

# Assessment of Odor Evoked Emotions using the EmojiGrid

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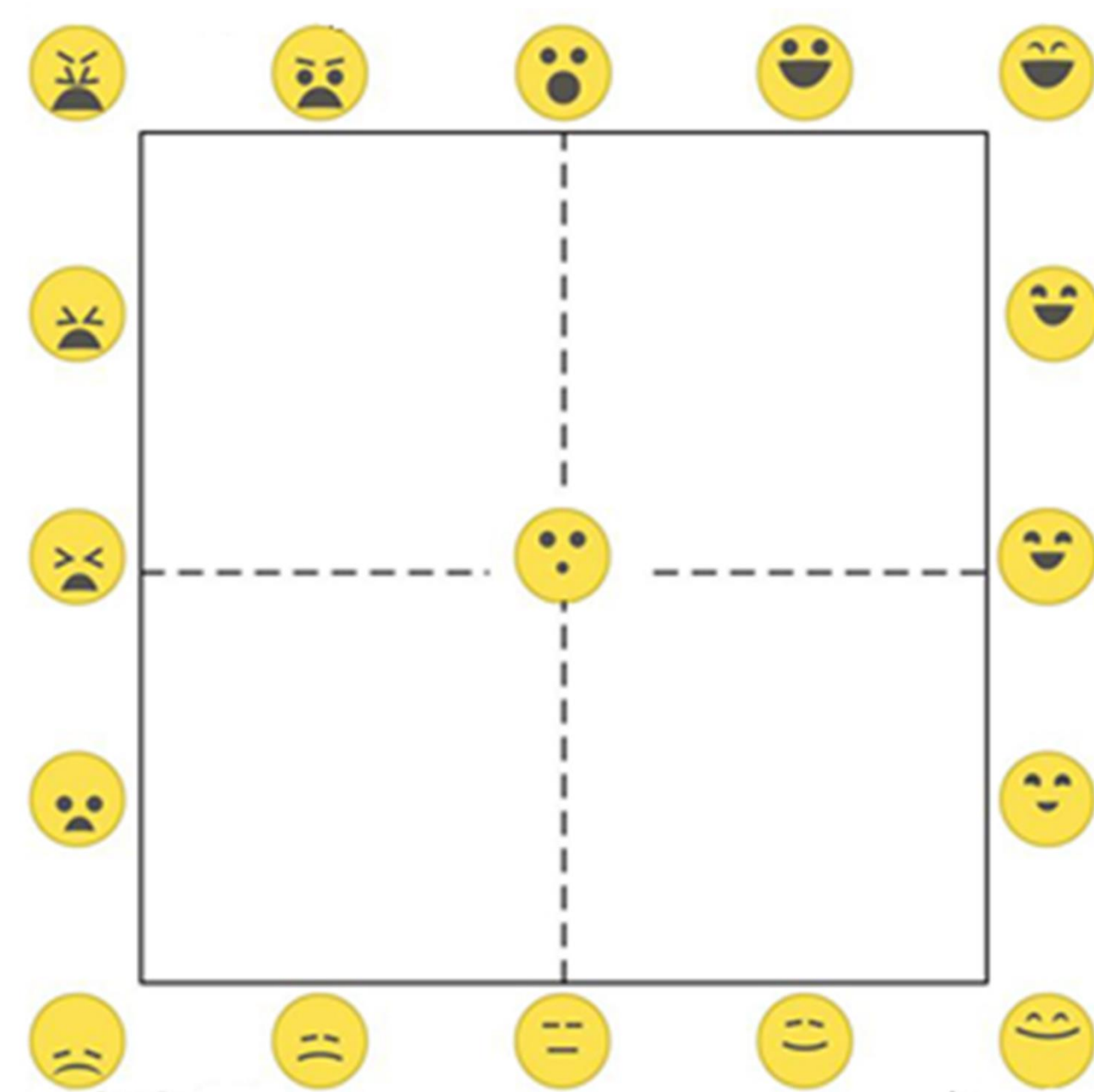


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## Introduction

- Odors are increasingly used to induce various emotional states (e.g. in retail, entertainment, public environments)
- This is reflected in an increasing availability of digital scent delivery and communication systems
- Efficient and intuitive self-report tools are needed to assess whether the desired emotions have been evoked.
- Current affective measurement tools are language-dependent.
- The EmojiGrid however is an intuitive graphical (language-independent) emotional self-report tool.

