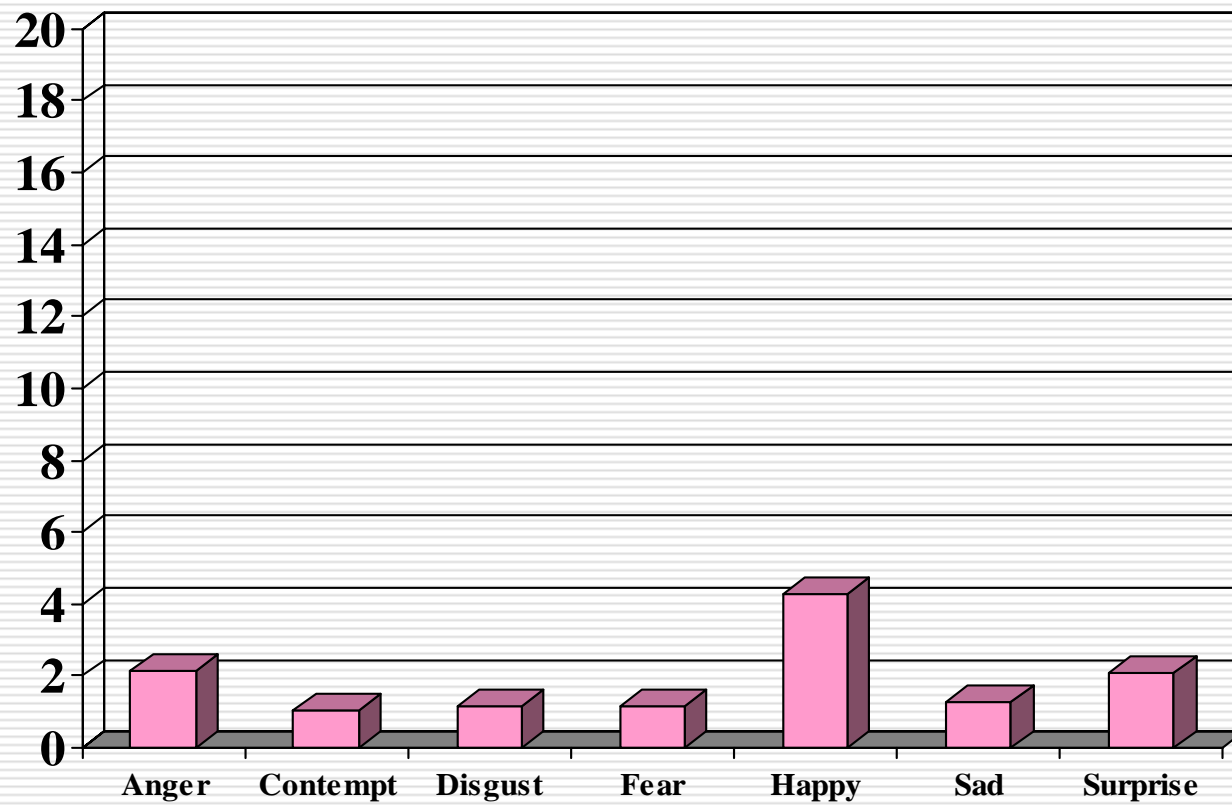
# Masking

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# Qualification

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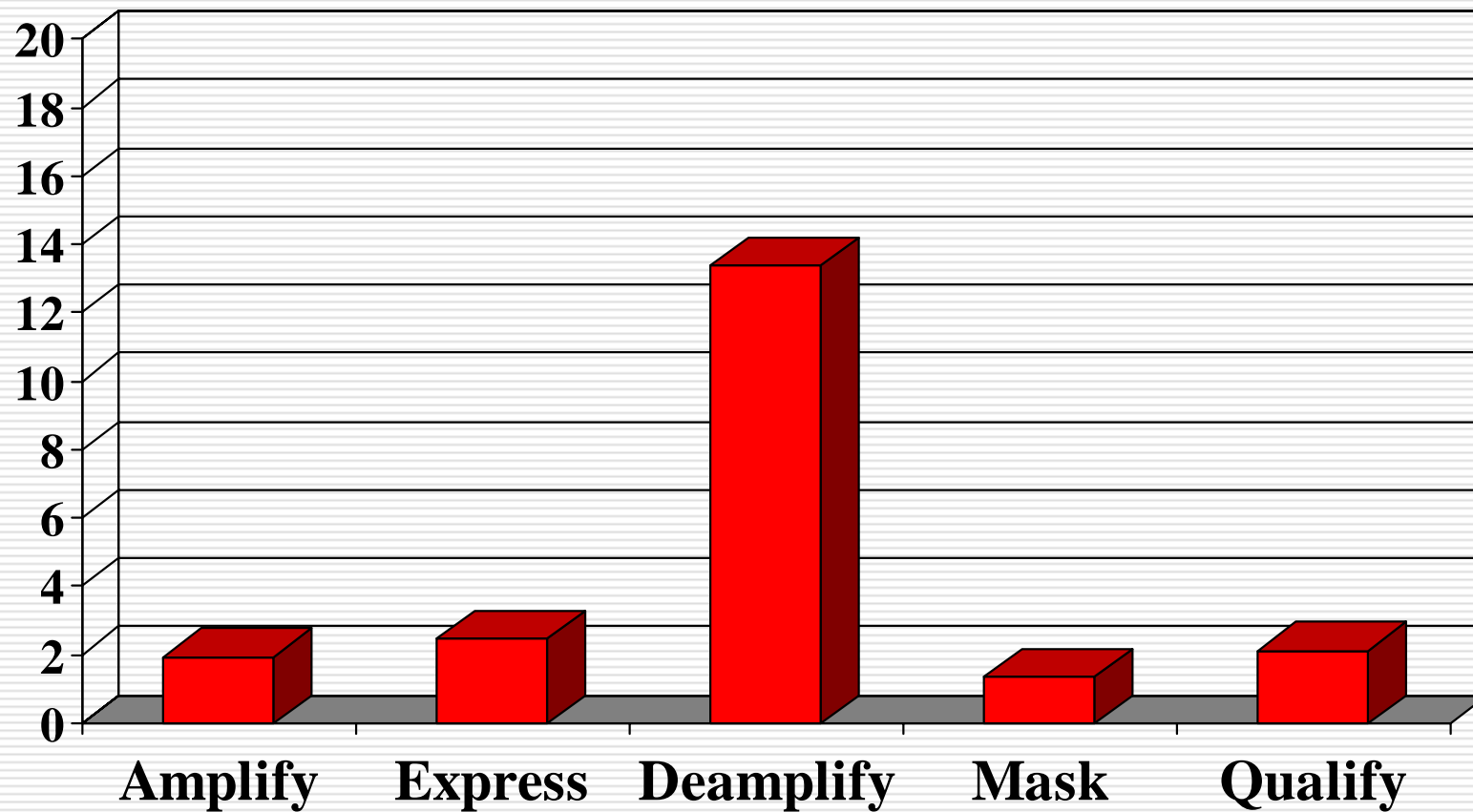
# Overall Patterns - 2

