Amazing world: How SOS can promote positive emotions and involve visitors in taking care of our planet.

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Content

• Museo del Acero, our context
• Where does “Amazing World” come from?
  • International Festival of Santa Lucia and Tecmilenio University
• The role of positive emotions
• Using SOS to promote positive emotions
• Findings
Context
Monterrey, Nuevo León, México

Museo del Acero horno³
Fundidora Park

144 hectares / 356 acres
Who we are and what we offer

- **Show del Horno “El Gigante Durmiente”**
- **horno³ Planeta Tierra**
- **Galería de la Historia**
- **Galería del Acero**
- **Una Ventana a la Ciencia**
- **Paseo a la cima y recorrido interpretativo**
- **Canopy h³**
Where does the idea come from?

• Positive Museums in Festival of Santa Lucia
• Exhibitions in museums, dialogs and cultural expressions
• Tecmilenio University
The role of positive emotions
Emotions

• Positive & Negative
• Necessary for human development
• Impact on health and human wellbeing
Broaden and Build Theory

- **POSITIVE EMOTIONS**
  - Joy, Love, Awe, Interest, Gratitude

- **BROADEN**
  - Expands Inventory of Thoughts and Action

- **BUILD**
  - Develops Physical, Mental and Social Resources

- **TRANSFORM**
  - Advances Personal Growth and creates more Positive Emotions
Positive Emotions

Gratitude
Serenity
Interest
Hope
Joy
Pride
Love
Awe
Inspiration
Amusement
Positive Emotions *Broaden*
Thought-Action Repertoires

Joy ....................... play
Gratitude .................. creative giving
Serenity ................... savor & integrate
Interest ................... explore
Hope ........................ yearn for positive change
Pride ........................ dream big
Amusement ................ shared laughter, insight
Inspiration ................ aspire to excellence
Awe ........................ accommodate the new
Love ........................ all of the above
Positive people are able to maintain a broader perspective and see the big picture which helps them identify solutions where as negative people maintain a narrower perspective and tend to focus on problems.

— Barbara Fredrickson —
Using SOS to promote positive emotions
Amazing World

- Holistic experience
- Live facilitated program
- 10-12 minutes long
- 4 TV screens with videos
- Background music
Entering the dust collector
Entering the dust collector

First emotions involved

- **Interest** What’s inside this tank?
- **Fear** It’s all dark in there
- **Curiosity/Disgust** What’s that smell?
- **Awe** There’s a planet floating in front of me!
Entering the dust collector

• Video de los niños entrando al colector
Before the presentation
Before the presentation

• Video de los niños sentados
Playlist
After the presentation
Vivimos en un MUNDO ASOMBROSO
Todos somos responsables de cuidar este planeta y la vida en él.

Conoce más sobre este asombroso planeta:
• Descubre las maravillas naturales.
• La riqueza cultural.
• El legado histórico.
• Haz un compromiso con la Tierra y actúa por la vida.

Únete a la ola de amor por el Planeta y haz un compromiso hoy
La Carta de la Tierra es una declaración con cuatro ejes fundamentales desarrollados en 16 principios que buscan una forma de vida global justa, sostenible y pacífica.

Acciones que puedes tomar:
- Respetar la Tierra y a todos los seres que viven en ella: gente, animales y plantas.
- Ser un consumidor responsable: informate, promueve el consumo justo, no desperdices.
- Consumir productos que no dañen a la gente ni a la naturaleza.
- Diminuye los desechos: reduce, reutiliza y recicla.
- Usa los recursos disponibles tomando en cuenta a las generaciones futuras.
- Promueve el arte, la ciencia y el conocimiento.
- Promueve la igualdad, la justicia y la paz.
- Entra la discriminación.
- Colabora para una sociedad sin violencia, con tolerancia y en paz.
- Colabora para resolver problemas y evitar conflictos.
Findings
Survey 1

• Designed to:

  ✓ Find out which emotions were promoted
  ✓ In what measure those emotions were felt
  ✓ The effect on visitors perception of their well-being and that of the planet

• 50 people participated
Survey 1

1) Which of the following emotions did you experience during the presentation?

<table>
<thead>
<tr>
<th>Emotion</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joy</td>
<td></td>
</tr>
<tr>
<td>Gratitude</td>
<td></td>
</tr>
<tr>
<td>Serenity</td>
<td></td>
</tr>
<tr>
<td>Interest</td>
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<tr>
<td>Hope</td>
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<tr>
<td>Pride</td>
<td></td>
</tr>
<tr>
<td>Amusement</td>
<td></td>
</tr>
<tr>
<td>Inspiration</td>
<td></td>
</tr>
<tr>
<td>Awe</td>
<td></td>
</tr>
<tr>
<td>Love</td>
<td></td>
</tr>
</tbody>
</table>

Interest 17
Awe 15
Serenity 7
Joy 3
Gratitude 2
Inspiration 2
Hope 2
Pride 2
2) If you could assign a score from 0 to 5, where 0 is “nothing” and 5 is “a lot”, how much did you feel the emotion?

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Q1</th>
<th>4 -5</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>17</td>
<td>13</td>
<td>76%</td>
</tr>
<tr>
<td>Awe</td>
<td>15</td>
<td>13</td>
<td>87%</td>
</tr>
<tr>
<td>Serenity</td>
<td>7</td>
<td>6</td>
<td>86%</td>
</tr>
<tr>
<td>Joy</td>
<td>3</td>
<td>2</td>
<td>67%</td>
</tr>
<tr>
<td>Gratitude</td>
<td>2</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Inspiration</td>
<td>2</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Hope</td>
<td>2</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Pride</td>
<td>2</td>
<td>2</td>
<td>100%</td>
</tr>
</tbody>
</table>
Survey 1

3) Which of the following statements best describes your experience at the end of the activity?

- a) It helped me appreciate more the good things in life
- b) It offered me a positive perspective on how amazing the world is and the importance of taking care of it
- c) It helped me to establish a commitment to improve my well-being and that of the people around me
- d) None of the above

RESULTS

6  a) It helped me appreciate more the good things in life
30  b) It offered me a positive perspective on how amazing the world is and the importance of taking care of it
12  c) It helped me to establish a commitment to improve my well-being and that of the people around me
  2  d) None of the above
Survey 2

- Designed to measure positive and negative affects during the presentation
- Using Positive and Negative Affect Schedule PANAS (Watson, Clark & Tellegen 1998)
- 10 positive and 10 negative emotions rated 1 to 5
- Applied before and after the experience
- 45 surveys, only 34 were valid
Survey 2

• Positive:
  Attentive
  Active
  Alert
  Excited
  Enthusiastic
  Determined
  Inspired
  Proud
  Interested
  Strong

• Negative:
  Hostile
  Irritable
  Ashamed
  Guilty
  Distressed
  Upset
  Scared
  Afraid
  Jittery
  Nervous

• Scores
  1 Very slightly / not at all
  2 Very little
  3 Moderately
  4 Quite a bit
  5 Extremely
Survey 2

- Scored 10 to 50
- Mean scores Positive 33 & Negative 17

<table>
<thead>
<tr>
<th>RESULTS</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Positive</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Average Negative</td>
<td>12</td>
<td>17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Decreased</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>Unchanged</td>
<td>41%</td>
<td>59%</td>
</tr>
</tbody>
</table>
Learnings

• Interest and Awe can be easily experienced with SOS
• The use of complementary videos and background music improves the experience at SOS
• SOS can help to promote at least 8 positive emotions
• Most of the people reflected on the importance of taking care of the planet
• Short surveys are a better option (at horno$^3$)
Thank you! Questions?
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