Mendeley: From three guys in a virtual garage to changing the face of science?

Dr. Victor Henning
Co-Founder & CEO
Mendeley

www.mendeley.com
A brief introduction to Mendeley
Mendeley extracts research data..
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<td>Aaker, Jennifer; Drolet, D.</td>
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<td>Abt, Helmut; Garfield, T.</td>
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<td>Anderson, Chris</td>
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<td>Bagozzi, Richard P.</td>
<td>Goal-directed behaviors in marketing: The role of emotion, volition, and motivation</td>
<td>1997</td>
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**Abstract:**

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 any association with negative affect. Finally, the memory decay effect was driven by the felt conflict aroused by the experience of mixed emotions.

**Tags:**

emotion, memory, memory decay

**Keywords:**

URL:

http://www.journals.uchicago.edu/doi/abs/10.1086/5...
Recalling Mixed Emotions
Jennifer Aaker, A Drolet, D Griffin - 2008 - Journal of Consumer Research

Tags: emotion, memory, memory decay

Extracting meaning from past affective experiences: The importance of peaks, ends, and specific emotions
Barbara Fredrickson - 2000 - Cognition & Emotion

COGNITION AND EMOTION, 2000, 14 (4), 577±606 Extracting...whether it be bipolar or unipolar. Certainly it is technically feasible...

The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behaviour.
M Perugini, RP Baggozi - 2001 - The British Journal of Social Psychology

Keywords: Achievement, Adult, Aspirations (Psychology), Emotions, Female, Goals, Humans, Internal-External...role of desires and anticipated emotions in goal-directed behaviours: Broadening...it is important to use unipolar items (e.g. the experience of excitement...)

Promises and problems with the circumplex model of emotion

...With the Circumplex Model of Emotion RANDY J. LARSEN EDWARD DIENER 2 Randy...adds that appears to be unipolar is the low to high...

The Role of Emotions in Marketing
Richard P. Baggozi, M Copinath, PI Nyer - 1999 - Journal of the Academy of Marketing Science

MARKETING / THE ROLE OF SCIENCE EMOTIONS SPRING 1999 The role of......rely on self-reports (i.e., either unipolar or bipolar items on questionnaires...)

Giving in to Feel Good: The Place of Emotion Regulation in the Context of General Self-Control
Dianne Tice, E Bratslavsky - 2000 - Psychological inquiry

...Feel Good: The Place of Emotion Regulation in the Context of......re- sources among adults with unipolar depression, Journal of Per- sonality...

How effortful decisions get enacted: the motivating role of decision processes, desires, and anticipated emotions
Richard P. Baggozi, UM Dholakia, S Ba... - 2003 - Journal of Behavioral Decision Making

...Decision Processes, Desires, and Anticipated Emotions RICHARD P. BAGGOZI 1, UM, DHO Lakia 1 and...negative) that are used in unipolar scales to measure postitive...

Hedonic Consumer Decision Making and Implications for the Marketing of Media Goods
Victor Henning - 2010

Keywords: conjoint analysis, decision making, emotion, file sharing, film industry, hedonic...model with a Dimensional Model of Emotion: Does it Matter if the...the concurrent experience of “mixed”, unipolar emotions. The analysis also shows...

The theory of planned behavior
Ikek Ajzen - 1991 - Organizational Behavior and Human Decision Processes

...well as thought patterns and emotional reactions (see Bandura, 1982)...scales should be scored in a unipolar fashion - i.e., from 1 to 7, or...

Basic Problems in Positive Mood Regulation
David Watson - 2001

...of classic epiphenomenal of emotion (of even of negative mood...Comorbidity of axiety and unipolar mood

Journal: Journal of Consumer Research

Year: 2008

Volume: 2

Issue: 2

Pages: 268-278

Abstract:
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 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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Keywords:
Recalling Mixed Emotions

JENNIFER AAKER
AIMEE DROLET
DALE GRIFFIN*

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 semiosensory 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 you 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 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, and Cacioppo 2001).

Another stream of research has explored when people are likely to experience mixed emotions (e.g., Pong and Tiedens 2002; Levav and McGraw 2008; Williams and Aaker 2002). This research reveals that cultural background, chronic individual differences, and situational factors can all moderate the likelihood that mixed emotions are felt. For example, cultures that embrace Confucian and Buddhist philosophies tend to foster more experiences of mixed emotions relative to cultures influenced by the Enlightenment and Christianity (Bagozzi, Wong, and Yi 1999).

However, neither stream of research has addressed the question of how mixed emotions (i.e., emotional states defined by both positive and negative emotions) are recalled, leaving unanswered many foundational questions regarding...
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Tags: emotion, memory, memory decay

Keywords:

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DOI: 10.1086/588857
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Files: Aaker, Drolet, Griffin – 2008 – Recalling Mixed Emotions...
Distinguishing hope from optimism and related affective states
Auteur(s): BRUININKS ; MALLE
Motivation and emotion 2005, 29, 327 - 355

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Motivation and emotion 2008, 32, 278 - 287

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Motivation and emotion 2007, 31, 260 - 270

Ego Involvement moderates the assimilation effect of affective expectations
Auteur(s): Gendolla ; Brinkmann ; Scheder
Motivation and emotion 2008, 32, 213 - 220
Distinguishing hope from optimism and related affective states
BRUININKS, Patricia MALLE, Bertram F. (2005)
*Motivation and emotion* vol. 29 (4) p. 327-355
Show abstract

