



คณะจิตวิทยา จุฬาลงกรณ์มหาวิทยาลัย  
Faculty of Psychology, Chulalongkorn University



TOHOKU  
UNIVERSITY

## The 1<sup>st</sup> International Psychology Symposium, 2017

By Faculty of Psychology, Chulalongkorn University and  
Department of Psychology, Graduate School of  
Arts & Letters, Tohoku University

3<sup>rd</sup> March, 2017

*Mind \* Body \* Society*



Maha Chulalongkorn Building, Chulalongkorn University

# The 1st International Psychology Symposium 2017 on “Mind, Body & Society”

Cooperation between the Faculty of Psychology, Chulalongkorn University and  
Department of Psychology, Graduate School of Arts & Letters, Tohoku University

Organized by the Faculty of Psychology, Chulalongkorn University

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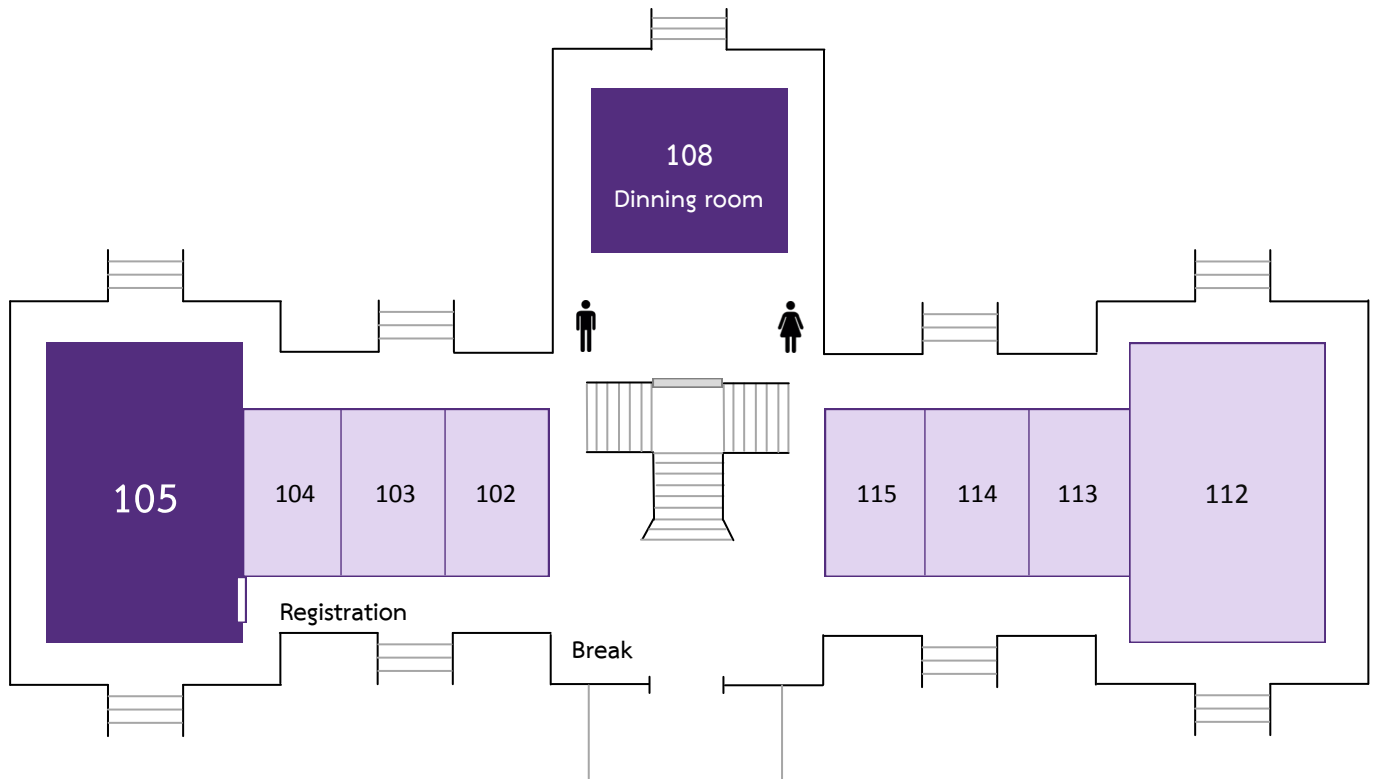
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**1**<sup>st</sup>  
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# *Message from the Dean*

