

DATA ANALYSIS

TABLE 1. Analysis of social bonds in Japanese novels

Expression of Shame	Appraiser	Appraised	Graduation	Attitude			Ideation
				Affect	Judgment	Appreciation	
まだ小さかったこともあって、全然 <b>恥ずかしい</b> とは思わなかったが… <i>Mada chiisakatta koto mo atte, zenzen hazukashii to wa omowanakatta ga...</i> I didn't feel <b>embarrassed</b> , partly because I was still small, but... 「いや、俺がそうしたかったから…」 <b>賢人がちょっと恥ずかしそうに笑った。</b> <i>“Iya, ore ga sou shitakattara...” Kento ga chotto hazukashisou ni waratta</i> “No, that’s what I want to do...” <b>Kento-san</b> said with <b>smiles a bit shyly.</b>	Hana-chan	Her situation	Force	Inscribed -ve affect			Being different from society and being indifferent
「ヒーッ、 <b>恥ずかしい</b> やつ。北町小の <b>恥</b> だな」 <i>“Hiss, hazukashii yatsu. Kitamachishou no haji da na.”</i> ”Hee, <b>how embarrassing.</b> <b>What an embarrassment</b> for Kitamachi Elementary school.”	Sawai-kun	His friend’s attitude		Inscribed -ve affect	Invoked -ve social sanction		Negative behaviour by <i>uchi no hito</i> ‘psychically or socially internal domain’
…三上君に見透かされたような気がして、びっくりして <b>恥ずかしかった</b> の。 <i>... Mikami kun ni misukasareta youna ki ga shite, bikkuri shite hazukashikatta no.</i> ...Mikami-kun has discovered what I have secretly been thinking. I was shocked and <b>ashamed.</b>	Hana-chan	Her mom’s attitude		Inscribed -ve affect	Invoked -ve social sanction		Being different from society that is carried out by <i>uchi no hito</i>
…いちごのイラストのケースに入ったピンクのものだったから、買う時少し <b>恥ずかしかった</b> 。 <i>...ichigo no irasuto no keesu ini haitta pinku no mono datta kara, kau toki sukoshi hazukashikatta.</i> ... I was <b>a bit embarrassed</b> when I bought it because it was pink-colored in a container with illustrations of strawberries.	Tanaka-san	His situation	Force	Inscribed -ve affect	Invoked -ve social sanction		Being different from society
…言い方によってはまた田中さんを傷つけたり、 <b>恥</b> をかかせてしまうかもしれない。 <i>... iikata ni yotte wa mata Tanaka san wo kizu tsuketari, haji o kakasete shimau kamoshirenai.</i> ... depending on how you say it, you might hurt or <b>embarrass Tanaka-san again.</b>	Yuuka-chan	Her words to Tanaka-san				Inscribed -ve reaction	Paying attention to others