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- **Different modes of expression were preferred for different emotions**
    - **ANGER:** the preferred mode was Deamplification
    - **CONTEMPT, DISGUST and FEAR:** the preferred mode was Neutralization, followed by Deamplification
    - **HAPPINESS:** the most preferred mode was Expression
    - **SADNESS and SURPRISE:** the preferred mode was Expression, followed by Deamplification
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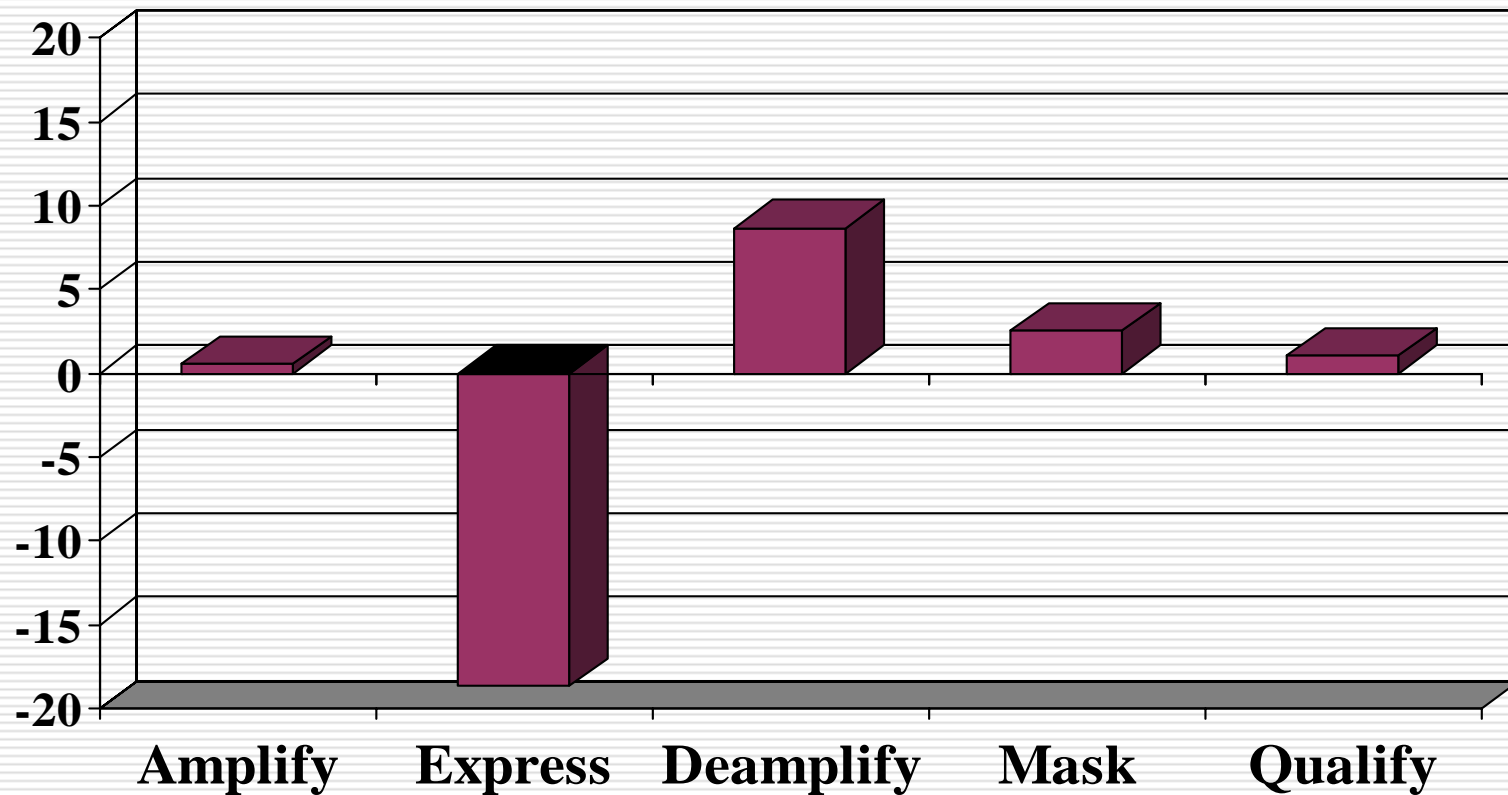
For ANGER, the preferred mode was *Deamplification*

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**For CONTEMPT, the preferred mode was *Neutralization*, followed by *Deamplification***

