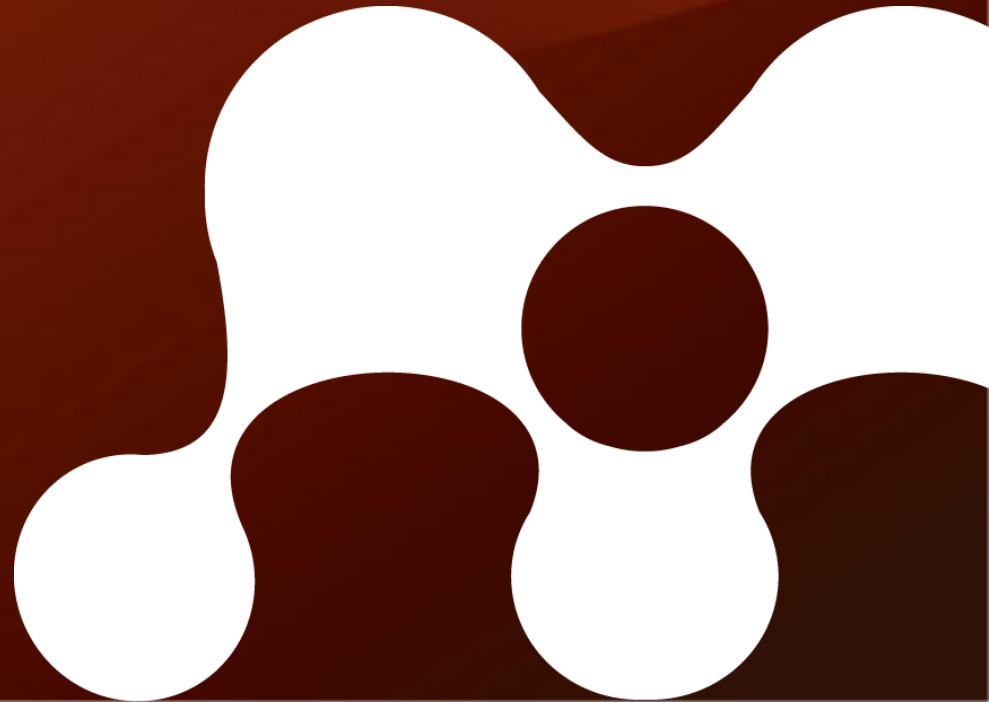


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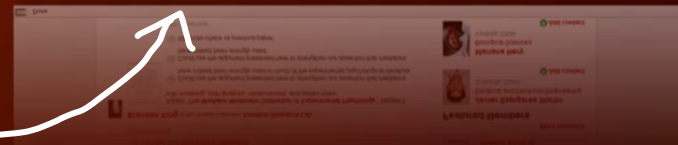
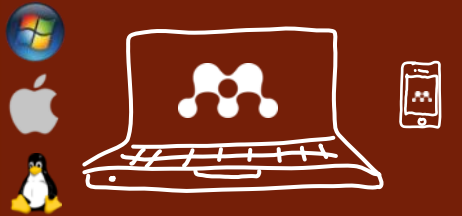






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In two longitudinal experiments, conducted both in the field and lab, we investigated the recollection of mixed emotions. Results demonstrated that the intensity of mixed emotions is generally underestimated at the time of recall—an effect that increases over time and does not occur to the same degree with unipolar emotions. Of note, the decline in memory of mixed emotions is distinct from the pattern found for memory of negative emotions, implying that the recall bias is diagnostic of the complexity of mixed emotions rather than of any association with negative affect. Finally, the memory decay effect was driven by the felt conflict aroused by the experience of mixed emotions.

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JENNIFER AAKER
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In two longitudinal experiments, conducted both in the field and lab, we investigated the recollection of mixed emotions. Results demonstrated that the intensity of mixed emotions is generally underestimated at the time of recall—an effect that increases over time and does not occur to the same degree with unipolar emotions. Of note, the decline in memory of mixed emotions is distinct from the pattern found for memory of negative emotions, implying that the recall bias is diagnostic of the complexity of mixed emotions rather than of any association with negative affect. Finally, the memory decay effect was driven by the felt conflict aroused by the experience of mixed emotions.

Imagine you are at Disneyland about to board the Space Mountain ride. As you climb into your rocket, you feel joy and apprehension—a mixed feeling that persists even after the ride is over. You grip the safety bar, at once thrilled (the music is pumping, the lights are pulsing) and frightened (a semirational fear: people have been thrown from their rockets before). You leave the Space Mountain ride dizzy with mixed emotions. How will you recall your experience a week later? Will you remember the mixed emotions experienced on the ride? Or will the memory of those mixed emotions fade?