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<p>…それとも緊張しているとか、<u>照れ隠し</u>なんだろうか？  <i>...sore tomo kinchou shiteiru toka, terekakushi nan darou ka?</i>            ... or maybe you are nervous or <b>shy</b>?            …捨ててしまうのも、なんだか、<u>後ろめたい</u>気がして。  <i>...sutete shimau no mo, nandaka, ushirometai ki ga shite.</i>            ...I <b>felt guilty</b> for throwing it away.</p>	Hana-chan	Yuuka-chan's situation		Inscribed +affect		Invoked +ve reaction	Receiving attention from others
<p>でも、もし何かとんちんかんなこと、場違いな発言をして  <u>恥をかいたら</u>…  <i>Demo, moshi nani ka tonchinkan na koto, bachigai na hatsugen o shite haji o kaitara...</i>            But if I say something outrageous or inappropriate and <b>embarrass</b> myself...</p>	Yuuka-chan	Her situation		Invoked -ve affect			Self-weakness
<p>でも、もし何かとんちんかんなこと、場違いな発言をして  <u>恥をかいたら</u>…  <i>Demo, moshi nani ka tonchinkan na koto, bachigai na hatsugen o shite haji o kaitara...</i>            But if I say something outrageous or inappropriate and <b>embarrass</b> myself...</p>	Asuka-chan	Her situation		Inscribed -ve affect		Invoked -ve reaction	Self-weakness
<p>…私は見栄っ張りて自分を良く見せたいくせに、<u>恥をかく</u>  <u>のは嫌</u>…  <i>...watashi wa mieppari de jibun o yoku misetai kuseni, haji o kaku no wa iya...</i>            ...Although I wanted to show off and make myself look good, I didn't want to <b>feel embarrassed</b>.</p>	Asuka-chan	Her situation		Inscribed -ve affect			Being different from society
<p>そのことを両親は別に<u>恥</u>じてもないようだった。  <i>Sono koto o ryoushin wa betsu ni haji temo inai you datta.</i>            My parents <b>don't seem to be ashamed</b>.</p>	Asuka-san	Parents' opinion about my situation		Inscribed +ve affect		Invoked +ve reaction	Being different from society that is carried out by <i>uchi no hito</i>
<p>…<u>恥をかく</u>のも己自身。  <i>...haji o kaku no mo inore jishin.</i>            ... You are also the one <b>embarrassing</b> yourself.</p>	Minna (Friends of Asuka-chan)	Asuka-chan's situation			Inscribed -ve social sanction		Self-weakness
<p>自分ひとりで醜態を晒し、<u>恥をかいている</u>だけならまだいいが…  <i>Jibun hitori de shuutai o sarasu, haji o kaite iru dake nara mada ii kedo ga...</i>            It's fine if I expose and <b>embarrass</b> myself, but...</p>	Asuka-chan	Her situation	Force	Inscribed -ve affect			Self-weakness
<p>…<u>多少恥</u>ずかしい思いをするだけ。  <i>...tashou hazukashii omoi o suru dake.</i>            ... I <b>just felt a bit embarrassed</b>.</p>	Asuka-chan	Her situation		Inscribed -ve affect			Self-weakness and indifference
<p>考えてみれば、学校中に醜態を晒しまくっているの、<u>今更恥</u>ずかしがることもないのだけど…  <i>Kangaete mireba, gakkouchuu ni shuutai o sarashimakutte iru node, ima sara hazukashigaruru koto mo nai no dakedo...</i>            Come to think of it, I <b>didn't feel embarrassed</b> anymore because I had exposed myself to the whole school...</p>	Asuka-chan	Her situation		Inscribed -ve affect			Self-weakness and indifference

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「えーっ、お父さん、そんな英語ペラペラじゃないよおー」本気で照れていた。 "Eee, otousan, sonna eigo perapera janai yoo" <i>honki de tereiteita.</i> "Dad, you're not fluent in English." <u>He felt embarrassed.</u>	Asuka-chan	Her father's situation	Force	Inscribed -ve affect	Invoked -ve social sanction		Self-weakness
「やさしいお兄さんだね」今度は照れくさそうな笑みを浮かべた。 "Yasashii oniisan da ne" kondo wa <i>terekusa sou na wa emi o ukabeta.</i> "You are such a good brother", she said <u>shyly.</u>	Asuka-chan's brother	Asuka-chan's situation		Inscribed +ve affect		Invoked +ve reaction	Paying compliment to others
…なんだか照れてしまう。 … <i>nanda ka tereite shimau.</i> I felt <u>somewhat ashamed.</u>	Itoo-san	Itoo-san's situation	Force	Inscribed +ve affect			Receiving compliment from others
「ううん、すごく可愛い。ありがとう」照れ隠しのように笑い合う。 "uun, sugoku kawaii. Arigatou" <i>terekakushi no you ni waraiiau.</i> "Wow, you're so cute. Thank you," they laughed at each other, trying to <u>hide their embarrassment.</u>	Noma-kun and Itoo-san	Theirs situation		Inscribed +ve affect		Invoked +ve reaction	Receiving attention from others
しかし頬を紅潮させていた先生の顔を思い出すと… Shikashi <i>hoho o kouchou sasete ita sensei no kao o omoidasu to...</i> However, when I remembered <u>the teacher's flushed cheeks...</u>	Asuka-chan	Sensei's situation		Invoked -ve affect			Self-weakness
…嬉しさを頬が紅潮してくるのがわかった。 … <i>ureshisa de hoho ga kouchou shite iru no ga wakatta.</i> … I can feel <u>my cheeks flushing</u> with happiness.	Asuka-chan	Her situation		Inscribed +ve affect		Invoked +ve reaction	Receiving compliment from others
ただちょっとばかりバツが悪かったのが、マラソン大会は… <i>Tada chotto bakari batsu ga warukatta no ga, marason taikai wa...</i> The only thing that was <u>a little disappointing</u> was the marathon race...	Akane-chan	Her situation	Force	Inscribed -ve affect		Invoked -ve reaction	Negative event
「俺、行くわ」きまりが悪くなってそう言う… "Boku, iku wa" <i>kimari ga warukunatte sou iu to...</i> I'm leaving," I said, <u>feeling embarrassed...</u>	Nakamura-san	His situation		Inscribed -ve affect	Invoked -ve social sanction		Self-weakness
「そう、ですか。そうですよね」目を伏せると… "Sou, desuka. Sou desu yo ne" <i>me o fuseru to...</i> 'Oh, I see. Right.' <i>Nakamura looked down...</i>	Nakamura-san	His situation				Invoked -ve reaction	Criticism by others
『このやろうっ、親に恥かかせやがって』… <i>Kono yarouu, oya ni haji kakase yagatte...</i>	The demon	Mikami-kun			Invoked		Criticism by The demon