On behalf of the executive committee, it is a pleasure for me to welcome you to the 1st International Psychology Symposium 2017 on “Mind, Body and Society” at Chulalongkorn University. I am very delighted to have organized this symposium as part of the special occasion of the celebration of the 100th year anniversary of Chulalongkorn University. In particular, this is the first psychology symposium we have ever held in collaboration with Tohoku University, our strong academic partner. Therefore, I would like to express my sincere appreciation to Department of Psychology, Tohoku University for the cooperation with us.

As this world is rapidly changing, leading to new challenges for survival, psychologists, theorists, and researchers have sought ways to improve a quality of life by investigating the roots of all acts, which are mind, body, and society, and exploring the interactions of these three dimensions of life in all aspects. Therefore, the objective of this symposium is not only to strengthen a research collaboration with Tohoku University, but also to provide the audience extended knowledge in psychology in both Thai and Japanese contexts, in order to help individuals understand and accommodate themselves to the complexity of the society they are living in.

I hope that presentations from our distinguished speakers shared during the symposium will enrich knowledge and help provide even better understanding of the impact of our mind and body in relation to our society.

Finally, I am looking forward to each of you having the opportunity to share ideas and establish research networks. I hope this symposium will be both productive and beneficial to us all.



(Asst. Prof. Dr. Kakanang Maneesri)

Dean of Faculty of Psychology

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<i>10.15 - 11.00</i>	Session 2
<i>11.00 - 11.45</i>	Session 3
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\* No abstract for this topic.



# *Abstracts*

# Affective perception as bases of interactions among people, objects, and space.

Jiro Gyoba<sup>1</sup>

## Abstract

Traditionally, perception and emotion were separate topics in psychology. However, recent research has highlighted the close link between them. For example, we feel pleasantness/ unpleasantness, beauty/ugliness, calmness/excitation, or softness/hardness as a result of visual, auditory, tactile, gustatory, and other sensations. The experienced feelings modify perception in various ways. These interactive processes are referred to collectively as 'multimodal affective perception.' Affective perception always mediates a variety of interactions among people, objects, and space in both comfortable and uncomfortable ways. Affective perception also creates the bases of diverse cultures. In my talk, the fundamental characteristics of affective perception such as non-additivity, emergent properties, pessimistic stickiness, and inverse effectiveness will be presented by using multisensory demonstrations. The semantic differential method, the modality differential method, the cross-modal matching, and the crossmodal transfer effect will be also introduced as a part of various techniques measuring affective perception, together with brain imaging studies investigating neural bases of such processing. Finally, application potentialities of the findings on multimodal affective perception will be discussed in relation to advanced communication technology.

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<sup>1</sup> Chief Professor in Department of Psychology, Graduate School of Arts & Letters, Tohoku University

