Dalit Milshtein 10/04/2019

Abstract. Emotional imagery is defined as an emotion-evoking self-generating perception-like state. Therefore, emotional measures are applied to emotional imagery studies. In laboratory conditions, this imagery is generated by a variety of procedures, but mainly by script-driven imagery. The scripts contain instructions for alternative states of affairs, completely different from the actual condition. In the current talk, I will present results from two script-driven imagery studies. In the first one, pupil diameter changes, indicate a significant difference between voluntary and involuntary generating and maintaining alternative states to affairs. In the second study, we found that affective priming could be generated with script-driven imagery as a prime and the effect would last for longer than the usual duration in this field (300-1,000 ms). Moreover, the results indicate that facilitation and interference effects, measure implicitly distinct aspect in processing the emotional dimension of stimulation. These findings allow for a deeper understanding of how alternative stats of affairs affect emotional experience and behavior, even without relevance to stimuli.