

Community Communication As A Vehicle For Awareness: The Issue of Road Safety As A Model.

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Abstract

Understanding and controlling the issues relating to the accompaniment of development and governance are some of the primary objectives assigned to elected municipal councils. To achieve such an objective, it is imperative to use information and communication sciences that are rooted in theoretical knowledge coupled with practice which refer to current territorial intelligence techniques.¹.

As such, if information "covers both data, news and knowledge", communication must be the process that follows directly because it is meant to be "man acting on (representations of) man through the use of signs" (Bougnoux, 2001).

To play a major role in one's communication is to build the information, the relationship, to think through and evaluate the use, which refers directly to the act of awareness that appears in both information and communication processes. From a community perspective, citizens must necessarily be targeted by the act of awareness to improve quality of life, promote citizen involvement and therefore, primarily face scourges that destabilize civic cohesion and foreshadow a real threat to the safety and security of individuals. Given current data, road safety has become a major concern for local (national and municipal) authorities. It poses a serious challenge that must be faced by States and involves know-how in terms of community communication that elected representatives must master.

Our article discusses one of the steps taken to heighten public awareness of the safer use of the road, including the human component (cognitive patterns, attitudes, behaviours, influence of the outside world...), the currently operating model to be assessed as well as a modelling of sound behaviours to be implemented.

¹ It offers to establish a link between the monitoring and the public action for economic, industrial and social development of a territory.

INTRODUCTION

The identification of development objectives raises important issues that are defined in all societies be they developed, emerging or in development. For this purpose, new players – associations, trade unions, local groups, professional organizations, businesses – are joining forces alongside public bodies to combat poverty, unemployment, marginalization, to uphold human rights; in short, to promote an environmentally and socially sustainable development. The political developments and the progress made in democratization and decentralization through the countries of the south (notably in Algeria) are meant to promote the emergence of associations and organizations strongly mobilized to build up a civil society involved in development activities.

Such an approach must absolutely consider development as a strategic process, “since development becomes a framework for thinking and for use in carrying out social work and at the same time a professional project that will help to take better account of the global dimension of problems in social action, it meets with the projects of some of the political sphere that are determined to find forms of a democratic public action” (CRASC , 2003). The participation, precautionary and preventative principles adopted by those players are at the heart of a mode of development which is meant to be supportive and mutual in the sense that it integrates all categories of citizens in the movements of general concern.

To substantiate this assertion, we propose beforehand to apply the notion of proximity. Combined with the two other forms of proximity, which are institutional and organizational, geographical proximity enables us to better clarify local governance purposes, hence the need to make use of community communication as a vector for awareness.

I- COMMUNITY COMMUNICATIONS AND OUTREACH WORK

It is commonly recognized that communication cannot be mentioned without making reference to information. “... to inform, is to communicate a message, knowledge, cognition (in order to give, to transmit). Broken down into two components, in-form refers to the idea of shaping material, to organize this material, and the elements between them. However, communication, according to Daniel Bounoux (2001), is "man acting on (representations of) man through the use of signs”. It is therefore clear that this is primarily an action; communication is in this way an act of transformation of the other: when communicating, we go through the process of changing the other, who will be "altered" by the act of communication. The change will occur by increasing his wealth of knowledge and will affect others' behaviour (by modifying their judgment, their representation of the world...). It is a basic concept which sets up the communicational processes as part of the governance of human relations, including possible political consequences. (Massetot, 2011).

As community communication is destined to change the attitudes and behaviours that are considered harmful, it should be designed to meet this purpose, notably by integrating into

their strategic logic field reports, state of affairs, or search results. Indeed, community communication is a key part of the efforts of prevention and treatment, in addition to the management of social phenomena that require support in terms of resolution. Efforts should focus on sending messages about how to behave and how to consider the problem taken within a group dimension. They should also pay closer attention to the contexts surrounding this communication. However, these contexts often involve hurdles to individual behaviour change.

