

**Manuscript version: Author's Accepted Manuscript**

The version presented in WRAP is the author's accepted manuscript and may differ from the published version or Version of Record.

**Persistent WRAP URL:**

<http://wrap.warwick.ac.uk/167103>

**How to cite:**

Please refer to published version for the most recent bibliographic citation information. If a published version is known of, the repository item page linked to above, will contain details on accessing it.

**Copyright and reuse:**

The Warwick Research Archive Portal (WRAP) makes this work by researchers of the University of Warwick available open access under the following conditions.

Copyright © and all moral rights to the version of the paper presented here belong to the individual author(s) and/or other copyright owners. To the extent reasonable and practicable the material made available in WRAP has been checked for eligibility before being made available.

Copies of full items can be used for personal research or study, educational, or not-for-profit purposes without prior permission or charge. Provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way.

**Publisher's statement:**

Please refer to the repository item page, publisher's statement section, for further information.

For more information, please contact the WRAP Team at: [wrap@warwick.ac.uk](mailto:wrap@warwick.ac.uk).

Draft date: 31 December 2021

### **On the Relationship between Valence and Arousal in Samples across the Globe**

Michelle Yik<sup>1</sup>

Chiel Mues<sup>2</sup>

Irene N. L. Sze<sup>1</sup>

Peter Kuppens<sup>2</sup>

Francis Tuerlinckx<sup>2</sup>

Kim De Roover<sup>3</sup>

Felity H. C. Kwok<sup>1</sup>

Shalom H. Schwartz<sup>4</sup>

Maher Abu-Hilal<sup>5</sup>, Damilola Fisayo Adebayo<sup>6</sup>, Pilar Aguilar<sup>7</sup>, Muna Al-Bahrani<sup>5</sup>, Marc H. Anderson<sup>8</sup>,

Laura Andrade<sup>9</sup>, Denis Bratko<sup>10</sup>, Ekaterina Bushina<sup>11</sup>, Jeong Won Choi<sup>12</sup>, Jan Ciecuch<sup>13 14</sup>, Vincent Dru<sup>15</sup>, Uwana Evers<sup>16</sup>, Ronald Fischer<sup>17</sup>, Ivonne Andrea Florez<sup>18</sup>, Ragna B. Garðarsdóttir<sup>19</sup>, Aikaterini

Gari<sup>20</sup>, Sylvie Graf<sup>21</sup>, Peter Halama<sup>22</sup>, Jamin Halberstadt<sup>23</sup>, Magdalena S. Halim<sup>24</sup>, Renata M.

Heilman<sup>25</sup>, Martina Hřebíčková<sup>26</sup>, Johannes Alfons Karl<sup>17</sup>, Goran Knežević<sup>27</sup>, Michal Kohút<sup>28</sup>, Martin Kolnes<sup>29</sup>, Ljiljana B. Lazarević<sup>27</sup>, Nadezhda Lebedeva<sup>11</sup>, Julie Lee<sup>16</sup>, Young-Ho Lee<sup>12</sup>, Chunquan Liu<sup>30</sup>,

Rasmus Mannerström<sup>31</sup>, Iris Marušić<sup>32</sup>, Florence Nansubuga<sup>33</sup>, Oluyinka Ojedokun<sup>6</sup>, Joonha Park<sup>34</sup>, Tracey Platt<sup>35</sup>, René T. Proyer<sup>36</sup>, Anu Realo<sup>29 37</sup>, Jean-Pierre Rolland<sup>15</sup>, Willibald Ruch<sup>38</sup>, Desiree Ruiz<sup>7</sup>,

Florencia M. Sortheix<sup>39</sup>, Alexander Stahlmann<sup>38</sup>, Ana Stojanov<sup>23</sup>, Włodzimierz Strus<sup>13</sup>, Maya Tamir<sup>40</sup>, Cláudio Torres<sup>9</sup>, Angela Trujillo<sup>41</sup>, Thi Khanh Ha Truong<sup>42</sup>, Akira Utsugi<sup>34</sup>, Michele Vecchione<sup>43</sup>, Lei

Wang<sup>30</sup>, and James A. Russell<sup>44</sup>

<sup>1</sup> Division of Social Science, Hong Kong University of Science and Technology

