

# Affect

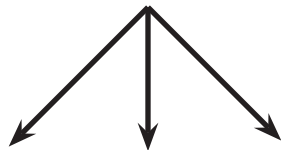
Kind:

(descriptive word)

typically an adjective, a “gut,” base, or reptilian feeling (can it make a noise?)

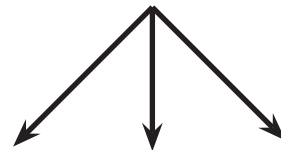
Degree:

Text



Low Moderate High

Person



Low Moderate High

Text: form only, no speaker intonation, expressions, gestures, etc.

Person: speaker expressions, intonation, gestures, eye behaviors

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Degree judgements influenced by: culture/ethnicity, gender, age, geography, personal experiences