



Grant Proposal: Emotional Valence and Arousal on Memory Recognition

PACIFIC
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UNIVERSITY

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INTRODUCTION

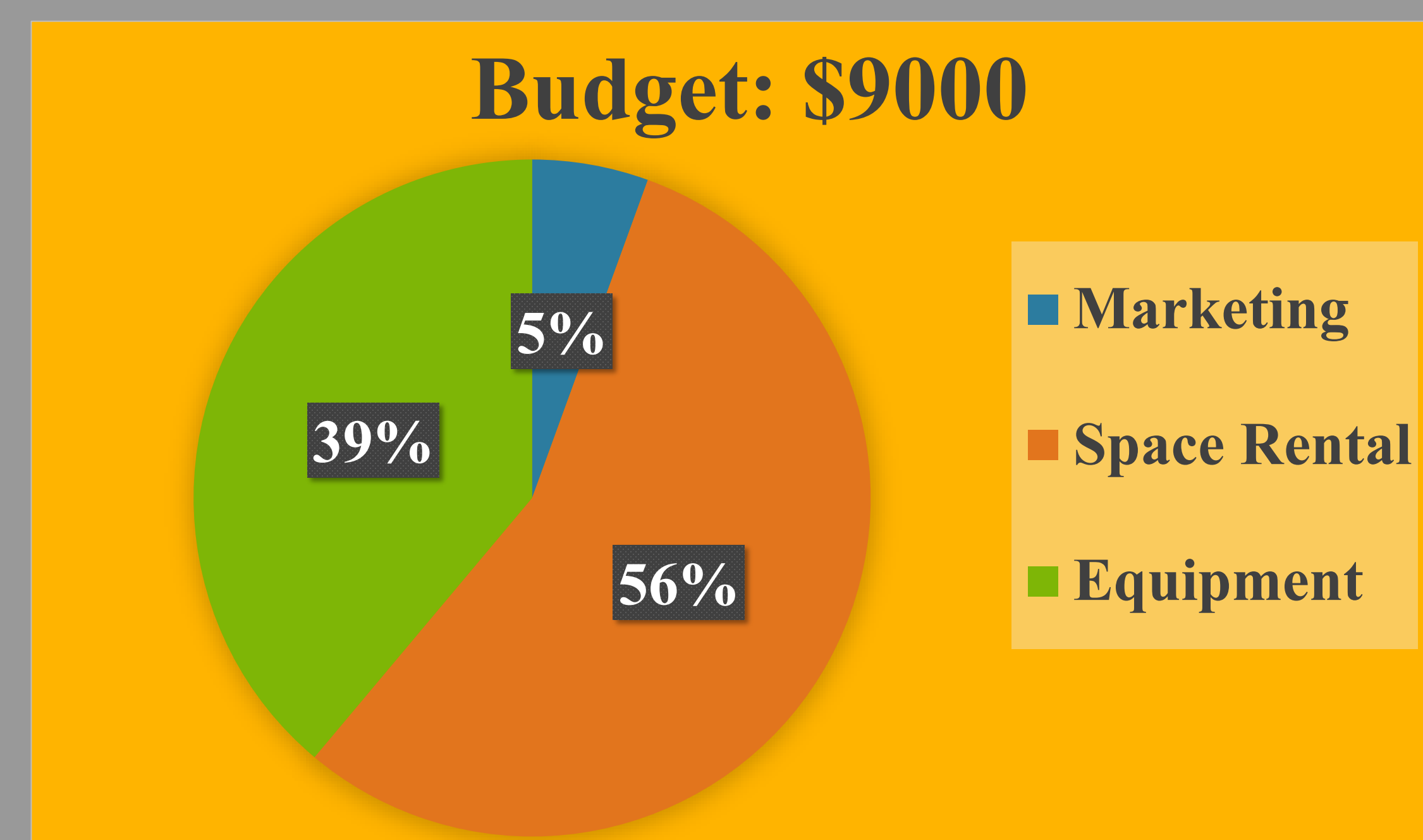
- This grant is intended for the Society for Industrial and Organizational Psychologist (SIOP)
- SIOP offers a small grant program which provides research that advances the knowledge and practice of areas that supports the interest of academicians and practitioners.
- The goal of this proposal is to add to the cognitive discussion about emotional affect on cognitive abilities.
- In Fredrickson's 2001 broaden and build theory, she lays the fundamental understanding about how these positive emotions can broaden a person's momentary thought-action repertoire and build their personal resources from either a physical, intellectual, to social resources. (Fredrickson, 2001).
- A big component to understanding memory recognition is understanding the arousal and valence of an image.
- This study operationally defines these terms along side Adelman (2013) study, in which arousal is the focus on how exciting or calming a stimulus is or valence which is the focus on if the stimulus is positive or negative .
- The importance of studying positive emotions is the fact that through the broaden and build theory people can broaden their scope of attention and build their intellectual resources (Fredrickson, 1998).
- The focus on research on positive emotions and cognitive abilities can be utilized in understanding these fundamental aspects can increase individuals over all emotional well-being but also helps them build a cognitive reservoir for maintaining their emotional well-being in the future.

METHOD

- 210 anticipated undergraduate college students ranging from ages 18- 25 years old.
- Participants will have completed the survey either on a mobile device or in the PLU Psychology Computer Lab.
- The survey was administered via a Qualtrics link.
- Participants would then be asked to recall a time they experienced joy or disappointment and have to write a short paragraph on that experience.
- Participants would then be asked to fill out the 20-item Likert scale PANAS test
- This would then be followed by a set of 20 images displayed for two seconds. After all 20 images have been displayed they will then be given a survey with 25 random photos and will be asked if they recall this image from the prior set of images.
- Participants would then be given a written debriefing.
- HYPOTHESIS:
 - H1: Participants who recalled a positive experience had higher levels of memory recognition
 - H2: Participants who recalled a negative experience had higher levels of memory recognition.
 - H3: Participants between both positive and negative emotions will experience increased memory recognition when examining neutral and exciting images.

BUDGET

- TOTAL: ~\$9000
- Marketing:
- Fliers ~ \$200
 - Impact Board ~\$80
 - Social Media ~220
- Space Rental:
- Classroom Rental (4 weeks) ~\$5000
- Equipment:
- Qualtrics ~\$1500
 - SPSS ~\$1200
 - OASIS/IAPS ~\$300



IMPLICATIONS FOR BOTH ACADEMICIANS AND PRACTITIONERS

- Multiple studies have looked at such findings on how emotions take effect on the workplace and in education settings.
- A study by Staw et al. (1994) found that positive emotions found favorable outcomes in the workplace and increased attitudes and organization in the workplace. Increased positive attitudes?
- A study by Valiente et al. (2012) found that positive emotions had a direct relation to academic achievement and researchers can find much on the roles of motivation, relationships, and achievement. What kind of relationship?

EVALUATION

- Significance
- Approved, relevant to both academicians and practitioners
- Appropriateness of budget
- Approved, will remain under budget
- Research approach
- Approved, overall intentional design
- Innovation
- Approved, builds upon understanding of emotional affect on cognitive ability
- Aimed at wide audience
- Approved, proposal is clear, concise, and communicable to all members of SIOP
- Realistic timeframe
- Approved, Can be completed within 1 year of award
- Academic-practitioner partnership
- Pending, in need of partnership

ACKNOWLEDGEMENTS

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