<sup>2</sup> Faculty of Psychology and Educational Sciences, KU Leuven-University of Leuven

<sup>3</sup> Department of Methodology and Statistics, Tilburg School of Social and Behavioral Sciences

<sup>4</sup> Department of Psychology, The Hebrew University of Jerusalem

<sup>5</sup> College of Education, Sultan Qaboos University

<sup>6</sup> Department of Psychology, Adekunle Ajasin University

<sup>7</sup> Department of Psychology, Universidad Loyola Andalucia

<sup>8</sup> Department of Management and Entrepreneurship, Iowa State University

<sup>9</sup> Department of Basic Psychological Processes, University of Brasilia

<sup>10</sup> Department of Psychology, University of Zagreb

<sup>11</sup> School of Psychology, National Research University Higher School of Economics

<sup>12</sup> Department of Psychology, The Catholic University of Korea

<sup>13</sup> Institute of Psychology, Cardinal Wyszyński University in Warsaw

<sup>14</sup> University Research Priority Program "Social Networks", University of Zurich

<sup>15</sup> Laboratoire Interactions Cognition Action Émotion (LICAÉ), University Paris Nanterre

<sup>16</sup> Department of Marketing, University of Western Australia

<sup>17</sup> School of Psychology, Victoria University of Wellington

<sup>18</sup> Behavioral Health Department, Kaiser Permanente

<sup>19</sup> Faculty of Psychology, University of Iceland

<sup>20</sup> Department of Psychology, National and Kapodistrian University of Athens

<sup>21</sup> Department of Psychology, University of Bern

<sup>22</sup> Centre of Social and Psychological Sciences, Slovak Academy of Sciences

<sup>23</sup> Department of Psychology, University of Otago

<sup>24</sup> Graduate Program of Professional Psychology, ATMA JAYA Catholic University of Indonesia

<sup>25</sup> Department of Psychology, Babeş-Bolyai University

<sup>26</sup> Institute of Psychology, Masaryk University

<sup>27</sup> Department of Psychology, University of Belgrade

<sup>28</sup> Department of Psychology, University of Trnava

<sup>29</sup> Institute of Psychology, University of Tartu

<sup>30</sup> School of Psychological and Cognitive Sciences, Peking University

<sup>31</sup> Department of CICERO Learning, University of Jyväskylä

<sup>32</sup> Centre for Educational Research and Development, Institute for Social Research in Zagreb

<sup>33</sup> School of Psychology, Makerere University

<sup>34</sup> Graduate School of Humanities, Nagoya University

<sup>35</sup> Faculty of Health Sciences & Wellbeing, University of Sunderland

<sup>36</sup> Department of Psychology, Martin-Luther-University Halle-Wittenberg

<sup>37</sup> Department of Psychology, University of Warwick

<sup>38</sup> Department of Psychology, University of Zurich

<sup>39</sup> Swedish School of Social Sciences, University of Helsinki

<sup>40</sup> Department of Psychology, The Hebrew University

<sup>41</sup> Faculty of Psychology, Universidad de La Sabana

<sup>42</sup> Faculty of Psychology, USSH, Vietnam National University

<sup>43</sup> Department of Social and Developmental Psychology, Sapienza University of Rome

<sup>44</sup> Department of Psychology and Neuroscience, Boston College

#### **Author Note**

Preparation of the paper was facilitated by the Hong Kong Research Grants Council's General Research Fund (Project Nos. 16651916 and 16601818).

Correspondence concerning this article should be addressed to Michelle Yik, Hong Kong University of Science and Technology, Division of Social Science, Clear Water Bay, Kowloon, Hong Kong. E-mail: [Michelle.Yik@ust.hk](mailto:Michelle.Yik@ust.hk)

### Abstract

Affect is involved in many psychological phenomena, but a descriptive structure, long sought, has been elusive. Valence and arousal are fundamental, and a key question—the focus of the present study—is the relationship between them. Valence is sometimes thought to be independent of arousal, but, in some studies (representing too few societies in the world) arousal was found to vary with valence. One common finding is that arousal is lowest at neutral valence and increases with both positive and negative valence: a symmetric V-shaped relationship. In the study reported here of self-reported affect during a remembered moment ( $N = 8,590$ ), we tested the valence-arousal relationship in 33 societies with 25 different languages. The two most common hypotheses in the literature—*independence* and a *symmetric V-shaped relationship*—were not supported. With data of all samples pooled, arousal increased with positive but not negative valence. Valence accounted for between 5% (Finland) and 43% (China Beijing) of the variance in arousal. Although there is evidence for a structural relationship between the two, there is also a large amount of variability in this relation.

