

Pleasure and Communication

Part One:

- Conceptualizing "pleasure"
- Theories of pleasure

Part II

- Positive emotions
- Positive affectivity
- Flow
- Communication and pleasure



Conceptualizing pleasure

- A subjective family of positive states ranging from raw feelings of the body (simple) to the higher pleasures of the mind (complex)
- Dimensions:
 - Intense-quiet
 - Aroused-mellow
 - Sharp-diffuse
 - EX: Ecstasy-Serenity
- Antonyms- Pain, anxiety, guilt, boredom



Conceptualizing pleasure

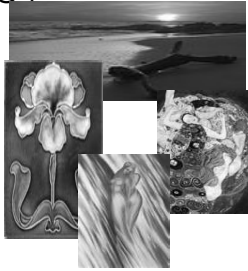


Raw or Simple pleasures--

- Rozin (1999): Raw pleasures generated along the skin and center on body's orifices
- Raw pleasure might serve as an evolutionary guide to monitoring bodily transactions with the outside

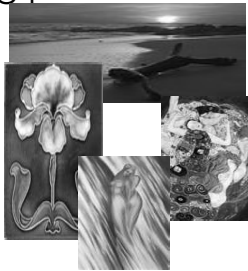
Conceptualizing pleasure

- "Higher" Complex Pleasures—
- Role of "play"
 - "Fun"
 - Serves Evolutionary functions (survival tasks):
 - Eating
 - Mating
 - Raising offspring



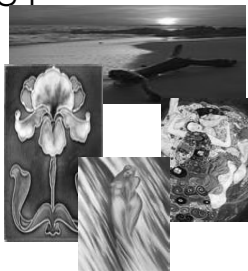
Conceptualizing pleasure

- Three classes of higher pleasures (Seligman, 2002):
- High Intensity (rapture, bliss, ecstasy, hilarity, elation, excitement)
 - Moderate Intensity (sparkle, mirth, good cheer, enthusiasm, attraction, fun)
 - Low Intensity (comfort, harmony, amusement, satiation, relaxation)



Conceptualizing pleasure

- "Pleasure can result from adding a stimulus or subtracting it" (Peterson, p. 50)
 - Eating versus eliminating
- Past (recalled pleasures), present, and future pleasures (anticipated)



Theories of pleasure

- Mere exposure effect—
 - Tendency to like high exposure frequency objects
- Endowment effect
 - Tend to like objects given to us
- Adaptation
 - Frequency of encounter is negatively related to pleasure of response
 - Hedonic treadmill
 - Continually adapt to improving circumstances back to the point of neutrality

