
RESEARCH DIALOGUES

Introduction to Research Dialogues

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How emotions influence decision making has been of interest to philosophers and behavioral scientists for many centuries. More than in other domains of research, approaches that paint starkly different pictures enjoy a long history, strong intuitive appeal, and often some empirical support. Some emphasize how our feelings disrupt rational decision making, bias our thoughts, and motivate us to do things we would otherwise never consider; others highlight how our feelings provide useful information that guides cognition and behavior in mostly adaptive ways (for reviews, see Pham, in press; Schwarz & Clore, 2007). These different aspects of the interplay of feeling and thinking have shown up in previous Research Dialogues (e.g., Pham, 2004; Schwarz, 2004; Strack, Werth, & Deutsch, 2006; Zeelenberg & Pieters, 2007), and the Research Dialogues in this issue extend these themes.

Taking a feelings-as-information approach, Han, Lerner, and Keltner's (2007) appraisal-tendency framework draws on the cognitive appraisals underlying specific (negative) emotions to understand which information emotions convey and to predict their downstream effects on judgment and behavior. The authors illustrate their theoretical rationale with two lines of research: one pertaining to judgments of risk and the other to judgments of preference and monetary value. Three insightful commentaries by Cavanaugh, Bettman, Luce, and Payne (2007); Shiv (2007); and Yates (2007) appraise the appraisal-tendency framework and raise new conceptual and empirical issues that Lerner, Han, and Keltner (2007) address in their response. Hopefully, this

far-reaching discussion will stimulate further research on the role of positive and negative emotions in consumer decision making.

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