

Module 15: "Color and Emotion"

Lecture 42: "Non-functional Sensor related to Emotion"

The Lecture Contains:

- ☰ Non-functional Sensor related to Emotion- Touch, Visual, Olfactory, Taste and Auditory
- ☰ Touch Sensation
- ☰ Visual
- ☰ Olfactory
- ☰ Taste
- ☰ Audio
- ☰ Conclusion

◀◀ Previous Next ▶▶

Module 15: "Color and Emotion"

Lecture 42: "Non-functional Sensor related to Emotion"

Non-functional Sensor related to Emotion- Touch, Visual, Olfactory, Taste and Auditory

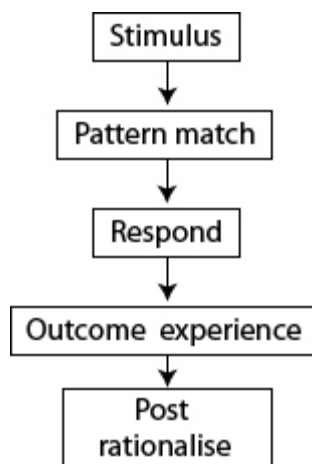
Every living being depends upon the sensory that living experiences through the receptor sensory. The receptor sensory goes through a process of nervous system for different experiences. In case of human beings we have five main senses: sight, hearing, taste, smell, touch. The sensory information is retained by the Sensory Memory (SM) and helps persons to react based on the impression that is gathered through the SM. There are different types of memory storage depending on the experiences. SM is understood not in the domain of Cognitive Control since it is pretty much raw information.

(Read more: http://en.wikipedia.org/wiki/Sensory_memory ; June 14, 2012)

Sensory have direct relationship with human emotion. The following research has tried to develop a model showing the process of sensory-emotion works-

"The sensory-emotional research process is based on a theory of how we take decisions. In simple terms a stimulus that we are interested in gives rise to a response. Between the stimulus and the response, the brain matches patterns to the stimulus to determine the required response. This process happens subconsciously and leads to a range of emotional feelings that direct the final response. The cognitive part of the brain then post-rationalises the response and helps tuning the pattern matching. The simplified diagram below shows the stages involved."

(Ref. http://www.dobney.com/Research/sensory_emotion.htm ; June 13, 2012)



Let us now concentrate on each sensory and their relationship with emotion.

◀ Previous Next ▶

Module 15: "Color and Emotion"

Lecture 42: "Non-functional Sensor related to Emotion"

Touch Sensation

Touch is one of the five senses (the others being smell, taste, vision, and hearing) through which animals and people interpret the world around them. Unlike the other senses are localized primarily in a single area (such as vision in the eyes or taste in the tongue), the sensation of touch (or contact with the outside world) can be experienced anywhere on the body, from the top of the head to the tip of the toe. Touch is based on nerve receptors in the skin that send electrical messages through the central nervous system to the cerebral cortex in the brain, which interprets these electrical codes. For the most part, the touch receptors specialize in experiencing either hot, cold, pain, or pressure. Arguably, touch is the most important of all the senses; without it animals would not be able to recognize pain (such as scalding water), which would greatly decrease their chances for survival. Research has also shown that touch has tremendous psychological ramifications in areas like child development, persuasion, healing, and reducing anxiety and tension. Our sense of touch is based primarily in the outer layer of skin called the epidermis. Nerve endings that lie in or just below the epidermis cells respond to various outside stimuli, which are categorized into four basic stimuli: pressure, pain, hot, and cold.

Read more: [Touch. Information about Touch http://www.faqs.org/health/topics/3/Touch.html#ixzz1rjXE0ulx](http://www.faqs.org/health/topics/3/Touch.html#ixzz1rjXE0ulx)
<http://www.faqs.org/health/topics/3/Touch.html#ixzz1rjVwsVZW>



Affection

Careful Touching
Plate 9 Touching

Touch-screen

Touching (plate 9) has many reaction from affection to mechanical touching experience. Each time we experience different emotional experience. Touch-screen is a recent technology that is exploiting the touch sensory of human beings. Human beings feel comfortable and safe while experiencing something through touching. Other animals are equipped with various mechanisms to ensure their safety. Magnetic reception and a "distance-touch" sensation is such mechanism that helps living beings to survive inside water.

