

Effects of Positive and Negative Mood States on Behavior Outcome: A Review Study

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ABSTRACT

Mood states have very significant role in influencing different behaviour aspects. The present study is a review of mood states impacting behavioural outcome with positive or negative consequences. The pleasant mood is significantly related to the positive behavioural outcome than the negative mood state. The learning and recall is positively associated with the happy mood states.

1. Introduction

Research in psychology indicates that mood states exert an important influence on behavior, judgment, and recall. As a result of this, several conclusions about the effects of mood states emerge. Many of these findings are based upon laboratory studies and require replication under more realistic conditions.

Positive moods appear to enhance the likelihood that a host of behaviors may be performed. Some positive moods appear to increase the likelihood of performance of behaviors with expected positive associations and to decrease the likelihood of performance of behaviors that lead to negative outcomes (perhaps by enhancing one's sense of personal power and self-perceived freedom to do as one wishes—Forest et al. 1979; Isen and Simmonds 1978). "Research is needed to predict a priori which activities are believed to have positive outcomes and which are thought to have negative outcomes."

2. Objectives

1. To study the related review of literature.
2. To assess the effect of positive and negative mood states on behavior.
3. To study the current status and future potential of research to assess the impact of mood on behavior.

3. Methodology

The methodology used in this review is the theoretical framework with rationale.

4. Theoretical framework

Studies suggest that the behavioral effects of negative moods may be more complex than the effects of positive moods. Two factors may contribute to the diversity of effects of negative mood states. First, there are some indications that "negative mood states are themselves more heterogeneous than positive mood states" (Isen 1984). Second, controlled processes that terminate unpleasant negative mood states may compete with automatic tendencies to engage in mood-congruent behavior (Clark and Isen 1982).

It may be more likely that associations between mood states and behaviors may be learned from repeated experience, socialization, or acculturation. For example, Cialdini and Kenck (1976) found that an experimentally induced depressed condition increased helpfulness among older children, but not among younger ones. The data were taken as support for the notion that socialization forms the basis for the effects of negative mood on altruistic behavior.

A review matrix of various studies on impact of mood states on different behaviour

Sr. No	Author's Name	Title	Name of the Journal	Year	Objective	Methodology	Findings
1.	Marieke DeVries, Rob W. Holland, Olivier Corneille, Rondeel & Witteman	Mood Effects on Dominated Choices: Positive Mood Induces Departures from Logical Rules	Journal of Behavioral Decision Making	2010	Examination of mood effects on dominated choices.	Mood states were measured in participants who made a series of choices in a gambling game. In this choice task without trade-offs, participants were provided with information about the outcomes and probabilities associated with	The results showed that decisions made in a happier mood were less often in accordance with the logical rule than decisions made in a sadder mood. To conclude, happier mood states are associated to a lesser extent with decisions in accordance with a rule-based strategy that maximizes expected mean outcomes in dominated choices

						each choice option.	
2.	Jiaying Zhao	The Effects of Induced Positive and Negative Emotions on Risky Decision Making	28 th Annual Psychological Society of Ireland Student Congress, Maynooth, Ireland	2006	The study investigated the effects of positive and negative emotions on risky decision making.	Gambling task and emotion scale were used to measure decision making and positive and negative emotions respectively.	It was found that people with induced positive emotions showed a stronger preference to the low-risk deck than the controls, whereas people with induced negative emotions showed a stronger preference to the high-risk deck.
3.	Ellen Peters, Daniel Vastfjall, Tommy Garling & Paul Slovic	Affect and Decision Making	Journal of Behavioral Decision Making	2006	Examined the role of arousal or specific emotions in decision making.	Review Paper	Affect appears to function as a motivator of information processing and behavior. Incidental mood states also have been shown to motivate behavior as people tend to act to maintain or attain positive mood states. Finally, affect has been linked to the extent of systematic processing in decision making.
4.	Kenneth S.L. Yuen , & Tatia M.C. Lee	Could mood state affect risk-taking decision?	Journal of Affective Disorder	2003	Examined the influence of different mood states on risk-taking decision during critical life decisions.	A movie clip on different emotions were shown to participants to induce to a respective mood. Risk-taking tendencies were then measured with decision tasks modified from the Choice Dilemmas Questionnaire.	Individuals in induced depressed mood were significantly more conservative in taking risk than those who were in neutral mood, whilst people in induced elated mood did not differ significantly from those in neutral mood. Correlation between mood-ratings with risk-taking tendency was positive ($r=0.319$, $P<0.05$)
5.	Gendolla & Brinkmann	Role of Mood States in Self-Regulation: Effects on Action Preferences and Resource Mobilization	European Psychologist	2005	To assess the impact of mood on self regulation	Task performance method	The significant of personality variables are linked with positively correlated mood states and self regulation.
6.	Salovey, Rothman, & Steward	Emotional states and physical health	American Psychologist	2000	Assessed the correlation among positive mood and health.	A review study	The positive mood states promote the physical health and wellbeing.
7.	• Mer yl P. Gardner, Ronald Paul Hill	Consumers' mood states and the decision-making process	Marketing Letters	1990	Study the effects of mood states on the decision-making process by examining its effects on internally generated thoughts.	The effects of mood states on thoughts associated with needs that are higher and lower in Maslow's hierarchy, sensory benefits, and experiential and informational processing are examined.	Findings suggest the decision-making process involve more sensory thoughts, and be more experiential when consumers are in positive mood states. Conversely, findings suggest the decision-making process involve fewer sensory thoughts, and be more informational when consumers are in negative moods.
8.	Forgas J.P.,	The	Journal of	1984	Assessed	Video recording of	Subjects with happy mood

