
APPENDIX 25.1: Sample Slides for In-Class Activity

Below are sample images for the in-class activity. You can use different excited and calm targets for each question using the photos of your choice.

Which person would you rather give money to?



A



B

Which person would you rather start a conversation with?

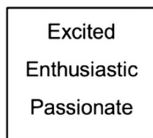


A

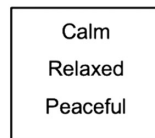


B

Which set of positive emotions would you rather feel more?



A



B

Which person seems friendlier?



A



B

Which person would you rather have as a leader of your organization?



A



B

Which person seems more trustworthy?



A



B

Note. Photos in the example slides and surveys were drawn with permission from the Academic Dataset by Generated Photos. These photos were not the faces used in the research described in this chapter.

APPENDIX 25.2: Sample Online Survey

Below is a sample online survey variation of the activity. If using this format, you will have to create questions for each excited and calm target.

If you had \$10, how much money would you give to this person?



\$0	\$1	\$2	\$3	\$4	\$5	\$6	\$7	\$8	\$9	\$10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

To what extent is this person...



	Not at all 1	2	Moderately 3	4	Extremely 5
friendly?	☐	☐	☐	☐	☐
trustworthy?	☐	☐	☐	☐	☐

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APPENDIX 25.3: Affect Valuation Index (Abridged for Teaching Purposes)

Listed below are a number of words that describe feelings. Some of the feelings are very similar to each other, whereas others are very different from each other. Read each word and then rate how often you ACTUALLY have that feeling over the course of a typical week, using the following scale:

1	2	3	4	5
Never	A small amount of the time	Half the time	Most of the time	All the time

Over the course of a typical week, I ACTUALLY feel ...

enthusiastic _____	happy _____	inactive _____
lonely _____	sad _____	nervous _____
satisfied _____	calm _____	relaxed _____
sleepy _____	fearful _____	aroused _____
excited _____	sluggish _____	angry _____

Note. "Aroused" means activated or energized, physically and mentally. If it's helpful, you can provide a definition in the measure.

Now, please read each word again and rate how often you would IDEALLY like to have that feeling over the course of a typical week, using the following scale:

1	2	3	4	5
Never	A small amount of the time	Half the time	Most of the time	All the time

Over the course of a typical week, I would IDEALLY like to feel ...

enthusiastic _____	happy _____	inactive _____
lonely _____	sad _____	nervous _____
satisfied _____	calm _____	relaxed _____
sleepy _____	fearful _____	aroused _____
excited _____	sluggish _____	angry _____

Scoring:

- To calculate actual high arousal positive scores, average how much students reported actually feeling “enthusiastic” and “excited.” To calculate ideal high arousal positive scores, average how much students reported ideally wanting to feel “enthusiastic” and “excited.”
- To calculate actual low arousal positive scores, average how much students reported actually feeling “calm” and “relaxed.” To calculate ideal low arousal positive scores, average how much students reported ideally wanting to feel “calm” and “relaxed.”
- To calculate actual positive scores, average how much students reported actually feeling “satisfied” and “content.” To calculate ideal positive scores, average how much students reported ideally wanting to feel “satisfied” and “content.”
- To calculate actual negative scores, average how much students reported actually feeling “lonely” and “sad.” To calculate ideal negative scores, average how much students reported ideally wanting to feel “lonely” and “sad.”
- To calculate actual high arousal negative scores, average how much students reported actually feeling “fearful,” “nervous,” and “angry.” To calculate ideal high arousal negative scores, average how much students reported ideally wanting to feel “fearful,” “nervous,” and “angry.”
- To calculate actual low arousal negative scores, average how much students reported actually feeling “sleepy” and “sluggish.” To calculate ideal low arousal negative scores, average how much students reported ideally wanting to feel “sleepy” and “sluggish.”
- To calculate actual high arousal scores, take the rating for how much students reported actually feeling “aroused.” To calculate ideal high arousal scores, use the rating for how much students reported ideally wanting to feel “aroused.”
- To calculate actual low arousal scores, take the rating for how much students reported actually feeling “inactive.” To calculate ideal low arousal scores, use the rating for how much students reported ideally wanting to feel “inactive.”

In addition to calculating raw scores, you could also calculate ipsatized scores to control for individual and cultural differences in response styles. To calculate ipsatized scores, for each student, first calculate the mean and standard deviation across all 15 actual emotion ratings. Next, for each individual actual emotion item, subtract the mean and divide by the standard deviation. Repeat these steps for ideal emotions: First, calculate the mean and standard deviation across all 15 ideal emotion ratings, and then for each individual ideal affect item, subtract the mean and divide by the standard deviation. After ipsatizing scores, you can calculate the aggregates as described.