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“You will <b>disgrace</b> your parents”...					-ve social sanction		
<p>何事かと集まってくる人々。スマホを向けている人もいて、<b>思わず顔を隠す</b>。  <i>Nanigoto ka to atsumatte kuru hitobito. Sumaho o mukete iru hito mo ite, omowazu kao o kakusu.</i>            Some individuals aim their phones at him, and <b>unbeknownst to him, he conceals his face</b>.</p>	Girls	An older man’s situation	Force	Invoked -ve affect	Invoked -ve social sanction		Negative event that violate moral values
<p>宏樹くんは<b>頬を紅潮させ</b>…  <i>Hiroki kun wa hoho o kouchou sase...</i>            Hiroki-kun’s <b>cheeks turned red</b>…</p>	Hiroki-kun	His situation		Invoked +ve affect			Receiving compliment from others
<p>…自分の靴先に目を落とす。  <i>…Jibun no kutsusaki ni me o otosu.</i>            … <b>looked down</b> at the toe of his shoe.</p>	Kento-san	His situation		Invoked -ve affect			Self-weakness
<p>…一瞬後ろ暗い気が差す…  <i>…isshun ushiro kurai ki ga sasu…</i>            …and for a moment, <b>I felt a little guilty</b>…</p>	Tanaka-san	His situation	Force	Inscribed -ve affect			Self-weakness
<p>…きっとあの日オレンジ色に頬を染めていた田中さんの笑顔が見えるだろう。  <i>…kitto ano hi orenji iro ni hoho o somete ita tanaka san no egao o mieru darou.</i>            …you can see <b>Tanaka-san’s smile, his cheeks colored orange</b> that day.</p>	Kento-san	Tanaka-san’s situation		Invoked +ve affect			Receiving compliment from others
<p>…いつしか過去の恥部になって…  <i>…itsu shika kako no chibu ni natte…</i>            …it will be <b>an embarrassing part</b> of your past…</p>	Ishii-san	Kento-san’s situation			Inscribed -ve social sanction		Criticism by Ishii-san
<p>…本音は人に話すのも<b>恥ずかしい</b>ような些細なこと…  <i>…honne wa hito ni hanasu no mo hazukashii you na sasai na koto</i>            …the truth is that <b>I was embarrassed</b> to tell anyone…</p>	Kento-san	His situation		Inscribed -ve affect	Invoked -ve social sanction		Self-weakness
<p><b>くすぐったい</b>ような温かい気持ちになる。  <i>Kusuguttai you na atatakai kimochi ni naru.</i>            It gives me a warm and <b>tingly feeling</b>.</p>	Sachiko-chan	Their situation		Inscribed +ve affect		Invoked +ve reaction	Receiving attention from others
<p>「えっ、そうなの。ごめん」<b>顔を赤くして俯く姿</b>…  <i>“Ee, sou na no. gomen” kao o akaku shite utsumuki sugata…</i>            “Oh, right. Sorry,” <b>her face turned red</b>…</p>	Ishii-san	Her situation		Invoked -ve affect			Self-weakness
<p>礼を言われた女の子は<b>頬を染めて</b>首を振った。  <i>Rei o iwareta onna no ko wa hoho o somete kubi o futta.</i>            The girl who was being thanked <b>blushed</b> and shook her head.</p>	The girl	Her situation		Invoked +ve affect			Receiving compliment from others

