

ABSTRACT

Emotions are expressed as well as perceived by four important channels viz. face, posture, voice, and speech-content. The present study intends to identify emotion cues in formal contexts and examine the influence of perceived emotions on judgment and decision-making. The study is based on two quasi-experiments. In the first experiment, 36 interview video clips were shown to 36 participants comprising 20 males and 16 females to identify dominant cues through which expressed emotions were perceived. The results suggest that pleasantness of the voice, vocal clarity, open and close smile, smiling agreement, head nod, head shake and fluency are dominant cues under positive emotions, whereas loudness, disagreement, hand lifting, finger pointing, head nod, head shake, stretching arms to the front, eye widening, raising eyebrows, challenge and emphasis on words are dominant cues under negative emotion. While perceivers' gender does not influence the emotion cues they identify, expressed emotion cues for males are identified as different from females' for pleasantness, smiling agreement, open smile, loudness, disagreement, vocal clarity, hand lifting, head shake, and raising eyebrows. Differences were, however, low, probably because the video clips used were taken from public media. In the second experiment, two trained actors enacted interviews for two job categories, each having to act only for one job. For each job, there were two fixed embedded conditions: (a) positive emotions–poor bio-data, and (b) negative emotions–strong bio-data. The purpose was to introduce a conflict between pleasantness and competency of candidates. A total of 88 participants watched all the four videos and consequently, gave their judgments. Findings reveal that while perceived competence is given priority for high stake jobs, perceived pleasantness is preferred over competency for low stake jobs. It suggests that when the competency requirement and stake involvement is below a threshold for a job, emotional attributes drive decision. When such factors are above the threshold, cognition drives judgment and decision-making.

Keywords: Channels, cognition, cues, emotion, judgment and decision-making, stake