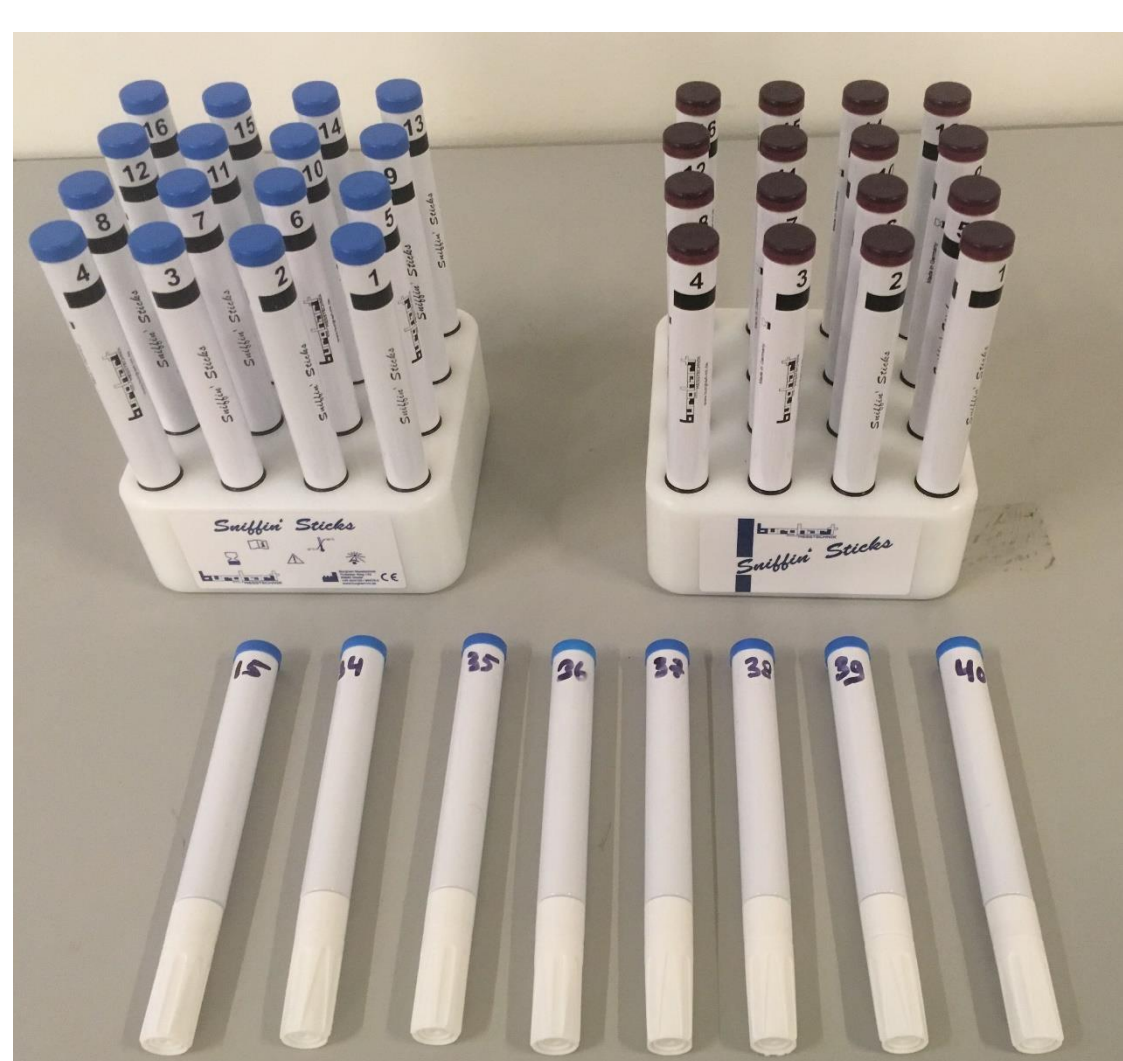
The EmojiGrid



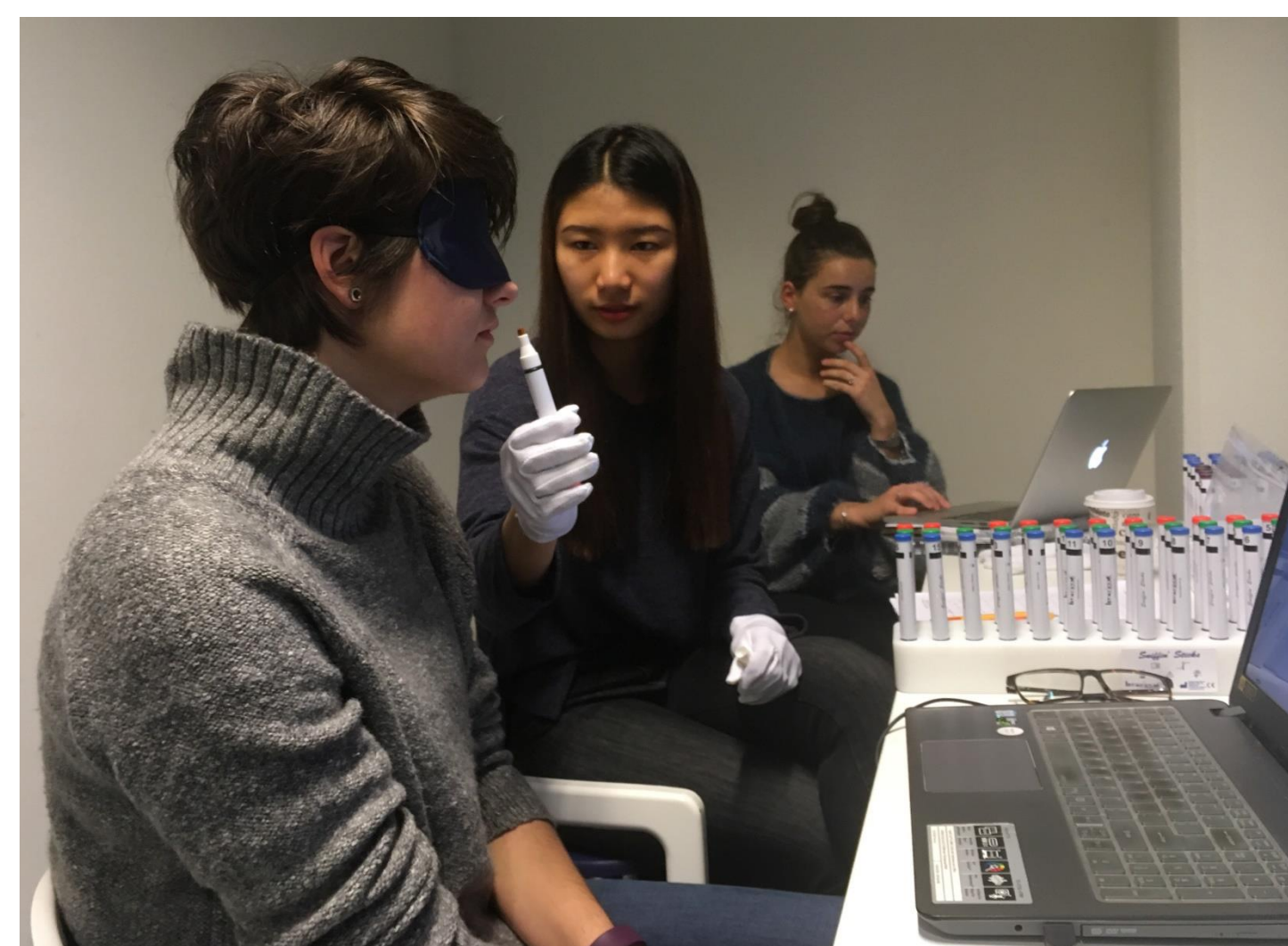
- The emoji-labels express different degrees of valence (horizontal axis) and arousal (vertical axis).
- This study was performed to evaluate the EmojiGrid as a self-report tool for the assessment odor-evoked emotions.

## Methods & Procedure

- Participants (N=56, 24 males, mean age=24.3±4.6 years) briefly (about 5s) smelled 40 odors, presented in random order.
- The odors ranged from very unpleasant (e.g., feces, fish) to very pleasant (e.g., peach, caramel).
- At the start of the experiment participants inspected the EmojiGrid without any further instructions.
- After smelling each odor participants reported their emotional response by a single click on the EmojiGrid.



