

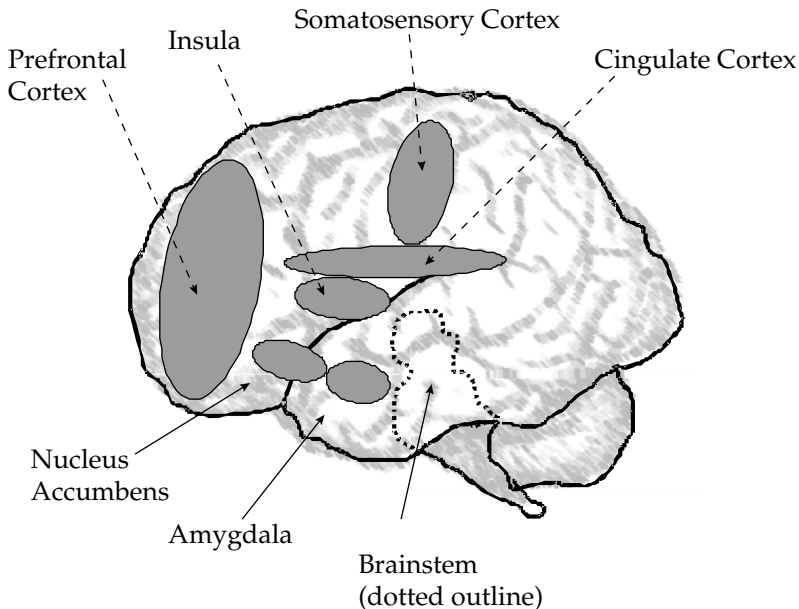
Figure 2.1 Behavioral Consequences of Positive and Negative Affect

		BEHAVIORAL CONSEQUENCE	
		Encourages Behavior/ Behavioral Intentions	Discourages Behavior/ Behavioral Intentions
AFFECT	POSITIVE	Helping (Isen and Levin 1972) Eating patterns (Patel and Schlundt 2001)	Mood-threatening helping activity (Isen and Simmonds 1978) Risk-taking with low prob. and/or high stakes (Nygren et al. 1996)
	NEGATIVE	Helping (Manucia et al. 1984) Impulsive behavior (Tice et al. 2001)	Helping among children (Cialdini and Kenrick 1976) Chocolate intake among men (Grunberg and Straub 1992)

- Usually influenced by affective evaluation (AE)
- Usually influenced by affect regulation (AR)

Source: Authors' compilation.

Figure 3.1 Approximate Locations of Neural Regions Involved in Affective Influence

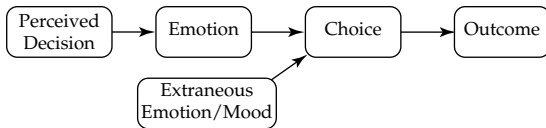


Source: Authors' compilation.

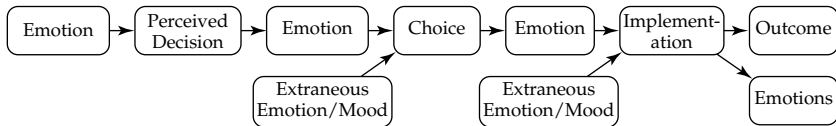
Note: Regions indicated with dashed lines are believed to be critical for the conscious affective experience. The figure shows only the left side of the brain and does not indicate the depth or connections of any structure (for a detailed presentation, see Berridge 2003).

Figure 8.1 Emotion-Mediated Decision Making Contrasted with Emotion-Constructed Decision Making

