

## **“Feeling like My Self: Emotion Regulation and Identity”**

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This research examines the connections between emotion and social identity. Specifically, it is theorized that identities are associated with discrete emotions, and that these associations give rise to *emotion profiles* that describe appropriate emotional experiences for individuals with that active identity. The results establish that social identities have associations to specific emotions and that these associations differ between identities. Experiencing emotions consistent with the identity’s emotion profile enhances persuasion, as well as performance on an effortful task. Further experiments investigate whether individuals engage in emotion regulation to reduce (enhance) their experience of emotions which are inconsistent (consistent) with the identity’s emotion profile. Finally, consequences for the framing and positioning of identity-relevant products are drawn.