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「え、ええ。でもずっと長いこと会ってなかったから」文代さんが目を伏せた。 <i>Ee, ee. Demo zutto nagai koto atte nakatta kara</i> ” <u><i>fumio san ga me o fuseru.</i></u> ‘Oh, yes. But we haven’t seen each other for a while.’ <u>Fumiyo looked down.</u>	Fumio-san	Her situation		Invoked +ve affect			Be kind to others
その程度の羞恥は身についていた。 <i>Sono taido no shuuchi wa mi ni tsuite ita.</i> <u>That level of embarrassment</u> is familiar to me.	Yuta-san’s brother	His situation		Inscribed -ve affect			Being different from society that is carried out by <i>uchi no hito</i>
だって山国の山家育ちなのに、海を愛するって <u>なんか恥ずかしくない？</u> <i>Datte yama guni no sanko sodachi na noni, umi o aisuru tte nanka hazukashikunai?</i> <u>Isn’t it a shame</u> that you like the sea even though you grew up in a mountain family in a mountain country?	Aimi-chan	Her name	Force	Inscribed -ve affect		Invoked -ve reaction	Being different from society
「ああやって盗んだものをディスプレイするのは、 <u>犯人に恥をかかせる</u> 目的もあるらしいよ…」 <i>“Aa yatte nusunda mono o disupurei suru no wa, hannin ni haji o kakaseru mokuteki mo aru rashii yo…”</i> ‘It seems that displaying It seems that displaying stolen goods like <u>that is meant to humiliate the culprit</u> …	Yamada-san	Classroom study topics			Inscribed -ve social sanction		Negative event that violate moral values
さらに匿名の書き込み。「キモイ。馬鹿。死ぬ」「コイツの人生終わったな」「どうせまたやる」「消えろ」「ヘンタイ」「ゴミ」「恥」… <i>Sara ni tokumei no kakikomi. “Kimoi, baka, shinu” “Koitsu no jinsei owatta na” “Douse mata yaru” “Kiero” “Hentai” “Gomi” “Haji” …</i> More anonymous posts. “Disgusting, stupid, dead.” “This guy’s life is over.” He’ll do it again anyway. “Go away.” “Hentai.” “Rubbish.” “ <u>Shame</u> .”…	Anonymous posts	Ochiai-san’s attitude			Inscribed -ve social sanction		Criticism by others
私みたいなのは千年の間、繰り返し馬鹿なことをして <u>恥をかき続ける</u> だろう。 <i>Watashi mitai na no wa sennen no aida, kurikaeshi baka na koto o shite haji o kaki tsuzukeru darou.</i> People like me <u>will be humiliated</u> for a thousand years by doing stupid things repeatedly.	Yamada-san	Yamada-san’s situation			Inscribed -ve social sanction		Negative event that violate moral values
<u>山田が耳も顔も真っ赤にして、全身で照れまくる。</u> <i>Yamada ga mimi mo kao mo makka ni shite, zenshin de teremakuru.</i>	Yamada-san	Yamada-san’s situation		Inscribed +ve affect		Invoked +ve reaction	Receiving attention from others

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<p>Yamada's ears and face turned bright red, and he felt a wave of <b>embarrassment wash over him</b>.  <u>私は変にくすぐったい気持ちでした。</u>  <i>Watashi wa hen ni kusuguttai kimochi ga shita.</i>  <b>Surprisingly, I found it amusing.</b>  <u>顔が赤くなるのが自分でわかった</u>  <i>Kao ga akaku naru no ga jibun de wakatta.</i>            I could feel <b>my face turning red</b>.            愛海ちゃんが「このお方です」と頬を赤らめながら見せてくれたスマホ画面の写真はオッサンだった。  <i>Aimi chan ga "kono okata desu" to hoho o akarame nagara misete kureta sumaho gamen no shashin wa ossan datta.</i>            Manami-chan showed me a photo on her phone and said, 'This is him,' <b>her cheeks flushed</b>. The photo depicted an elderly man.  <u>優香ちゃんを見ると、おじさんとは目を合わせないように視線を落としていたけれど、...</u>  <i>Yuka chan o miru to, ojiisan to wa me o awasenai you ni shisen o otoshite ita keredo...</i>            When I looked at Yuka-chan, she <b>looked down to avoid eye contact</b> with her uncle...</p>	Mizusaki-chan	Mizusaki-chan's situation	Force	Inscribed +ve affect		Invoked +ve reaction	Receiving attention from others
	Yuta-kun	His situation		Invoked +ve affect			Receiving compliment from others
	Seiji-san	Aimi-chan's idol		Invoked -ve affect			Being different from society
	Hana-chan	Yuka-chan's situation		Invoked +ve affect			Politeness towards elder