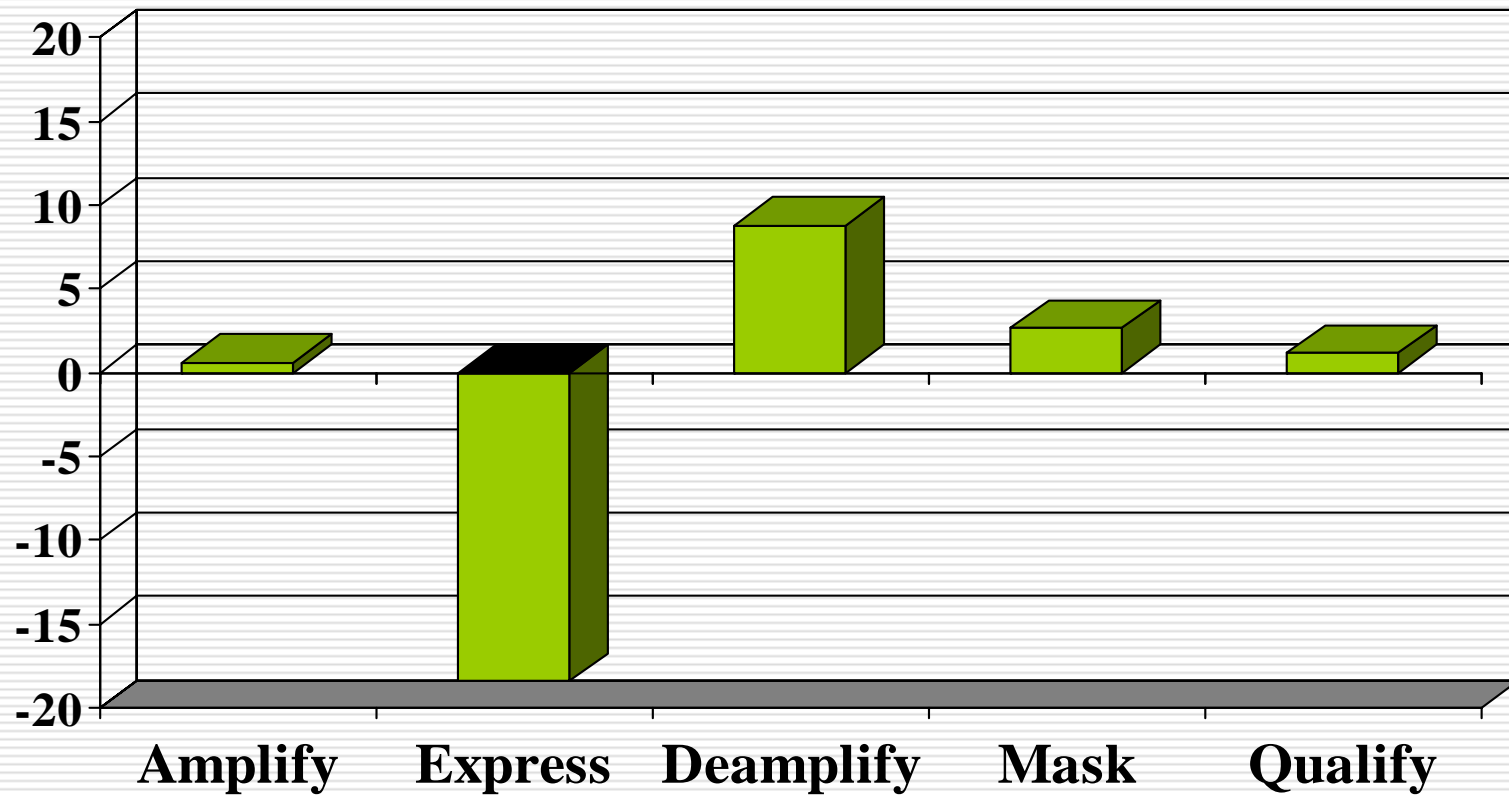
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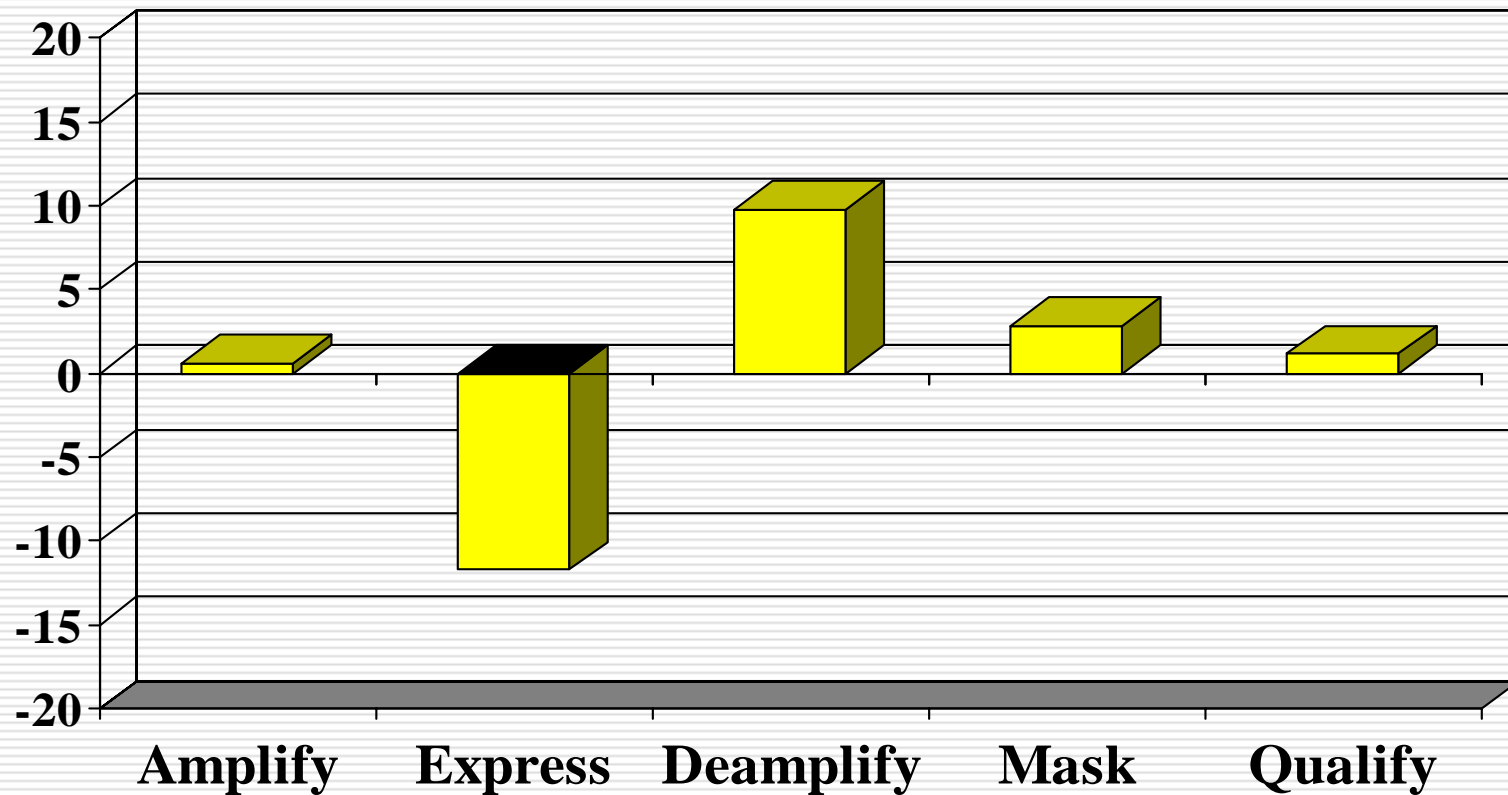
For DISGUST, the preferred mode was *Neutralization*, followed by *Deamplification*

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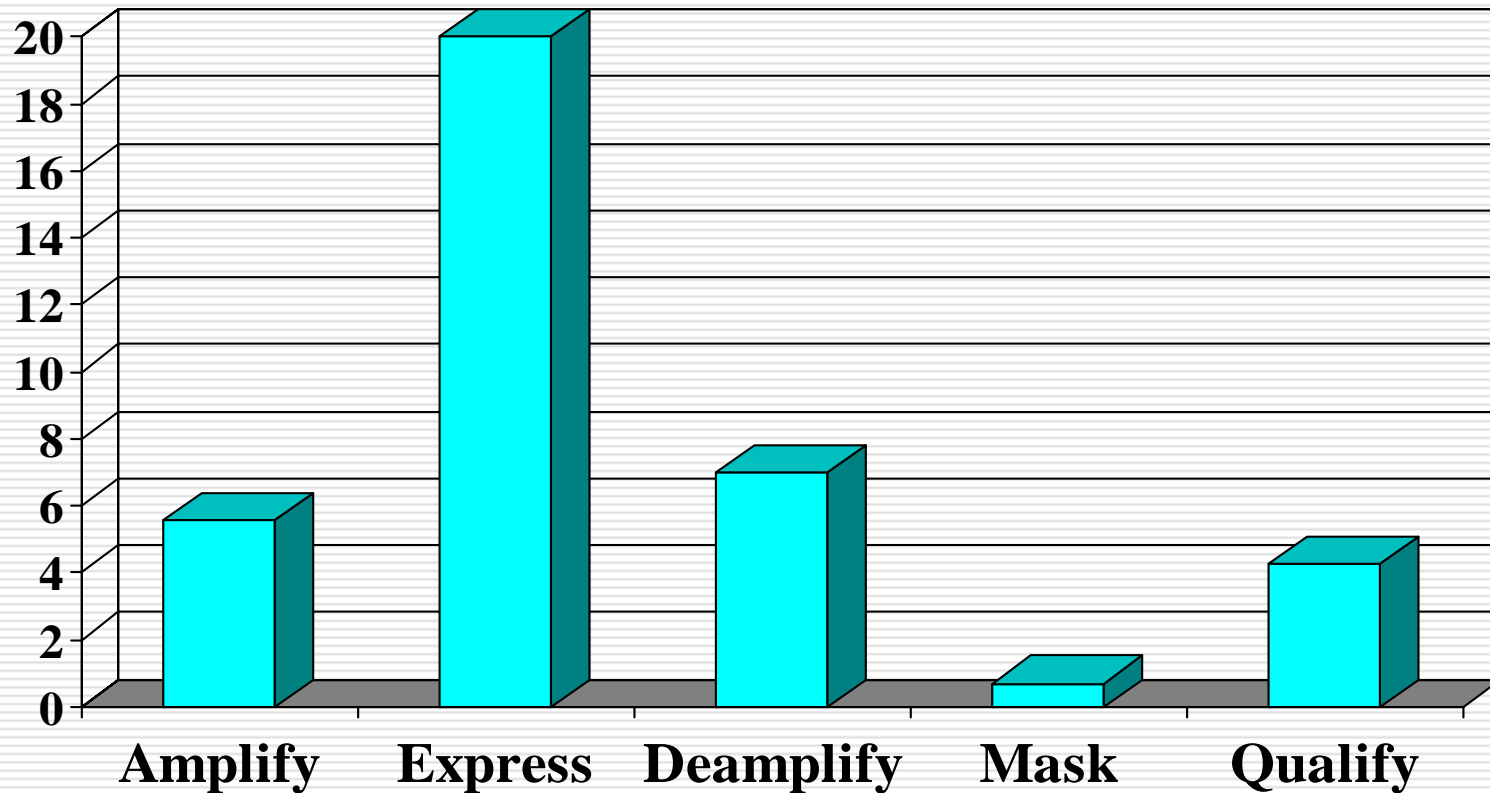
For FEAR, the preferred mode was *Neutralization*, followed by *Deamplification*

