

irony is that the individuals at whom the health messages are targeted tend to exhibit defensive processing (i.e., denial, derogation, or avoidance of the message). Recently, in an effort to motivate behavior change, health campaigners have shifted their attention to the gain-framed health messages since highlighting the negative consequences of the targeted health-detrimental actions have often been found to arouse psychological reactance or defensive processing. It is plausible, however, that gain-framed messages can also trigger defensive processing as long as they convey personally-relevant health risks to the target audience. Since self-affirmation is a technique that has been shown to effectively counteract such defensive processing of loss-framed messages by affirming the self in an important domain, this paper aimed to (a) examine whether gain-framed health messages elicit defensive processing and (b) explore whether self-affirmation can reduce the defensive processing of gain-framed messages. An experiment was conducted on 20 smokers, who have been randomly assigned to either affirmation or no affirmation control conditions prior to the experiment. Participants were presented with 20 gain-framed anti-smoking messages and their level of defensive processing was measured using 6-point Likert scale. The results showed that those in the self-affirmation condition exhibited significantly higher defensive processing than those in the no-affirmation control condition. Although the mean level of defensive processing for both conditions did not exceed 4, the possibility that self-affirmation may exacerbate the defensive processing and lead the target audience to further reinforce the maladaptive behavior deserves more attention. Further empirical studies need to address this concern.

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### **The Effect of Emotional Belief on Orienting of Visual Attention toward Game Stimuli in Internet Game Addiction Tendency**

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Internet game addiction tendencies (IGAT) have a visual attentional orienting related to continuous attentional engagement in game stimuli and difficulty in disengagement, which is due to high level of belief about emotion (BAE) to relieve stress. This study attempted to investigate whether a high level of emotional belief in stress condition leads to a decrease in visual attentional orienting of internet game addiction tendency toward game stimuli. 120 participants were divided into the four groups: (1) IGAT with high-BAE group, (2) IGAT with low-BAE group, (3) healthy controls (HC) with high-BAE group, and (4) HC with low-BAE group. All participants completed the spatial cueing task and the reaction time about target probe that appeared after game stimuli and fixation were presented in this task was calculated as a inhibition of return (IOR) index. The stress task is a method of inducing psychosocial stress in laboratory situations through free speech and mental arithmetic task, and the effect of stress on visual attentional orienting was verified by comparing the differences in IOR index between participants in stress and control conditions. The present study revealed that it was found that the internet game addiction tendency with high emotional belief under stress condition significantly decreased the reaction time of IOR index toward game stimuli compared to the internet game addiction tendency with low emotional belief. This result means that internet game addiction tendencies with high level of emotional belief showed the decrease in efficiency in the later attentional processing that can consciously inhibit attention toward game stimuli when experiencing stress. This study confirmed that the emotional beliefs of internet game addiction tendencies in stress condition are a noticeable variable that induces differences of visual attentional orienting toward game stimuli.