*Keywords:* valence, arousal, subjective experience, structure of affect, culture

### **On the Relationship between Valence and Arousal in Samples across the Globe**

A person is “never in a state entirely free from feeling”.

Wundt (1897/1998, p. 92)

Affective feelings infuse mental processes and behaviors related to health, well-being, psychopathology, and decision making. Yet, psychology has not achieved an agreed upon descriptive structure of affect. Valence and arousal have often been identified as fundamental properties of affect, but the relationship between the two has not been agreed upon or examined across the globe. The present study focuses on momentary affect. We asked, in 33 different samples, two basic questions: How are valence and arousal related to each other in subjective experience? Does this relationship vary across societies? The study examined these questions by asking participants to report their feelings in “a clearest moment” during the previous day.

#### **Valence and Arousal**

Valence (also known as pleasure-displeasure or hedonic tone) is an elementary dimension of conscious affective feeling (Reisenzein, 1992; Wundt 1897/1998) and the most commonly found fundamental property of affect (Larsen & Diener, 1992; Yik et al., 2002; Yik et al., 1999; Yik et al., 2011) – indeed, sometimes the only factor found in self-reports of affect (Williams et al., 1989). Still, controversy remains as to whether valence is one bipolar dimension or two separate dimensions (for progress on this issue, see Larsen et al., 2001; Russell, 2017; Russell & Carroll, 1999; Yik, 2007).

Arousal (also known as activation, energy, or tension) often emerges as a second factor in self-reported affect (Yik et al., 2002) and was prominent in earlier psychological writings (e.g., Berlyne, 1960; Cannon, 1927; Schachter & Singer, 1962). Self-reported arousal is related to a range of factors from food to personality to neurochemistry (Thayer, 1989).

#### **Theoretical Relations between Valence and Arousal**

How valence and arousal are related to each other has received less attention, but is essential, nonetheless. There are hints that arousal increases with intensity of both positive and negative valence in certain conditions. For instance, arousal is a V-shaped function of valence in

studies of visual scenes (Lang, 1994; Mattek et al., 2017), in some emotion lexicons (Ćoso et al., 2019; Yao et al., 2017), and in sentiment analysis of social media data (Chen & Yik, 2021). Perhaps the V-shape occurs generally in all subjective experience. Alternatively, the valence-arousal relationship might vary with domain, or with culture and language, or with individuals. When attempting to map valence to certain brain regions such as orbitofrontal cortex and arousal to other regions such as the amygdala, researchers have reported inconsistent findings across studies (Colibazzi et al., 2010; Lindquist et al., 2012; Posner et al., 2009). Any variability in the valence-arousal relationship might explain this inconsistency in studies of the neural basis of affect. In short, the valence-arousal relationship in self-reported subjective experience needs to be better understood.

Several relationships between valence and arousal in self-reported affect have been suggested and tested (Kuppens et al., 2013; Kuppens et al., 2017). Prominent theoretical models are displayed in Figure 1.

### ***Model 1: Independence***

Valence is often assumed to be independent of arousal in self-reported affect (e.g., Barrett & Russell, 1999; Carver & Scheier, 1990; Larsen & Diener, 1992; Yik et al., 2011). In this model, how pleasant or unpleasant one is feeling provides no information about how aroused one is feeling and vice versa.

### ***Model 2: Linear Relation***

A second model posits a linear relationship, i.e., in the extreme, valence equals arousal. On one version of this model—positive correlation version—affect is one dimension ranging from sadness (negative valence, low arousal) to excitement (positive valence, high arousal). An interesting possibility is that this model applies mainly to Western societies as reflected in a preference for highly aroused pleasant affect (Tsai et al., 2006).

