

# Discussion on Traditional Emotional Labor and New Emotional Labor

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**Abstract:** The scope of application of the term "emotional labor" has become broader with the change and development of economic forms. According to the different economic forms on which emotional labor depends, this paper defines emotional labor as traditional emotional labor based on the employment relationship between capital and labor and the form of control as remuneration. Emotional labor is defined as a new type of emotional labor, which is based on new economic forms. Although there are some differences, new emotional labor is still a value-added tool.

**Keywords:** Emotional Labor; Traditional Emotional Labor; New Emotional Labor; Capital

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## 1. Introduction

Hochschild, a famous American emotional sociologist, first proposed emotional labor in 1979. She defined emotional labor as "controlling emotional input through emotional operation at work, and observing a potential default perception rule and display rule to present due to emotion".

Emotional labor has two performance strategies, one is surface performance, and the other is deep performance. Surface performance refers to that workers will follow the relevant rules to show their emotions, where they can hide their true emotions through grandiose expressions and movements. In deep performance, workers will put themselves in the position to feel and experience the appropriate emotions and try to change their inner feelings to meet the requirements of the work. This process of emotion management is mainly through the psychological adjustment to actively shape, restrain or induce, to make themselves feel the appropriate emotions.

Since then, the scope of application of the term "emotional labor" has become broader with the change and development of economic forms. In 2000, Terranova defined labor relations in the Internet era as "free labor" in the concept of "digital labor", and further proposed the concept of "non-material labor". The creation of immaterial goods includes knowledge, information dissemination, a relationship, emotional labor, and so on. In general, emotional labor is the quantification of workers' emotions and positive feelings for commercial exchange, to prove its value, and this value is a variable, because the industry, the nature of the work, and the quality of emotional labor are different, showing great differences.

## 2. Traditional Emotional Labor

With the change in people's needs, in the service industry, especially in the field of public service, the use of emotion has gradually become the core service skill for employees in the field of public service to show a good attitude toward customers. Workers adjust the internal and external display to meet the constantly improving service quality requirements of the public. Emotion is not only the essence of the labor process but also the tool that it relies on in the process of work. This is what we define as traditional emotional labor above -- based on the employment relationship between capital and labor.

### 2.1 The Expression Form of Traditional Emotional Labor

In real life, traditional emotional labor especially appears in the service industry, retail industry, and other industries. In these industries, under the influence of work norms, workers show friendly, cordial emotions and appropriate emotions in the process of interaction with customers, and at the same time, they also need to arouse or suppress certain emotions to achieve

social norms in line with emotional workers.<sup>[1]</sup> Generally speaking, the work norms of emotional workers require workers to regulate their emotions actively to show the emotions that meet the requirements of the organization.

In the surface performance of traditional emotional workers, emotional labor is more inclined to emotional labor. Workers manage their emotions and perform according to the requirements of the organization on facial expressions or body language to obtain the corresponding remuneration. This process focuses more on "commercialization" and "management".

## **2.2 The Associated Consequences of Traditional Emotional Labor**

According to the comparison of performance strategies, it can be found that in the emotional labor of superficial performance, the emotions expressed by workers are different from their inner true feelings to a large extent, and such internal and external inconsistencies will lead to cognitive and emotional dissonance of workers to a certain extent and have some negative effects. In addition to the negative effects, there is also a positive effect which is the realization of self-efficacy.

According to the above description of the surface performance, surface performance will largely produce the state of "duplicity", so it may reduce the individual's sense of achievement. First, due to the diversification of the needs of modern people present a complex shape, people are more different to the requirement of service, "good service" is not so easy to achieve, and "good service" and job performance is associated with the employee and overly emotional labor may alienate customers, less emotional labor and make self-satisfaction. Secondly, emotional labor may lead to the emotional disorder of the laborer himself and produce a sense of self hypocrisy.<sup>[2]</sup> For example, the "smile service" is now advocated. Under the requirements of the rules, the smile of the workers has become a mechanical movement and conditioned reflex to complete the work, and the actual emotional expression is separated from the actual inner feelings. In the long run, there will be job burnout, emotional fatigue, hypocrisy, personality alienation, and so on.

