• Critiques
  o Replications of Schachter & Singer’s (1962) study only partially supported the findings of the original study, and have at times shown contradictory results (Marshall & Zimbardo, 1979; Maslach, 1979)
  o Assumes that conscious recognition of physiological arousal is required for emotional experience, but sometimes emotions are experienced before we think about them, e.g. when we are embarrassed
  o Theory centres primarily on the autonomic nervous system and provides no account of the emotional process within the central nervous system aside from signalling the role of cognitive factors

Zajonc (1980)
• Cognition and emotion are partially independent processes
• Emotion can exist without cognition
• Cognition often affects emotion at a later stage of processing
• Affective judgment occurs first and without cognition
• Experiments on mere exposure as evidence for the affective-primacy argument – we can have preferences with no need of cognition
    ▪ Presented 10 octagons to subjects 5 times, then after this phase they presented pairs of octagons (1 octagon in the pair was already presented in the initial phase while the other wasn’t)
    ▪ They asked participants which octagon they preferred – repeated exposure one – we can prefer something as a consequence of overexposure
    ▪ This excludes effect of conscious cognition but not of unconscious cognition
  o Murphy & Zajonc (1980)
    ▪ In each trial, a photograph of a human face that expressed either a positive or negative emotion
    ▪ Immediately following presentation of the facial expression, a Chinese ideograph was shown
    ▪ Participants were asked to indicate how much they liked the ideograph
    ▪ When facial expressions were presented for 4ms (too brief to allow for conscious recognition of the face), ideographs that were preceded by positive expressions were liked more than those preceded by negative expressions
    ▪ The effect of prime was not evident in the 1000ms condition, in which participants were aware and faces could be perceived clearly
    ▪ The effect of cognition on affective judgment is possible only when is conscious, however, the effect of unconscious percept is not limited to affect

Lazarus (1982): cognitive appraisal theory
• Cognition comes before emotion, and appraisals start the emotional process (including the physiological and behavioural change)
  o Experience of emotion depends on the way people appraise/evaluate the events around them
  o Emotions result from people’s interpretations and explanations of their circumstances even in the absence of physiological arousal