# Development of impression of female faces affected by the fragrances.

Takuya Onuma<sup>2,3,4</sup>

## Abstract

In Japan, we are using the word ‘fragrance’ to describe the beauty of the people. Indeed, there are some studies reported that cognition and impression formation of human faces is modulated by olfactory stimulus presented with the faces (Abe, 2005). However, cognitive mechanisms and brain substrates underlying this phenomenon are still unclear. The present study aimed to investigate the effect of olfactory cues on the impression formation toward female faces and the involvement of the prefrontal cortex with a non-invasive brain measurement; near-infrared spectroscopy (NIRS). Twelve Japanese university students (6 males and 6 females) participated in the experiment. The booth of the experiment was filled with either one of the 3 fragrances of fabric softener (F: fruity floral, W: white floral, S: sweet floral) or no-odor (N) as ambient odor before the experiment was began. During the experiment, participants were asked to look at 20 photographs of Japanese female faces, which were presented on the PC monitor in the experimental booth. The brain response from the prefrontal cortex of the participants was recorded with NIRS during the experiment. After measurement of brain responses to the faces, participants were asked to evaluate impressions about the faces with semantic differential (SD) method in the experimental booth under the ambient odor condition. All of the participants participated all of the ambient conditions (F, W, S, and N). Each ambient condition was done in each day, so there is no odor contamination. The behavioral data showed that the impression profile for the female faces was modulated by the fragrances. Intriguingly, the effect of fragrances on the impression formation was dependent on the original impression of the female faces. The NIRS data showed that the response of the prefrontal cortex was positively correlated with the magnitude of the impression modulation by the fragrances. These results indicate that the impression modulation by fragrance is based on the interaction between the fragrance and the original impression of the faces, and that the prefrontal cortex was involved in the impression modulation effect.

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<sup>3</sup> Division for Interdisciplinary Advanced Research and Education, Tohoku University

<sup>4</sup> Supervised by Assoc. Prof. Nobuyuki Sakai, Department of Psychology, Tohoku University.

## Are Thai women stereotype-threatened in the workplace?

Prapimpa Jarunratanakul and Kamonkan Jinchang<sup>5</sup>

### Abstract

Despite widespread evidence for the negative impact of gender stereotype, little research on how sexism can exacerbate stereotype threat, which can demotivate the women's pursuit of career advancement and cause them to disidentify from the negatively stereotyped domain, is still scarce outside laboratory setting and in non-Western countries. Compared to some decades ago, Thai women have improved in education, skills, and qualifications which raised their employment opportunity. However, the persistence of sexism at work and traditional gender stereotyping continue to be a barrier for Thai female employees' career progression in the male-dominated industries. The aim of the current study was to examine whether sexist behavior towards women can trigger social identity threat and more specifically stereotype threat among women, particularly in which women are negatively stereotyped (e.g., mathematics and engineering). Data was gathered from a sample of 301 female employees from various male-dominated industries using a questionnaire study. As hypothesized, the mediating effect of stereotype threat was found for the relationship between perceiving sexism and identity separation. No mediating effect of stereotype threat on career aspiration was found. Merely experiencing sexism could diminish Thai female employees' career aspiration in the current study. The results of this study also indicated that public sector employees had a significantly lower score on career aspiration, compared to those in the private sectors.

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<sup>5</sup> Lecturers in the field of Social Psychology, Faculty of Psychology, Chulalongkorn University

## Affective commitment to the political party.

Pakkapol Keeratiparadorn<sup>6,7</sup>

### Abstract

In the past twenty-five years, numerous studies have been conducted investigating the precursors of employees' affective commitment to an organization. Nevertheless, most of this research has been studied within the context of public and private organizations and research on organizational commitment for voluntary jobs is still scarce in a Thai context. The current study sought to extend the boundary of affective commitment by researching membership to youth and political party. Youth are a volunteer for membership of political party doing their activity without monetary reward. Participants were young member (18-25 years old) of the party ( $N = 228$ ). In the current sample, 67.1% of youth were male and 32.5% were female, their average age was 21.50 with  $SD = 1.86$ . A simple random sampling technique was employed. The results of the path analysis showed that the mediation model using the three variables of: person-organization fit; organizational identification; and affective commitment fit the empirical data well ( $\chi^2 = 2.757$ ,  $df = 1$ ,  $p = .097$ ,  $CFI = .995$ ,  $GFI = .994$ ,  $RMSEA = .088$ ). Organizational-identification mediated the relationship between person-organization fit and affective commitment and the indirect effect of person-organization fit on affective commitment was also significant (indirect effect = .281,  $p < .001$ ).

