

Introduction

- Movies are powerful tools that can elicit a multitude of emotions. As a result, they are very useful in studies looking to research the relationship between emotion and memory
- Most memory studies test participants using pictures that come from standard online databases (E.g. IAPS - the International Affective Picture System)
- However, we have chosen to use movie clips as variables in our research on memory and emotion
- Why? Movies have more ecological validity than pictures. Meaning, they are a better representation of reality.
 - Movies – dynamic, Pictures - static
- Unfortunately, the clips included in standard online movie databases are too well-known
- In our studies with memory and emotion, we want to reduce any bias that comes with previously viewing a clip and be able to standardize our data
- In order to do so, we want our clips to evoke a genuine predetermined emotion in a consistent and reliable way. Therefore, our clips must be validated by a sample group

Goals

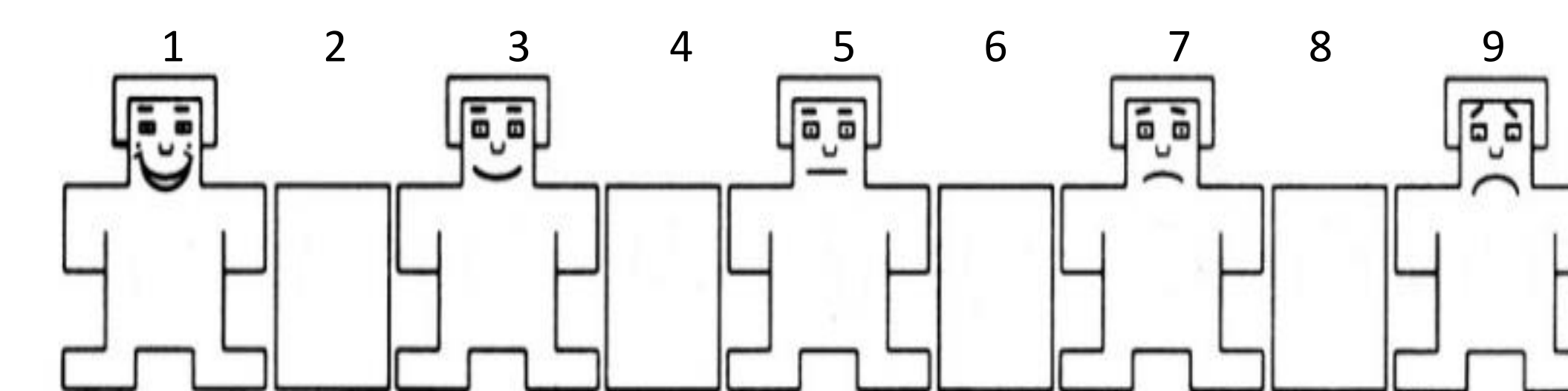
- Create and standardize a new online database that consists of movies that are unlikely to be familiar to the general public (foreign, never went to the box office)
- Validate the assigned valance of each movie clip (positive, neutral, negative)

Procedure

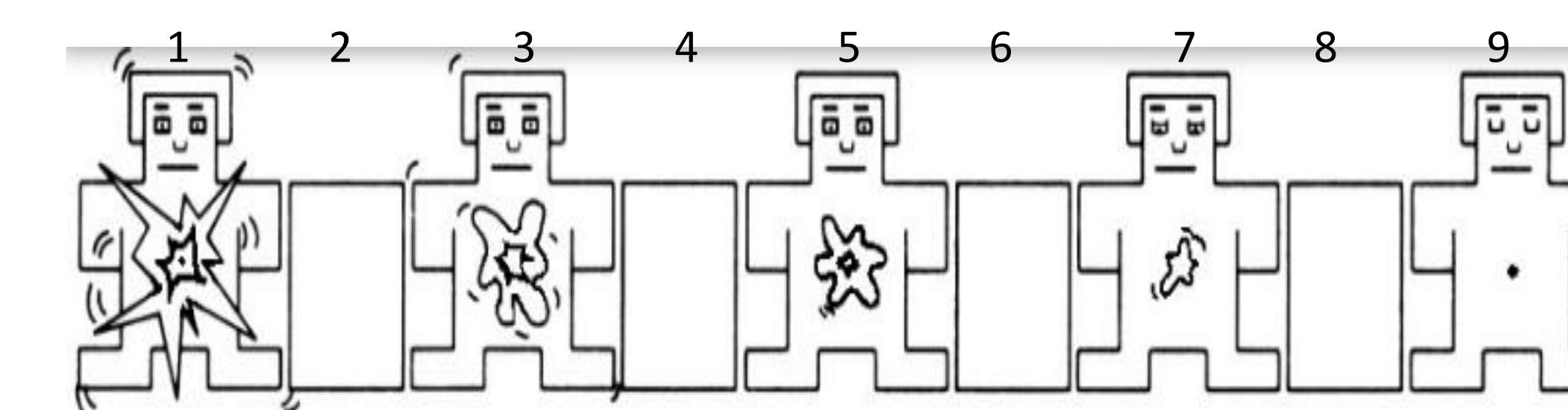
- The study was conducted in the INSPIRE lab room, through a software called E Prime
- Participants were shown three second video clips in random order
- The SAM ratings for valance and arousal came after each clip
- The familiarity ratings were completed at the end of the study