Indeed, many of life's most important events are defined by a mix of emotions—both positive and negative. Consider graduation from college ("I'm making progress, but leaving my friends and family"), moving ("I'm starting a new life, but losing my old one"), or achieving major life goals ("I'm thrilled to have reached the destination, but am sad the journey is over"). Increasingly, researchers have begun to explore the nature of these mixed emotional experiences. One

stream of research has examined whether people can feel positive and negative emotions simultaneously. This research suggests that mixed emotions can be experienced jointly (e.g., Andrade and Cohen 2007; Larsen et al. 2004; Priester and Petty 1996; Thompson, Zanna, and Griffin 1995), particularly during periods of transition (e.g., moving out of a college dorm) and when exposed to specific stimuli (e.g., watching the film *Life Is Beautiful*; Larsen, McGraw,

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Life events as mixed emotions

explored when people are e.g., Fong and Tiedens (2001) and Larsen and Aaker (2002). In addition, background, chronic individual differences can all moderate how mixed emotions are felt. For example, Buddhist philosophies emphasize the importance of mixed emotions relative to attachment and Christianity

research has addressed the nature of mixed emotions (i.e., emotional states defined by both positive and negative emotions) are recalled, leaving unanswered many foundational questions regarding

Type: Journal Article

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*Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University, Graduate School of Business, 518 Memorial Way, Stanford, CA 94395 (aaker@gsb.stanford.edu). Aimee Drolet is associate pro-

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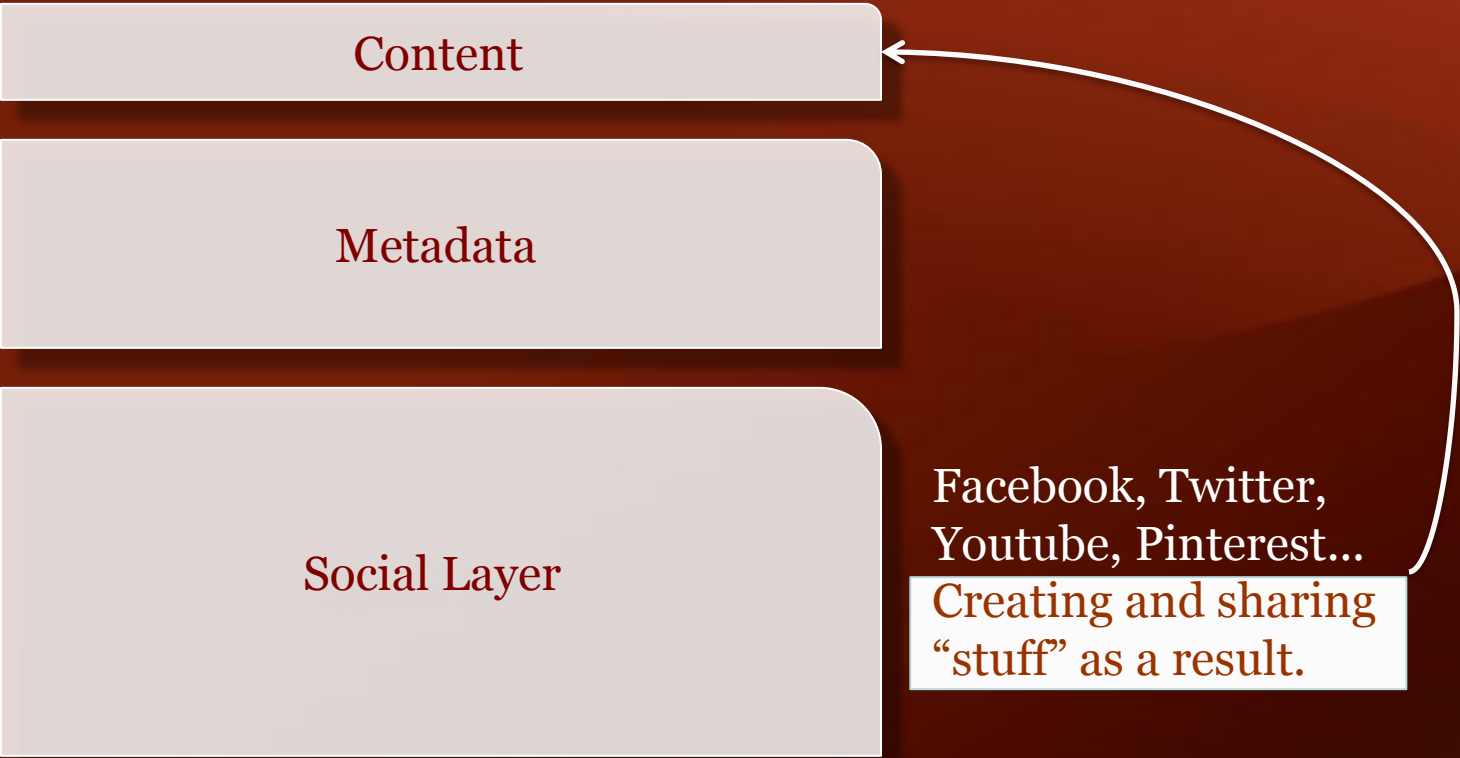
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| | WoS_citations | GS_citations | CiteULike | Mendeley |
|---------------|---------------|--------------|-----------|----------|
| WoS_citations | 1 | 0.957** | 0.366** | 0.559** |
| GS_citations | | 1 | 0.396** | 0.592** |
| CiteULike | | | 1 | 0.588** |
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| | WoS_citations | GS_citations | CiteULike | Mendeley |
|---------------|---------------|--------------|-----------|----------|
| WoS_citations | 1 | 0.931** | 0.304** | 0.540** |
| GS_citations | | 1 | 0.381** | 0.603** |
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 Virginia Dignum, John Tranter, Frank Dignum

