

The Link Between Smell and Emotions

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Many people have personally experienced the link between smell and emotions. The scent of flowers evokes pleasant memories and the aroma of roses stirs passion. Science has proven that there is a link between smell and emotion. The link is usually a learned association between a smell and a past event which explains how memories can be stirred by a familiar aroma.

1. Scent and emotion

The link between aromas and emotions is due to past experience. When a person smells a scent that is associated with a past event, the emotions associated with that event will return. For example, if a person has a good memory of morning coffee, the smell of coffee will stir pleasant emotions. Most scientists agree that it is this learned association which forms the basis of emotional reaction to scent.

2. A pleasant scent leads to pleasant emotions

If scent is related to past experiences, it is obvious that a smell associated with pleasant events will evoke joyful emotions. The smell of roses will most probably be associated with a past experience of love. Therefore a gift of flowers will create a favourable impression with a loved one.

3. Commercial uses of smell

Many companies use smell to entice consumers into their stores. Many Las Vegas casinos allegedly use smell to encourage people to gamble. Coffee shops use strong coffee to entice consumers and bakeries have a natural homely aroma that is said to even help when trying to sell your home!

4. Perfume can make a person more attractive

In addition to commercial uses, scent can be used to make a person more attractive. According to one study, if an average looking person uses perfume they can appear to be more attractive than a person of similar looks that does not use it.

Many perfumes are based on vanilla, a scent that is regarded as universally attractive. The reason for its appeal is unknown; however, this does not stop companies using it for commercial gain.

5. Women have a more acute sense of smell

Studies have also shown that women have a more acute sense of smell than men. Generally women are also considered to be more emotionally sensitive than men. This suggests that the link between smell and emotions may consist of more than a learned response to past events.

In fact, the parts of the brain associated with smell and the parts associated with emotions overlap. This supports the idea that people with more acute and uniform senses of smell could also be more emotionally sensitive.

The sense of smell is an important part of everyday life. Most people have different senses of what consists of a pleasant or unpleasant smell. This is in part due to past experience. Some smells however are universally accepted as pleasant and they are often used for commercial purposes. The fact that emotions are linked to smell is supported by experiments and by brain anatomy. It also supports the idea that a person with an acute sense of smell is likely to be more emotionally sensitive.

Original Source:

Information Gateway

<http://www.informationgateway.org/link-smell-emotions-2/>