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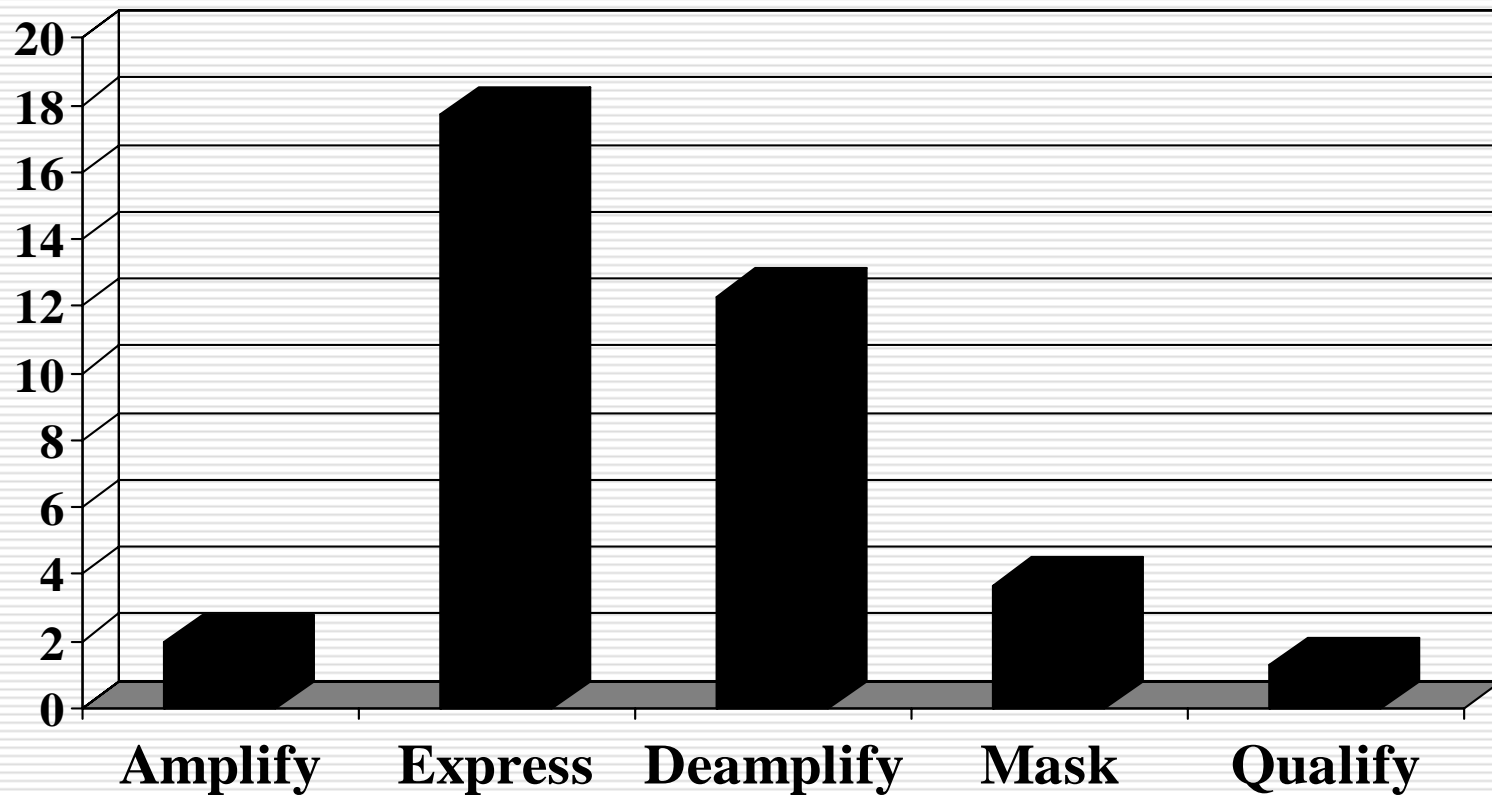
**For HAPPINESS, the most preferred mode was *Expression***

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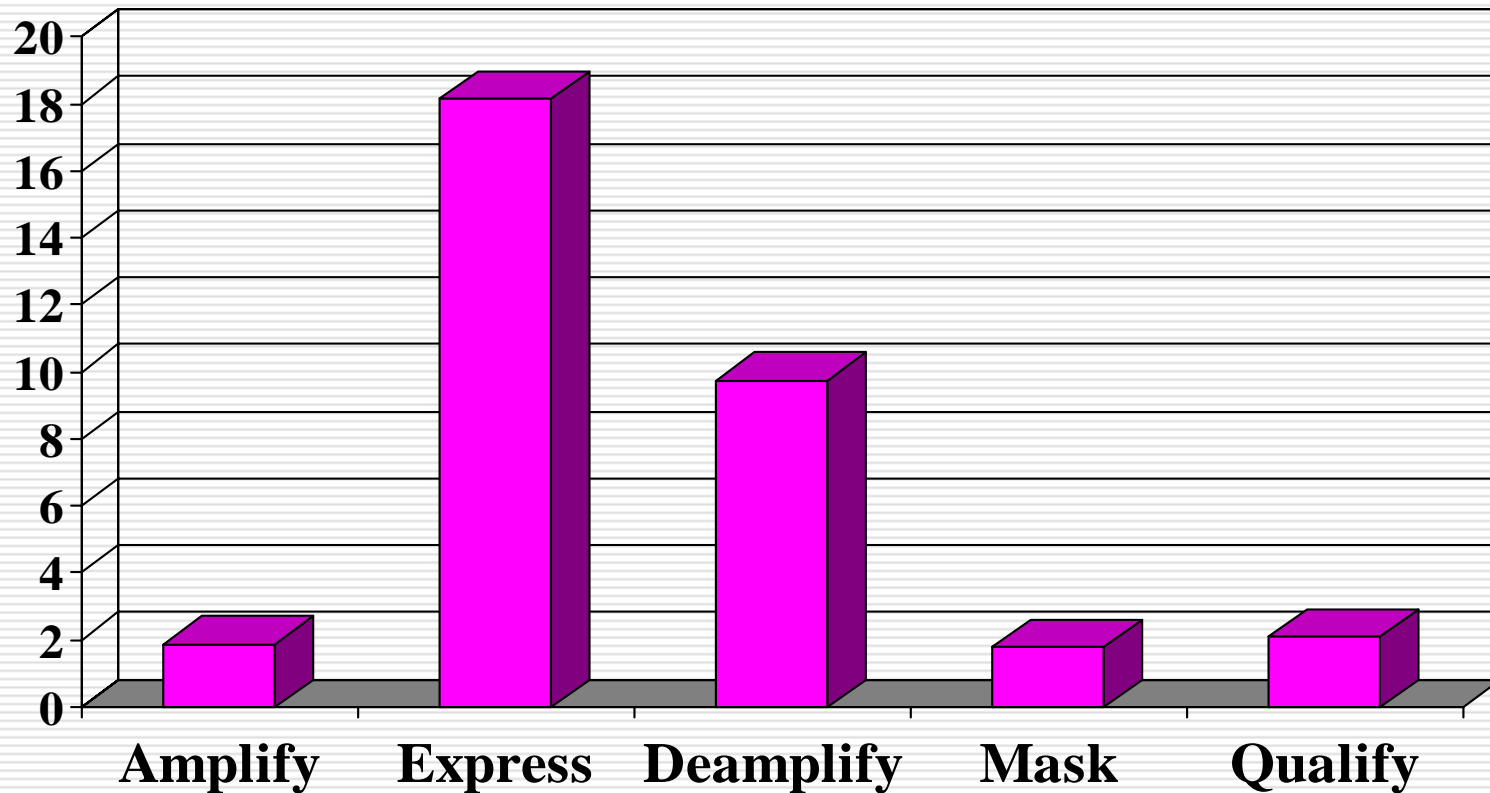
For SADNESS, the preferred mode was *Expression*, followed by *Deamplification*

