

CHAPTER VI

CLOSING

Within this chapter, the result and analysis of this study is concluded and are recalibrated to further align with its original objective and problematization. Following that, reflections of the author towards the limitations, recommendations, and further research direction are also discussed in order to apprehend the position of this study as a scientific literature.

6.1. Conclusion

This research, aimed at the triangulation of data inputs to explore the plausibility of differences between genders in the recognition and expression of nationalities within mass communication medium, through quasi-experimental methodology which entails a mixed between fixed quantitative analysis and open exploration qualitative method. The synthesis of both data inputs provides an in-depth and comprehensive understanding of how gender interacts with information that was systemically made to induce emotional responses. With two of our hypothesis articulates the anchor objective of this study to (1) identify expressive differences and (2) explore emotional experiences, this research concludes that;

- (1) Hypothesis A (quantitative), positive and significant influence of gender towards the recognition and expressivity of emotions. This is proven by the result of our MANOVA with $Pr > F$ of 0.0149. Hence, our statistical hypothesis can be concluded with H_0 being declined and H_1 accepted.
- (2) Hypothesis B (qualitative), differences in individual nuance and interpretation can be generalized through gender roles, ultimately as a result of perceptive social construction that cognitively affects expression of emotions.

Both gender, female and male, and the 6-range emotions as evident, revealed significant differences and interaction in between the variables, especially within the dimension of “Disgusted” by which female posits a notably higher sensitivity. Aligning this finding with previous claims, exhibits that there exists more nuance and needed provisionary exploration to answer the reasonings behind such differences.

Anchored in the cognitive sequence of Emotional Information Management (EIM) model, this study’s explorative effort had revealed key differences between gender in their

interaction with emotionally-inducing messages, especially during the recognition and empathizing phase of the model. These are namely that females are more likely to provide detailed, reflective, open, and context-rich narratives and Male that are more direct, descriptive, practical, and highly-contextual in their pattern in expressing emotions. This difference has provided nuance that the spectrum of emotional experience is tied to the self-reflection of each individual regardless of gender, which under tight societal context, produces patterns of gap and differences drawn by expectations, norms, and even stereotypes.

6.2. Implications

6.2.1. Practical

This study, aimed to build foundations and provide insights on the intersections and differences of responses in emotional messages, to some extent has provided information for its strategic communication purposes. This is especially in relation to providing consideration and nuance towards building effective emotionally-driven messages, especially of that in the advertising industry.

Within the practicalities in the industry, both our quantitative and qualitative results had provided, to a certain extent, insights for practitioners in designing advertisements that are attuned to emotionally-inducing narratives. The findings, especially the differences that exist within our qualitative analysis, underpins the definitive plausibility of the industry to further attune their designs as they see fit (e.g. more open for interpretation as for products targeted towards female audiences).

6.2.2. Academic

This research which aimed to exemplify the variability of humans as an information processing system and how it interacts with communication stimulants, to some extent has provided empirical evidence that the nuance of emotional expression are affected by gender as defined through the study's guiding theorems. Elaboratively, the compounding process of recognition, experiencing, and value assigning are set following Scharter Singer theory and Emotional Information Management (EIM) model.

Our exploratory findings have set a further nuance of gender differences in the state of responding towards emotionally inducing messages within the Emotional Information

Management (EIM) model. As summed to be that females are more context-rich while males more direct in their descriptions of a certain emotional cues, referring towards reasoning of various previous studies, this is especially consistent with the gender differences in experiencing emotions. The author wishes that this study can provide some information for future research surrounding gender discourse in the context of response towards emotionally inducing messages.

6.2.3. Social

The insights generated from this study on exploring the differences and nuances of emotional expression, is expected to build social understanding towards the discourses of gender within the society. Which in turn is empirical evidence for communication and advertising industries in dictating ethical strategies under the consideration of nuance and diversity in emotional expressivity.

6.3. Acknowledgements and Limitations

On the other hand, it is noticeable that this study's findings, had also revealed that by practicalities, behavioral outcomes on the process of recognizing and experiencing emotions, does not provide much nuance nor noise. The extent of this study, which entails both quantitative and qualitative measures, focusing mainly on the difference of emotional expressivity, has yet to answer various questions through the extent of practicalities. Though the provided explanation and nuance of recognition and experiencing in emotional expressivity, by design, had provided understanding on key directions by which marketing, design, and even overall strategy can adequately ensure that both female and male differences can be addressed.

Although, it is notable that as a quasi-experiment, the methods and analysis of this study does not provide a "control" comparative. Which resulted in a limitation of claims and insights surrounding true replicability, with unforeseen variables within emotional-multidimensional research such as the factor of emotional control, extreme events, and even societal context for which this experiment was conducted.

As a researcher, the author reflects upon how nuanced and dense the knowledge of emotions can be, and especially its interactivity with communication mediums. Even Though it is apparent that social construction has become an underpinning reasoning in our efforts to

discover causality, the behavioral result of such diverse nuance, as previously mentioned, are yet to be further explored due to the time, space, and resources of our setting.

6.4. Direction for Future Research

As the author and researcher, we acknowledge that this quasi-experiment as methodologically and spaciouly defined, had resulted in a fairly limited scope of observation within our result. As our result can be generalized to a certain extent, it is also notable that the particularity and empirical setting of this research are set to observe only certain groups of individuals, which in all plausibility, cannot be generally corresponded with the true general public, as it is the absence of true control group. Following that, other conceptual limitations and effective variables, especially within the research realm of emotionalities and societal impact that are yet to be addressed in this study impose that future investigation is inquired. Although this research, by its design, can be utilized methodologically as a base for future research surrounding the strategic practicalities of emotional expressivity between genders.