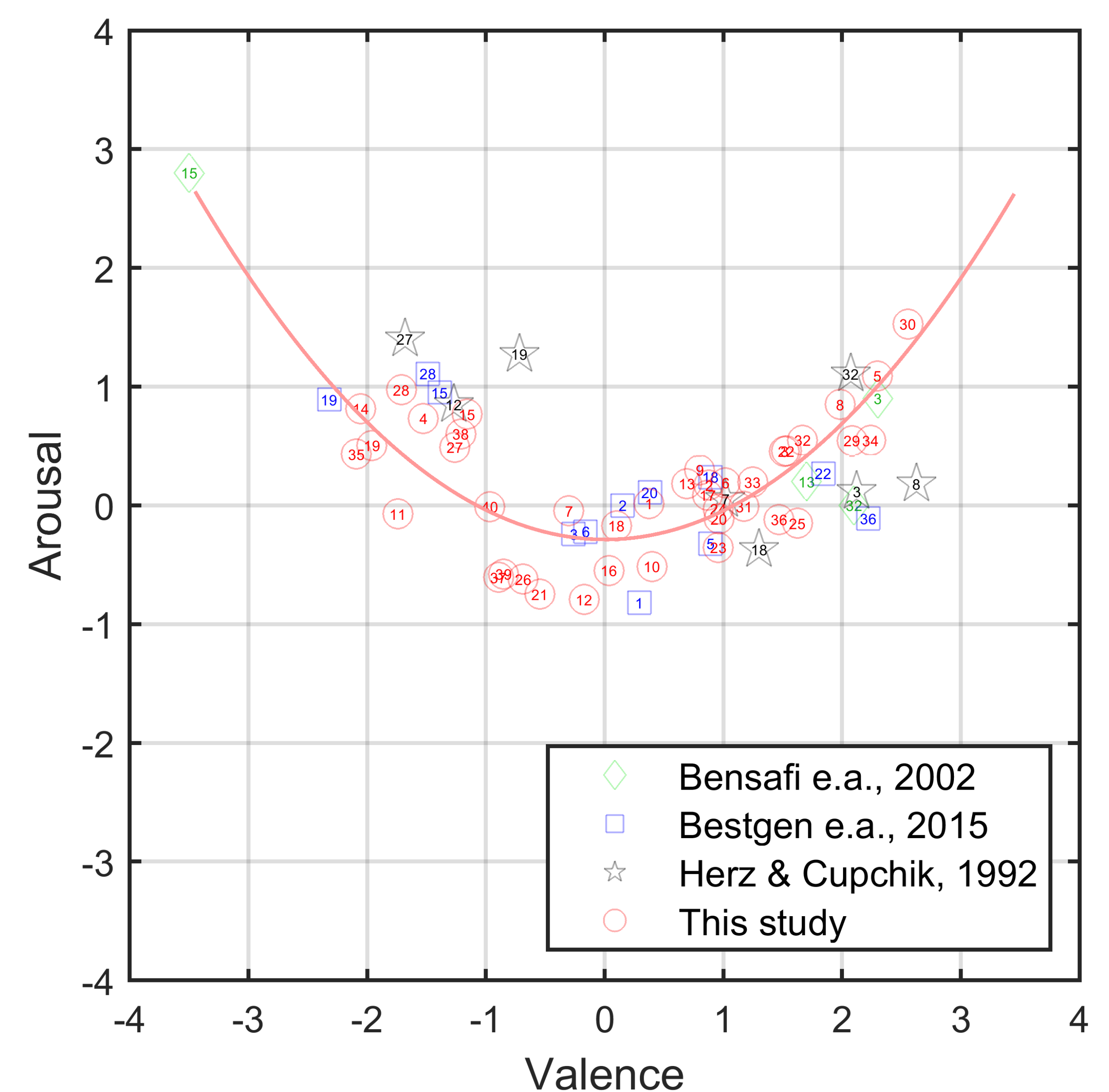
Stimuli



Stimulus presentation

## Results

- The odors successfully elicited a wide range of different emotions.
- Fruit (e.g., peach, raspberry, banana) typically yields the highest positive mean valence ratings, while fish, garlic and onion give the most negative mean valence ratings.
- Mean valence and arousal ratings agree with those from previous studies.
- The relation between mean valence and arousal shows the typical U-shaped relation that is also found for affective stimuli in other sensory modalities (e.g., music, paintings, food).



## Discussion

- The EmojiGrid is a valid affective self-report tool for the assessment of odor evoked emotions.
- Participants were able to use the EmojiGrid without verbal instructions.
- This makes the EmojiGrid a valuable instrument for cross-cultural research.

## References

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## Acknowledgements

We thank Jos van den Enden (Retroscent, <https://retroscent.com>) for kindly providing us with additional odor samples. This work was supported by Kikkoman Europe R&D Laboratory B.V.