	Bower G.H., & Krantz S.E.	Influence of Mood on Perceptions of Social Interactions	experimental social psychology		the influence of mood on behaviour and memory recall.	interaction session was done. Next day, subjects were hypnotized and 4 different moods were induced and they were assessed on their behaviour and memory recall.	recall more of positive and friendly interactions than sad moods. Also the subjects with happy mood showed more positive behaviour outcome than the subjects having negative mood state.
9.	Mecklenbräuker, S., & Hager	Effects of mood on memory: Experimental tests of a mood-state-dependent retrieval hypothesis and of a mood-congruity hypothesis.	Psychol. Res	1984	To investigate the effect of mood on learning and recall	Experimental method with mood induction technique	The learning and recall is positively associated with happy mood state.
10.	Shaffer, D. R., & Graziano, W. G.	Effects of positive and negative moods on helping tasks having pleasant or unpleasant consequences	Motiv Emot	1983	Effect of mood states on helping tasks	Field study with mood induction	In everyday, helping act is intelligible in form of pleasure seeking.
11.	Teasdale, John D. & Taylor, R.	Induced mood and accessibility of memories: An effect of mood state or of induction procedure?	British Journal of Clinical Psychology	1981	Effect of mood states on memories	Firstly, elate and depressed mood was induced to subjects. After this subjects were asked to retrieve their past life experienced associated with the stimulus word.	Results revealed that elated mood was associated with the happy and pleasant life experiences. Whereas, the depressed mood state was associated with unpleasant and unhappy life experiences.
12.	Bower, G. H., Gilligan, S. G., & Monteiro, K. P.	Selectivity of learning caused by affective states.	Journal of Experimental Psychology: General	1981	Effects of mood states on learning	Stanford Hypnotic susceptibility scale with 5 different experiments	Recall was associated with the same mood state the subject was feeling at that time.
3.	Bower, G. H., Monteiro, K. P., & Gilligan, S. G.	Emotional mood as a context for learning and recall	Journal of Verbal Learning and Verbal Behavior	1978	To study the effect of mood states on learning and recall	3 different experiments were conducted while inducing mood	learning mood provided a helpful retrieval cue and differentiating context only in multi-list circumstances where confusions and interference among memories would otherwise obtain.
14.	Hale, W. D., & Strickland, B. R.	Induction of mood states and their effect on cognitive and social behaviors	Journal of Consulting and Clinical Psychology	1976	To investigate the impact of mood states on cognitive and social behaviour	Experimental method using stroop task, digit symbol task, time estimation task, depression adjective checklist, a measure of writing speed, the Comfortable Interpersonal Distance Scale, and a measure of	There comes a significant impact of positive mood on cognitive and performance behaviour.

						graphic constriction- expansion.	
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The link between mood states and behavior may be seen as both direct and indirect. A direct linkage may involve associations in memory between mood states and behaviors. In this context, a behavior may be viewed as a conditioned response. In some cases, automatic behavioral responses may be largely inborn or instinctive. Zajonc (1980) discusses the universality of affective responses among animal species, citing the example of the frightened rabbit running from a snake. Plutchik (1980) has postulated that feelings mediate situation perceptions and instinctive responses. Although Plutchik (1980) and Zajonc (1980) provide phylogenetic and ontogenic support for an innate link between emotions and behavior, research is needed to investigate the possibility of such a link between mood states and behavior.

One may also view the link between mood states and behavior as indirect, in the sense that the behavioral effects of mood states may be somewhat mediated by their effects on expectations, evaluations, and judgments. This view suggests that positive moods may increase the likelihood that a behavior will be performed by increasing the accessibility of positive

associations to the behavior, thus leading to more positive evaluations of the behavior (Clark & Isen, 1982).

5. Conclusion

Individuals in positive mood conditions indicated more satisfaction with their lives than those in negative mood conditions. The negative impact of mood on assessments of life satisfaction disappeared when subjects were directed to attribute negative feelings to transient external circumstances. The positive impact of good mood was not similarly affected. People in some negative mood states may try to resist negative thinking and do so whenever possible. Overall the pleasant mood is significantly related to the positive behavioural outcome in different aspects like perception, memory, helping others, consumer behaviour etc. than the negative mood state. The learning and recall is positively associated with the happy mood states (Mecklenbräuker, S., & Hager, 1984).

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