Procedural justice effects on self-esteem under certainty versus uncertainty emotions
De, Cremer D Van, Hiel A (2008)
*MOTIVATION AND EMOTION* vol. 32 (4) p. 278-287

A taxonomy of anger-related behaviors in young adults
VAN, COILLIE Hermina VAN, MECHELEN Iven (2006)
*Motivation and emotion* vol. 30 (1) p. 57-74
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The effects of social-comparison versus mastery praise on children's intrinsic motivation
*Motivation and emotion* vol. 30 (4) p. 335-345
Show abstract

Emotional expressions forecast approach-avoidance behavior
*Motivation and emotion* vol. 30 (2) p. 179-188
Show abstract

Ego involvement moderates the assimilation effect of affective expectations
Auteur(s): Gendolla ; Brinkmann ; Schedler
*Motivation and emotion* 2008, 32, 213 - 220
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<td>Heuristics of Intuitive Judgment: Extensions and Applications</td>
<td>Daniel Kahneman, Shane Frederick, Tom Gibowich, Dale Griffin, Ralph Herwig, Denis Hilton</td>
<td>System (2002)</td>
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Recalling Mixed Emotions

Authors: J. Aaker, A. Drolet, D. Griffin

Journal: Journal of Consumer Research
Year: 2008
Volume: 35
Issue: 2
Pages: 268-278

Abstract:
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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Keywords:

URL: http://www.journals.uchicago.edu/doi/abs/10.1086/5...
This is a text with citations (Aaker, Drolet, & Griffin, 2008; Bosmans & Baumgartner, 2005; Luce, Payne, & Bettman, 1999). A bibliography can be generated automatically:

Bibliography


Rudy Leon added a document to this group

Beyond simple, easy, and fast
Like · Comment · 8th June

Jessica Mezei

Still's there's still time to help our developers research by filling out this questionnaire: http://mnd.ly/KxNzv. Let us know about your workflow!
Like · Comment · 1st June

Alison Robb

A quick reminder of our Mendeley for Librarians webinar tomorrow, Tues., May 29 (10am PDT, 1pm EDT, 6pm BST). For full details and to register online, go to: http://mnd.ly/LtCKe4
Like · Comment · 28th May

Jessica Mezei likes this.

Alison Robb

We'reMay-king connections in our latest Librarian newsletter. Find it online at: http://mnd.ly/LibrarianNewsletter2May2012
Like · Comment · 25th May

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William Gunn

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Enrico Francese likes this.

Jessica Mezei added a document to this group

Mendeley Resources Map
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Keta Bando and Milton Lee like this.

Andrew Office

Hi everyone. We are currently doing some research into librarians' workflow (for the Mendeley Institutional Edition) and wondered if you had 5-10 minutes to help us by filling in this questionnaire:

https://docs.google.com/a/mendeley.com/spreadsheet/viewform?formkey=dElib2RnSW9HN2doPajFRQkJuTlYzU3cMQ

We really appreciate your feedback!
Like · 18th May
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<th>Title</th>
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<td>Hedonic Consumer Decision Making and Implications for the Marketing of Media Goods</td>
<td>2010</td>
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<td>Consumer File Sharing of Motion Pictures</td>
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<td>10.09.08</td>
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<td>Zum Zusammenhang von Qualität, Marketing und Markterfolg bei Spielen</td>
<td>2005</td>
<td>Handbuch PLS-Pfadmodell...</td>
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<td>Public aid mechanisms in feature film production: the EU MEDIA Plus Programme</td>
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<td>Media, Culture &amp; Society</td>
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<td>An Empirical Study of the Effects of Peer-to-Peer Filesharing on the Film Industry</td>
<td>2004</td>
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Dr. Victor Henning
Co-Founder & CEO, Mendeley Ltd.
London, United Kingdom

Research field: Psychology - Cognition
Emotions, Decision Making, Theory of Reasoned Action, Intertemporal Choice, Motion Picture Economics

Publications

*Journal Article (5)*

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*Book (1)*

*Book Section (2)*

*Conference Proceedings (7)*

*Working Paper (2)*

*Thesis (1)*

Awards and Grants

**Jan 2011**
Fellow of the Royal Society of Arts View website

**Sep 2005**
Doctoral Dissertation Grant, Foundation of the German Economy View website

**Aug 2005**
Overall Best Conference Paper Award, 2005 Summer Marketing Educators’ Conference View website

**Aug 2005**
Best Paper in Track Award, E-Commerce and Technology Track, 2005 Summer Marketing Educators’ Conference View website

Biographical Information

In addition to his role as a researcher, Victor Henning is a passionate advocate for open access and digital libraries.
Dr. Victor Henning
Co-Founder & CEO, Mendeley Ltd.
London, United Kingdom

Research field: Psychology - Cognition
Emotions, Decision Making, Theory of Reasoned Action, Intertemporal Choices, Motion Picture Economics

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Publications

- Book (1)
- Book Section (2)
- Conference Proceedings (7)
- Working Paper (2)
- Thesis (1)

Awards and Grants

- Fellow of the Royal Society of Arts
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