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<sup>6</sup> Graduate student in the field of Social Psychology, Faculty of Psychology, Chulalongkorn University

<sup>7</sup> Supervised by Prapimpa Jarunratanakul, Ph.d., Faculty of Psychology, Chulalongkorn University

## Psychology of Washoku (Japanese food culture): Why Washoku seems healthy.

Nobuyuki Sakai<sup>8</sup>

### Abstract

Washoku (Japanese food culture) is known as a healthy foods and/or healthy eating style in the world. This positive image for Washoku is come from the psychological or sociological view: Japanese people are seemed to be healthier than Western people, because there are almost no Japanese people who are grossly obese or short life. On the other hand, a third of Japanese adults are afflicted with obesity and other diseases. In this viewpoint, as nutritional or biological view, Washoku contains high calories and high fats comparable to those of Western foods, and contains more carbohydrates and more salts, which cause obesity and hypertension, than Western foods. This inconsistency cannot be interpreted only by biological mechanisms nor by psychological mechanisms. There are interactions between biological mechanisms and psychological mechanisms in this phenomenon.

In this talk, Washoku is discussed in bio-psychological aspects. This talk consists of two psychological topics, misattribution and expectation. Misattribution is a key to understand our psychological hunger and its inconsistency with physiological one. Our eating behaviors are not controlled by internal and physiological cues, but by external cues perceived by our senses, such as vision, olfaction, gustation and so on. Some studies (Wansink, 2006) that report those external cues are easily misattributed with internal cues will be reviewed in this talk.

Expectation is a key to understand our healthy eating. The studies done in our laboratory will be reviewed to apply expectation to reduce sugars and salts from our foods with the palatability of those foods remaining (Sakai et al., 2016).

Washoku changes its meaning and content with the times. The changes in Washoku will be introduced at the last of this talk.

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<sup>8</sup> Associate professor in Department of Psychology, Graduate School of Arts & Letters, Tohoku University

# Physiological response to the pleasant odor and its effect on behavioral tasks.

Kaiji Yamamichi<sup>9,10,11</sup>

## Abstract

There are many studies reporting that the pleasant ambient odors affect human emotion, behavior and cognition. To clarify the physiological mechanisms underlying these odor effects, this study aimed to examine the physiological responses to the pleasant odors and its relationships to the behavior and the cognition. In the experiment, participants were randomly assigned to one of three odor-conditions: a vanillin (vanilla-like odor) condition, a verbenone (rosemary-like odor) condition or a control (no-odor) condition. In the experiment, the participants were asked to complete two independent tasks; sequential-choice Prisoner's Dilemma game (PD) and time-production task (TP) under one of the odor-conditions. The odors were faintly diffused in the experimental booth, and the participants were not expressly instructed to smell the odors. During the experiment, we also measured participants' physiological responses: heart rate variability (HRV) and electroencephalography (EEG). HRV was derived from PPG (photoplethysmographic) record on the left hand index fingertip. The sympathetic and parasympathetic activities were estimated from the spectral power of the low frequency (LF) component (0.04-0.15 Hz) and the high frequency (HF) component (0.15-0.50 Hz) of HRV. EEG was recorded from one electrode (located at C3) in the frequency range of 3-30 Hz. The spectral power of EEG was calculated and divided into theta (4-8 Hz), alpha (8-13 Hz), beta (13-30 Hz) band. We predicted that the presence of pleasant odor increases parasympathetic nerve activity; spectral power of HF components of HRV is higher both in the vanillin condition and the verbenone condition than in the no-odor condition. We also predicted that the relative spectral power of theta and alpha band of EEG are increased when participants exposed to pleasant odor of vanillin or verbenone. In the behavioral tasks, we predicted that exposure to pleasant odor increases rate of cooperation in PD and increases production time in TP. Now we are continuing the experiment, and the results will be presented at the symposium.

