Grant Proposal: Emotional Valence and Arousal on Memory Recognition

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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

Special thank you to Dr. Artime & Dr. Grahe for their guidance and insight on this project. Thank you to the entire Psychology Department. Finally, Thank you to all my family and friends for their endless support in this journey.

REFERENCES