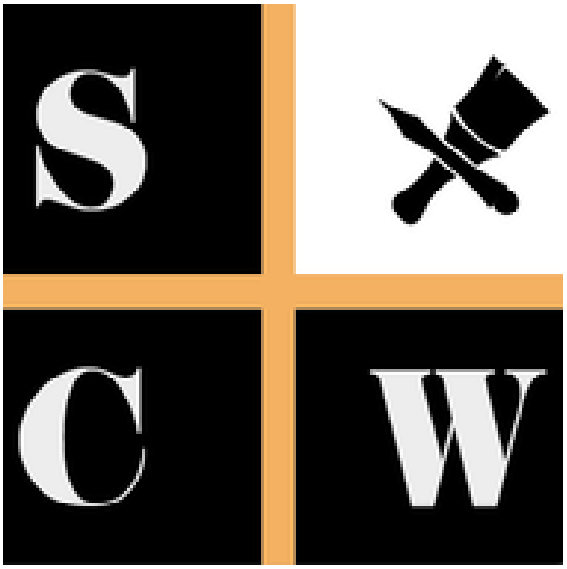

DOMINICAN UNIVERSITY of CALIFORNIA

Scholarly & Creative Works Conference

#10

Presenter: Kaylee Norris

Session & Time: Poster_II / 2:00 to 2:50pm

Room: Guzman Lecture Hall

Discipline: Psychology

Faculty Mentor: Benjamin Rosenberg

Digital Portfolio URL:

Title: The Sound of Compliance: Exploring Music's Impact on Psychological Reactance

Abstract:

Music produces effects on behavior and cognition. The present study explores music's effect on the motivational state known as psychological reactance, which states that when people experience a threat to their freedom, they feel reactant. This is an aversive state that motivates them to regain their freedom. This experiment is two-fold: to test which genre of music makes people feel the least reactant, and to test emotions induced by different genres of music.

This study poses three hypotheses: participants who are exposed to classical music are going to feel less reactant than those who are exposed to rock music, participants who hear classical music are going to report lower levels of reactance than those who hear mainstream (pop) music, participants who are presented with rock music will report lower levels of psychological reactance than those who are presented with pop music.

Roughly 125 participants will take an online survey that randomly assigns them to either the pop, rock, or classical music condition. Participants will listen to thirty seconds of a preselected song

from their specific condition. Then, participants will be instructed to rate their levels of joyful activation (happy, excited, agitated, elated) and tension (agitated, nervous, tense, impatient, irritated) using the Geneva Emotional Music Scale (GEMS). Finally, participants will rate their levels of anger, negative cognitions, and perceived threat. Measuring the overlap of these three emotions indicate levels of reactance. Participants reflecting on which genres of music makes them feel the best can indicate new external factors that catalyze emotion regulation and mood enhancement. Finally, these results can aid in the body of research that explores making persuasive health messaging effective, such as public service announcements. Discovering new stimuli that decrease reactance levels, then associating it with health persuasive messaging can make the message more effective. This works to increase health promoting behaviors, such as quitting smoking or drinking.