Modeling Warehouse Logistics Using Agent Organizations
 Marcel Hiel, Hub Aldewerdt, Frank Dignum

A formal model of agent interaction based on MASQ
 Razvan Diau, Jacques Ferber

A formal approach to MASQ (Extended Abstract)
 Razvan Diau, Jacques Ferber, Mont

Influenza situation
 Jacques

The philosophy of sociality: point of view
 Saimo Tuomela

for Organizational Interaction: Agents, founded in Logic
 Dignum

Ferber, Olivier Guéhenct

For Genotyping Users For Scientists FAQ

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61 118 0 4

44 93 203 120

15 Articles

Applying neutral drift to the directed molecular evolution of a 7-galactosidase into a 7-galactosidase: Two different evolutionary pathways lead to the same variant
 Smith W, Hale J, Neylon C. BMC Research Notes. 2014; 4(15) <http://dx.doi.org/10.1186/1745-7189-4-15>

Stitching science together
 Neylon C. Nature. 2009; 461(7265):681-681 <http://dx.doi.org/10.1038/461681a>

Funding ban could break careers at the toss of a coin
 Neylon C. Nature. 2009; 459(7247):640-641 <http://dx.doi.org/10.1038/459640a>

Head in the clouds: Re-imagining the web-based networked world
 Neylon C. 2009; 1(2) <http://dx.doi.org/10.1038/459640a>

ALREADY LIVE DO NOT PUBLISH Data on display
 Bradley J, Neylon C. Nature. 2008; 455(7241):272-272 <http://dx.doi.org/10.1038/455272a>

Small angle neutron and X-ray scattering in structural biology: recent examples from the literature
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Diffraction Micro Bar Codes for Encoding of Biomolecules in Multiplexed Assays
 Broder G, Ranaivosoa R, She J, Bano S, Birnwal S, Cavali G, et al. Analytical Chemistry. 2008; 80(16):3900-3909 <http://dx.doi.org/10.1021-aa071031a>

Open Science: Tools, approaches, and implications
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Multistep Synthesis on SU-8: Combining Microfabrication and Solid-Phase Chemistry on a Single Material
 Cavali G, Bano S, Ranaivosoa R, Broder G, Martins M, Neylon C, et al. Journal of Combinatorial Chemistry. 2007; 9(1):44-54 <http://dx.doi.org/10.1021-aa071031a>

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 Federico V

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 Stefan Berteau

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measuring the evolutionary rate of protein-protein interaction
 Wentfeng Qian, Xiongfei He, Edwin Chan, Huailiang Xu, Jianzhi Zhang
 published in Proceedings of the National Academy of Sciences of the United States of America (Vol 111)

Abstract
 Despite our extensive knowledge about the rate of protein evolution for thousands of genes in protein function evolution is virtually unknown, especially at the genomic scale. This lack of knowledge is a major barrier to understanding the evolution of protein function. Here, we report a method for measuring the rate of protein function evolution by gauging and comparing rates of protein function evolution. Here, we experimentally examine 87 potential interactions between orthologs in the related budding yeast *Saccharomyces cerevisiae* have been reported to interact. Co-orthologs, we estimate that the evolutionary rate of protein interaction is 2.61 (6.10x10⁻¹⁰) per PPI per year. This genome-wide duplication would be indistinguishable to that rate that can be compared to other species.

References: ★★★★★ Originality: ★★★★★ Argumentation: ★★★★★ Readability: ★★★★★

But how did it all start?

Back in
2008:

Jan



Paul



Victor



3 GERMAN PHD STUDENTS
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Belk, Russell W., Güliiz Ger, and Søren Askegaard (2000), "The missing streetcar named desire," in The why of consumption: contemporary perspectives on consumer motives, goals and desires, S. Ratneshwar and David Glen Mick and Cynthia Huffman, Eds. London ; New York: Routledge.

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Coulter, Robin and Gerald Zaltman (2000), "The power of metaphor," in The why of consumption: contemporary perspectives on consumer motives, goals and desires, S. Ratneshwar and David Glen Mick and Cynthia Huffman, Eds. New York: Routledge.

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Author(s):
Campbell, W. Keith
Foster, Joshua D.
Brunell, Amy B.

