

Mood Induction Procedures and their link to attitudes

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Abstract

- This is a quantitative study aimed at examining the interaction, if any, between primed moods and subsequently formed attitudes.
- The purpose of this research is to add to the existing body of knowledge about moods and attitudes within the social sciences.
- Increased knowledge about the influence of moods on attitude formation could significantly impact any further research on these concepts.

Literature Review

Changing Moods: The Psychology of Mood and Mood Regulation, Parkinson et al.

Attitudes and Attitude Change, Crano & Prislin

Open Affective Standardized Image Set (OASIS), Kurdi et al.

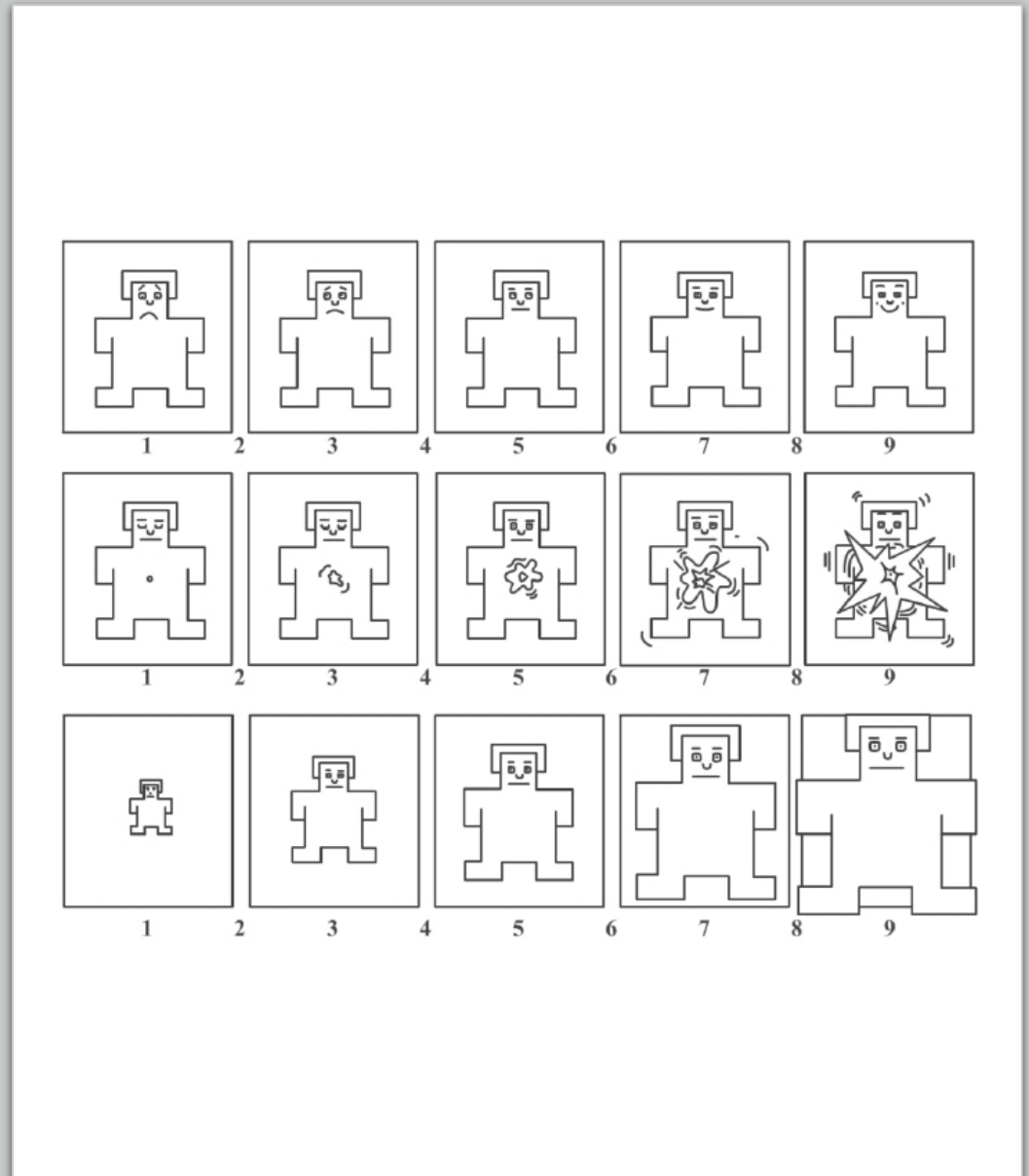
A film set for the elicitation of emotion in research: A comprehensive catalog derived from four decades of investigation, Gilman et al.

Attitude Measurement, G.F. Summers

Inducing sadness and anxiousness through visual media: measurement techniques and persistence, Kuijsters et al.