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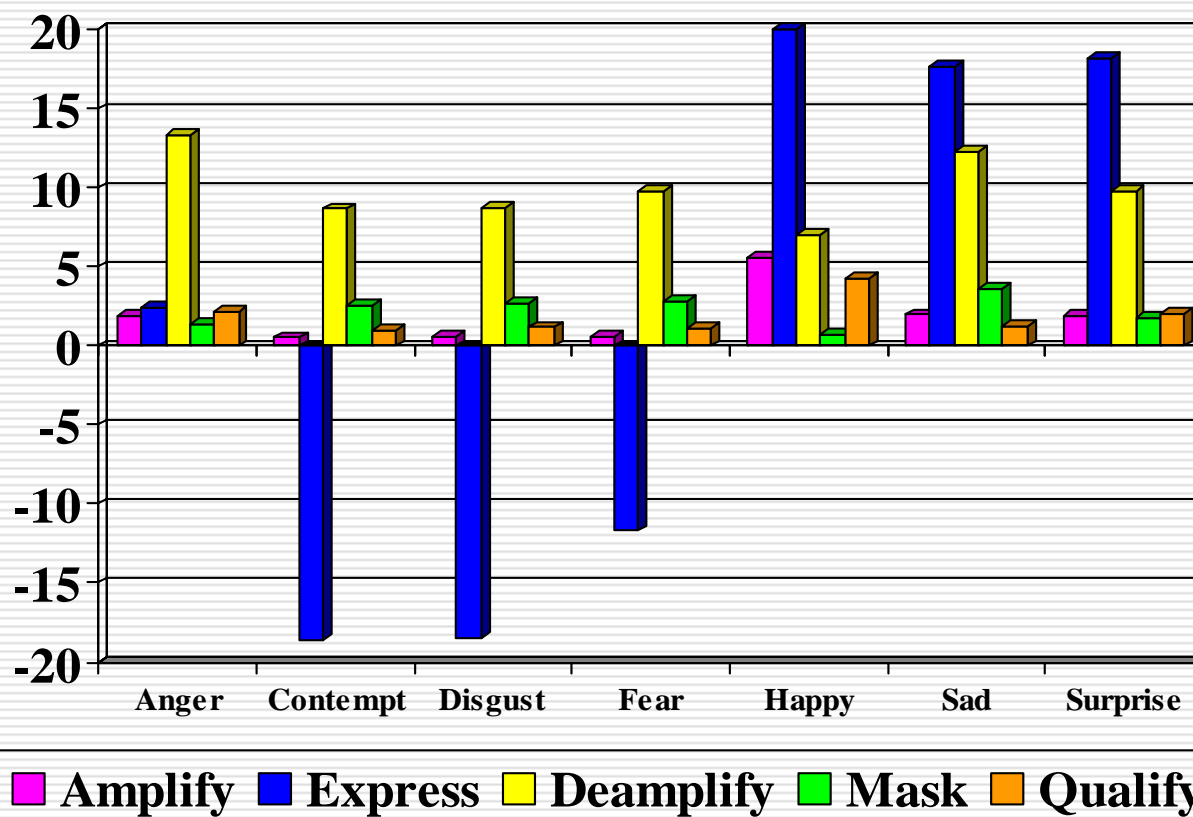
**For SURPRISE, *Expression* was the preferred mode, followed by *Deamplification***

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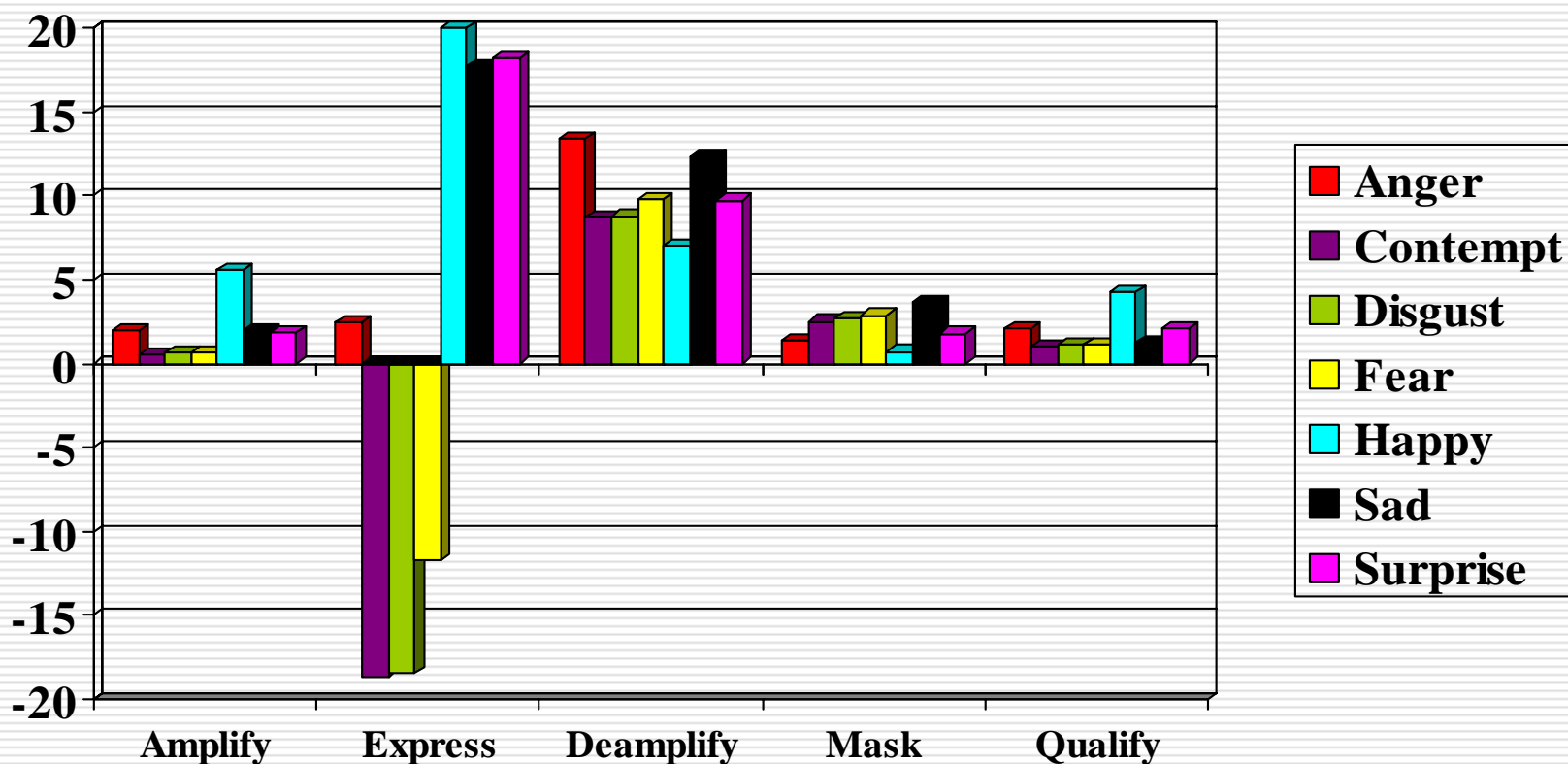
# Expressive Modes for Emotions

