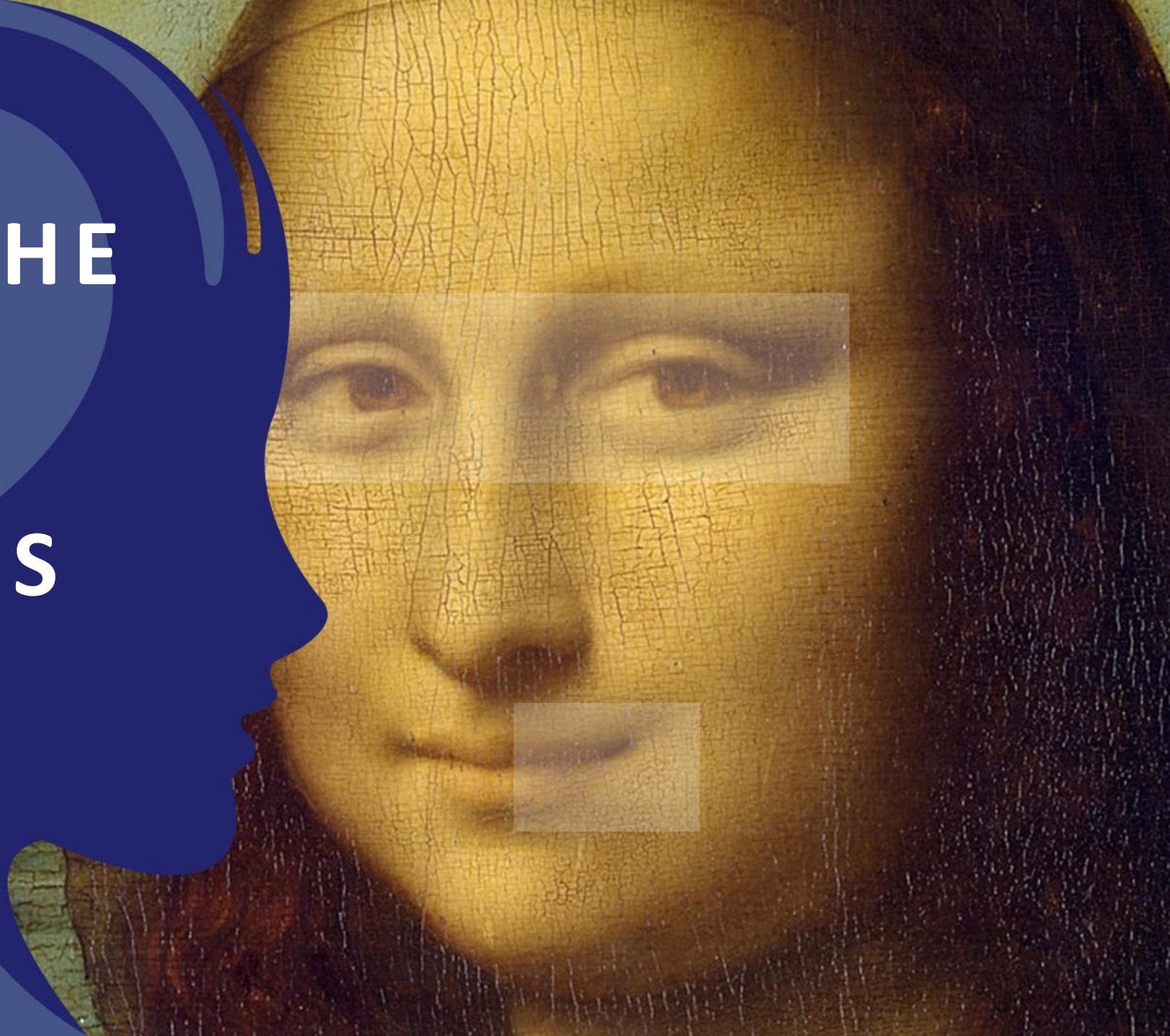




DECODING THE FACE FOR DRIVING INSTRUCTORS

■ ADRIANNE CARTER





ADRIANNE CARTER

Facial Action Coding System (FACS) Expert

The Face Whisperer

Guest Lecturer Consumer Psychology

Trainer – Sales, HR, Customer Service

Market Research Professional

Counsellor & Psychotherapist



Decoding The Face



GLOBAL EXPERIENCE

Disney

Mondelēz
International

Mars

L'ORÉAL


PRIFYSGOL
BANGOR
UNIVERSITY

 PREMIER
FOODS

Coca-Cola



Unilever

 Imperial
Tobacco

 Anglia Ruskin
University
Cambridge & Chelmsford



Decoding The Face





WHAT

?

ING?