Communication about social change is a means to fight against the whole driving force that leads to the breakout of unhealthy attitudes and erroneous behaviours that affect the efficiency of communication in general. Communication involves a significant number of aspects such as:

1- Prevention: Communication about behaviour change, mass media, activities relating to community proximity and schools. At this stage, communication on social change covers the strategic use of awareness, media, interpersonal communication and dialogue, as well as social mobilization to systematically accelerate change in the underlying drivers of this phenomenon.

2 - Policy for a supportive environment: implementation of policies intended to promote strategic management of this particular problem and building up the institutional capacity of civil society. It also calls for an estimate of the national communication strategy.

II- AWARENESS AND PHYSIOLOGICAL RESPONSES:

As a lobbying tool, awareness has an impact on human psychology in three dimensions: physiological, emotional, and cognitive dimensions. Indeed, in a simultaneous and interdependent way, exposure to an awareness message or an advertisement implies the activation of the autonomic nervous system (for example: increased heart rate, change in skin conductivity, emotional excitement – all of which may be positive or negative, varying in intensity and consistency), as well as a variety of cognitive activities (such as focus, understanding and motivation to process information).

The assessment of the act of awareness entails measuring these three dimensions associated with information processing. Therefore, the significance of physiological, emotional and cognitive responses generated during exposure to a message is considered here as an indicator of its effectiveness.

1. Physiological reactions:

Any stimulus, such an advertising message, has the ability to generate physiological activation which can be compared to the orientation reflex caused by the presentation of a new stimulus, which induces behaviour well suited to the nature of the challenging situation and thereby a whole behavioural reactive process occurs. There are changes that occur in the autonomic nervous system, including increased sensitivity of the sensory organs (eg. dilated pupils), changes in the skeletal muscles linked to the sensory organs (eg. turning one's head towards the source of the stimulus and cocking one's ears), and vegetative changes (eg.

breathing and heart rates). The intensity of the stimulus is defined by the colours used in the messages, the references to familiar and personally relevant experiences, and the element of surprise, which also triggers the reflex of orientation and increases the intensity of the physiological activation (Bouscein, 1992).

Subsequently processing the information shall be carried out through the use of physiological indicators, including the heartbeat (Thorson and Lang, 1992; Potter, 2000; Codispoti, Ferrari, and Bradley, 2006), skin conductivity (Lang, 1990; Bools *et al.* 2001) that makes it possible to report the intensity of activation of the autonomic nervous system when the individual is subject to various media content and environments.

Threat-oriented awareness raising strategies have been reported to contribute to exacerbate the significance of physiological responses, and to counter habituation side effects resulting from repeated exposure to the same stimulus. According to Scherer (2005), the message content relevance is, for our experimental subjects, a vital determinant of emotional experience. This relevance is particularly seen when the individual can identify with the staged player or the general scenario.

2. Cognitive reactions:

The persuasive impact of an advertising or awareness message is primarily determined by the nature of the reflections that individuals carry out in response to the information provided therein. It needs to be emphasized that such information influences the cognitive development level of an individual, i.e. the cognitive effort provided when processing a message (Petty and Cacioppo, 1981). From the quality and quantity of cognitive responses given, both the direction and magnitude of the attitude change can be defined (Fourquet and Courbet, 2004). Moreover, the force of cognitive development depends not only on the quantity of cognitions, but on their quality too.

3. Emotional reactions:

These represent the emotions and feelings (joy, amusement, irritation, sadness, etc.) that are generated by an advertising message. The emotional reaction consists of an expressive and of subjective experiential components, both of which should be measured by means that match their special features. It must be understood as a multidimensional concept characterized by four main dimensions: intensity, polarity, the content and the individual's consciousness.

The evaluative approach in this context is based on experimentation using non-verbal terms (observation of leading behaviour, the extent of facial expressions, spontaneous demonstrations of emotions, the observation and measurement of somatic expressions of emotional reactions.) "The major element to explain the 'liking', that is the meaningful power, the message is full of meaning: it is worth remembering, it adds something new, it is persuasive, easy to believe, reflects reality" (Moors, 2003, p. 54). Measuring the emotions that belong to the intimate, not always conscious, is anything but obvious. That is why quality-based process is commonly adopted to understand them.

