
Approach-avoidance norms for IAPS pictures

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Abstract

Examining affective influences on cognitive processes (especially executive functions or breadth of attentional scope) requires using normalized material evoking given types of emotional load. IAPS [International Affective Picture System (Lang, Bradley & Cuthbert, 2005)] is one of the best sources of such material providing norms for emotional valence, arousal and dominance. Recent investigations (e.g. Gable & Harmon-Jones, 2008, 2010) show, that approach-avoidance aspect of stimuli influences cognitive processes (e.g. breadth of attentional scope) in a way that was previously ascribed to emotional valence of stimuli. Nevertheless there is no relevant set of norms of approach-avoidance motivation for IAPS pictures. The aim of presented project was to provide such norms for preselected set of IAPS pictures. Psychologists and psychology students (N=200) were rating those pictures on the level of (approach-avoidance) motivation they evoked. This let us to differentiate 5 kinds of pictures: (1) positive affect with high approach motivation (e.g. meals); (2) positive affect with low approach motivation (e.g. smiling people); (3) neutral (e.g. buildings); (4) negative affect with high avoidance motivation (e.g. snakes); (5) negative affect with low avoidance motivation (e.g. graveyards). Norms are aimed to be available from authors on request.

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