Module 15: "Color and Emotion"

Lecture 42: "Non-functional Sensor related to Emotion"

Visual



Tsunami Destruction



Rain



Forest-fire

Plate 10 Visual Experience and Emotion

(Source: http://www.google.co.in/search?um=1&hl=en&noj=1&biw=1329&bih=555&tbn=isch&sa=1&q=tsunami+destructions+in+India&oq=tsunami+destructions+in+India&aq=f&aql=1&gs_l=img.12...29721.31888.0.34632.9.8.0.0.0.0.252.632.5j2j1.8.0.eish.1.0.0.6iT07hGIVVc ; http://www.google.co.in/search?hl=en&q=Rain+Photo&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1329&bih=555&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=8LraT93hAsLXrQfInsGoCQ ; http://www.google.co.in/search?hl=en&q=Forest-fire+photo&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1329&bih=555&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=1MDaT4qfJITrQea4MmNCQ ; June 15, 2012)

Visual experience has strong emotional relationship. Color plays important role in visual experience (plates 10). The images of natural disasters have strong emotional effect. However, each of the above generates different feelings. It is impossible to quantify such feelings.

◀ Previous Next ▶

Module 15: "Color and Emotion"

Lecture 42: "Non-functional Sensor related to Emotion"

Olfactory



Indian Cuisines

Japanese

Stinking Garbage Smell

Plate 11 Different Cuisines

(Source: http://www.google.co.in/#hl=en&sa=X&ei=xMHaT_KMKMbPrQeKv8mnCQ&ved=0CAUQBSgA&q=Cuisines&spell=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=98c91b9d39e7a94&biw=1329&bih=555 ; June 15, 2012)

Olfactory is one of our powerful sensory that can evoke strong ethic or cultural emotion. The smell of Indian, Chinese or Continental cuisines certainly is much related to the color of the food along with the smell. The above plates (plates 12) show the typical color related to each of the cuisines. Each of the cuisines has very unique color because of the spices and the cooking process that would help the olfactory to evoke emotion (feeling). On the otherhand the stinking foul smell (plate 11) can similarly evoke extremely negative feeling that one may remember for days.

Taste



Tiger licking the cub

Punjabi Cuisine

Green Bread

Plates 12 Indian Cuisines

Taste has many emotional effects. The mother Tiger (plate 12) licking her cub shows the emotional affection while the taste of cuisines evokes nostalgic memories. Each time emotional feeling reacts through taste and olfactory. Naturally such emotional feeling is hard to quantify. Taste has very delicate sensory that relates to our affection as well as food. Unnatural color in food may create very negative feeling. Green colored inside the bread may cause very negative reaction (feeling).

(Source: http://www.google.co.in/search?hl=en&q=Cow+licking+cub&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1329&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=RcXaT-v4N46GrAfz4LWmCQ ; June 15, 2012

http://www.google.co.in/search?hl=en&q=Indian+Cuisines&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1329&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=RcPaT8DoK4PMrQf34uSvCQ ; June 15, 2012

http://www.google.co.in/search?hl=en&q=Indian+Cuisines&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1329&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=RcPaT8DoK4PMrQf34uSvCQ#um=1&hl=en&biw=1329&bih=555&tbm=isch&sa=X&ei=VsTaT53ELcPjrAeZINWICQ&ved=0CAYQvwUoAQ&q=Bengali+Cuisines&spell=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=2e6a0eb3f60ec6ab ; June 15, 2012)

Module 15: "Color and Emotion"

Lecture 42: "Non-functional Sensor related to Emotion"

Audio



Musical Concert



Raining in Tropical Forest



Humming Bird

Plate 13 Concerts

Source: http://www.google.co.in/search?um=1&hl=en&biw=1329&bih=555&noj=1&tbn=isch&sa=1&q=Yanni%27s+orchestra+performance+in+India&oq=Yanni%27s+orchestra+performance+in+India&aq=f&aqi=&aql=1&gs_l=img.12...806.83125.0.85173.9.9.0.0.0.0.253.1436.3j2j4.9.0.eish.1.0.0.wIEFVopBPCM ; June 15, 2012)

Auditory sensory has helped living beings for protection. The auditory sensor relates to different emotional feeling. The concert (plate 13), Tropical Rains and Humming Bird each one producing exotic audio the human beings experience at different times. Each one certainly evokes different emotional feeling which are different from each other. It is almost impossible to quantify such emotional feeling because different environment and situations.

Conclusion

Color has contributes to human feeling and evokes emotion through our sensitive sensory. The sensory is in-built in living beings and based on different situations the sensory triggers to evoke negative or positive feelings. Hence, as we observed it is almost impossible to quantify emotion because of varied situations that we experience through- visual, touch, olfactory, taste or audio sensor.

 **Previous**