Measures

- Self-Assessment Manikan (SAM) for level of valance: behavioural rating of emotion on a scale of one to nine



- SAM for level of arousal: behavioural rating of intensity on a scale of one to nine



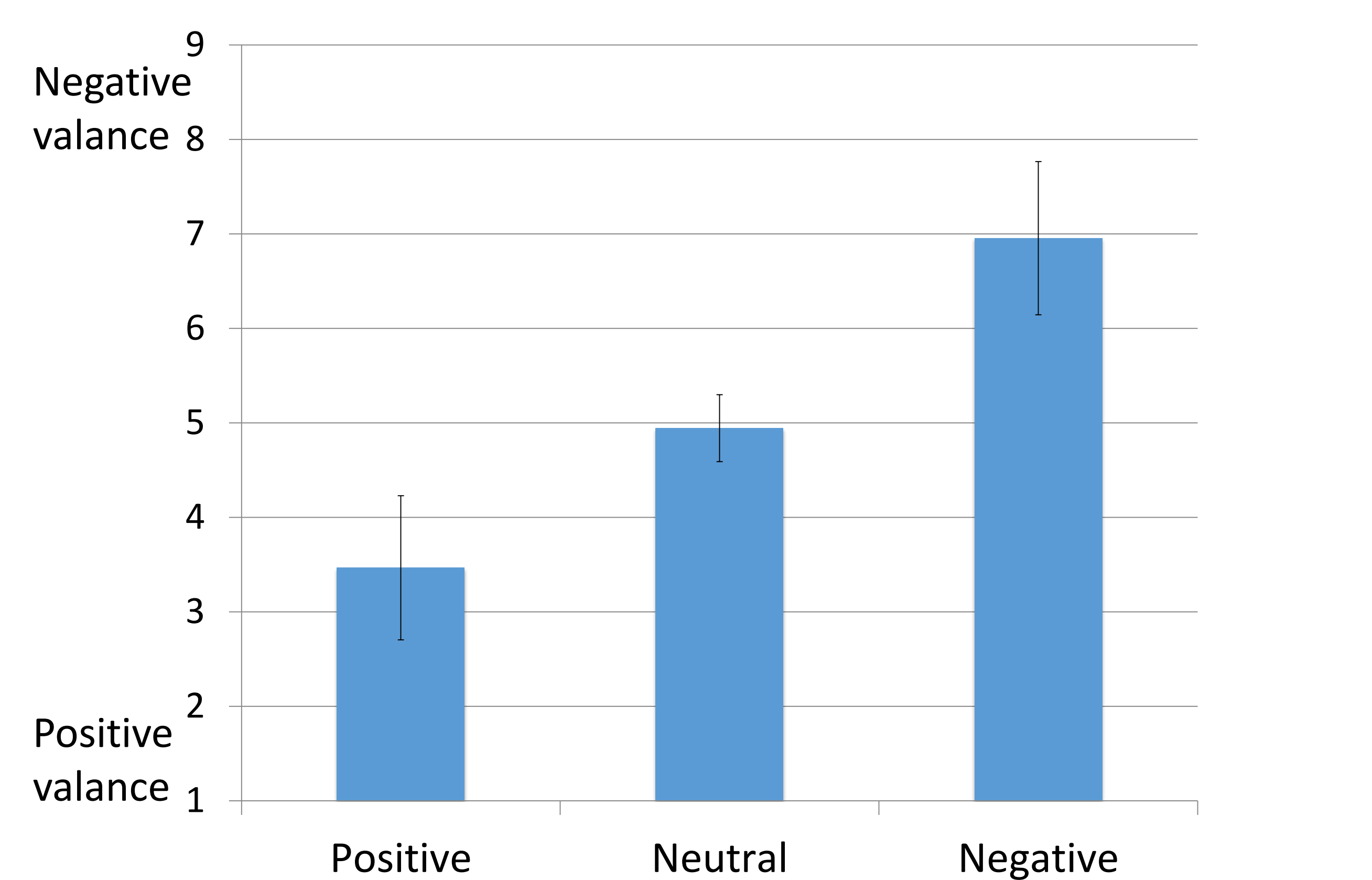
- Familiarity rating – how familiar were you with the clip *before* the study

