# How Long Does Emotion Last and How Does It Affect Attention?



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Emotion-Attention link: Attention regulates emotion, emotion guides attention.

**Neural distinction:** Positive ≠ negative emotions

### PREVIOUS FINDINGS

**Emotion induction:** Picture-based induction proved to be affective in previous studies.

Emotion effects on attention: Fear and happiness differently influence the allocation of visual attention.

## PREVIOUS STUDIES LIMITATIONS

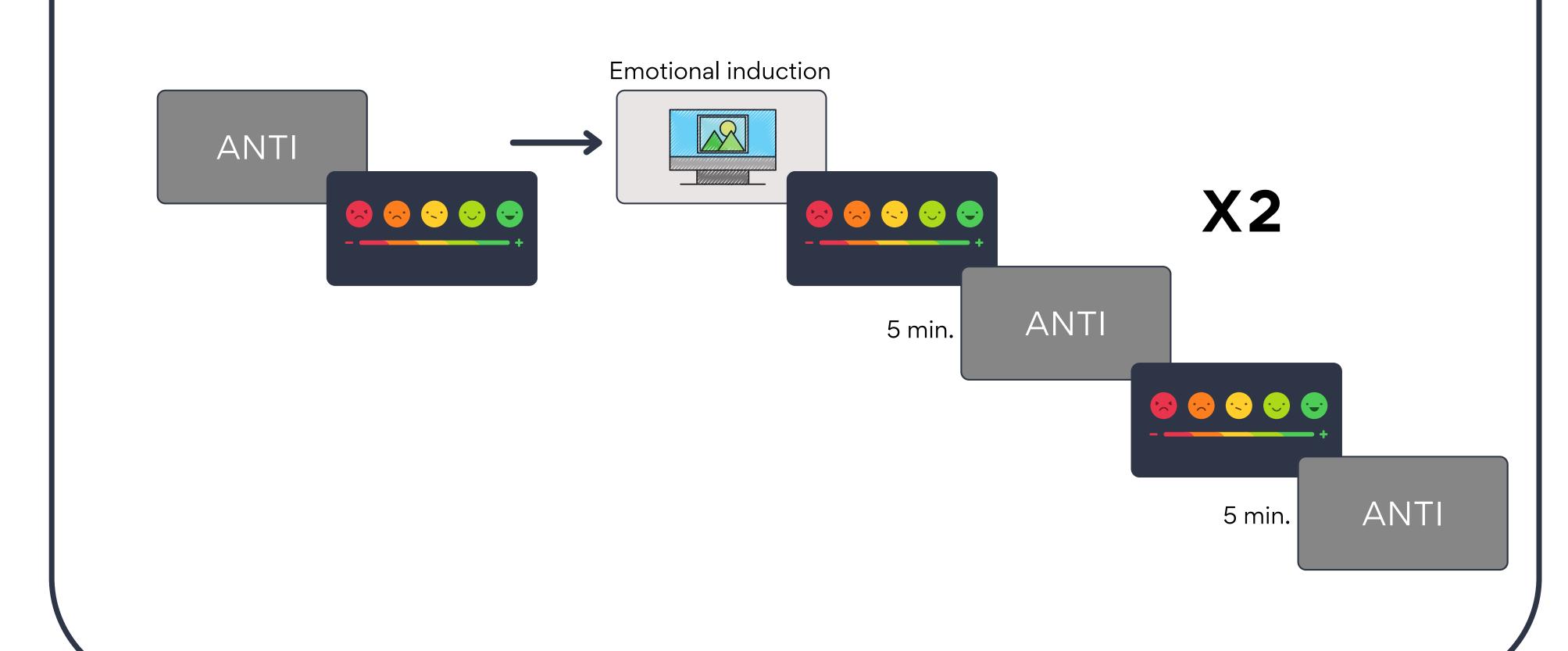
- Focused on negative emotions
- Measured attention during emotional exposure, rather than after induction