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<sup>9</sup> Undergraduate student in Department of Psychology, Faculty of Arts and Letters, Tohoku University,

<sup>10</sup> This study is in a collaboration with Ms. Dan Dan Zhang

<sup>11</sup> Supervised by Prof. Gyoba, Prof. Abe, Assoc. Prof. Sakai, and Assoc. Prof. Tsujimoto

# The blind men and the elephant - the interdisciplinary nature of psychological evaluation in anxiety and fear related disorders.

Carlos Coelho<sup>12</sup>

## Abstract

Historically psychology is divided in several branches such as experimental, clinical, social, educational, forensic, health... etc. Combining these several techniques, instead of separating them, can nonetheless be more useful, when possible. These “combinations” can be used both on research and practice. Here we discuss how that can be possible through the use of virtual reality (VR) settings. VR provides a safety, ethic environment, experimentally controlled, with repeatable stimuli-response interactions that can be measured in a lab setting.

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<sup>12</sup> Researcher in the Faculty of Psychology, Chulalongkorn University



## Manners of disaster victims: Actual conditions in a disaster zone.

Tsuneyuki Abe<sup>13</sup>

### Abstract

(In October 2013, the “The Second Russian–Japanese Forum of Social Sciences and Humanities” forum was held at Lomonosov Moscow State University. There I spoke about psychological research elucidating the behavior of the victims of the 2011 Great East Japan Earthquake and tsunami disaster. I would like to present more information on the same theme at our symposium, along with some progress in this area.)

The worldwide media reported with praise that victims of the 2011 disaster endured the aftermath in a civil manner. The author analyzed official crime statistics and investigated data collected from residents of disaster-stricken areas. Official statistics showed that crime decreased during the disaster period and its aftermath. Mori (2015), a colleague, conducted more elaborate analyses of long-term data of crimes in Miyagi prefecture, a severely affected area, which revealed that the declining tendency of crime was distinct in tsunami-struck areas but not in inland areas.

Collected data of diaries and photographs via newspapers and the internet suggest that criminal and deviant behavior were extremely rare, and that the victims helped each other, apparently altruistically. Furthermore, questionnaire research showed that reported incidents of altruistic behavior were 2.7 times as numerous as those of deviant behavior. I think this phenomenon, the so-called “the post-disaster utopia,” might be explained by emergent norms (Turner, 1964; Turner & Killian, 1972).

Thailand as a nation is vulnerable to tsunami waves. It also confronts a high probability of flooding. I hope that psychological research related to disasters will become an area of intensive study and that its results can help future disaster-affected people worldwide.

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<sup>13</sup> Professor in Department of Psychology, Graduate School of Arts and Letters, Tohoku University

## Effects of nine countermeasures against littering attitudes.

Yusuke Keino<sup>14,15</sup>

### Abstract

Littering in public places is a persistent difficulty confronting modern society. Earlier studies revealed several effective countermeasures against littering, e.g., security cameras, signboards with posted penalties for littering, or images of eyes. However, it remains unclear which countermeasure is the most effective and why they can reduce littering from a psychological perspective.

This study was conducted to ascertain the most effective countermeasures to reduce littering and to examine the effects of three psychological factors on littering attitudes. We specifically examined countermeasures of three categories: injunctive norms, surveillance, and emotional inhibition. Each category included three countermeasures: the injunctive norm category included penalty signboards, prohibitive signboards, and cooperation-soliciting signboards. The surveillance category included another person, a security camera, and a signboard showing eyes. The emotional inhibition category consisted of a clean-up volunteer, flowers, and a signboard showing playing children. We prepared 18 (4C2 × 3) stimuli of a riverside scene with these three countermeasures from each category respectively and one control picture of a riverside scene with no countermeasure (Scheffe's method of paired comparison). Then we reported the emotional responses elicited by the respective images.

Results show that the most effective countermeasures of each category were the penalty signboard, another person, and a clean-up volunteer. Multiple regression analysis revealed that injunctive norms, surveillance, and emotional inhibition suppressed littering attitudes significantly. Then which of these three countermeasures is the most effective? We would like to report the result at the symposium after conducting another experiment.

