

IDENTITY AND SELF '16

**INTERDISCIPLINARY CONFERENCE ON CULTURAL IDENTITY
AND PHILOSOPHY OF THE SELF**

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IDENTITY AND SELF '16
Interdisciplinary Conference on Cultural Identity and Philosophy of the Self

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INTRODUCING *EMOTIONCY TENSION* AS A POTENTIAL SOURCE OF IDENTITY CRISES

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ABSTRACT

Following a number of innovations in psychology, *emotioncy* as a new concept has recently emerged out of developmental individual-differences relationship-based (DIR) studies. Emotioncy ranging from Avolvement (Null) to Exvolvement (Auditory, Visual, and Kinesthetic), and Involvement (Inner and Arch), refers to the emotions generated by senses, which can relativize cognition. It means that our understanding of the world can be shaped by sense-related emotions. Thus in this study, it is hypothesized that the ways we receive information along with the amount of exposure can evoke kinds of emotions which can shape or change identity. It seems that one of the sources of identity crises among individuals is *emotioncy tension*. It refers to the situation when two social forces (internal and external) encourage individuals to be avolved, exvolved, or involved. It means that when a government, as an internal force, imposes its own ideologies to make individuals be avolved or exvolved in an issue, globalized forces may encourage them to be involved in that. This avolvement/exvolvement-involvement conflict may be a source of identity crises. It means that the former by de-emotionalizing (de-emotioncy movement) and the latter by emotionalizing (emotioncy movement) may cause identity crises. Providing a number of examples, this study attempts to shed more light on the concept of emotioncy tension.

Keywords: Emotioncy, Avolvement, Involvement, Exvolvement, Identity crisis, Emotioncy tension

INTRODUCTION

This study intends to introduce the newly-developed concept of emotioncy (Pishghadam, Adamson, & Shayesteh, 2013; Pishghadam, Tabatabaeyan, & Navari, 2013) to illuminate the relationship between psychology and sociology. Emotioncy is considered to be an integrated model, which can bring sense, emotion, and cognition under one umbrella. As Figure 1 shows, emotioncy consists of null, auditory, visual, kinesthetic, inner, and arch kinds, which are classified into avolvement, exvolvement, and involvement. This classification helps us to show how powerful people (parents, teachers, leaders, etc.) as *envolvers* (the ones who decide when to avolve, exvolve, or involve something) can emotionalize or de-emotionalize life issues, which may lead to identity crises.