Literature Review

Bradley and Lang's Self-Assessment Manikin (SAM)



Picture Source:
https://www.researchgate.net/publication/236078116_Affective_auditory_stimuli_Adaptation_of_the_International_Affective_Digitized_Sounds_IADS-2_for_European_Portuguese/figures?lo=1

Literature Review

The Pleasure Arousal Dominance Scale, Mehrabian and Russell (1974)

Pleasure

Happy _ _ _ x _ _ _ Unhappy

Pleased _ _ _ _ _ _ _ Annoyed

Satisfied _ _ _ _ _ _ _ Unsatisfied

Contented _ _ _ _ _ _ _ Melancholic

Hopeful _ _ _ _ _ _ _ Despairing

Relaxed _ _ _ _ _ _ _ Bored

Rationale

Emotional states are an important part of attitudes, and our attitudes significantly impact how we perceive and act in the world. The extent of this interaction is of interest to the researcher because of its potential far reaching impact.





Hypothesis

It is hypothesized that when the experimental group is successfully primed with a positive mood, that they will rate an emotionally neutral object more positively than the control group, who have not undergone any mood change.

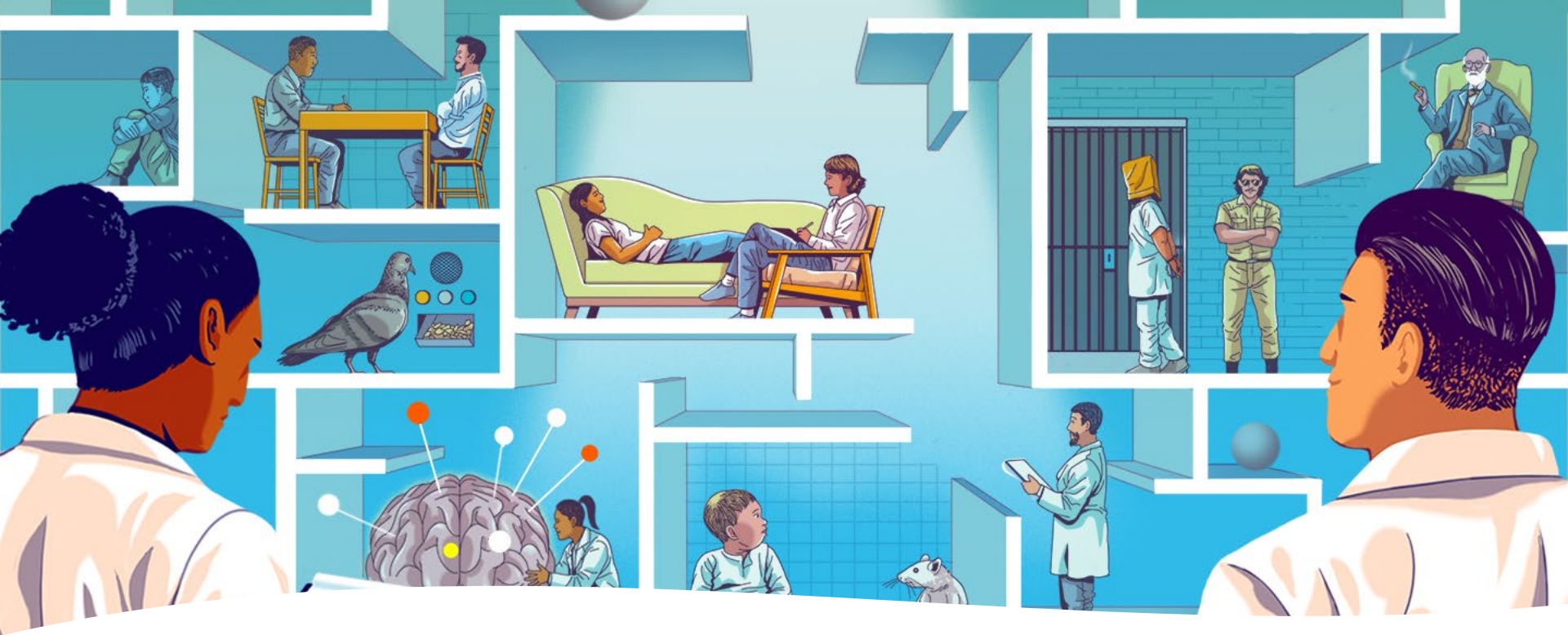


Participants

Measures

Three measures will be used in this study.

1. The first is a semantic differential scale, designed to measure Pleasure, Arousal, and Dominance
2. The second is called the Self Assessment Manikin (SAM) also designed to measure Pleasure, Arousal, and Dominance, albeit non-verbally
3. The third is a Likert style test designed to measure attitude, created by the PI with reference to Summers (1970) and Kurdi et al. (2016)



Expected Results

It is expected that the hypothesis will be confirmed, and that induced moods will in fact affect the nature of attitudes formed towards a neutral stimulus.

Limitations

- A limitation of this study is that the sample of participants will most likely be under $n=100$, and they will all originate from a single rural college in west Texas.
- The primary investigator had to create his own instrument to measure attitude, and while it was formed following the guidance of a respected source, it is still untested and a limitation of this study.

References

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