Year:
2004

Publication Type:
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Journal:
Psychological Inquiry

Volume:
15

Issue:
2

Pages:
150-153

Title:
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Keywords / Tags:
Self-conscious emotions, regulative function of social emotions

Linked file:

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Notes:
Arial 12 A B U S

- Interesting comparison of models on p. 150! Can I use them to explain the need for a unified view of multi-attribute models and emotion psychology?

- p. 151:

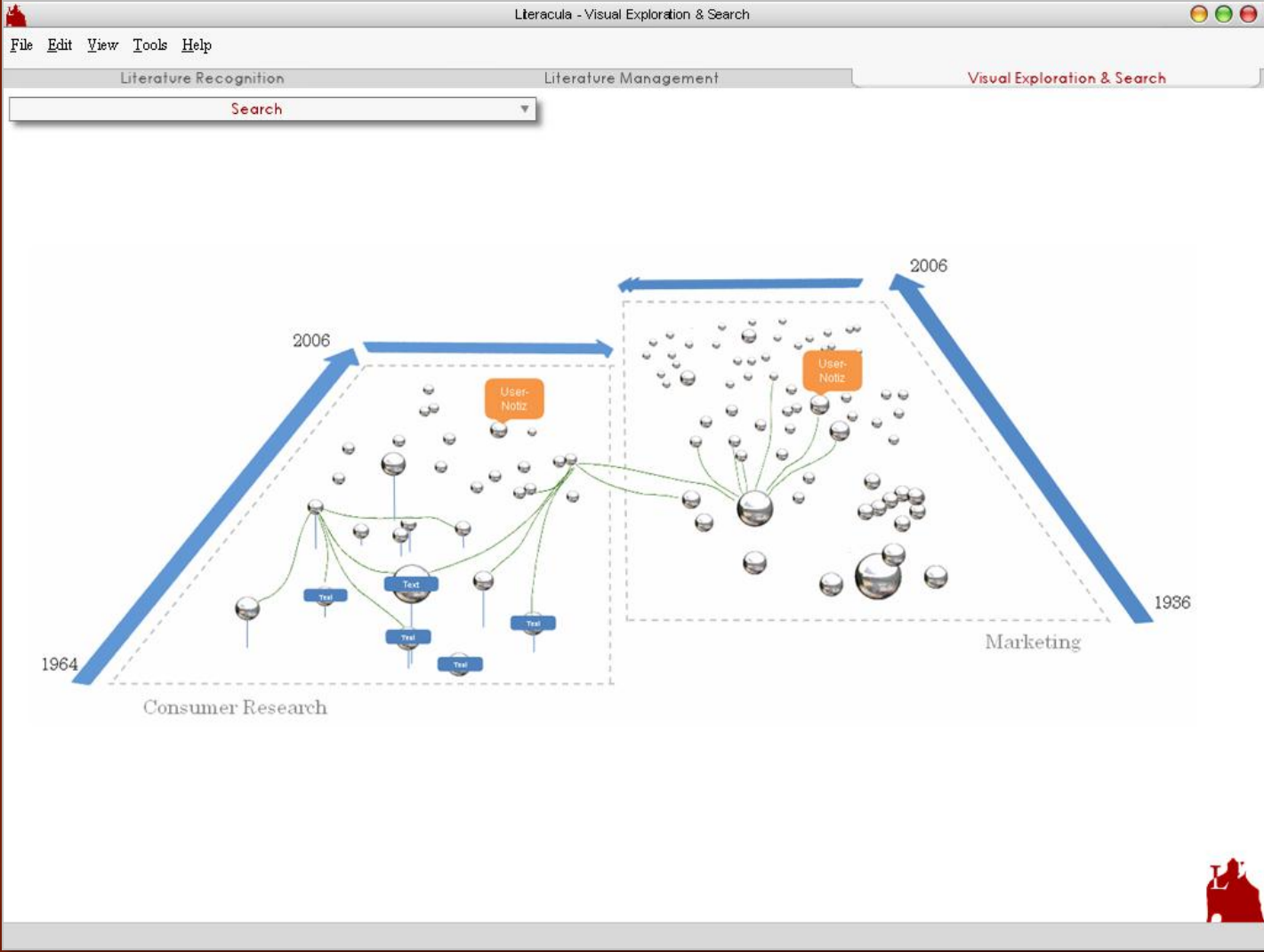
TABLE 1
EXAMPLE CHOICE SET

| | Attribute ratings | | | |
|---------|-------------------|---------|--------|---------|
| | 1 | 2 | 3 | 4 |
| Brand 1 | 3/6 | 5/6 | 2/6 | 5/6 |
| Brand 2 | 7/14 | 6/7 | 1/4 | 1/4 |
| Brand 3 | 42/52 | 22.4/52 | 15/52 | 35/52 |
| Brand 4 | 57/114 | 115/138 | 34/102 | 205/246 |

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goals and desires," S. Ratneshwar and David Glen Mick and Cynthia
why of consumption: contemporary perspectives on consumer motives,
contemporary perspectives on consumer motives, goals and desires, S. Ratneshwar and David Glen Mick and Cynthia Huffman, Eds. New York: Routledge.