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# Emotions by Expressive Mode: most choices are for neutralization, expression, and deamplification

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# Types of Emotions and Modes of Expression

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- Among the “basic” emotions
    - Happiness is the only positive emotion
    - Surprise can be either positive or negative
    - The rest (anger, contempt, disgust and fear) are negative
  - Among the negative emotions, all except sadness (anger, contempt, disgust, fear) have possibly negative implications for the person’s status or safety in the relationship – socially speaking, they are “dangerous” emotions
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# The Dangerous Emotions

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- The dangerous emotions tend to be either neutralized or deamplified**
  - But the danger may be moderated**
    - by the person's status in the relationship and**
    - by the private or public context of the interaction**
  - This in turn may affect the display rule for that particular situation**
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# Expression and Deamplification of Anger by Status of Target and Context

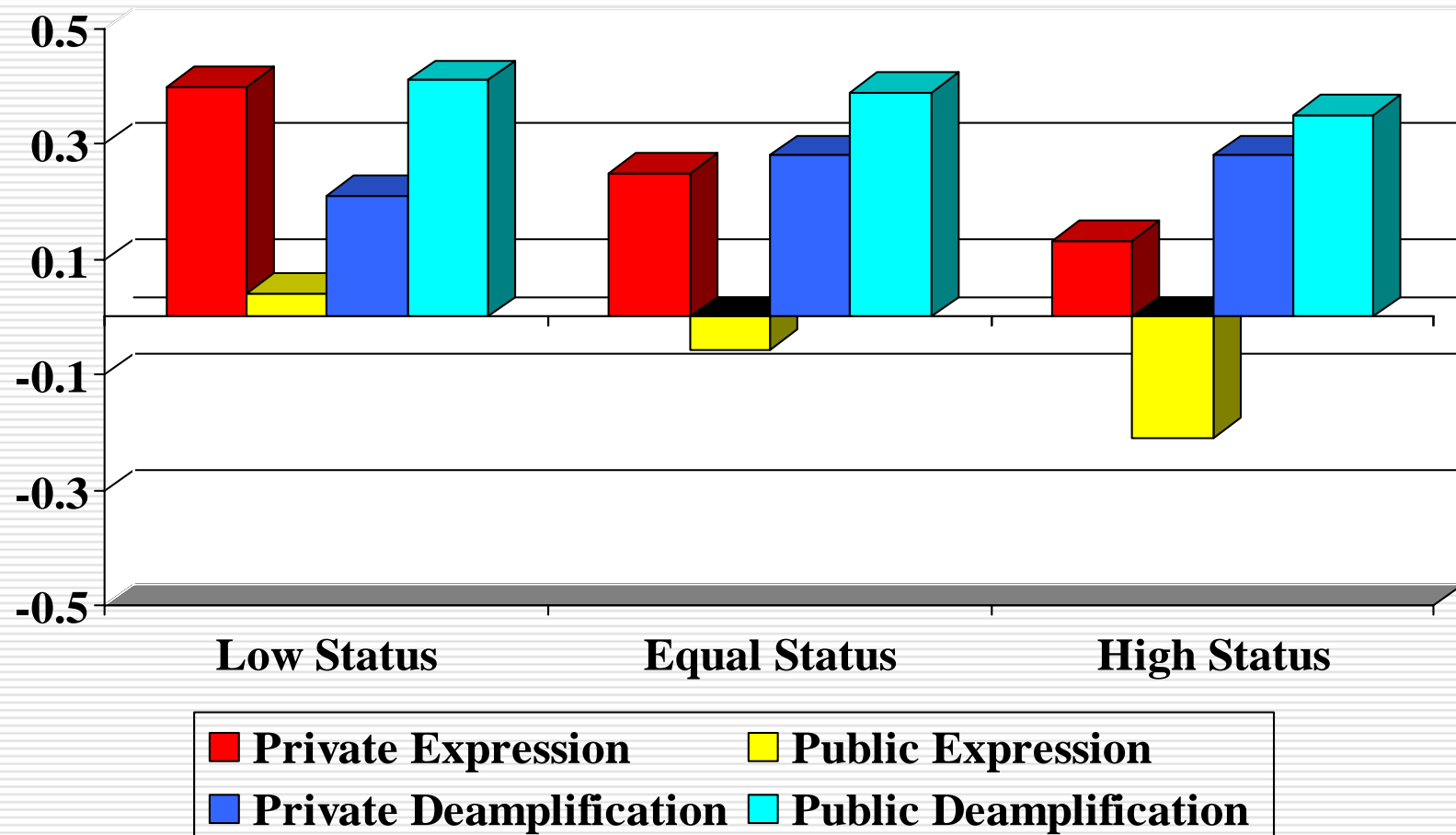
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(All analyses are repeated measures ANOVA)

- ❑ Anger is expressed more in private but neutralized more in public ( $F_{1, 165} = 169.4, p < .0001$ ).
  - ❑ It is deamplified more in public than in private ( $F_{1, 165} = 47.3, p < .0001$ ).
  - ❑ Anger is expressed less towards higher status targets than towards equal or lower status targets ( $F_{2, 330} = 42.2, p < .0001$ ).
  - ❑ There are no status differences in deamplification of anger.
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# Expression of Anger by Target Status and Context

