

1. Record Nr.	UNINA9910792053303321
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Titolo	The measurement of affect, mood, and emotion : a guide for health-behavioral research / / Panteleimon Ekkekakis [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2013
ISBN	1-107-23469-7 1-107-30132-7 1-107-30860-7 1-107-31415-1 1-107-30640-X 1-107-25429-9 0-511-82072-0 1-299-27633-4 1-107-31195-0
Descrizione fisica	1 online resource (xxi, 206 pages) : digital, PDF file(s)
Disciplina	152.4028/7
Soggetti	Affect (Psychology) Emotions Emotions - Health aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Prologue; 1. Documenting the breadth and depth of the problem; 2. Untangling the terminological Gordian knot; 3. Should affective states be considered as distinct entities or as positioned along dimensions?; 4. Are pleasant and unpleasant states independent or polar opposites?; 5. Selecting a measure: a proposed three-step process; 6. The old classics: measures of distinct states; 7. Dimensional measures; 8. Domain-specific measurement: challenges and solutions; 9. Problems of domain specificity: examples from exercise; Epilogue.
Sommario/riassunto	The role of affective constructs in human behavior in general, and health behavior in particular, is recapturing the attention of researchers. Affect, mood, and emotion are again considered powerful

motives behind dietary choices, physical activity participation, cigarette smoking, alcohol over-consumption, and drug abuse. However, researchers entering the fray must confront a vast and confusing theoretical and technical literature. The enormity of this challenge is reflected in numerous problems plaguing recent studies, from selecting measures without offering a rationale, to interchanging terms that are routinely misconstrued. *The Measurement of Affect, Mood, and Emotion* cuts through the jargon, clarifies controversies, and proposes a sound three-tiered system for selecting measures that can rectify past mistakes and accelerate future progress. Panteleimon Ekkekakis offers an accessible and comprehensive guidebook of great value to academic researchers and postgraduate students in the fields of psychology, behavioral and preventive medicine, behavioral nutrition, exercise science, and public health.

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