Emotion-Mediated Decision Making

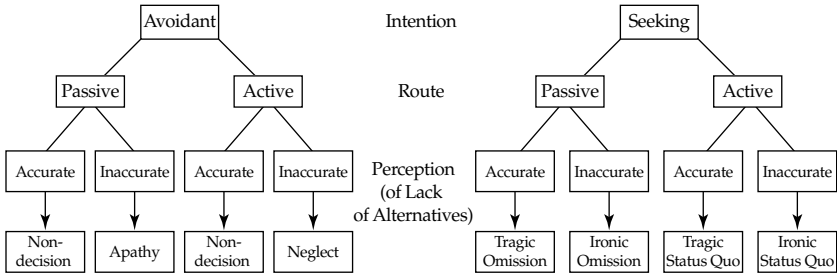


Emotion-Constructed Decision Making



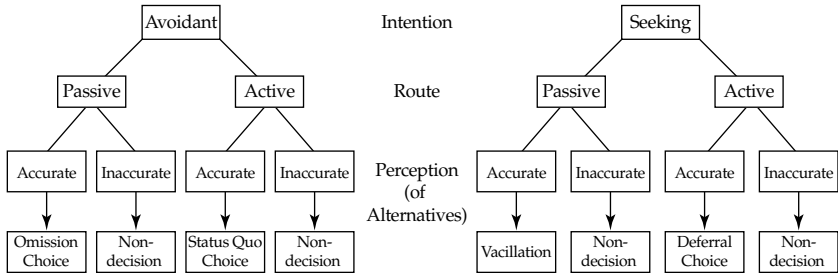
Source: Author's compilation.

Figure 8.2 Forms of Decision Avoidance Subsumed Within “Unaware of Alternatives”



Source: Author's compilation.

Figure 8.3 Forms of Decision Avoidance Subsumed Within “Aware of Alternatives”



Source: Author's compilation.

Figure 10.1 Visual Dilemma: My Wife or My Mother-in-Law



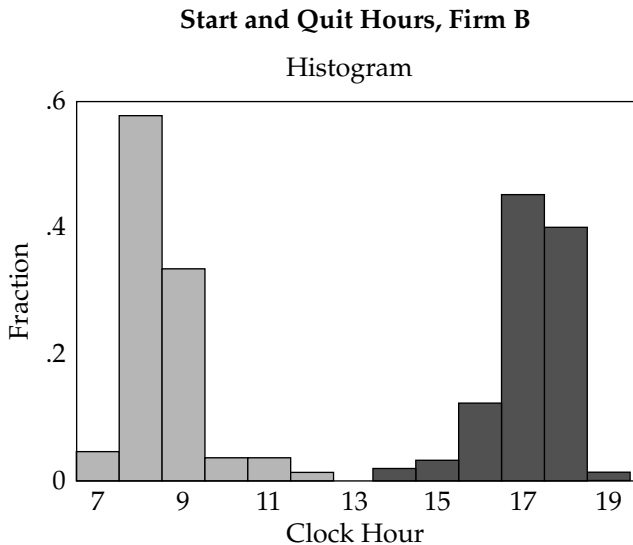
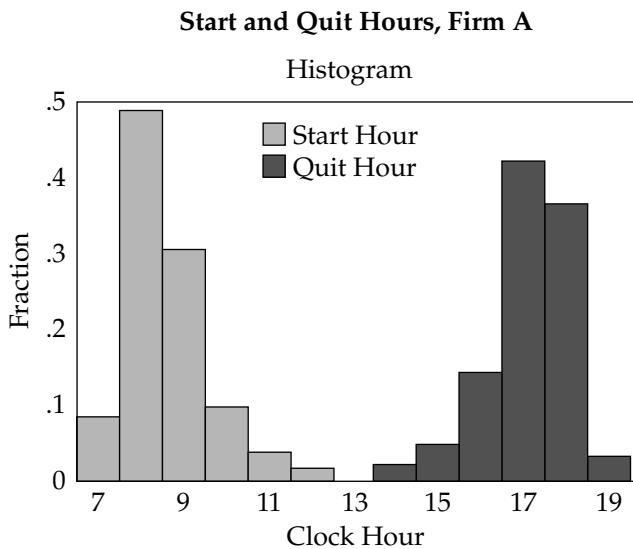
Source: *Puck* (1915), cited in Boring (1930).

Table 10.1 Four Prototypical Moral Situations Found in Moral Psychology

Prototypical Moral Situation	Elements	Goal	Paragon of Virtue
Moral reactions	Emotions (morality)	To condemn or praise	Sheriff
Moral dilemmas	Reason (morality) Versus Reason (morality)	To know what should be done	Philosopher
Moral weakness	Reason (morality) Versus Emotion (immorality)	To resist temptation	Monk
Moral fortitude	Reason (morality) Versus Emotion (morality)	To carry out what you know ought to be done	Cognitive Wrestler