Brand 4 57/114 115/138 34/102 205/246
Brand 3 42/52 22.4/52 15/52 35/52

A visual history of our UI



A visual history of our UI

The screenshot displays the Mendeley Library application window. The interface is divided into several sections:

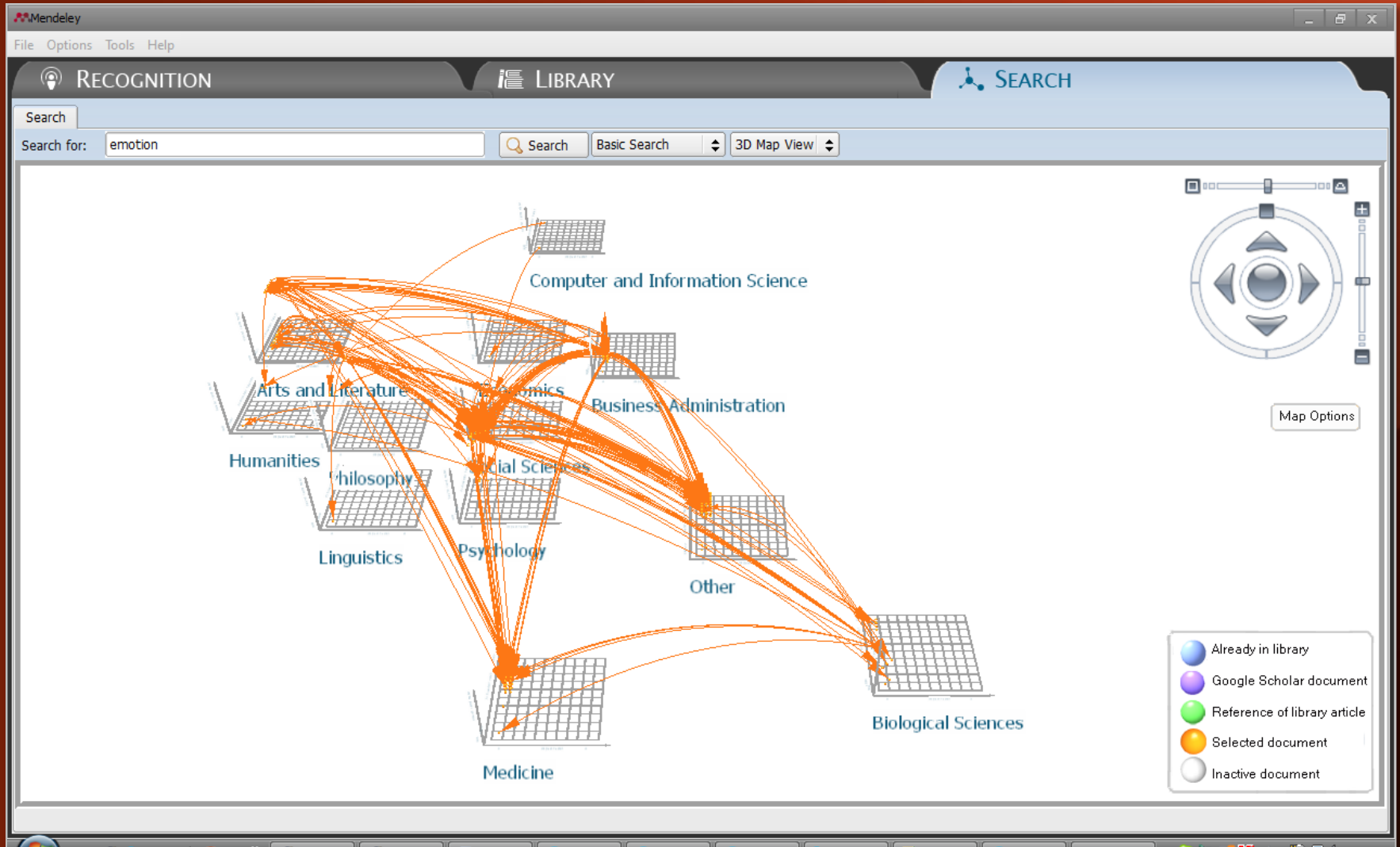
- Top Bar:** Contains the application name "Mendeley" and a menu bar with "File", "Options", "Tools", and "Help".
- Navigation Tabs:** "RECOGNITION", "LIBRARY", and "SEARCH".
- Left Panel:** Includes "Document groups" with "My library" and "My own publications", and "Filters" with categories like "Author(s)", "Discipline", and "Author-supplied keywords".
- Main Content Area:** A list of research papers under the "Library" tab. The list includes entries such as "Chandon, Pierre; Morwitz, Vicki G.; Reinartz, Werner J. (2005) Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research" and "Durgee, Jeffrey F. (2004) The Co-Creation of Meaning Between Marketers and Consumers; Step 1: How Marketing Creatives Interpret Consumer Motivations".
- Right Panel:** Contains "My tags" (No tags added) and "My notes" (No notes added).