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<sup>14</sup> Graduate student in Department of Psychology, Graduate School of Arts and Letters, Tohoku University,

<sup>15</sup> Supervised by Prof. Tsuneyuki Abe, Department of Psychology, Tohoku University.

# The enhancement of behavioral self-regulation for preschool children

Pimjuta Nimmapirot<sup>16,17</sup>

## Abstract

The purpose of this research was to study the enhancement of behavioral self-regulation for preschool children. The subjects comprised 40 preschool students in a school in Bangkok. All of them were randomly assigned into experimental group and control group using matched-paired design. The experimental group joined the behavioral self-regulation enhancement activities for 8 weeks while the control group was had general activities for preschool children. The Thai version of Head-Toes-Knees-Shoulders, modified from Ponitz, 2009, was the research instrument assessing behavioral self-regulation. The data was analyzed using a two-way mixed ANOVA.

The results suggest that behavioral self-regulation enhancement activities can enhance preschool children's behavioral self-regulation.

Results were as follows:

1. There was a significant interaction effect between group (experiment group/control group) and times (before starting activities/after finished activities) with behavioral self-regulation ( $p < .05$ )
2. After joining 8-week behavioral self-regulation enhancement activities, the experimental group had significantly increased behavioral self-regulation than before joining the activities ( $p < .001$ ).
3. After joining 8-week behavioral self-regulation enhancement activities, the experimental group had significantly more behavioral self-regulation than the control group ( $p < .05$ ).

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<sup>16</sup> Graduate Student in the field of Developmental Psychology, Faculty of Psychology, Chulalongkorn University

<sup>17</sup> Supervised by Asst. Prof. Panrapee Suttiwan, Faculty of Psychology, Chulalongkorn University

## The development of the Parent Child Play Interaction measurement (3-5 years old).

Nattanee Sukpreedee<sup>18,19</sup>

### Abstract

This study aimed to develop a new observational measurement of playing interaction of parent and child in preschool age (3-5 years old). We developed and tested this measurement - the Parent Child Play Interaction measurement (3-5 years old) – to be developmentally appropriate for preschool age, brief and easy to use after training, reliable and suitable for clinical and research use. This measurement was developed from the existing developmental and positive parenting literature, theory and measurements. The content validity of the first version was validated by 3 experts. This article reports on data from 95 mothers filmed for 10 minutes while playing with their child with standard set of toys. The author also collected EC-HOME inventory data at the same time. Results indicated that the Kuder – Richardson coefficient was .81 with excellent to very good inter-rater reliability between the independent coders ( $\kappa = .64$  to 1). Exploratory Factor Analysis of the coded behaviors resulted in a six-component model termed (Parent Positive Affect, Child Positive Affect, Mutuality, Acceptance, Cognitive Stimulation and Social – Emotional Stimulation). All six factors could explain 51.65 % of the total variance of the parent-child play interaction. Criterion-Related Validity of the Parent Child Play Interaction measurement (3-5 years old) with subscale scores from the EC-HOME inventory subscales was very good ( $r = .71, p < .01$ ).

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<sup>18</sup> Graduate student in the field of Developmental Psychology, Faculty of Psychology, Chulalongkorn University

<sup>19</sup> Supervised by Asst. Prof. Panrapee Suttiwan, Faculty of Psychology, Chulalongkorn University

## The relation among hope, grit, stress, and flourish in vocational school.

Bencharatana Jongjumruspun<sup>20,21</sup>

### Abstract

The aim of this study was to investigate the relation among hope (e.g. pathways thinking and agency thinking), grit (e.g. passion and perseverance), stress, and flourish. A total of 141 young adults (70% females) in two vocational schools in Bangkok completed a self-report questionnaire. It was found that hope, grit, and stress together explained 43% of the variance in flourish. Perseverance aspect of grit and agency thinking aspect of hope were highly positively related to flourish ( $\beta = .30, p = .001$ ,  $\beta = .18, p = .04$ , respectively). Moreover, stress was negatively related to flourish ( $\beta = -.18, p = .025$ ). These findings implicated that vocational students who had flourish were more likely to have hope in their life goals and grit to pursue their life plans, and were less likely to perceive stress.