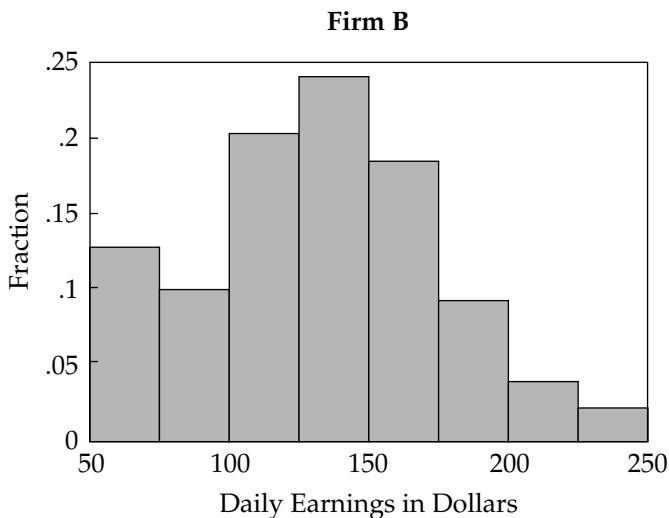
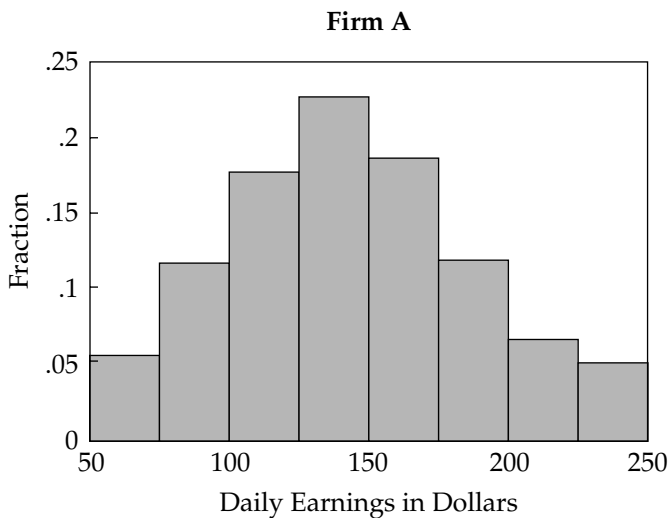
Source: Authors' compilation.

Figure 12.1 The Workday at Firms A and B



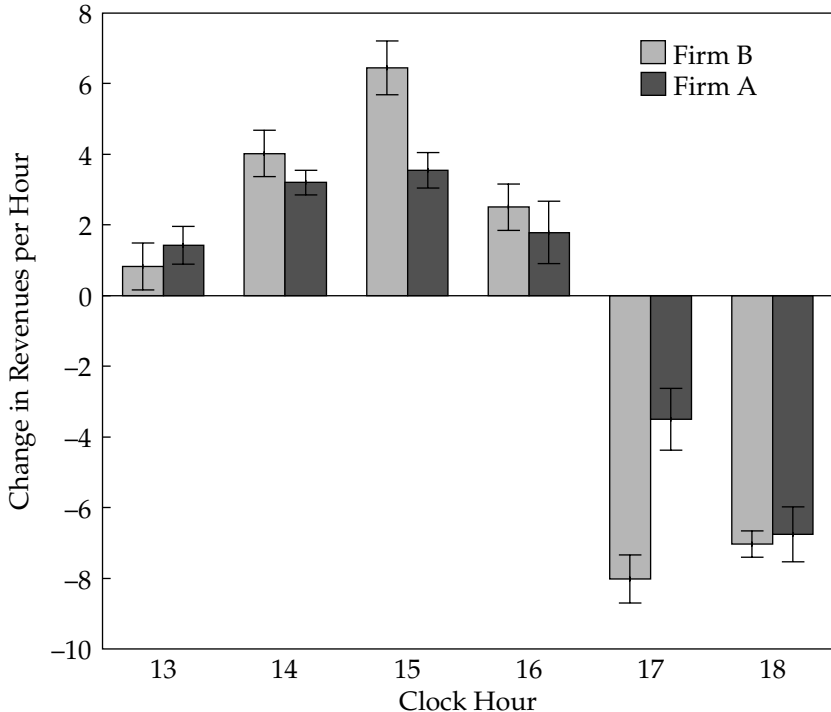
Source: Authors' calculations.

Figure 12.2 Daily Earnings



Source: Authors' calculations.