III- ROAD SAFETY

Traffic accidents take a heavy human and economic toll on Algeria each year. Out of necessity, this phenomenon has become a major public health concern with steadily rising social and economic consequences.

1. Human cost:

3,984 people were killed and 44,546 were injured in more than 24,000 road accidents registered last year, according to Agence Presse Algeria, (2015). On average, accidents cause every day 11 deaths in Algeria. Road fatalities totalled 3,748 in 2013.

According to the same source quoted by the APS Agency, the human element remains the main cause of these accidents since 84.73% are attributed mainly to non-compliance with the driving rules, 6.18% are due to pedestrians, while 5.13% are caused by the condition of the vehicles.

The freight and passenger transport vehicles and taxis caused 28% of the total number of accidents which killed 1,499 people, added Gendarmerie. Various regions and departments are experiencing an overwhelming increase in this phenomenon, although this is not related to any criteria or features specific to these regions, (be they geographical, climatic, demographic or economic).

2. Economic cost:

The World Health Organization (WHO) reports that road accidents may cost countries from 1 to 3% of their Gross National product.

In the case of Algeria, "there are no known comprehensive surveys on how much road accidents cost. If Algeria fell within the average of 2% and on the basis of its GDP for the years 2011, 2012 and 2013, this cost would be estimated at 290, 322 and 331 billion Algerian dinars, respectively." points out Mr. Lamri who continues: "the exorbitant amount includes all costs related to compensation for victims' physical injuries, disability pensions, medical care and lost working days." (Lamri, el Watan, 23/03/2015)

Considering this, we believe that local authorities should commit themselves to targeted road safety initiatives. This 'mission', which aims to serve taxpayers, should be carried out in order to meet citizens' demands and ensure their welfare.

An elected member should nurture a real interest in people and ensure permanent closeness to citizens during their term of office. The urban management of the city aims to improve the quality of life of constituents. However, the living environment is not limited to the amount of street furniture which consists essentially of resting furniture (benches, park benches, seats, tables), of objects contributing to a cleaner city (bins, baskets, bathrooms), public lighting equipment (street lights, candelabra), information and communications

equipment (newsstands, poles and informative billboards, street signs, display of municipal or cultural information, orientation tables), games for children, objects that are useful to vehicle traffic or their speed limits (stakes, barriers, terminals, parking meters, parking spots for bicycles), or railings, tree stakes and bus shelters for public transport users. However, we need to emphasise the qualitative nature of this furniture notably to improve the citizens' sense of safety. The voters' demands should be identified as a major concern by elected representatives, primarily in terms of road safety, which is of concern to everyone, because of their endemic nature.

Table (1)

Road Accident Statistics in Algeria By Area of Occurrence in 2014

Designation	Overall statistical data regarding 2014	Extra-urban accidents 2014		Urban accidents 2014	
		Number	%	Number	%
Number of accidents	24,000	6,617	27.57	17,383	72.42
Number of injured	44,546	23,829	53.49	20,717	46.50
Number of fatalities	3,984	3,156	79.21	828	20.78

Therefore, road safety is a critical issue for local authorities insofar as it shows that 72.42% of traffic accidents occur in urban areas (cities, and villages). Road accidents occurring in urban environments represent 72.42% of overall statistics, 20.78% of the total number of fatalities and 46.50% of injured people.

Any local initiative will undoubtedly contribute to bringing this scourge under control. The implementation of a road safety project within the community is achieved in three steps:

1 - Make a diagnosis on traffic accidents occurring within the district and highlight the deficiencies in the management of road safety and accident black spots.