Baron, R. M.
Bagozzi, Richard P.
Bagozzi, P.
Werner, Mandy J.

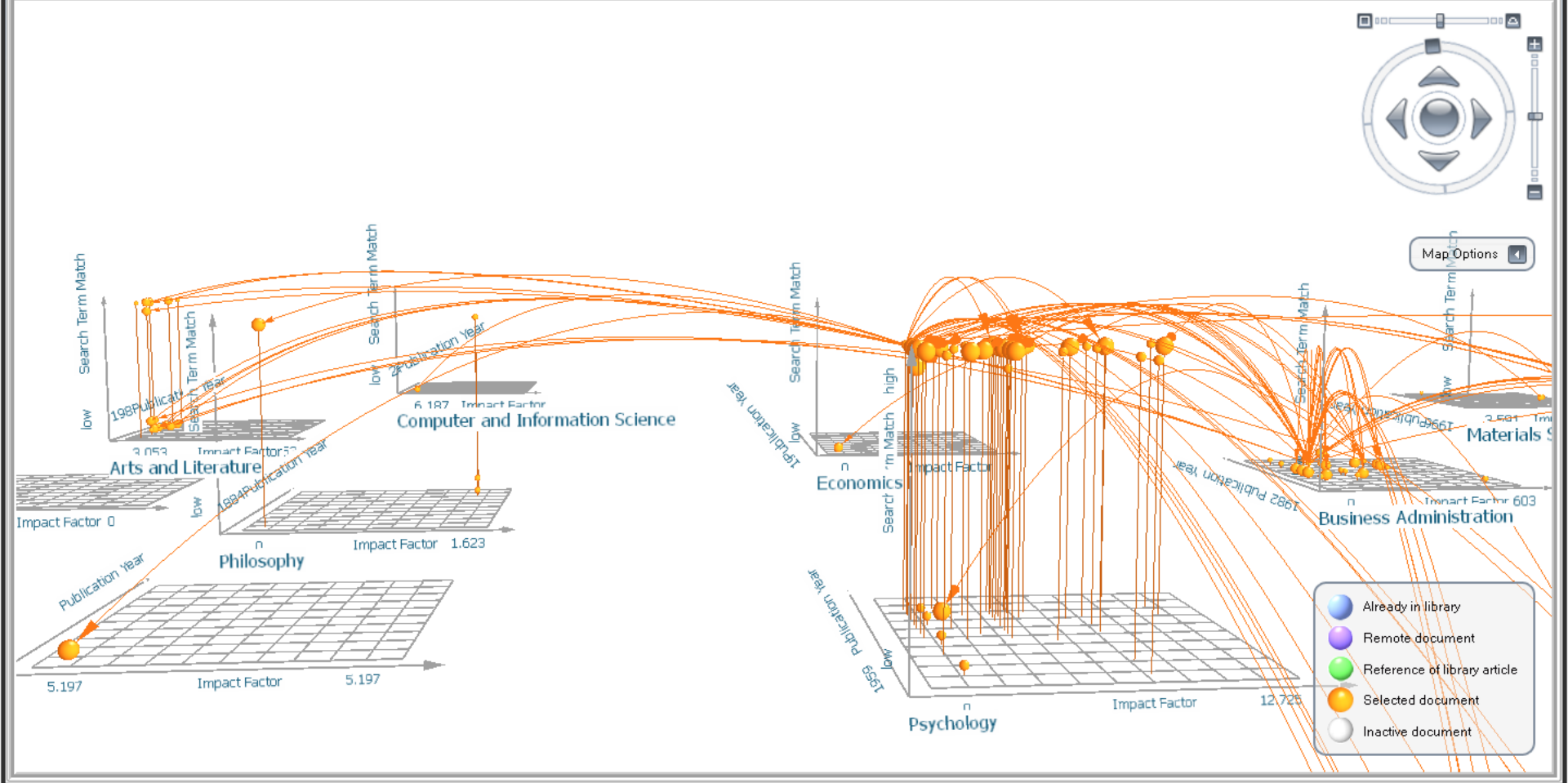
Durgee, Jeffrey F. (2004) The Co-Creation of Meaning Between Marketers and Consumers; Step 1: How Marketing Creatives Interpret Consumer Motivations *Advances in Consumer Research*, 31, 162-177

Donald, R.; Charles, B. (2006) Sales Through Sequential Distribution Channels: An Application to Movies and Videos *Journal of Marketing* (2006), 74-89

