

Mood Induction via the WWW

Anja S. Göritz, Bernad Batinic & Klaus Moser

In a WWW-experiment with prior self-registration of the respondents the effectiveness of three mood induction procedures (MIP) in contrast to a control group was comparatively evaluated. For this purpose classical MIP's that have been successfully applied offline were adapted for the WWW. As an overt technique the Velten-Procedure was used. In one covert technique respondents were required to rate emotionally positively or negatively charged images. The other covert technique asked respondents to recall four strongly positive or negative events of their life and, for intensification, to put down related notes in a WWW-form. Mood was assessed by using the two scales "depressed mood" and "elated mood" of the "Adjective scales for the assessment of mood (SES)" (Hampel, 1977).

Both the mood differences between the positive versus the negative mood induction within each MIP and the between-subjects difference between the mood of the control-group and the post-induction mood of each factor level were ascertained. In addition, the duration of the mood induction over a neutral distraction task was examined using the Velten-procedure. By means of time-measurement the length of time that each participant had seen the induction material was controlled. The drop-out within each experimental condition was also analysed. Finally, the presentation tackles ethical aspects that are brought about by this kind of "invasive" online research.

Keywords: WWW-experiment, mood induction procedures, effectiveness