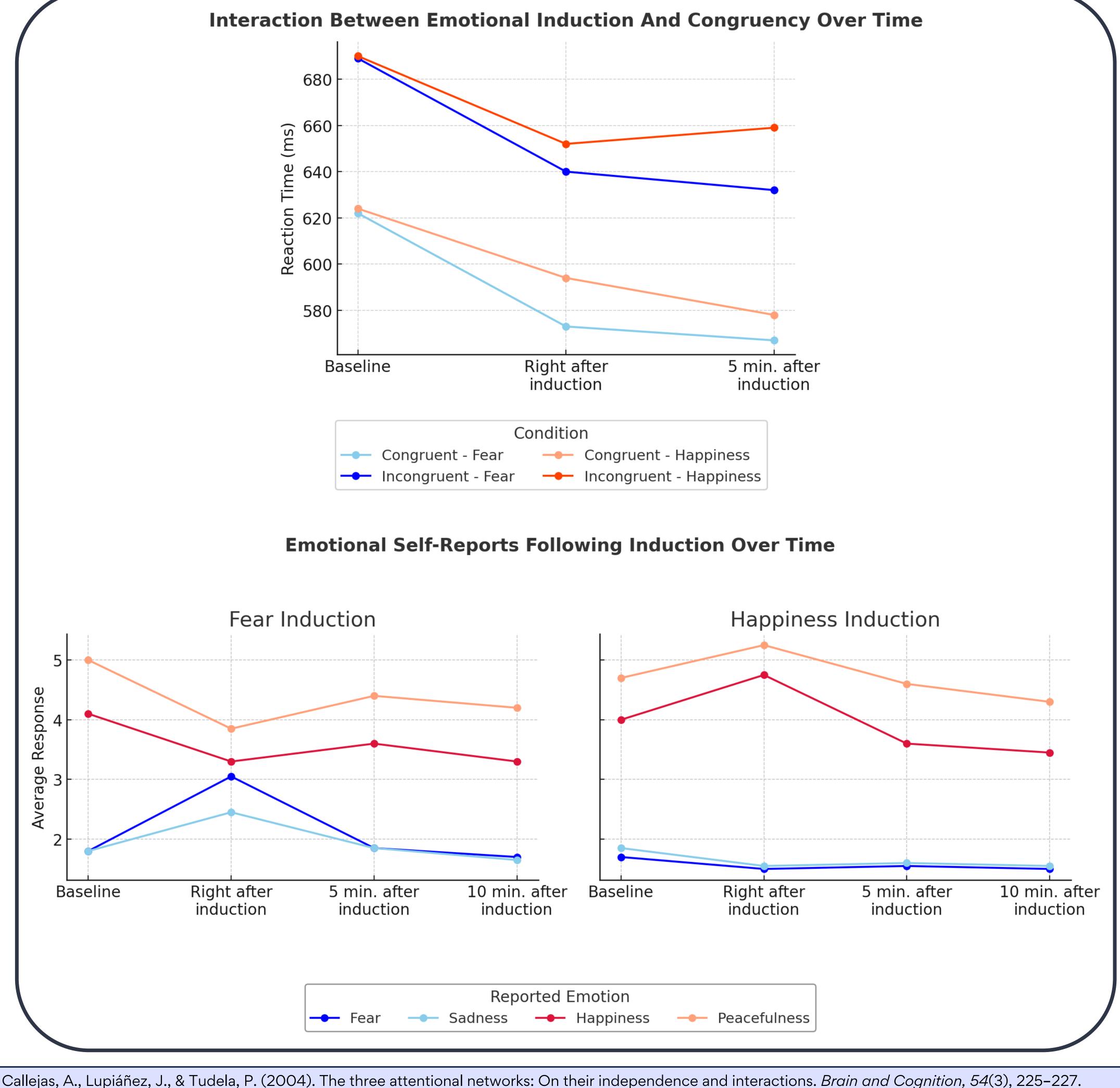
# THE CURRENT STUDY

We investigate whether emotional induction has lasting effects and how it **interacts** with attentional processes.

- **160** students (135 female, mean age = 23.7 years, SD = 1.42).
- Emotion induction: All participants viewed CAP-D pictures for both fear and happiness (Moyal et al., 2018).
- Attention measure: ANTI task used to evaluate attention networks.

# **EXPERIMENTAL TRIAL**





# **RESULTS**

# **ATTENTION RESULTS**

**Effect** of emotion:  $(\eta^2_p = .216)$ 

happiness > fear

# **EMOTIONAL INDUCTION RESULTS**

Triple interaction between

time\*emotion\*induction:  $(\eta^2_p = .422)$ 

# **CONCLUSIONS**

The results suggest that emotional state continues to influence attentional performance beyond the induction phase:

- Faster reaction times were observed following fear induction compared to happiness induction.
- Emotional induction was effective immediately, though effects diminished over time.
- Non-target emotions did not fully return to baseline.

Damião de Paula, A. L., Lourenção, M., Engracia Giraldi, J. de M., & Caldeira de Oliveira, J. H. (2023). Effect of emotion induction on potential consumers' visual attention in beer advertisements: A neuroscience study. European Journal of Marketing, *57*(1), 202–225.