WORDS

ICIAL EXPRESSIONS

7%

of communication when
talking about feelings and
emotions

30%

55%

is body language and the face
when communicating about
feelings and emotions

Decoding The Face

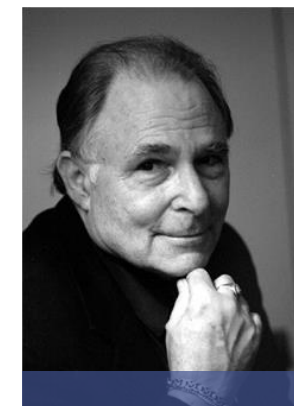
Upper Face Action Units				
1	AU 2	AU 4	AU 5	AU 6
				
Brow Lowerer	Outer Brow Raiser	Brow Lowerer	Upper Lid Raiser	Cheek Raiser
41	*AU 42	*AU 43	AU 44	AU 45
				
Lid Snapper	Slit	Eyes Closed	Squint	Blink
Lower Face Action Units				
9	AU 10	AU 11	AU 12	AU 13
				
Upper Lip Corner Puller	Upper Lip Raiser	Nasolabial Deepener	Lip Corner Puller	Cheek Puffer
15	AU 16	AU 17	AU 18	AU 20
				
Lower Lip Corner Puller	Lower Lip Depressor	Chin Raiser	Lip Pucker	Lip Stretcher
23	AU 24	*AU 25	*AU 26	*AU 27
				
Lip Pucker	Lip Pucker	Lip Pucker	Lip Pucker	Lip Pucker

FACIAL ACTION CODING SYSTEM

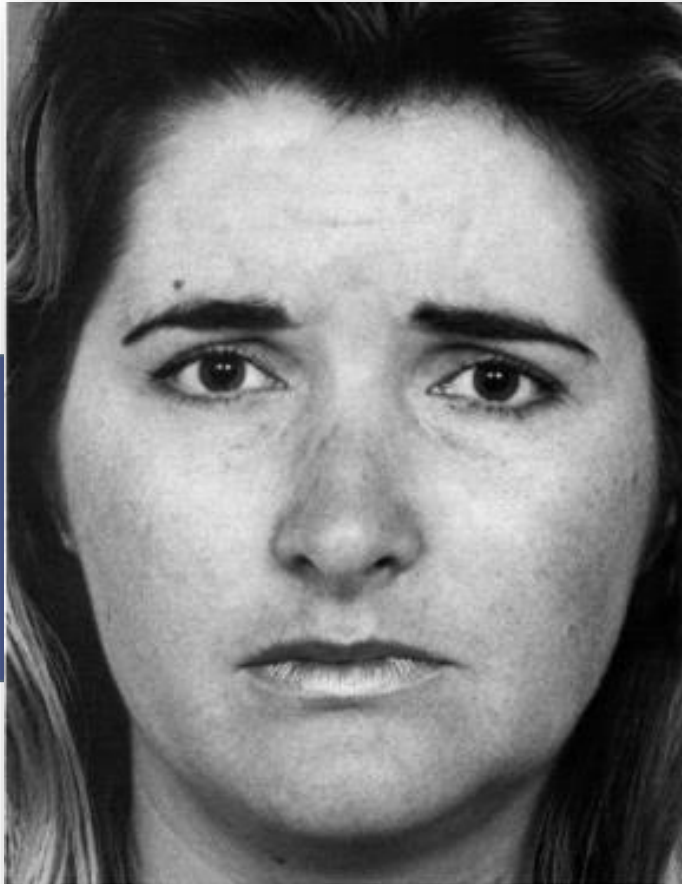
There are 43 separate muscles in the face.

The Facial Action Coding System (FACS) attempts to codify the movement of these muscles into different emotions.

Based on Dr Paul Ekman's work as a way of codifying the seven universal emotions: anger, contempt, sadness, happiness, fear, disgust, and surprise. These emotions and their accompanying expressions are thought to be completely cross-cultural and language-independent.



WHAT DO YOU SEE?



