



HP-REVEAL AUGMENTED REALITY POSTER



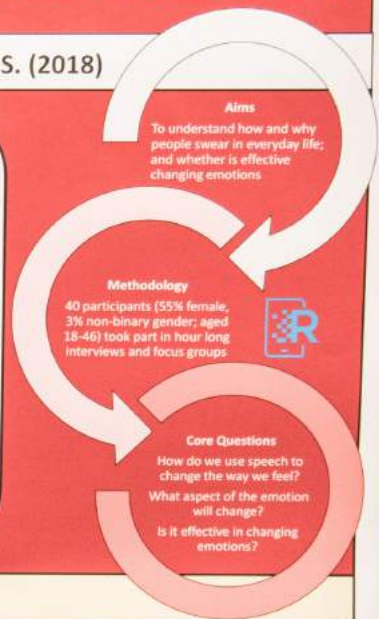
"It just feels so good" - The effects of fucking (and other swearwords)



@PsychOllygy

Robertson, O., Stephens, R., & Khan, S. (2018)

Swearwords are a colourful and vibrant part of our vocabularies (Pinker, 2007). In fact, swearing has been described as an important part of being human (Steinmetz, 2016). Anecdotally, midwives have reported that it's normal to swear during labour (Stephens, 2017) - a fact which is not surprising as swearing has been shown to increase tolerance to pain regardless of what language you speak (Robertson, Robinson, & Stephens, 2017). Swearing may be able to change more than just pain. It also communicates very effectively, almost immediately, our emotions. It has been suggested that we are always feeling an emotion (Barrett, 2017). So, every behaviour we enact may be a way of increasing, decreasing or maintaining our emotional state (Aldao, Nolen-Hoeksama, & Schweizer, 2010). Despite swearing being interlinked with emotions and emotional experiences (Jay & Janschwitz, 2008), to date no research has investigated whether swearing is used to change our emotions. The current research explores why and how people swear when they're emotional on an everyday basis, and if swearing is believed to be effective in changing the way we feel.



The Daily So-What

THURSDAY APRIL 10TH 2018

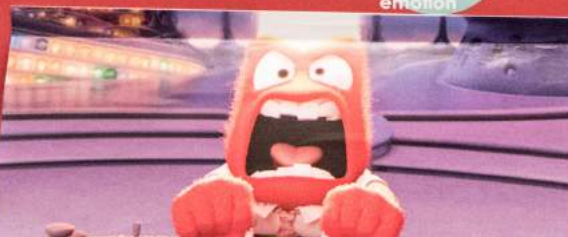
Understanding whether and how speech is used to effectively change our emotions can improve the way we change our emotions, and improve mental health & emotional wellbeing.

Most associated with the emotions: anger and excitement

Allows you to express how you feel and to be instantly understood by others

Results

Changes in the experience of 'negative' emotions (e.g. anger) - usually a short-term reduction of the emotion



Does swearing when you're feeling emotionally negative change the emotion?

Join in @ <https://tinyurl.com/swear-emotions>

#3081: Well, what I find interesting is sometimes you find yourself swearing at an inanimate object. As if it's their fault.

#7959: Yeah! I was just going to say that! You like... Like I get really angry at the table. Like it's hurt me. Like: 'you did that on purpose!'

Expresses level of annoyance immediately with the person you're talking to

#4999: [Swearing is] a way of how you and people can tell how you're feeling right now. It's not just that you're annoyed. Oh no, you're fucking annoyed.

#5334: I think there's a natural... I don't want to necessarily say benefit. There's something satisfying about using a particularly appropriate cuss word if you're feeling a particular emotion. And for some reason it helps dissipate the emotion just a little bit.

Most anecdotes describing the use of swearing involve either anger or excitement. In this case: anger.

There is a belief that swearing is able to reduce or get rid of the effects of 'negative' emotions

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