

## The Power of Touch



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## Research on Touch

- Sympathetic touch from a doctor gives the impression that the visit was twice as long
- Touch on the arm of a teacher causes students to volunteer twice as much

Psychology Today, 2013

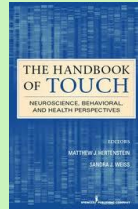


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## DePauw University Study

- Psychologist Dr. Hertenstein in 2009 demonstrated that we have an ability to send and receive 8 distinct emotional signals through touch:
- Anger, fear, disgust
- **Love**
- **Gratitude**
- **Sympathy**
- Happiness and sadness



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## What Touch Conveys

Courage, faith, hope, **sympathy** and **love** promote health and prolong life. MH 241

Nothing tends more to promote health of body and of soul than does a spirit of **gratitude** and praise. MH 251

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## Caring Touch

Sympathy and Tact will often prove a greater benefit to the sick than will the most skillful treatment given in a cold indifferent way. MH 244

“People don't care how much you know until they know how much you care”. John C. Maxwell

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## University of Illinois

- Psychologist Michael Kraus tracked physical contact between teammates during NBA games (chest bumps, high fives, backslaps)
- They were surprised that touch predicted performance across all the NBA teams
- Lakers and Celtics rated the highest
- Kraus, Huang, & Keltner, 2010

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## Handshake

- A limp handshake signifies uncertainty, low enthusiasm, introversion
- A viselike grip is a sign of domination
- Firm, non bone crushing grip says "I'm a friendly, intimate person"



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## Dr. Field's Research

- Revealed that a person giving a massage experiences as great a reduction in stress hormones as the person receiving



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## Touch and Tipping

- A famous study by Crusco and Wetzel in 1984 examined the effect of touch on tipping behavior.
- Diners tipped 18-36% more when touched by the waitresses



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## Benefits of Hugs

A person giving a hug gets just as much benefit as a person being hugged published in Psychology Today, March, 2013



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## Cultural Touch in Cafés



- Psychologist Sidney Jourard studied conversations of friends in different parts of the world
- In England friends touched each other 0 times
- In the U.S. they touched 2X in bursts of enthusiasm
- In France they touched 110 times per hour
- In Puerto Rico, 180 times!

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## Neuroscientist Edmund Rolls

Touch activates the brain's orbitofrontal cortex, which is linked to feeling of reward and compassion as well as will power and morality



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## Other Researched Benefits

### Touch signals

- Safety
- Trust
- It soothes
- Calms cardiovascular stress
- Increases Oxytocin levels



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## Michelangelo

“To touch can be to give life”



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