The alternative version of this model—negative correlation version—is that affect is one dimension ranging from tension (negative valence, high arousal) to calmness (positive valence, low

arousal). This model was assumed in the psychoanalytic theory in which pleasure was thought to originate from the release of tension and in the behaviorist theory that reinforcement is the reduction of drive. An interesting possibility is that this model applies mainly to Asian societies as reflected in a preference for deactivated pleasant affect (Tsai et al., 2006).

### ***Model 3: Symmetric V-shaped Relation***

In this model, arousal is minimal at neutral valence and then increases with (or is) the intensity of positive and, separately, of negative valence. The relation is symmetric with positive and negative valence having an equal intercept on the arousal axis and slope values equal in magnitude but opposite in sign. Model 3 is commonly thought of as the V-shaped relationship shown in Figure 1. Here, we also allow Model 3 to include an inverted V-shaped relationship. Model 3 resonates with Gray's (1987) theory of two independent motivational systems—behavioral activation and inhibition—in which arousal is the intensity of each system and with Thayer's (1989) theory of two different types of arousal, one positive and one negative.

### ***Models 4 - 6: Asymmetric V-shaped Relation***

Models 4 through 6 are based on the evaluative space model (Cacioppo & Berntson, 1994). These models are similar to Model 3, but with asymmetries. Model 4 adds a positivity offset: positive valence begins at a higher level of arousal than does negative valence. That is, the curves for positive and negative valence have different intercepts on the arousal axis.

Model 5 adds a different asymmetry: differences in the slopes for positive versus negative valence. For instance, Ito and Cacioppo (2005) argued that arousal increases more strongly with negative valence than it does with positive valence (something that they called negativity bias). The opposite can in principle also occur, namely that arousal increases more strongly with positive valence. Both intercept and slope asymmetries appear in Model 6.

### **Cultural Variations in the Valence-Arousal Relationship**

In addition to the different theoretical models, the empirical evidence in favor of or against these models has been inconsistent as well (see Kuppens et al., 2013 for a detailed discussion). Part

of this inconsistency may arise because the relation between valence and arousal may differ with the stimulus condition, with the culture or language, or even with the person examined. Indeed, Kuppens et al. (2013) tested the six theoretical models by deploying multilevel regression models that incorporate both a nomothetic (i.e., population) structure and idiographic variations in the nomothetic structure (i.e., individual differences modeled as random effects). They found support for asymmetric V-shaped relationships (Models 5 and 6) in eight samples of English speakers at the nomothetic level, but the relationship at the population level was weak and showed large variations at the idiographic level, implying perhaps the valence-arousal relationship can vary from one sample to the next.

To complement the data from English-speaking societies, Kuppens et al. (2017) examined data from another five societies. In contrast to prior findings, Kuppens et al. supported a symmetric V-shaped relationship (Model 3) in all but Hong Kong (Model 1). The slope was steepest for Western cultures (Canada, Spain) but less steep (Japan, Korea) to almost flat (Hong Kong) for Eastern cultures.

Clearly more cross-cultural data are needed. Therefore, in the present study, we sought to test the six models on a large cross-cultural network involving 33 samples. They span six continents and cover the global regions identified by Schwartz (2006).

### **Measurements of Self-reported Momentary Affect**

The variety of measures used in the past studies complicated the examination of the valence-arousal relationship. Valence and arousal have been measured in various ways such as with the Self-Assessment Manikin (Bradley & Lang, 2007) or the Affect Grid (Russell et al., 1989). Kuppens et al. (2013) used items tapping pleasure, displeasure, high arousal, and low arousal. In the present study, we adopted Kuppens et al.'s method by asking the participants to report their affect using affect items covering pleasant, unpleasant, activated, and deactivated. We then tested structural invariance of the two constructs, namely valence (defined by pleasant and unpleasant items) and arousal (defined by activated and deactivated items), across the 33 samples.