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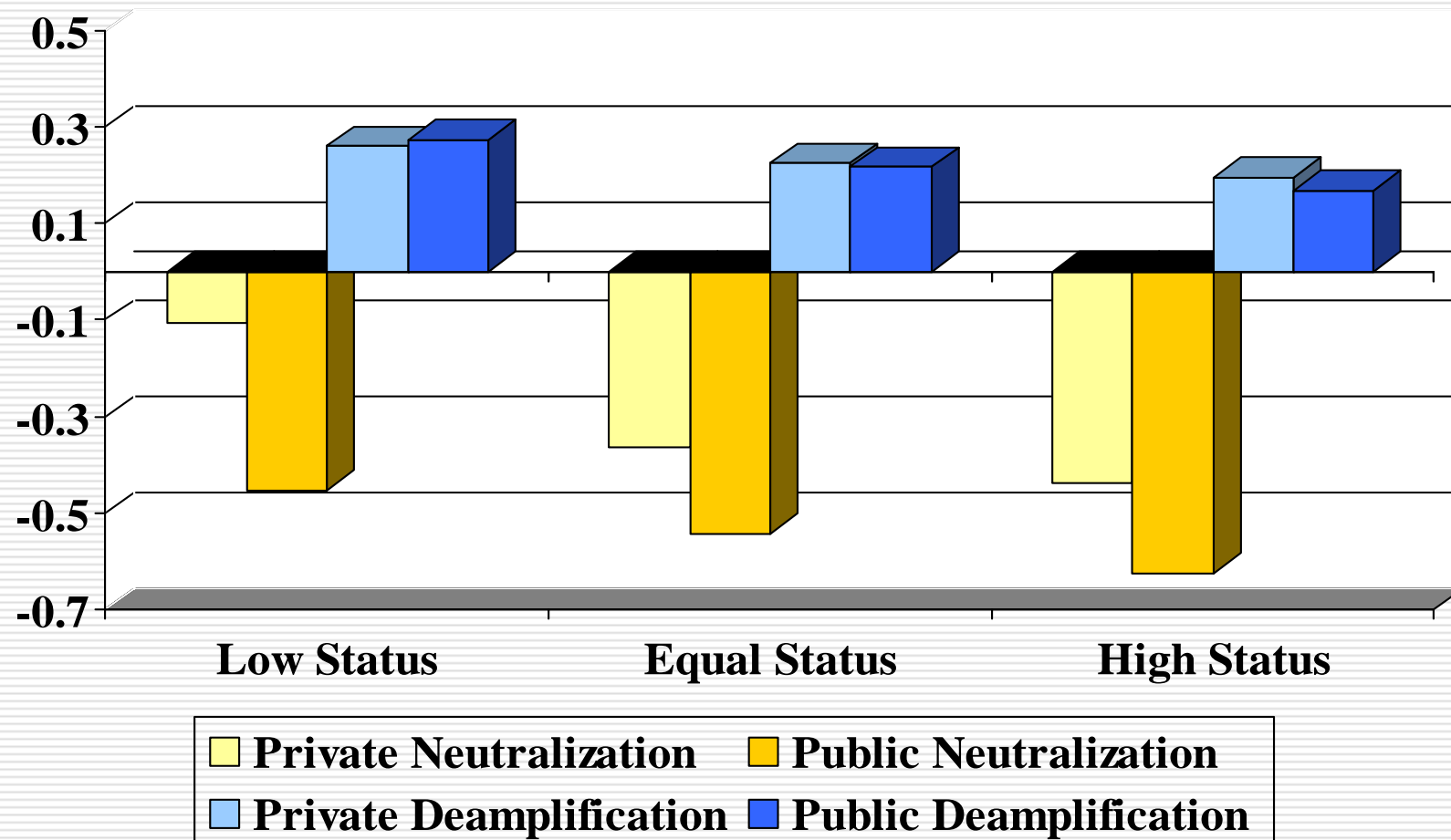
# Neutralization and Deamplification of Contempt by Status of Target and Context

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- Contempt is neutralized more towards higher and equal status targets than lower status targets ( $F_{2, 330} = 39.9, p < .0001$ )
  - Contempt is neutralized more in public than private settings ( $F_{1, 165} = 116.4, p < .0001$ )
  - The difference between contexts is greater with lower-status targets ( $F_{2, 330} = 20.6, p < .0001$ )
  - Contempt is deamplified more towards lower status targets ( $F_{2, 330} = 12.2, p < .0001$ )
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# Neutralization and Deamplification of Contempt by Status and Context

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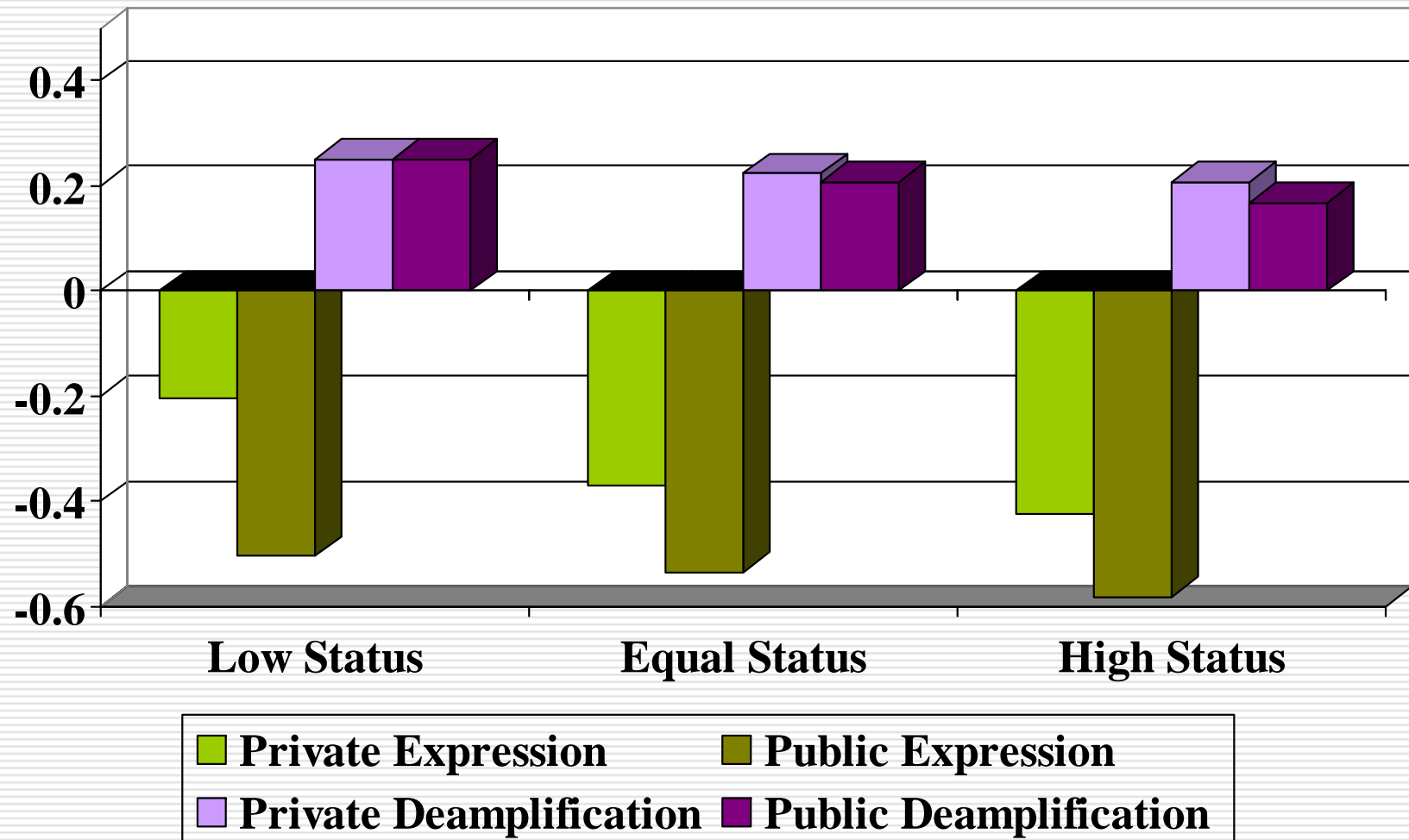
# Neutralization and Deamplification of Disgust by Status of Target and Context

