

Abstract

In the present study, the researchers examined how the emotions influenced the decision process when the participants faced decisions with different importance. The eye movement patterns and psychophysiological effects were observed in four different conditions (high importance/positive; high importance/negative; low importance/positive; low importance/negative). In experiment 1, emotion was manipulated by listening music, and decision importance was manipulated by instruction. SCR, HR (heart rate), and eye movement measurement were recorded. The results showed the interaction of emotion and cognition, both in eye movement and psychophysiological effect. However, due to the experiment design, it was hard to tell whether the information was processed analytically or heuristically and no early information selective process revealed. In experiment 2, an additional cue was provided in order to examine the interaction between the emotion and decision importance with more differentiated and conflicting alternatives. The results of experiment 2 revealed the early information selective process and showed dynamic process in decision making. The early emotion and cognition interaction showed the happy and sad emotions with high decision importance did process the information selectively. While in the later interaction, it showed the happy emotions with high decision importance spent more time to evaluate the useful information. Moreover, the sad emotions with high decision importance completed the task faster than those with low decision importance. The results were discussed from Russo and Leclerc's (1994) stage analysis and hypotheses proposed by Isen (1993) and Forgas's (1991).

Key words: Decision, Cognition, and Emotion, eye movement, psychophysiological response