The instructions for self-reported affect in the past studies have been problematic. Sometimes, the participant was asked about his or her affect over an extended period of time (today, this week, etc.), but affective feelings ebb and flow, sometimes changing quickly. Participants were sometimes asked to rate their feelings during a specific type of remembered episode or their reactions to a set of stimuli such as tunes or pictures; such ratings have restricted variance and likely lack the social complexity of everyday life. In other cases, participants simply responded to a questionnaire, with questions such as “How are you feeling right now?”. The variance in such ratings is likely restricted because all participants are in the same circumstance, such as filling out a questionnaire, or perhaps sitting in a boring lab.

Here we focus on momentary affect. To capture everyday momentary feelings, experience sampling would be ideal, although it can be costly thereby becoming a stumbling block to large-scale cross-cultural projects. An alternative to experience sampling is to measure affect in a broader range of moments. In the present study, a “remembered moments” questionnaire (RMQ) was used in which participants recalled a clear moment from the day before (see Yik et al., 2002; see the Day Reconstruction Method developed by Kahneman et al. [2004]). The moments from the RMQ method are likely to be varied and representative of experiences outside the lab. Of course, memory is fallible, and so the RMQ is designed to have the participant select a well-remembered moment.

## **Method**

### **Samples and Participants**

The 33 datasets collected cover six continents, using translations into 25 different languages including Indo-European (Croatian, Czech, Dutch, English, French, German, Greek, Icelandic, Italian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, and Spanish), Afro-Asiatic (Arabic, Hebrew), Uralic (Estonian, Finnish), Austroasiatic (Vietnamese), Austronesian (Indonesian), Japonic (Japanese), Koreanic (Korean), and Sino-Tibetan (Chinese). For feasibility, we intended to recruit 200 participants

per sample.<sup>1</sup> A total of 8,590 university students (59% female) took part in the study during February to November 2018. Sample sizes ranged from 190 (Belgium, Nigeria) to 469 (Czech Republic). All participants were at least 16 years of age, with an overall mean of 24.01 years ( $SD = 7.67$ ). For the demographic characteristics of the samples, please refer to the online supplemental materials 1.

### **Procedure**

We are a team of researchers involved in cross-cultural projects (see McCrae et al., 2005). All researchers involved in this project are fluent in English and have extensive experience collaborating in large-scale survey research projects and translating questionnaires into their own languages. For non-English speaking samples, each researcher received an English questionnaire package for translation purpose. A standardized translation and back-translation procedure was used to prepare different language versions. For each language, we recruited two bilinguals; the first bilingual translated the English items into the target language and the second bilingual independently back-translated the items into English. Discrepancies between the original and back-translated English versions were identified, discussed, and reconciled.

Participants were asked to complete nine questionnaires including the one reported in this article; average completion time was 35 minutes. Most data were collected online using Qualtrics (25 samples), with a few samples using the paper-pencil method (4 samples), or both methods (4 samples). The study was approved by the HKUST Human Participants Research Panel. All data were collected in accordance with the local ethical guidelines and procedures.<sup>2</sup>

Upon the completion of data collection, collaborators provided details on the sample description, the data collection method, and unexpected events, if any, during the data collection.

---

<sup>1</sup> After data collection, we found that a power analysis using an effect size of 8% found in Study 1c in Kuppens et al. (2013) indicated that the sample of 200 achieves .95 power with  $\alpha = .05$ .

<sup>2</sup> University ethics approval was required and obtained in 11 samples.

The initial sample consisted of 8,642 participants among whom 52 cases were excluded in data screening resulting in a final sample of 8,590 participants for subsequent analysis.<sup>3</sup>

### **Instructions and Measures**

Participants were asked to recall a clearly remembered moment from the day before: “Please think back to yesterday. Search your memory for a particular moment that is especially clear in your memory. Let’s call it your clearest moment.” To help the participants to relive the moment, they were asked to think about the time, location, the person they were with, and things that they were doing during this clearest moment.