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- Disgust is neutralized more towards higher status targets ( $F_{2, 328} = 14.6, p < .0001$ ) and deamplified more towards lower status targets ( $F_{2, 328} = 7.05, p < .001$ )
  - Disgust is neutralized more in public than private contexts ( $F_{1, 164} = 93.9, p < .0001$ ) and deamplified more in public than private contexts ( $F_{1, 164} = 1.65, p < .01$ )
  - For neutralization, the difference between contexts is greater for *lower* status targets ( $F_{2, 328} = 16.5, p < .0001$ ); for deamplification, the difference between contexts is greater for *higher* status targets ( $F_{2, 328} = 1.76, p = .01$ )
  - Neutralization is endorsed more than deamplification
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# Neutralization and Deamplification of Disgust by Status and Context

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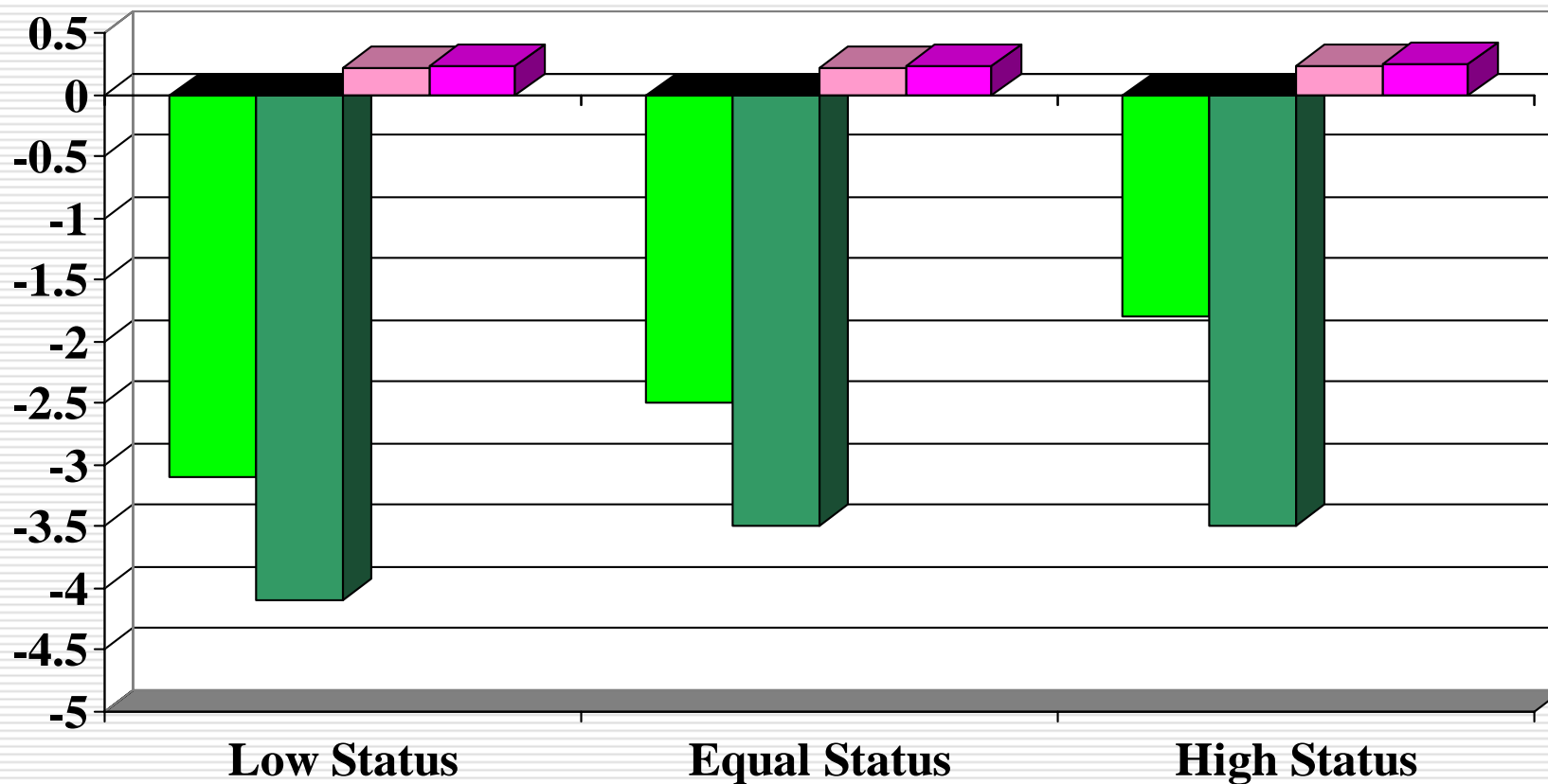
## Neutralization and Deamplification of Fear by Status of Target and Context

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- ❑ Fear is neutralized more towards lower status targets than towards equal or higher status targets ( $F_{2, 330} = 6.9, p < .001$ )
  - ❑ Fear is neutralized more in public than in private ( $F_{1, 330} = 53.9, p < .0001$ )
  - ❑ The difference between contexts is greater with higher status targets ( $F_{2, 330} = 5.3, p < .005$ )
  - ❑ There are no differences for deamplification
  - ❑ Neutralization is endorsed much more than deamplification
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# Neutralization and Deamplification of Fear Across Status Levels and Contexts



■ Private Expression ■ Public Expression ■ Private Deamplification ■ Public Deamplification

# Discussion

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- **Turkish display rules for emotions are perceived as**
    - **allowing relatively free expression of positive, neutral, or non-dangerous emotions (happiness, surprise, and sadness)**
    - **requiring dangerous emotions (anger, contempt, fear, and disgust) to be hidden or played down**
  - **There is little amplification: Turkish display rules generally emphasize showing little emotion.**
  - **There is little qualification or masking: Turkish display rules generally emphasize hiding rather than modifying emotional expression**
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# Discussion

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- ❑ For contempt, disgust and fear, neutralization is endorsed much more often than deamplification; for anger, expression and deamplification are endorsed more
  - ❑ For *higher* status targets there is more neutralization of anger, contempt and disgust, and less expression of anger, but more neutralization of fear with *lower* status targets
  - ❑ Neutralization is greater in public contexts but deamplification is little affected by context
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# Conclusions

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- Display rules are highly sensitive to the social context**
  - The emotions most likely to antagonize the other (anger, contempt, disgust) are hidden more from higher status interactants**
  - The emotion most likely to reduce one's status (fear) is hidden most from lower status interactants**
  - All emotions are downplayed more in public contexts**
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## References

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- Ekman, P. (1972). Universal and cultural differences in facial expression of emotion. In J. R. Cole (ed.), *Nebraska Symposium on Motivation, 1971* (pp. 207-283). Lincoln, NE: Nebraska University Press.
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Beverly Hills, CA: Sage.
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**Thank you!**