Deep acting may increase the individual's sense of efficacy. Although emotional labor has made certain rules on individual emotions, it still retains certain freedom of expression, and can still be true to a certain extent. I can make my own choices about who I am, what I value, what I want, and who.<sup>[3]</sup>

## **3. New emotional labor**

With the development of Internet technology, people's needs have become diversified, and the Internet economy has gradually become hot. The information service industry is also developing, and emotional labor begins to enter the network society and presents a new form of expression. With the emergence of social media, more and more ordinary people have been absorbed into the virtual space of the Internet, unknowingly becoming a new type of "emotional workers".

### **3.1 New forms of emotional labor**

Emotional labor has become more and more important in modern society, and more and more industries involve emotional labor. The current of new type emotional labor is roughly divided into three types: one is referred to achieving the expression of emotion and social platforms netizens along, netizens emotions in virtually has experienced the process of achieving the commercialization and along, netizens inadvertently by spontaneous virtual emotional labor creates value for capital; Second, knowledge on commercial information-sharing websites; The third is the emotional labor of fans and the capital appreciation of commercial companies.

Here's an example of the emotional labor of fans. There is a two-way emotional labor relationship between idols and fans. On the one hand, idols maintain their relationship with fans through a series of superficial and in-depth performances, such as emotional decoration, shaping people, and consolidating fans. On the other hand, fans strive for better development of their idols through emotional labor strategies such as beating lists, voting, doing data, anti-gangsters, and raising money. The two work together to build an emotional community through imaginary emotional interaction.

In the Internet economy, the closest economic form to emotional labor is the fan economy. In this economy, emotion is what drives people's decisions and consumption. In other words, the fan economy relies on fans to create value through emotional labor. Through the love and maintenance of their idols, fans have an intimate connection with each other and

between fans and idols through social media. They make "data" for their idols through social media, and the fans turn their loyalty and affection to their idols into data for commercial exchange. This kind of labor can not only make their idols get direct economic benefits, but also increase their popularity, namely "traffic", to win more "resources" for their idols, namely more commercial contracts, brand endorsements, program announcements, and opportunities to appear in movies and TV dramas. Therefore, fans empowered by Internet technology will not only make a great investment in psychology but also in data and consumption when they pursue idols.

### **3.2 The Associative Consequences Of New Emotional Labor -- Taking "Rice Circle" As an Example**

Fans and emotional labor have idols is closely related to the survival and development, the fans have unconsciously become free data machines, nature or platform, and commercial companies to fans the use of emotional labor, and the use of emotional strategy in which embodies the lubricating oil and the catalyst, there will be endless emotional labor. Such institutionalized "fan circle rules" become the template for fans to run "fan circle", and fans become "workers" in this way, and their feelings for idols.

When the emotional capital and the commercial use of fans, fans of emotional labor alienation occurs: first of all, with its "authenticity" is gradually deviating, in a sense, the "rice" culture under the background of "emotional" laborer blurs the boundaries between the true self and show self, they spontaneously to favorite idol actively into the emotional labor. Guided by capital and commerce, they construct their subjectivity. Secondly, in the process of emotional labor, I have not only paid emotion but also paid time, energy, and even financial resources. In this process, I have been alienated from "free labor" in capitalist production relations. So this kind of star-chasing behavior appears to be spontaneous and has absolute autonomy, but it is more hidden exploitation. At the same time, idols and fans establish and maintain emotions through the network platform. This means that factors such as idol disparagement, the "collapse" of human design, and the problems existing in fan organizations can break down the emotional labor of fans.

## **4. Conclusion**

The development of the Internet has changed the way of labor exploitation in the era. It has transformed the emotions of Internet users, such as curiosity, loyalty, and consumer desire, into digital capital with commercial value, forming the "emotional economy". Compared to traditional emotional labor and emotional labor, new Internet capital is no longer needed as a traditional service industry to the service personnel emotions to the external force "management", but "guide" and "temptation" laborer in the digital field active capital logic "release" their emotions, to better promote the production of surplus-value. Therefore, although no longer equivalent to the emotional labor in Hochschild's sense, the new emotional worker still belongs to a "Managed Heart" and is still a value-added tool, in the field of digital capitalism, the control over the emotional production of workers is more subtle and sophisticated.

## **References**

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