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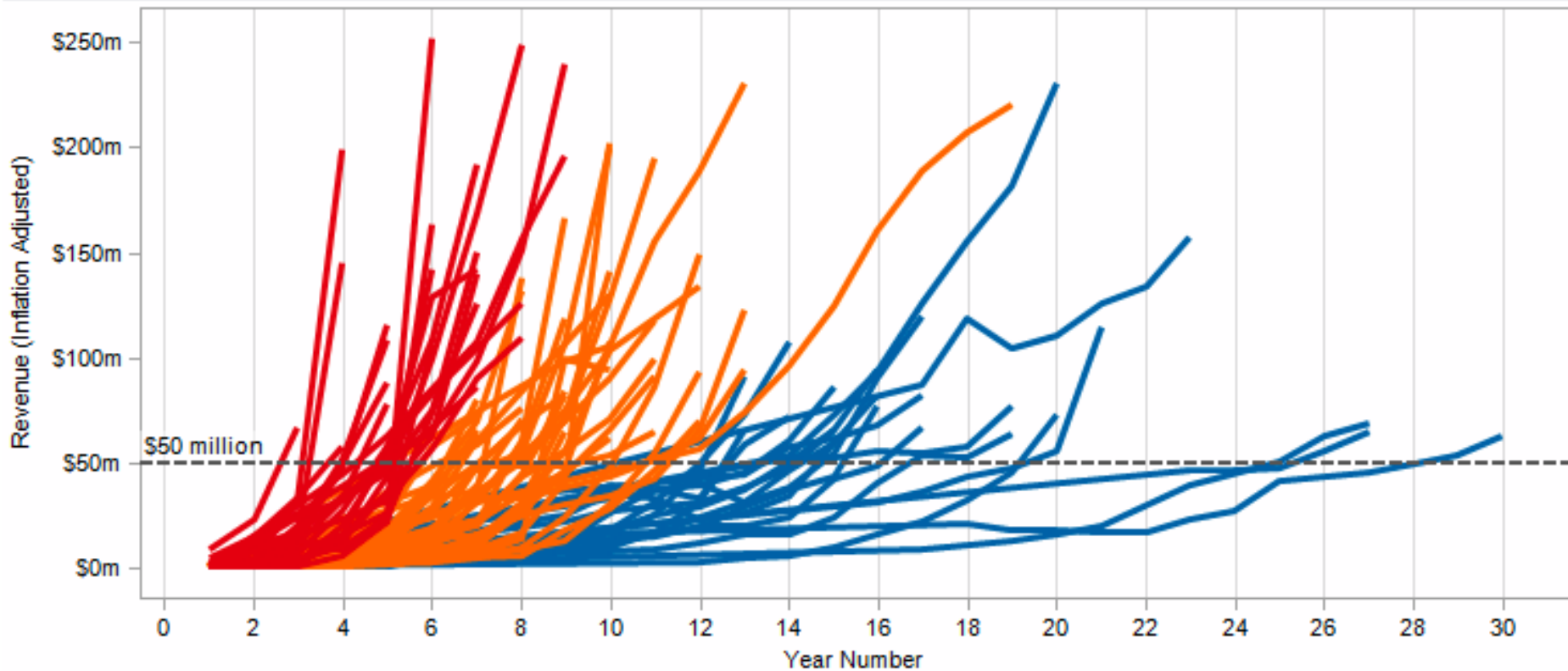
■ Rocket Ship