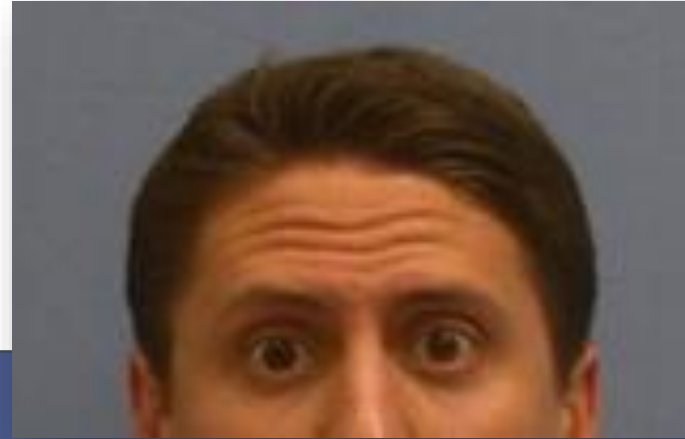
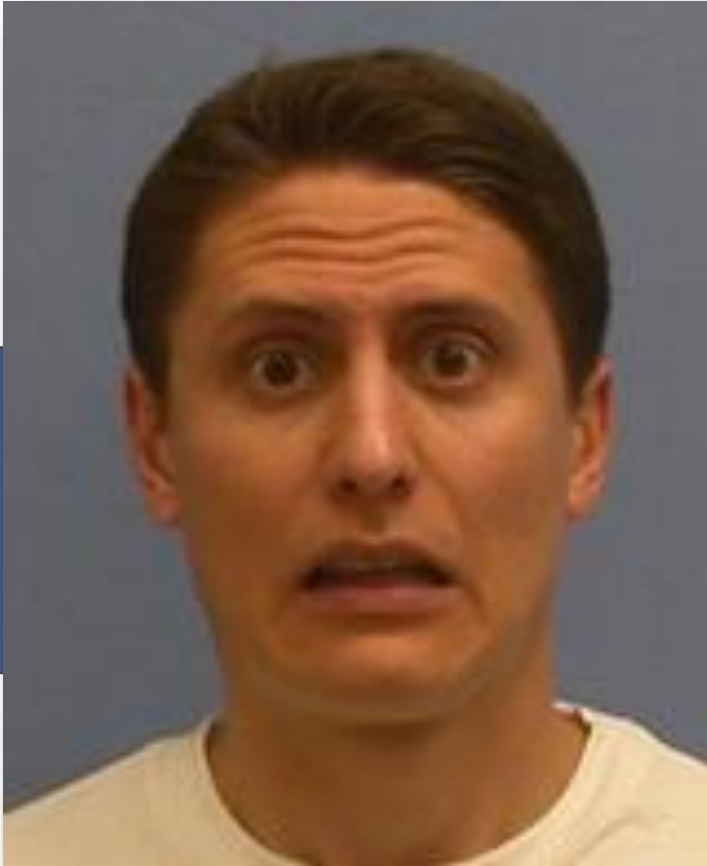
Decoding The Face

WHAT DO YOU SEE?



Decoding The Face

WHAT DO YOU SEE?

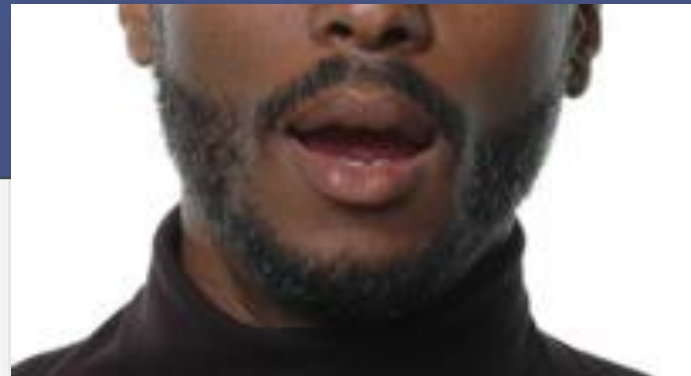


LISTEN & WATCH

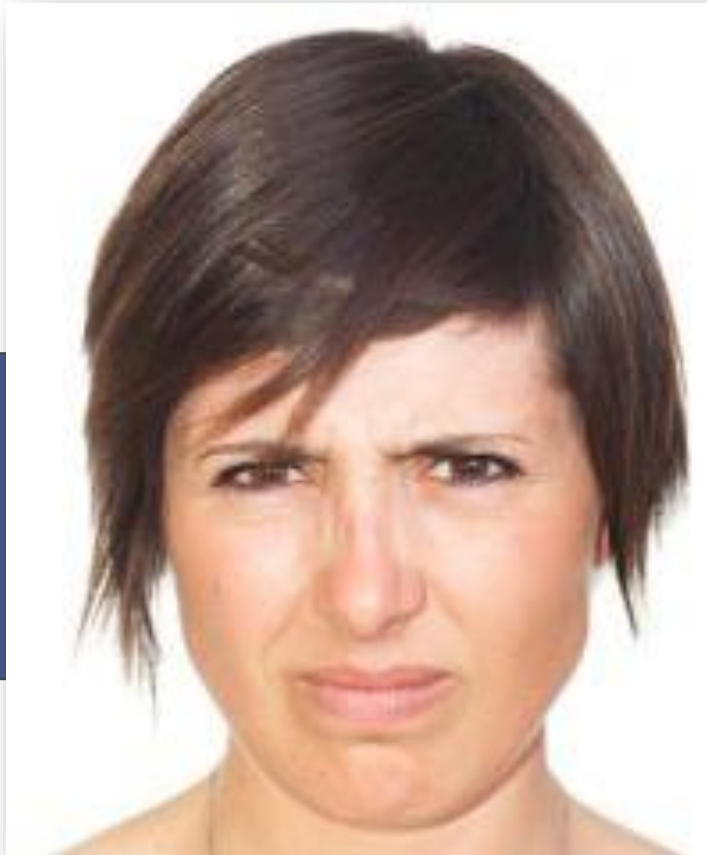


Decoding The Face

WHAT DO YOU SEE?



WHAT DO YOU SEE?



WHAT DO YOU SEE?



Decoding The Face

WHAT DO YOU SEE?





OTHELLO'S ERROR...

The Fear of the guilty person about being caught out, looks just like the fear of the innocent being disbelieved.



CONTACT DETAILS

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