Participant Data

	Age
Number of participants	8 males + 42 females = 50
Mean	18.7885
Standard Deviation	2.08953

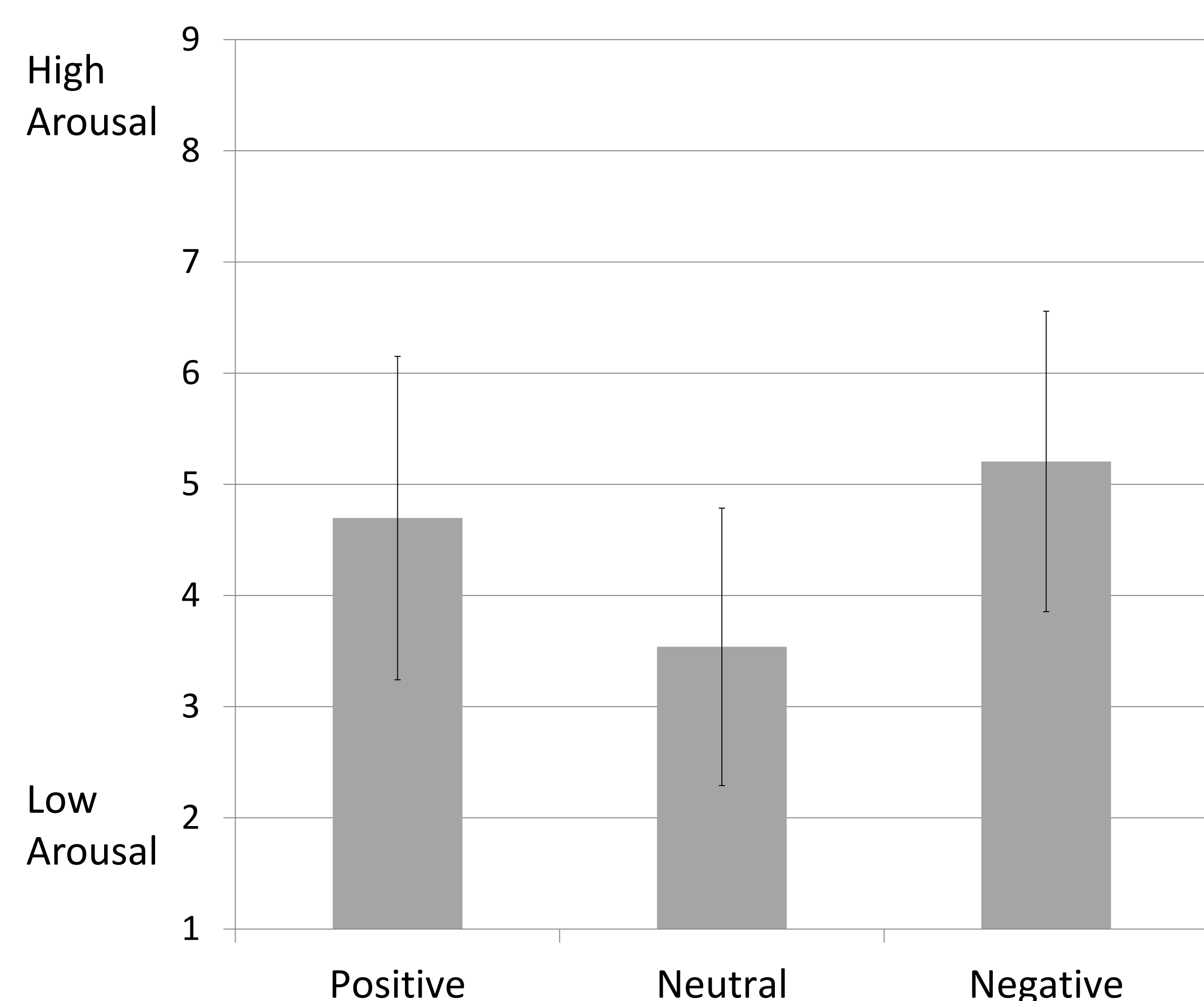
Results

Valance



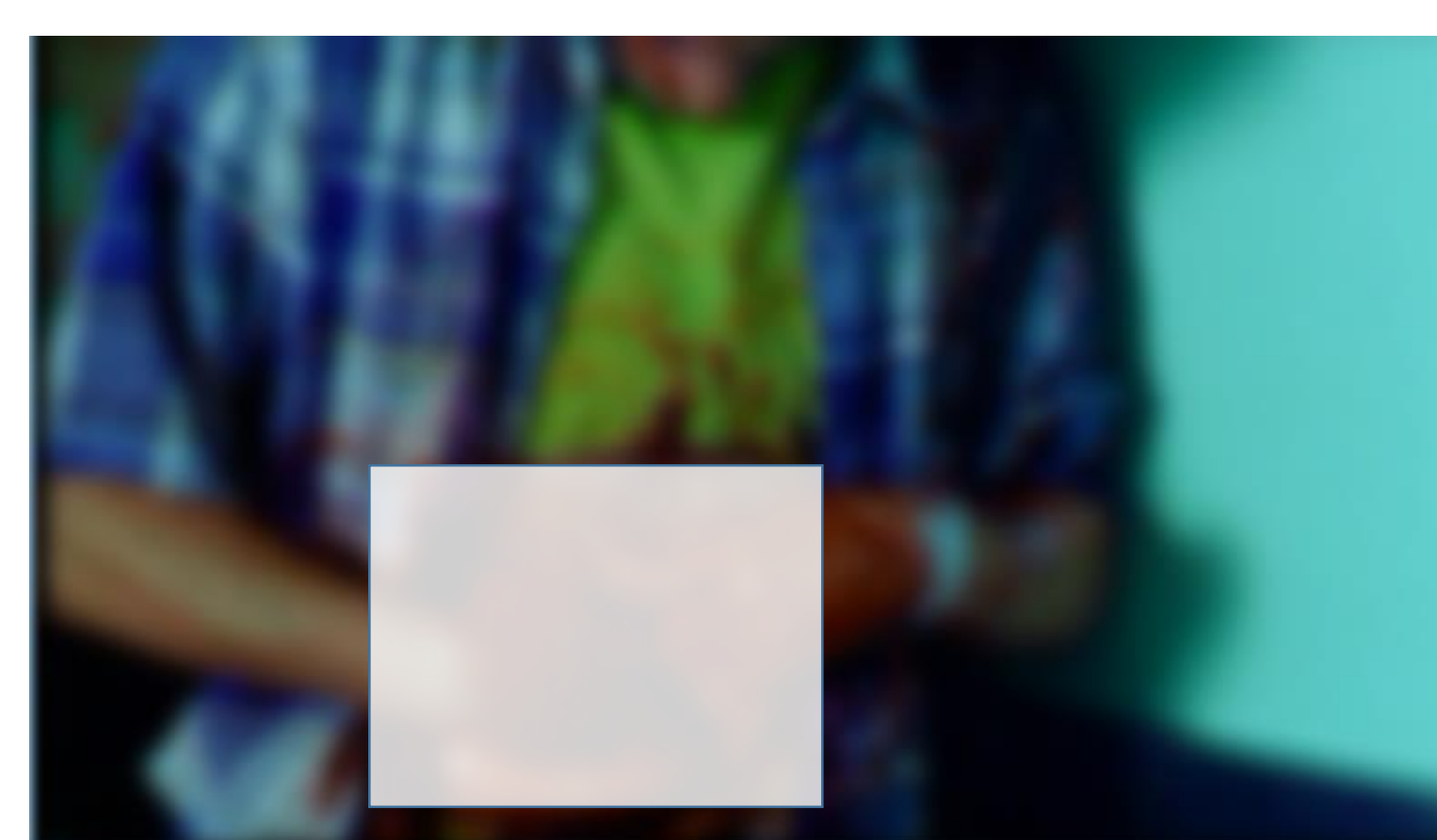
The error bars represent 1SD below and above each mean

Arousal



(Scale was reversed in order to facilitate comprehension)

Highest valance rating (most negative) – Sur le Seuil



Middle valance rating (most neutral) – Amours Imaginaires



Lowest valance rating (most positive) - Nez Rouge



Discussion

- The mean ratings for valance coincide with what was hoped for – on average, our “positive” clips were rated the lowest on our valance scale, our “neutral” clips were indeed in the middle of our scale, and the “negative” clips were rated highest
- There was on average, more variability found in the mean ratings for arousal. Participants agreed more in terms of valance level
- Based off these results, we have validated our predetermined valance selections. This will add strength to our future studies that will use these clips
- However, there is more work to be done in order to obtain stronger results. Our next step is to gather more video that will give higher arousal ratings. Ideally, the positive clips should be just as arousing as the negative clips
- We would also like to have positive clips that vary more in terms of theme. Our current clips frequently included couples kissing and women smiling.
- In conclusion, we have completed a portion of our immediate goals and are simultaneously working towards our long-term, personal research goals.

Personal research goals

- Introduce psychophysiological measures – Would those results coincide with valance and arousal ratings?
- Directly compare pictures vs videos and their impact on memory

Acknowledgments and contact

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Contact: Lydia Muyingo lmuyi056@uottawa.ca.

References:

Lang, P.J., Bradley, M.M., & Cuthbert, B.N. (2008). International affective picture system (IAPS): Affective ratings of pictures and instruction manual. Technical Report A-8. University of Florida, Gainesville, FL.