2. Identify the actions to be undertaken, define an approach and provide for the involvement of citizens in the project.

3. Develop a tracking and evaluation system of the measures undertaken to quantify the effectiveness of the project.

To initiate a project in the field of road safety, local elected representatives must be inventive and come up with manifold actions, such as the community communication we are proposing as a vehicle for awareness with regard to road accidents. It is worth noting that outreach campaigns should involve local community associations that are quite familiar with on-the-ground reality and focus the project on a dual approach – information and education – both of which aim to raise awareness and mobilize the whole population.

3. Road safety:

Local communities' road safety, currently tackled through the proposed model of community communication as an outreach vector with regard to road accidents, can involve several components that are likely to improve the safety framework of urban environments, such as:

- Road management,
- Parking areas development,
- Neighbourhood improvement,
- Community work,
- etc.

In this context, the key issue facing Algeria is to identify the obligations relating to road safety and to define who is responsible for what. The 2001 Act provides that the government has the responsibility to "foster a prevention and road safety policy". The word 'political', is not insignificant, as:

- There is no reference in regulations to define this policy, specify its objectives and its assessment means.
- What are the State obligations in this respect?

While under the 1987 repealed act, it was clearly provided in article 23, that the State was responsible for:

- The periodic organization of prevention and safety campaigns;
- The education and information of citizens to further securing public road discipline likely to ensure their safety;
- The monitoring and permanent control of road traffic;
- The suitable planning of a road infrastructure;
- The installation and maintenance of road safety equipment.

Under the 2001 Act, all of those obligations are henceforth the responsibility of the municipality. According to (article 13): "road traffic is organized in order to ensure the best safety and smooth flow conditions. In this context, territorial authorities are responsible for developing traffic plans to control the car traffic growth and to mitigate its negative impact". Altogether, mayors are granted the freedom to act but without overseeing them through projects based on forward-looking strategy. In short they are told: "you're on your own!" (- <http://lequotidienalgerie.org/2015/01/02/pourquoi-ecire/>) In so far as road accidents have become more substantial and until a national plan to combat this scourge is set, awareness-

raising campaigns aimed at road users should seek primarily, at a local level, to protect the most vulnerable, such as pedestrians.

We think this is a sensible choice since it is presumably easy to involve these populations in road safety projects, with the goal to make them adhere to the two nodal security principles:

- We are all involved and accountable for road safety, and;
- the road is a common space to be shared.

In order to make the best use of road safety actions, local communities can integrate them formally within the 2011-2020 decade of action for road safety, officially proclaimed by the United Nations General Assembly in March 2010: “.. all those who organize events to mark the launching of the decade of action for road safety are invited to fill out a registration form.” In this way, the description of each event and the organisers’ contact details can be listed in the agenda of activities that will be carried out at a global level.”

The World Health Organization (WHO) has heeded the following main messages:

1. Traffic accidents continue to be of major concern for health and development at a global level;
2. road accidents are preventable;
3. the decade of action for road safety is an opportunity to save millions of lives.

It is advised that the range of initiatives taken in each country “be planned strategically to achieve concrete and measurable results to ultimately save lives.” By way of example and the WHO recommendations, future actions can include:

- Launching campaigns to promote the use of seat belts and the wearing of safety helmets as well as to prevent drunk driving, speeding and distracted driving;
- publishing a brochure or a leaflet that provides basic local or national data about road safety;
- organizing events, marches, fairs or similar activities;
- organizing charity sporting events;
- organizing fundraising concerts;
- organizing activities at schools to study and improve road safety around schools and provide practical training on how pupils can get to and from school safely;
- organizing training sessions in awareness-raising parks regarding road safety for children;
- launching an interactive Web site;
- using social networks;
- making use of word-of-mouth publicity.

In order to make the most of the selected activities, they should rely on awareness-raising messages in relation to a specific context. In other words, these actions must take into account local data.

