

Colour Me Emotional



Plutchik's model of emotions is a great way to visualise different feelings. It's based on 8 primary emotions (Joy, Trust, Fear, Surprise, Sadness, Disgust, Anger, and Anticipation). Picture these emotions arranged in a flower shape, known as Plutchik's wheel. The model organizes emotions in a circular way to show how they relate to each other. Emotions with similar flavours are placed next to each other. More intense emotions are a more solid in colour, less intense emotions are a lighter tone. If two emotions are in the same "hemisphere" of the wheel, they can mix and create new feelings. It's kind of like combining colours to get new shades (Semeraro et al, 2021).

Data scientists have written code (PyPlutchik) that allow machines to map trace emotions in big datasets and create visualisations of what they come up with.

How could this conceptualisation of emotions help you identify and make sense of trace emotions in talk and texts?

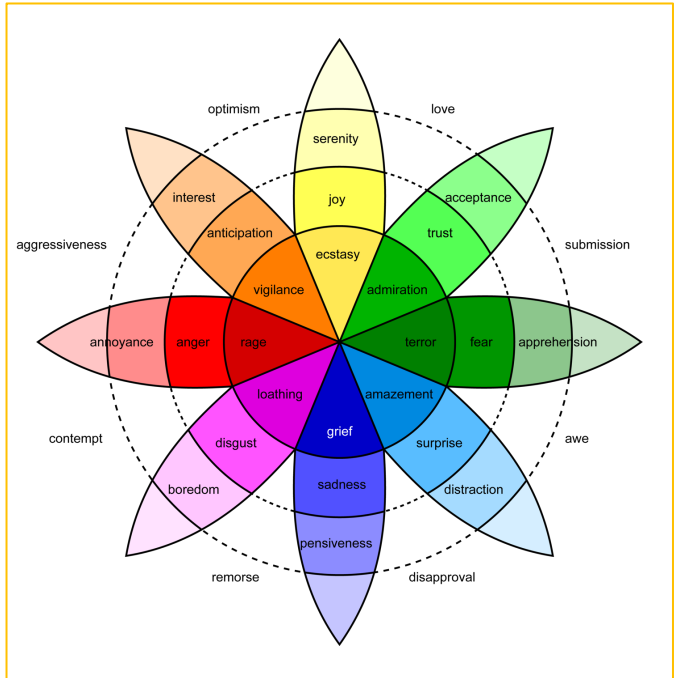


Figure 1. Plutchik's wheel of emotions
<https://commons.m.wikimedia.org/wiki/File:Plutchik-wheel.svg>

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Primary Dyads



joy	trust	love
trust	fear	submission
fear	surprise	alarm
surprise	sadness	disappointment
sadness	disgust	remorse
disgust	anger	contempt
anger	anticipation	aggression
anticipation	joy	optimism

Secondary Dyads



joy	fear	guilt
trust	surprise	curiosity
fear	sadness	despair
surprise	disgust	unbelief
sadness	anger	envy
disgust	anticipation	cynicism
anger	joy	pride
anticipation	trust	hope

Tertiary Dyads



joy	surprise	delight
trust	sadness	sentimentality
fear	disgust	shame
surprise	anger	outrage
sadness	anticipation	pessimism
disgust	joy	morbidness
anger	trust	dominance
anticipation	fear	anxiety

Opposite Dyads



joy	sadness	bittersweetness
trust	disgust	ambivalence
fear	anger	frozenness
surprise	anticipation	confusion