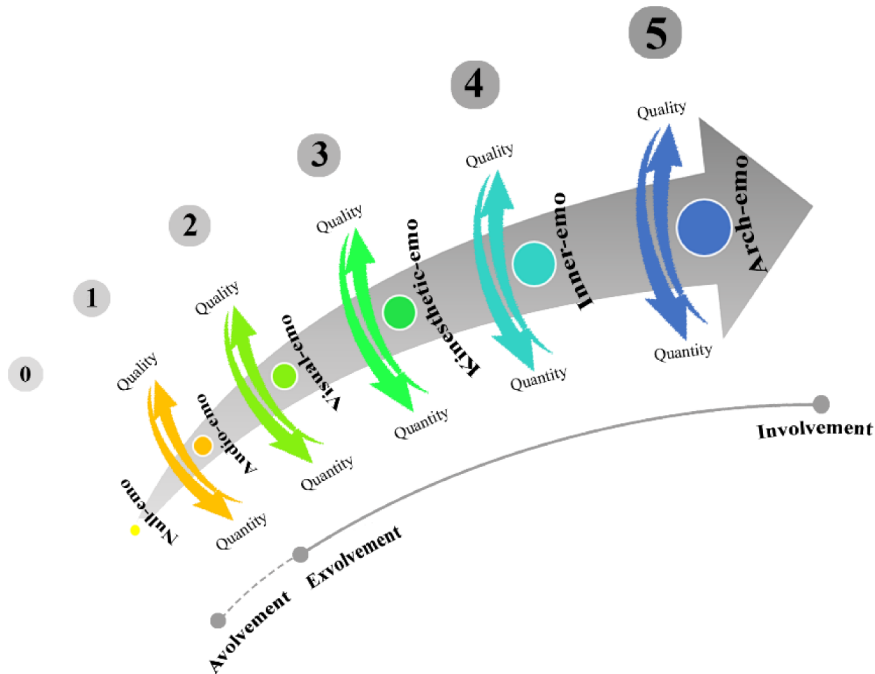


Figure 1. *Emotioncy Levels*

(Adapted from “*Emotioncy in Language Education: From Exvolvement to Involvement*”, by R. Pishghadam, 2015, October, Paper presented at the 2nd Conference of Interdisciplinary Approaches to Language Teaching, Literature, and Translation Studies. Iran, Mashhad).

One more point which should be noted in this study is that, *trans-emotioncy* (something that helps one to move forward or backward from one kind of emotioncy to another) can explain the reasons why individuals go through identity changes. For instance, reactance as a trans-emotioncy can motivate individuals to move forward the emotioncy hierarchy and do something that they are banned from.

Moreover, to measure emotioncy more exactly, a new model was proposed by Pishghadam (2016). As Figure 2 demonstrates, emotioncy consists of frequency of exposure to or doing something (sense) along with emotions (valence). The formula to compute emotioncy is presented as:

$$\text{Emotioncy} = s (f+e)$$

s= sense

f= frequency

e= emotion

And also, according to this model:

$f > e$ → Quantitative emotioncy

$e > f$ → Qualitative emotioncy

$e = f$ → Mixed emotioncy (with negative, neutral, and positive valence)

Quantitative emotioncy occurs when emotions are not much positive about something, but individuals have to do it repeatedly. Individuals experience qualitative emotioncy when positive emotions generated by minimal exposure to something or doing something only a few times. And finally, mixed emotioncy which can be of negative, neutral, and positive types occurs when emotion and frequency are equal. The highest level of emotioncy is when individuals experience mixed emotioncy with positive valence. This new classification seems to open up new horizons for

research in general and shed more light on the intricate relationship between identity and power in particular. The new findings will be presented in the conference.

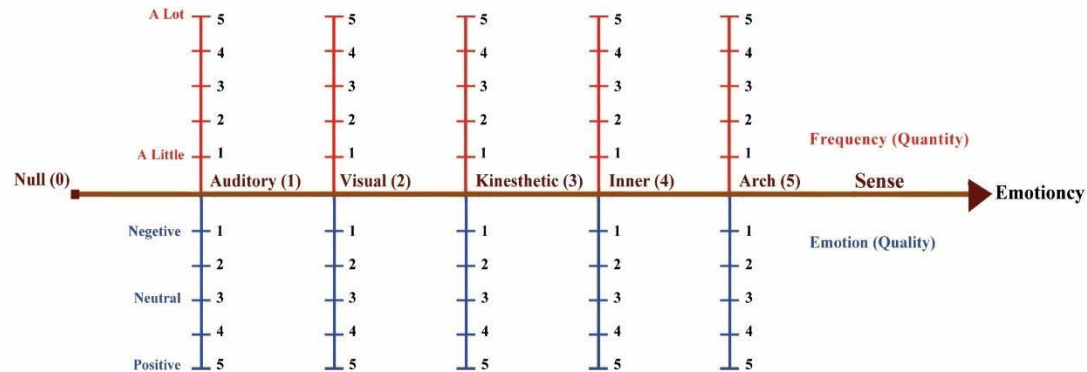


Figure 2. *Extended Model of Emotioncy*

(Adapted from "Emotioncy, Extraversion, and Anxiety in Willingness to Communicate in English", by R. Pishghadam, 2016, May, Paper presented at the 5th International Conference on Language, Education, and Innovation. England, London).

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