“When am I ever going to use this?” is a common question in mathematics. It is also more typically presented as a statement. It is a statement of frustration. It is the culmination of confusion and stress and typically serves as an exclamation by the student of their withdrawal from the mental activity at hand. I argue that the real question being raised by students is “Why should I value this?” We as math educators must do a better job of addressing this non-cognitive question. We need to do a better job of cultivating what I term as mathematical affections.

Affective language permeates national policy documents on the teaching of mathematics as an ideal we should strive to inculcate into students, but there is little discussion on how to go about doing this. This talk will examine the specific passages of the policy documents in question, discuss the shortcomings in the current body of research that exists on affect in math education, and outline a new framework (based on recent work in cognitive psychology and contemporary philosophy) for understanding how we might cultivate mathematical affections. Practical classroom resources and exercises will be offered. (Received September 14, 2014)