Put your mask on first before you offer assistance.
Myths

1. Emotion = Nonconscious

2. “Real” emotions are those that we can see

3. People can’t articulate their emotions
Myth 1
Emotions = Nonconscious
As Volkswagen Pushed to Be No. 1, Ambitions Fueled a Scandal

By DANNY HAKIM, AARON M. KEISLER and JACK EWING SEPTEMBER 26, 2015

Martin Winterkorn, Volkswagen’s chief executive, took the stage four years ago at the automaker’s new plant in Chattanooga, Tenn., and outlined a bold strategy. The company, he said, was in the midst of a plan to more than triple its sales in the United States in just a decade — setting it on a course to sweep by Toyota to become the world’s largest automaker.

“By 2018, we want to take our group to the very top of the global car industry,” he told the two United States senators, the governor of Tennessee and the other dignitaries gathered for the opening of Volkswagen’s first American factory in decades.

One way Volkswagen aimed to achieve its lofty goal was by betting on diesel-powered cars — instead of hybrid-electric vehicles like the Toyota Prius — promising high mileage and low emissions without sacrificing performance. Ray LaHood, the transportation secretary, endorsed the company’s commitment to diesel that day, calling it an “ingredient in the recipe for our long-term energy security.”
Thoughts & Feelings

- Spontaneous Feelings
- Considered Feelings
- Automatic Thoughts
- Deliberated Thoughts

Emotionality

Consciousness
Myth 2

“Real” emotions are those that we can see
anger

1. eyebrows down and together
2. eyes glare
3. narrowing of the lips
Emotions that we are consciously aware of are just as real, if not more so, than the stuff we’re not aware of.
Myth

People can’t articulate their emotions
Reality

1. Emotion is nonconscious and conscious

2. “Real” emotions are complex and not always easily read biologically

3. People can articulate their emotions
Thank You!