They then rated their feelings during that moment using 16 affect adjectives. The 16 adjectives were culled from four affect segments of the 12-Point Affect Circumplex (12-PAC; Yik et al., 2011).<sup>4</sup> Valence was tapped by four pleasant items (“happy”, “pleased”, “content”, “satisfied”) and four unpleasant items (“miserable”, “unhappy”, “troubled”, “dissatisfied”), whereas arousal was tapped by five activated items (“determined”, “intense”, “hyperactivated”, “aroused”, “activated”) and three deactivated items (“still”, “quiet”, “sleepy”). Participants rated their affect on a 5-point Likert scale ranging from 1 (*not at all*) to 5 (*extremely*). The median values of the alpha coefficients ranged from .50 (deactivated) to .93 (pleasant). For details, please refer to the online supplemental materials 2.

### **Results and Discussion**

The data were processed and analyzed in four steps: In a first step, we determined measurement-invariant scales for valence and arousal across the 33 samples. In a second step, we calculated valence and arousal scores per participant. The resulting data were then analyzed to determine the valence-arousal relation and cultural variations therein. To this end, in a third step,

---

<sup>3</sup> Four were eliminated because they left blank all items on at least four questionnaires administered. Another 48 were eliminated because they used the same response option for all items for at least two of the nine questionnaires.

<sup>4</sup> Male and female versions were developed for the affect measure in 14 of 25 languages where there are masculine and feminine adjectives.

we first fit models each representing a different theoretical model to the data of each sample separately, and then identified the dominant patterns across the 33 samples. In a final and fourth step, we fit a (multilevel) model that allows for these dominant patterns across all participants from all samples ( $N = 8,590$ ). This model allows us to identify what an overall, pancultural relation between valence and arousal would look like, how much of the total variance such a pancultural model could explain the degree to which each sample might deviate from this overall model.

### **Step 1: Measurement Invariance**

To evaluate the invariance of measures for valence and arousal across the 33 samples, we tested configural invariance (factor loadings and intercepts freely estimated across groups) and metric invariance (factor loadings constrained to be equal across groups) to ensure the meaning of the latent construct was equal across groups. For details of the procedure, please refer to the online supplemental materials 3.

Figure 2 presents the final model consisting of 11 items with two correlated residuals. The model fit of the metric invariance model was compared with the configural model. Metric invariance across the samples is indicated when imposing invariant factor loadings leads to no more than .02 decrease in CFI, no more than .03 increase in RMSEA (Rutkowski & Svetina, 2014), and no more than .02 increase in SRMR (Chen, 2007). The changes of the fit measures between the two models were small ( $\Delta CFI = .018$ ,  $\Delta RMSEA = .003$ ,  $\Delta SRMR = .033$ ) indicating that the factor loadings are equal across groups and thus metric invariance holds. Therefore, the comparison of the linear valence-arousal relation across the samples can be carried out. Significant positive covariances were observed in all 33 samples, with covariances ranging from .19 (Finland) to .86 (Indonesia) in the metric invariance model. For details, please refer to the online supplemental materials 4 and 5. This step resulted in the identification of the items to define a valence score and an arousal score per participant.

### **Step 2: Calculation of the Final Valence and Arousal Scores**

The theoretical and mathematical models used to capture the various possible relations between valence and arousal make use of a neutral valence midpoint (forming the deflection point of any asymmetric relation). Consequently, it was not possible to use the factor scores from the abovementioned final factor analytic model as input for the analyses modeling the relation between valence and arousal, as the point at which the factor scores equal zero cannot be assumed to reflect neutral valence. To circumvent this problem, using the 11 items in Figure 2, we calculated valence and arousal scores per participant by subtracting the average of the negative valence items from the average of the positive valence items, and the low arousal item from the average of the high arousal items respectively (similar approach was used by Kuppens et al., 2013, 2017).

### **Step 3: Best Fitting Model for Each Sample**

We first examined the relationship between these valence and arousal scores within each sample. In each sample, we fit six different statistical regression models in which arousal was modelled as a function of valence in correspondence with the theoretical relations from Figure 1. The models we fit to the data, however, allowed more variation of values than those shown in Figure 1. For example, the “Model 3” we fit to the data allowed an inverted V as well as the V-shape shown in Figure 1; the “Model 5” we fit to the data allowed various slope values as well as the steeper slope for negative valence shown in Figure 1. In addition, for more flexibility, we included an additional nonparametric model (Model 7) that does not make prior parametric assumptions (see Kuppens et al., 2013 for more details on the statistical models).

