(a) At the cognitive level, how do you think such a view not only informs subsequent processes such as memory or vision, both within the physical and intuitive sense?

One way in which mood might inform memory is through emotions. Memory involves the ability of individuals to encode and later retrieve information. For instance, information is associated with the encoding (storing of information as memory) of information and emotional memory. On this basis, memory functions are linked to psychological illness such as acute stress and thought in cognitive functions. As an example, recent studies have explored the effect of drugs on emotional memory in the process of encoding and retrieving information. Research also suggests memory is linked to mood through theories of depression (Salemink & Wiers, 2011). According to Bolte, Goschke & Kuhl (2003), the way people process the world, information and solve problems is influenced by emotions and moods. For example, if one is in a depressed mood, he or she is in a negative mood; whereas, if the person is happy, he or she is a more positive mood (P. 416).

Further, they assert that a positive mood has the potential of activating weak memory which improves intuitive character judgment. On the other hand, negative mood restricts the activation of word meanings, and thus impair intuitive coherent judgments (416). Based on one study, it would appear that mood, vision and intellect intersect during processes such as optical illusions (Berstein, 19885). For example, Berstein's research suggests that optical illusions give us a closer insight into the act of perception. For instance, one receives information the impression of motion) that also can have an effect on mood such as giddiness. For example, the momentary illumination of the electric light can cause giddiness, because the eyes have not had enough time to fix for the object seen; and to make a judgment.

(b) In addition, what would you suggest are the implications of one's mood -- either negative or positive -- on your ability to be objective and unbiased in perceiving aspects of a phenomenon?

Finally, cognition shapes the way people process and understand information. The cognitive component of attitudes and how they develop is focused on one's beliefs and choice. Research suggests that attitudes are formed through needs, wishes, feelings, and other emotional factors. For instance, attitudes are formed and/or changed based on how one perceives their environment (Sternberg, 2006), which could consist of biases and or misconception regarding how one organizes the information. Sternberg presents studies that show that a negative and/or depressed mood may lead a person to interpret information in a biased manner; whereas with a positive mood, a person may view everyday situations as favorable.

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