IV- CONTEXTUALIZATION OF AWARENESS-RAISING MESSAGES

The contextualisation of the phenomenon should firstly be based on the distinction made by ergonomists between the logic of performance (prescribed norms = highway code) and logic of behaviour (real on-road driving). On a daily basis, most accidents observed on Algerian roads are due to the mismatch between the imposed norms and the users' behaviour. Besides, a real problem relating to on-road users' rejection of norms is sometimes encountered (*anomie*).

Going by the above data, regarding the effectiveness of the argument of fear in awareness-raising campaigns (particularly as far as road safety is concerned), we should point out the key role of a strong threat in changing attitudes and increasing the intensity of emotional and cognitive responses, compared to advertising strategies based on a lower threat, using a purely informative or humorous tone (Whitehill King and Reid 1990; Harrison and Senserrick, 2000; Rodriguez and Anderson - Wilk, 2002; Lavoisier - Mérieux, 2002) (Penelope Daignault, Guy Paquette, 2010). This belief is confirmed by the explanatory theories on the relationship between fear and persuasion (Witte, 1992; 1998) such as the Extended Parallel Process Model (EPPM), which incorporates certain concepts of Leventhal (1970) by reintroducing the notion of fear in the persuasive as well as the emotional processes regarding threatening information processing.

In light of such a theoretical structure, questions are arising over whether Algerian citizens always have a "fleeting" attitude when facing any threat and risk after enduring years and years of life-threatening risks of terrorism and natural disasters! Since the breach of rules by Algerian road users is due to a lack of involvement in safety processes, the analysis or management (as part of a prevention campaign and the accompanying awareness messages) of the gap between prescribed norms and good practice cannot expect to achieve effectiveness without taking into account the specific context to road traffic in Algeria.

The idea of death and the agonizing conception it implies – felt by anyone – may have a lower intensity and impact on the Algerian spirit, impregnated with fatalism. We should not go through a symbolic procedure, since studies have clearly shown that realistic or even hyper-realistic messages are more efficient in increasing the intensity of physiological, emotional, and cognitive responses than symbolic messages.

If we consider putting the awareness-raising approach relating to road safety in a more specific context, we should alternate between the pattern to be dismissed and the kind of behaviour to be adopted. How about exposing receivers every now and then to a secure situation illustrating an 'on-road-model behaviour', free of any kind of threat and inviting them to do the same to avoid accidents and mishaps? As an example, we will analyze the behaviour of the Algerian pedestrian and come up with the best prevention strategy that can target them.

1. Definition of a pedestrian:

A pedestrian is a person who is walking or running rather than travelling in a vehicle. Their speed is around one meter per second (5km/h).

Under the Highway Code, shall be considered pedestrians:

- people with prams, invalid carriage or any kind of small-sized unpowered vehicle (scooter, roller skates, skateboard),
- people who ride a bicycle or a motorized bike,
- disabled people in wheelchairs propelled by themselves, moving at walking pace.

2. Sidewalk code:

A pedestrian is bound to accept to share space with all other users, since mutual respect and courtesy are the two characteristic qualities of a user.

The basic rules are simple:

- walking on the sidewalk;
- using pedestrian crossings;
- not crossing a street diagonally, and;
- observing light signals.

To distinguish between the pedestrian's mental picture and their actual behaviour, context has a key role in decision-making and affects each of the actions performed by the pedestrian. The influence on road scenes and pedestrians' mental picture implies the inclusion of the environment where accident-prone situations occur.

Accordingly, working on developing an education software prototype for pedestrian travel (Johnathon & Charron, 2002) have been effective in differentiating between the skills showed by a pedestrian's road usage, and emphasizing the potential role of pedestrians' mental pictures on the typical behaviour of drivers when travelling or crossing. In a standardized context, Johnathon believes that the gaps between what we expect of a pedestrian and their actual behaviour can result from misreading a road scene.

Therefore, the way a pedestrian conceptualizes road scenes may entail an inappropriate reading of the situation that must be tackled, thus affecting both the interpretation and anticipation of how the driver would behave as well as the decision made – for instance about where and when to cross. However, while this fieldwork-based literature is relevant, the direct transposition of its results in Algeria would be ineffective. Indeed, all of the studies conducted on the causes of road accidents involving pedestrians look at standardized environments, where pedestrians walk on the sidewalk, use pedestrian crossings, do not cross a street diagonally and observe the light signals.