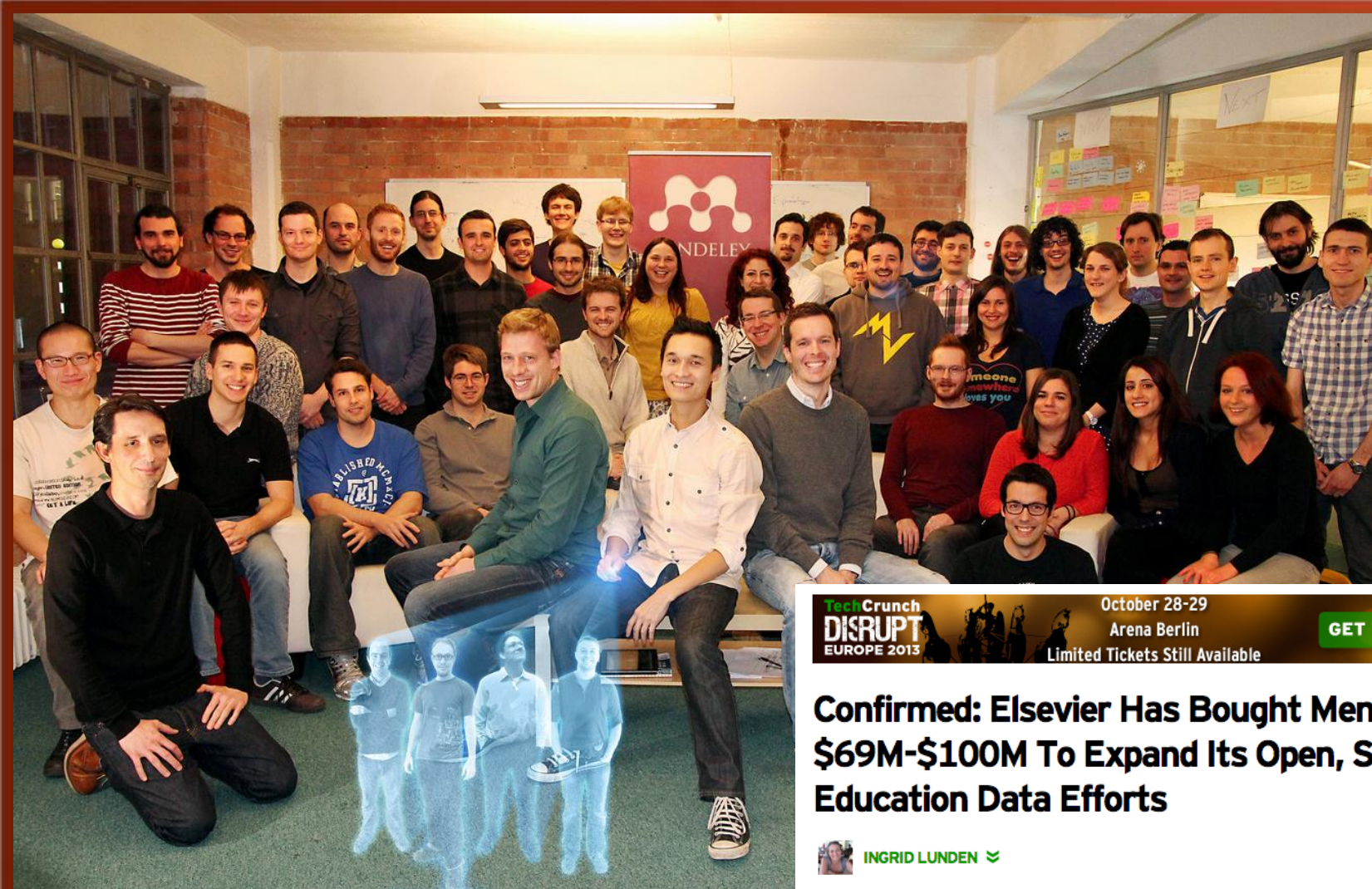
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■ Slow Burner



Growth History by Company





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Confirmed: Elsevier Has Bought Mendeley For \$69M-\$100M To Expand Its Open, Social Education Data Efforts

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Monday, April 8th, 2013

42 Comments



Educational publisher [Elsevier](#) is diving deeper into the world of open and social educational data: it has bought [Mendeley](#), the London/New York-based provider of a platform for academics and organizations to share research and collaborate with others via a social network.

The terms of the deal have not been publicly disclosed but we understand it is for a sum between \$69 million and \$100 million. We first broke the news of this deal when it was still being negotiated, in [January](#).

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We collect feedback from a multitude of sources:

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The Journal of Heart and Lung Transplantation, Volume 30, Issue 12, 1402
Kevin P. Daly, Sujata B. Chakravarti, Margaret Tresler, David C. Naftel, Dipchand, Christopher S. Almond, Pediatric Heart Transplant Study Group
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The Journal of Heart and Lung Transplantation, Volume 31, Issue 1, 16-26
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- Early survival after heart transplant in young infants is lowest after A multi-institutional study** Original Research Article
The Journal of Heart and Lung Transplantation, Volume 31, Issue 5, 1000-1006
Melanie D. Everitt, Gerard J. Boyle, Kenneth B. Schechtman, Jie Zheng, ...

Sudden death after pediatric heart transplantation: Analysis of data from the Pediatric Heart Transplant Study Group
Daly, Kevin P.; Chakravarti, Sujata B.; Tresler, Margaret; Naftel, David C.; Blume, Elizabeth D. et al. (2011)
The Journal of Heart and Lung Transplantation vol. 30 (12) p. 1395-1402

Medical and psychosocial predictors of mechanical circulatory support device implantation and competing outcomes in the Waiting for a New Heart Study
Spaderna, Heike; Weidner, Gerdi; Koch, Karl-Christian; Kaczmarek, Ingo; Wagner, Florian M. et al. (2012)
The Journal of Heart and Lung Transplantation vol. 31 (1) p. 16-26

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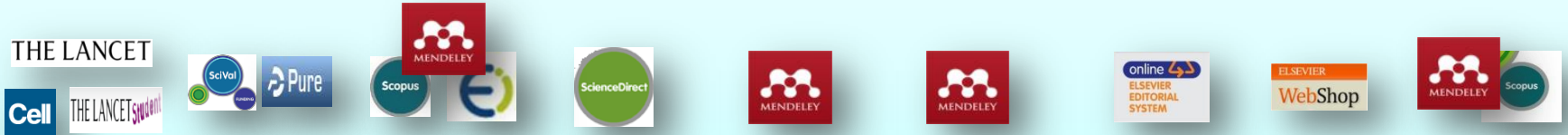
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