

***Sociology of Emotions and reward-based promoter happiness behaviors A mixed- method of among citizens of urban areas of Mashhad***

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**Abstract**

Promoter happiness is the positive sensory behavior that one receives from being rewarded. This study investigates the promoter happiness behaviors of Turner's social emotion approach based on Mixed Method (qualitative-quantitative-spatial). The study population consisted of citizens over 18 years old in Mashhad urban areas who were selected according to sampling (case type, simple random according to the size of each area and point-location) participants and respondents. The tools were (semi-in-depth interview, interview questionnaire and map drawing) and the findings were collected based on themes analysis, description, explanation and spatial analysis. In this study, interviews were conducted with participants who promoter happiness in intimate circles, providing qualitative and contextual information, then coding the categories, components and questions of the researcher-made questionnaire. The alpha of the questionnaire was 0.78. The results of the qualitative section indicate that the central category of rewards is formed to benefit from encouragement, endorsement, pleasure, and success in expressing emotions and exchanging emotions. In the quantitative sector,

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the above average averages of the types of rewards were obtained at urban level and were based on the spatial analysis of households that received less rewards in less urban areas and those receiving the most rewards. The clustering results of the promoter happiness rewards are divided into two clusters where the areas of each cluster with respect to spatial proximity indicate that the first cluster was less than average in relation to the second cluster. Finally, the rewards of being promoter happiness as an emotional arousal from the structure are exchanged as a pleasant emotional experience and become an unmatched asset to enhance the quality of life.

**Keywords:** Promoter happiness, Emotions, Rewards, Turner, Emotional arousal, Mixed Method, Mashhad.

## **Introduction**

The present article deals with the social invigoration of all kinds of rewards in intimate circles, with an emphasis on positive feelings and emotions in interaction with the other. In this article we want to know: How is invigorating defined as an emotional and rewarding behavior? And what kind of emotional rewards do performers enjoy in their intimate circles? What is the situation of the urban areas of Mashhad regarding the expression of these emotional rewards?

## **Methodology**

This research has studied invigorating behaviors in order to approach Turner social feelings based on the combined method (qualitative-quantitative-spatial). The study population was consist of citizens over 18 year old in urban areas of Mashhad who were selected according to sampling (typical case, simple random proportional to the size of each area and location-point)



participants and respondents. The used tools were (semi-in-depth interview, interview questionnaire and map drawing) and the collection of findings was based on thematic analysis, description, explanation and spatial analysis. In this study, interviews with participants who have expressed their enthusiasm in intimate circles, textual and qualitative information has been collected; then, the researcher-made questionnaire was developed by coding the categories, components and questions. The alpha value of the questionnaire is equal to 0.78.

### **Research Findings**

The results of the qualitative part indicate that the central category of rewards for benefiting from encouragement, approval, pleasure and success is formed in order to express feelings and exchange emotions. In the quantitative part, at the level of urban areas, medium upward average of all types of rewards has been obtained and based on spatial analysis, the unit of analysis was households that received the least reward in low-income urban areas, and areas with facilities received the most reward. The results of the clustering of invigorating rewards are divided into two clusters. The regions of each cluster, while maintaining spatial proximity, indicate that the first cluster had a lower average than the second cluster in terms of receiving invigorating rewards.

### **Conclusion**

Finally, invigorating rewards are exchanged as an emotional stimulus influenced by the structure in the form of a pleasant lived emotional experience and become an irreplaceable asset in order to improve the quality of life.

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