Researching the role of emotions and affects in the highly mobile, interconnected and mediatized worlds of the twenty-first century. In my presentation I will first give a brief insight into the work and structure of the interdisciplinary Collaborative Research Center (CRC) „Affective Societies“ at Freie Universität Berlin, and then explain a key concept of the theoretical framework of the CRC in more detail using the example of my own socio-anthropological research on the formation of feeling (Gefühlsbildung) in transcultural social contexts.