Figure 12.3 Effort over Time: The Impact of a \$50 Increase in Morning Revenues (+/-2* s.e. of Estimate)



Source: Authors' calculations.

Note: Mean revenues appr. \$16/hour. Controls for (i) Messenger fixed effects, (ii) Firm*day fixed effects, (iii) Start hour. Standard errors adjusted for clustering on messenger.

Table 12.1 The Distribution of Hours on the Job

Firm A		Firm B	
6–	1.39	6–	0.94
7	3.30	7	1.45
8	8.73	8	4.55
9	24.39	9	20.34
10	40.34	10	53.63
11+	21.85	11+	19.00

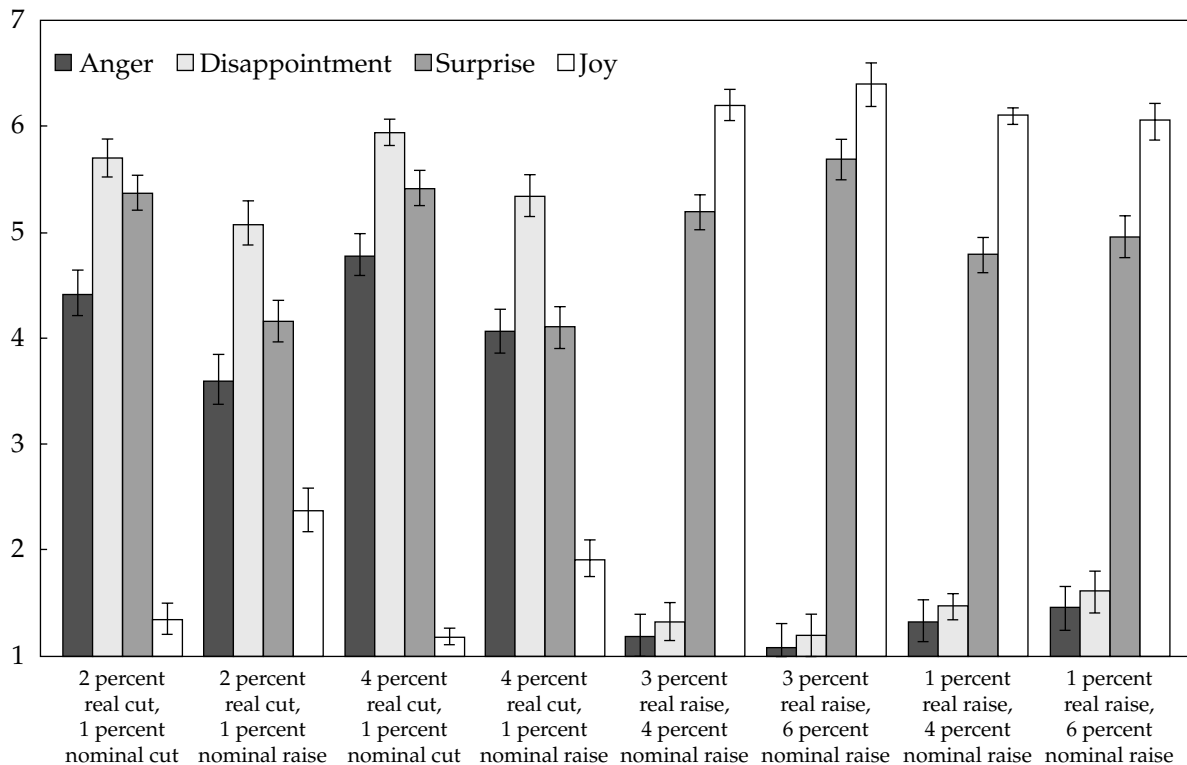
Source: Authors' calculations.

Table 12.2 ANOVA for Morning Earnings.