So what about pedestrians who take enormous risks (walk in the middle of a street and cars, rarely use pedestrian crossings, cross streets and intersections diagonally and show utter disregard for light signals) with no thought for the consequences of such carelessness? And what about developing an environment in which key data may be missing or seem unintelligible for the user?

V- INTERVENTION LEVELS

Conceptualizing awareness-raising messages implies, in our approach, to take into account the Algerian pedestrian's faults and the characteristics of the urban environment, and focus awareness campaigns on changing the most absurd and most dangerous behaviours, such as walking in the street, in the middle of cars, rather than on the sidewalks that are reserved for pedestrians.

Setting achievable targets is the sum and substance of any project. In the light of this, and if pedestrians are put back on the sidewalk, involved with empowering messages that make them accept the idea of sharing road traffic space, considerable progress will be made regarding Algerian road safety and many lives will be saved. From a systemic perspective, it should basically be noted that the behavioural model of the road user in Algeria is a deficient model that needs to be criticized and can be divided into three fundamental levels:

1st level: inappropriate behaviour of adults (can be contagious and often constitute a poor model for youth);

2nd level: non-compliance with the rules (violation of a rule);

3rd level: lack of a clear national policy.

If we consider "putting it right" through community communication, modelling should be regarded as an approach and should involve all active agents working in the field.

-Level 1: Sensitize adults (notably parents) on their responsibility for serving as role models for their children (a task usually assigned to associations).

- 2nd level: Teach young people to comply with the rules, out of conviction (road education programmes, National Education schools, University, Research Centres).

-3rd level: Involve local and national authorities (community associations = practice of citizenship).

-Design an aesthetic education and enhance environment (reduce the feeling of frustration and on-road aggressive behaviour).

-Mass Media (changing their approach and encouraging people to adopt good road practice).

CONCLUSION

Awareness of environmental and health issues is rapidly increasing worldwide, at governmental and community levels, as the negative consequences of this morbid phenomenon so profoundly affects the well-being of citizens and constitutes such a serious drain on State finances. It is legitimate that road safety should primarily be the responsibility of the civil service and various sectors in charge of urban mobility, but people should be encouraged in turn to carry out these prevention programs because, in many countries, people are not sufficiently aware of road crash issues and the solutions that exist, in order to take effective security measures and put pressure on administrators to do so. The complementarity between citizen and government is the cornerstone of any preventive approach, regardless of the problem encountered.

In conclusion, it should be emphasized that any awareness-raising campaign involves three major steps:

1. Stock-take, (facts/observations/analyses) bringing the issue forward by giving digital, measurable data that highlight its extent and seriousness;

2. goals integrating the environment in the activities and functioning of society, leading everyone to adopt a jointly responsible approach, from which complementarity between citizens and government can be achieved;

3. motivation through ideas regarding whether people feel concerned, want to participate, or want to take action which makes it possible to question oneself as well as the whole group.

It should achieve the following goals:

1. Adoption of new gestures by individuals;
2. changing habits;
3. overcoming predictable resistance;
4. communication must be clear, positive, dynamic and motivating;

Also, its approach must necessarily be based on the following actions:

1. Informing and explaining;
2. involvement in order to motivate (participatory approach);
3. consulting and adapting things according to the target audience;
4. not casting blame;
5. measuring and reporting performance (indicators), and;

6. staying positive.

As regard to municipal councils, community communication is an integral part of their approach of proximity to the citizen, mainly if the latter is particularly sensitive to this phenomenon, which turns to deficit over time. Nevertheless, the subject needs to be incorporated at the heart of citizens' interests, by placing it within the three following components (vectors of sustainable development):

- Environmental (to preserve, enhance, promote)
- Social (human needs)
- Economic (growth, efficiency)

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