**THE INFLUENCE OF EMOTIONS ON MEMORY, ATTENTION,**

**AND DECISION MAKING**

**Explicit memories** are stored memories that are retrieved by active conscious thought and include:

**[A person and person kissing

Description automatically generated with low confidence](https://www.pinterest.com/pin/434527064058317259/)episodic memory –** a collection of memories for personally

experienced events (your wedding) **and**

**semantic memory –** memory of general world knowledge that is

accumulated over a lifetime (math skills).

**A picture containing text, stationary, document

Description automatically generated**

([Junebug Weddings, n.d.)](https://www.pinterest.com/pin/434527064058317259/)

[(Magoosh Online Test Prep, n.d.)](https://www.pinterest.com/pin/4785143337688977/)

**Implicit memories** are stored memories that are retrieved without conscious awareness that include:

**A picture containing person, footwear

Description automatically generatedprocedural memory –** memories of well-practiced skills (tying your shoes),

**priming –** something that triggers a subsequent memory (image of Thanksgiving dinner),

A table is filled with food

Description automatically generated with medium confidence

([Stuntmotomoto, n.d.)](https://www.pinterest.com/pin/86694361568661571/)

[(Better Homes and Gardens, n. d.)](https://www.pinterest.com/pin/86694361568661571/)

**classical conditioning –** a conditioned response to a sound (warning siren), **and**

**A picture containing text, outdoor, tree, sign

Description automatically generated**

[(Redgage, n.d.)](https://www.pinterest.com/pin/537406168007729682/)

**non-associative learning –** involves unnoticed sounds (wind chimes).

**A bird feeder from a tree

Description automatically generated with medium confidence**

[(Walmart, n.d.)](https://www.pinterest.com/pin/112027110570534283/)

**How Culture and Social Influences Affect Emotional Control**

A picture containing icon

Description automatically generated

Ju et al. (2022) conducted a survey that explored the moderating role of negative emotions, such as anxiety and fear, during the COVID-19 pandemic crisis. Findings suggested interpersonal health information seeking across social media platforms for health protective measures linked social media use and influenced behaviors to the degree individuals perceived behaviors as expected norms [(Ju et al., 2022)](https://doi.org/10.1080/10810730.2022.2164387).

[(London Meets Paris, n.d.)](https://www.pinterest.com/pin/714313190911155942/)

**Text, company name

Description automatically generatedHow Culture and Social Influences Affect Reactions to Memory**

Weston (2021) reported on how The Peoples History of Pop musical series foregrounded memory objects, their materiality, and related affects as an approach to the representation and re-presentation of history and memory. He revealed that a complex aesthetic and sentimental strategy was built upon the ability of images to reshape narratives of cultural past that encompassed but blurred boundaries between public and private memory in the recuperation and renegotiation when fans were given opportunity to rewrite the narrative of music history in their own words [(Weston, 2021)](https://doi.org/10.7560/VLT8806). [(Reminds, n.d.)](https://www.pinterest.com/pin/48061921000901904/)

**How Culture and Social Influences Affect Attention**

Graphical user interface

Description automatically generatedLang (2019) reported that consumer culture distorts attention by bombarding viewers with ads to simultaneously distract them and capture their attention. The tactic keeps viewers on social media sites, addicted to video games, and glued to shopping sites with a reward of dopamine rushes that render viewers captivated and unable to look away [(Lang, 2019)](https://doi.org/10.1080/00344087.2019.1595911). Schindler and Straube (2020) connected emotion and task relevance to attention in a later study and detected different but parallel onsets of emotion and task-relevance effects. Their findings suggested that emotion and task relevance acted independently at the early processing stage but conferred additional processing advantages during later processing with possibility of interaction being restricted when attention was directed toward and emotional category [(Schindler & Straube, 2020)](https://doi.org/10.1111/psyp.13585).

[(Industry Research Reports, n.d.)](https://www.pinterest.com/pin/631137335266512112/)

**How Culture and Social Influences Affect Decision Making**

Text

Description automatically generatedLawrence et al. (2021) conducted research on implicit and explicit memory effects of sexualized and non-sexualized ads embedding in programs viewed by women to determine whether the advertisers achieved their aim of increased brand awareness and sales. Results indicated sexualized advertising led to significantly worse implicit memory for the brand logo but better explicit recall for the advertisement scene itself without any effect of sexual appeals on explicit brand name recall, and no significant effect on advertisement recall of the program type which suggested that it is not a wise decision to include this imagery for female viewers (Lawrence et al., 2021). Modernizing the affect grid would improve its effectiveness by creating a unified framework to examine the role of emotion in decision making [(FeldmanHall & Heffner, 2022)](https://doi.org/10.1037/amp0001108).

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