	Firm A	Firm B
	Adjusted R-squared	
Date Fixed Effects	.1238	.1000
Date and Messenger Fixed Effects	.3106	.5983
SD of Unexplained Variance (as percent of average morning earnings)	33.04	28.69
Observations	21,474	22,866

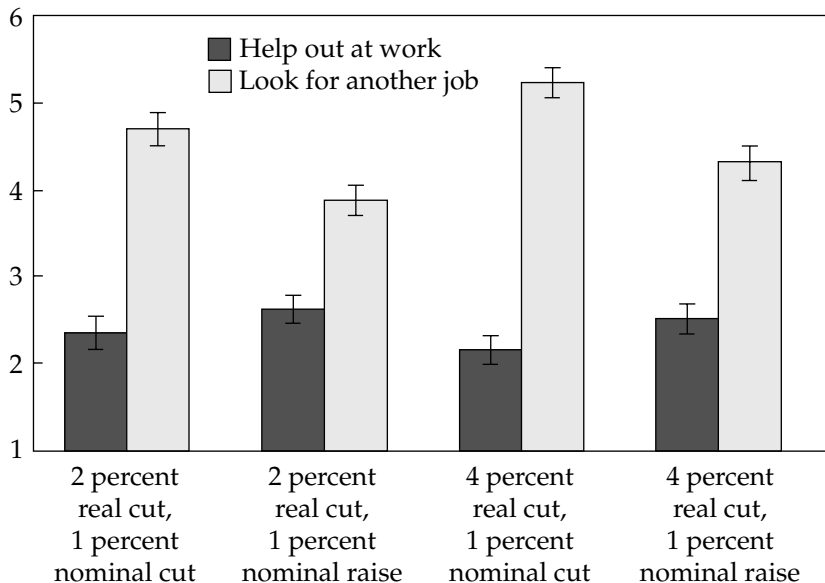
Source: Authors' calculations.

Figure 13.1 Emotional Reactions to Different Wage Scenarios



Source: Authors' calculations.

Figure 13.2 Changes in Job Loyalty in Different Job Scenarios



Source: Authors' calculations.

Table 13.1 The Treatment Conditions

Wage Changes in Scenario 1

		Nominal Wage Change	
		1 Percent Cut	1 Percent Increase
Real Wage Change	2 percent decrease	A	B
	4 percent decrease	C	D

Wage Changes in Scenario 2

		Nominal Wage Change	
		4 Percent Increase	6 Percent Increase
Real Wage Change	3 percent increase	A'	B'
	1 percent increase	C'	D'

Source: Authors' calculations.

Table 13.2 Emotions Aroused by Different Scenarios of Wage Changes

Dependent Variable	Anger	Disappointment	Surprise	Joy
Nominal Wage Cut	0.7750 (0.2126)	0.6041 (0.1799)	1.2608 (0.1798)	-0.8896 (0.1559)
2 percent Real Wage Cut	-0.4132 (0.2118)	-0.2537 (0.1781)	0.0094 (0.1791)	0.3120 (0.1532)
1 percent Real Wage Raise	-2.6542 (0.2003)	-3.8096 (0.2000)	0.7685 (0.2210)	4.1165 (0.1791)
3 percent Real Wage Raise	-2.9165 (0.1867)	-4.0913 (0.1809)	1.3393 (0.2055)	4.3463 (0.1794)
Constant	4.0513 (0.1810)	5.3538 (0.1633)	4.1359 (0.1660)	2.0012 (0.1450)
p-value that coefficient on nominal wage raise is zero in augmented regression	0.912	0.976	0.059	0.63
R-Squared	0.55	0.73	0.11	0.76
N	554	554	554	554

Source: Authors' calculations.

Note: Dependent variables are measured on a seven-point scale to indicate whether the emotion describes their reaction to the proposed scenario. One indicates the lowest level of agreement, seven indicates the highest level of agreement. Robust standard errors, adjusted for clustering on individuals.

Table 13.3 Loyalty Towards Employer in Different Wage Change Scenarios

Dependent Variable	Willingness to Help Out	Will Look for New Job
Nominal Wage Cut	-0.3073 (0.1688)	0.8665 (0.1807)
2 percent Real Wage Cut	0.1525 (0.1691)	-0.4876 (0.1807)
1 percent Real Wage Raise	2.8469 (0.1702)	-2.4079 (0.1769)
3 percent Real Wage Raise	3.0545 (0.1789)	-2.5477 (0.1935)
Constant	2.4987 (0.1467)	4.3491 (0.1642)
p-value that coefficient on nominal wage raise is zero in augmented regression	0.764	0.477
R-Squared	0.57	0.51
N	554	554

Source: Authors' calculations.

Note: Dependent variables are measured on a seven-point scale to indicate whether they would engage in the behavior described in response to the proposed scenario. One indicates the lowest level of agreement, seven indicates the highest level of agreement. Robust standard errors, adjusted for clustering on individuals.