

Questions About Social Mood

- 1. How is social mood related to the mood of individuals? How does social mood emerge from social interaction?**
- 2. How do social mood waves of subgroups interact to create broad social mood trends?**
- 3. How can acceleration in intensity of a social mood trend be predicted?**
- 4. What causes social mood?**

Two Fundamental Motivational Systems

Approach Motivation:

- Tendency to desire and seek rewards and goals**
- Empirically correlated with positive emotion**

Avoidance Motivation:

- Tendency to avoid and prevent harm & loss**
- Empirically correlated with negative emotion**

Collective Approach Motivation

**Positive Social Mood → Societal focus on potential rewards and desirable outcomes.
(collective achievement striving & risk-taking)**

Collective Avoidance Motivation

**Negative Social Mood → Societal focus on avoiding harm and negative outcomes.
(collective caution, defensiveness & risk-aversion)**

5. Why Does Social Mood Alternate Between Positive and Negative Extremes?