

Fading Affect Bias in a Sports Rivalry

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Introduction & Research Question:

Fading Affect Bias: The phenomenon whereby emotions that are associated with negative events decrease in intensity to a greater extent over time than emotions that are associated with positive events (Walker et al., 2009).

RQ: Does the FAB hold for an existing sports rivalry **across multiple events** as measured by **categorical fluency**, compared with memories for vacations?

Methods:

Participants (N = 44) completed the study. Some participants (N = 13) who were fans of the respective teams of the University of Alabama or Auburn University were asked about their memories for the annual college football rivalry game, known as the Iron Bowl.

Team Identification Scale

(Alabama or Auburn?)



Good Game/ Bad Game Task

(Good & Bad Memories of the Iron Bowl)



Fading Affect Bias Task

(How Did You Feel Then and How Do You Feel Now?)

In an additional condition, other participants (N = 31) completed the same tasks but were asked about memories for their previous vacations (good and bad.)

Discussion:

- The authors found a negative bias in the number of memories and words used, especially for sports rivalry memories.
- The significant decrease in emotional intensity of bad memories supported the Fading Affect Bias in memories for a sports rivalry, but not in vacation memories.
- Stronger emotional intensity for good memories correlated with higher self-identification scores, suggesting a link between positive memories and social identity.

Results:

