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The Effect of Facial Expression Bearers Gender on the Assimilation for Emotion Judgement

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Abstract

The purpose of the present study was to examine the effect of the gender of stimuli on the emotional assimilation between the context and the target. Pictures of five cartoon figures bearing facial expressions of anger, happiness, and sadness were presented to 42 participants. Four smaller figures served as the context while a central enlarged figure was placed as the target. The participants were told to judge the emotion intensity of the target by giving ratings from 1-10. Besides the types of expression was manipulated to create a difference between ambiguous targets and unambiguous ones. The results of the present study showed that the gender of the target has an effect on the assimilation of different emotions. While the assimilation effect was found in male targets, especially for moderate anger and extreme happiness, there was no assimilation effect when participants saw female targets with moderately angry and extremely sad expressions.