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<sup>20</sup> Graduate student in the field of Developmental Psychology, Faculty of Psychology, Chulalongkorn University

<sup>21</sup> Supervised by Nipat Pichayayothin, Ph.D., Faculty of Psychology, Chulalongkorn University

# Associations between exercise efficacy and exercise behavior: A mediated role of exercise intention and a moderated role of deliberate plan.

Nopporn Jiwangsinee<sup>22,23</sup>

## Abstract

This study aimed to examine a mediated role of exercise intention in associations between exercise-efficacy and exercise behavior and a moderated role of deliberate plan in a associations between exercise intention and exercise behavior in university students. The data was collected in exercise intenders who answered questionnaires both times. The participants in this study were 389 students aged between 18 - 24 years.

The results from using mediated moderation analysis were shown that 1). 82% of participants in this research were exercise regularly 2). Exercise-efficacy could predict exercise behavior directly ( $\beta = .11, p < .05$ ) and could predict exercise behavior through exercise intention ( $\beta = .09, p < .01$ ) 3). Deliberate plan did not moderate the relation between exercise intention but exercise behavior and deliberate plan could predict exercise behavior directly ( $\beta = .22, p < .01$ ) 4). Exercise intention, exercise-efficacy, and deliberate plan could explain 31% of exercise behavior variances. To conclude, exercise intention mediated the relation between exercise-efficacy and exercise behavior but deliberate plan did not moderate relation between exercise intention and exercise behavior.

This result suggested that exercise intervention could promote exercise behavior only in exercisers who could exercise as intended. The intervention should enhance exercise-efficacy and deliberate plan to promote exercise behavior.

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<sup>22</sup> Graduate student in the field of Developmental Psychology, Faculty of Psychology, Chulalongkorn University

<sup>23</sup> Supervised by Asst. Prof. Panrapee Suttiwan and Asst. Prof. Rewadee Watakakosol, Faculty of Psychology, Chulalongkorn University

# Relationships between emotion regulation strategies and well-being outcomes among the elderly and their caregivers: A dyadic modeling approach.

Sakkapat Ngamake<sup>24</sup>

## Abstract

It has been found that how ones regulate their own emotion would impact their well-being. Generally, “positive” emotion regulation strategies such as cognitive reappraisal have linked to desirable outcomes while “negative” strategies such as behavioral suppression have linked to undesirable outcomes. These trends have been found in both the elderly and professional practitioners. Hence, this study sought to investigate these trends further by examining the relationship between two dominant emotion regulation strategies in the literature (i.e., cognitive reappraisal and behavioral suppression) and well-being outcomes among the elderly (i.e., successful aging) and their caregivers (i.e., satisfaction with life), using the actor-partner interdependence model. A total of 150 elderly-caregiver dyads participated in the study. The elderly responded to two measures assessing the two emotion regulation strategies and successful aging while their caregivers responded to the same emotion regulation measure and a measure of satisfaction with life. Two criterion variables (i.e., successful aging and satisfaction with life) were specified as latent variables whereas four predictors (i.e., two strategies for the elderly and two strategies for their caregivers) were specified as observed variables in the model. Results have shown that, for the actor effect, the cognitive reappraisal strategy yielded positive relationships with the well-being outcomes for both the elderly and their caregivers. For the partner effect, a positive relationship between caregivers’ cognitive reappraisal strategy and the elderly’s successful aging was observed. The behavioral suppression strategy has not related to any well-being outcomes, within and across individual agents. This study has contributed to the literature by empirically showing that the mental activity of the elderly’s immediate environment such as their family members or close friends could affect their quality of life.

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