

INTRODUCTION

- Affect, “good” or “bad” experienced feelings towards a stimulus, has multiple influences in decisions (Peters, 2006):
 - As a **motivator**: Affect energizes goals and motivates deliberation
 - As **information**: Affect drives risk and benefit perceptions
 - As a **spotlight**: The quality of feelings steers attention toward different information and then that information is used to guide the judgment or decision
- People evaluate objects more positively when they facilitate goal achievement (e.g., Ferguson & Bargh, 2004; Neuberg & Fiske, 1987)
- Functions of affect can establish new affect which takes on its own function (Peters, 2006)

HYPOTHESES

- H1): Greater negative virus affect would be associated with:
- greater positive affect towards solutions
 - lower solution risk perceptions and higher solution effectiveness perceptions (affect-as-information)
 - understanding of solution potential benefits more than risks (affect-as-spotlight)
 - greater use intentions (affect-as-motivator)
- Exploratory: Solution affect would mediate the effect of virus affect on solution judgments

REFERENCES

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METHOD

MTurkers recruited via CloudResearch (Paid \$3)

February 17-25
 N=1,284
 50.4% female
 82.6% White
 M_{age}=40.6

Negative virus affect measured using the Holistic Unipolar Emotions scale (Peters & Slovic, 2007)

Participants were told about two hypothetical solutions. Specifically, the solution:

	Vaccine	Treatment
Was experimental	X	X
Had unknown Risks and Benefits but was Believed Safe and Effective	X	
Had Preliminary Risks and Benefits		X
Dependent Variables measured about each solution:		
Affect toward the solution	X	X
Perceived Riskiness of Solution	X	X
Perceived Effectiveness of Solution	X	X
Use Intentions	X	X
Importance of Use in Community	X	X
Memory of Risk and Benefits		X

Table 1. Description characteristics and dependent variables for each solution

RESULTS

H1 was supported. Negative virus affect was associated with optimistic judgments of solutions

Table 2a. More negative affect toward the virus was associated with more positive vaccine affect, greater perceived treatment risk and effectiveness, and greater intentions.

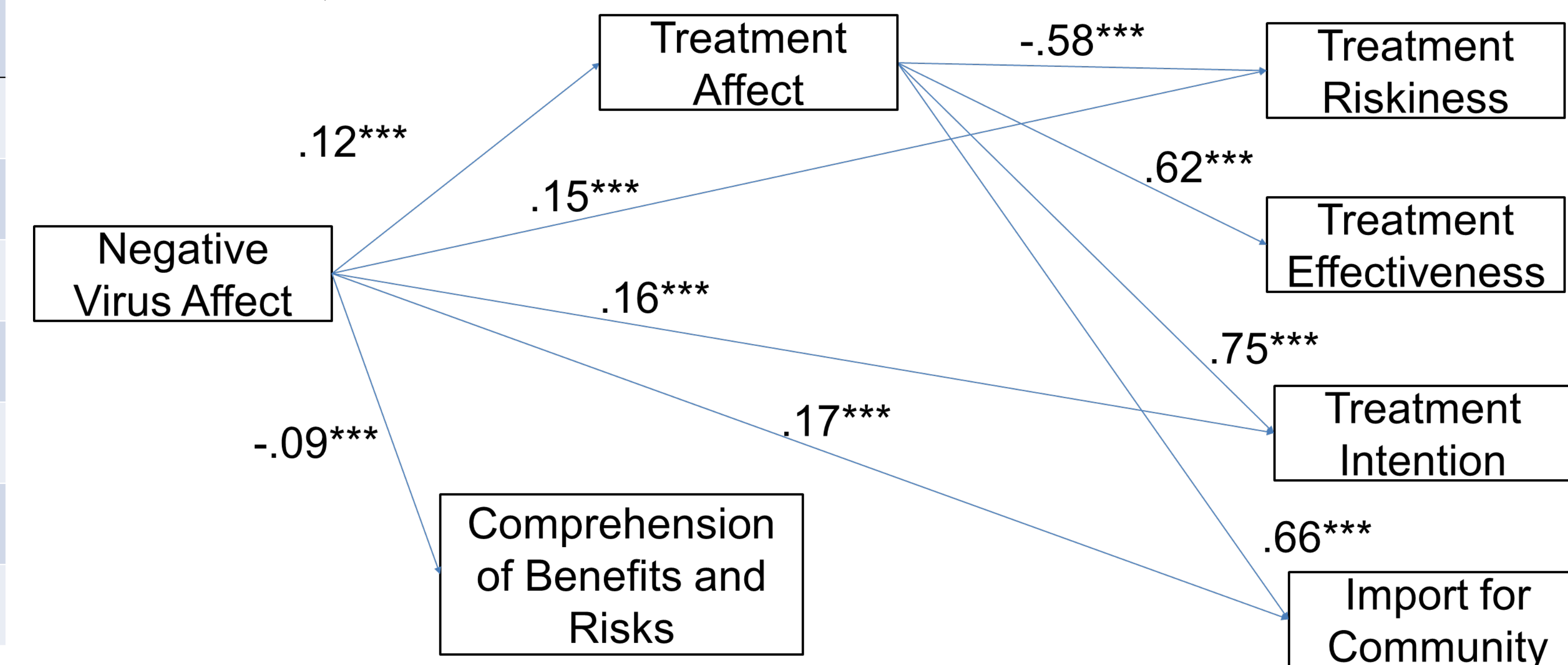
Variable	Virus Affect	Vaccine Affect	Riskiness	Effectiveness
Virus Affect				
Vaccine Affect	.06*			
Riskiness	.09**	-.59**		
Effectiveness	.04	.57**	-.39**	
Intention	.17**	.73**	-.53**	.51**

Table 2b. More negative affect toward COVID was associated with more positive treatment affect, greater perceived treatment effectiveness, and intentions, but information neglect.

Variable	Virus Affect	Treatment Affect	Riskiness	Effectiveness	Benefit Memory	Risk Memory
Virus Affect						
Treatment Affect	.12**					
Riskiness	.04	-.56**				
Effectiveness	.10**	.62**	-.34**			
Benefit Memory	-.07**	-.06*	-.02	-.03		
Risk Memory	-.07*	-.02	-.03	.01	.38**	
Intention	.19**	.76**	-.49**	.59**	-.03	-.01

Exploratory mediation hypothesis was partially supported.

Figure 2. Treatment affect mediated the effect of virus affect on treatment judgments $X^2(2, N=1284)= 2.54, p= .28, CFI> .999, RMSEA= .01, SRMR= .01$.



DISCUSSION

- Negative virus affect appeared to motivate increased positive affect and inclinations toward hypothetical, relatively untested solutions
- Outcome dependency and goal systems theory are two possible mechanisms (Ferguson & Bargh, 2004; Neuberg & Fiske, 1987)
- Multiple potential solutions could reduce the effect (Kruglanski et al., 2002; Rottenstreich & Tversky, 1997)
- Exploratory mediation models suggest that judgments were mediated by solution affect (at least for treatments)
- Negative virus affect was associated with increased perceived risk, greater attention toward pandemic news, and more support for protective behaviors and policies, consistent with the functions of affect

ZOOM LINK

<https://uoregon.zoom.us/j/98615772326?pwd=RHVtWHRkWTJ6STZHRENqam55VmRpQT09>