To select the model that provides the most appropriate fit to the data in each sample, we relied on the Bayesian Information Criterion (BIC) and posterior model probabilities derived from the BIC (Raftery, 1995). The best fitting model has the lowest BIC score and highest posterior model probability (see Kuppens et al., 2013). For each sample, the seven models were estimated, separately, and the best fitting model was selected. Table 1 presents the model selection indices and Table 2 the best fitting model for each sample. Figure 3 shows the plotted data between valence and arousal together with the best fitting model separately for each sample.

No one model showed the best fit in all 33 samples: different samples were best characterized by different models. However, only four models emerged as best fitting. Model 2 emerged in 14 samples, with arousal increasing linearly with valence. In the remaining 19 samples, models including an asymmetry were selected: 16 samples included a V-shape relationship with a steeper slope for positive valence (Model 5), two included a higher intercept for positive valence (Model 4), and one included both a lower intercept and a steeper slope for positive valence (Model 6).

In short, two models dominated in 30 of the 33 samples: Model 2 in 14 samples and Model 5 in 16 samples. In about half of the samples, slopes differed by valence: Positive valence uniformly showed a strong positive slope with arousal, but negative valence showed slopes ranging from negative to flat to positive.

The finding of the main support for Models 2 and 5 should be understood against the background of the large variations in the valence-arousal relationship within each sample (as evident in the scattered data points in the 33 plots in Figure 3). As shown in the next-to-last column of Table 2, the variance accounted for by the best fitting model was often low, with  $R^2$  values ranging from .05 (Model 2 for Finland) to .43 (Model 5 for China Beijing). Thus, explanatory power of even the best fitting model in which arousal is a function of valence was often low, and within each sample there remains much variation around the overall relation.

#### **Step 4: One Model for all 33 Samples**

We next evaluated the possibility of one pancultural model to describe the relation between valence and arousal. As a first step in exploring this possibility, we collapsed the data across samples. With the pooled data of 8,590, we fit the seven theoretical models to the data. The results are shown in the first line of Table 1. Our version of Model 5 (in which we allowed empirically determined values for the two slopes) provided the best fit. Another consideration also favored Model 5: Within each separate sample, both Model 5 and Model 2 had emerged as best fitting. Nonetheless, Model 2 can be thought of as a special case of Model 5: Model 2 adds the constraint

that the slope of negative valence is equal in magnitude to the slope of positive valence. Model 5 is thus the more general model, and the frequency of finding an asymmetry in slope values led us to Model 5.<sup>5</sup> Thus, Model 5 is the best candidate for a nomothetic structure of affect. The version of Model 5 that fit the total sample is shown in the thick black line of Figure 4. As can be seen in this figure, this version features a positive slope for positive valence, and an almost flat slope for negative valence.

To account for between-sample differences in this overall relation, a multilevel extension of Model 5 was also estimated. The multilevel framework allowed us to model an overall, population-average relation between valence and arousal across the data from all 33 samples (i.e., the fixed effects structure), and at the same time to estimate sample-specific deviations from this average relation (i.e., the random effects structure). Indeed, the fixed effects pertaining to the intercept and slope values of this population average-model reveal the shape of the average model across all samples, and the random effects pertaining to the intercepts and slopes allow for variation between samples. Table 3 shows the numerical estimates of the model, and Figure 5 displays the estimated fixed effects part of the model, portraying the population average model across all 33 samples, together with sample-specific deviations. Across all data, the marginal  $R^2$  of this model (i.e., the proportion of variance explained by the fixed effects alone) equals .19, and the conditional  $R^2$  (i.e., the proportion of variance explained by both the fixed and random factors) equals .25 (see Nakagawa et al., 2017).<sup>6</sup> These results mean that taking the fixed part of the model only (i.e., assuming equal intercept and slopes across samples) explains 19% of the total variance observed

---

<sup>5</sup> Model 6 was also a reasonable candidate to explore as a pan-cultural model for all samples. After all, Model 6 is the most general of the models. Model 6 is equivalent to Model 5 but allows different intercepts for positive and negative valence (viz., an offset). The offset occurred in the best fitting model for only three of the 33 samples, and in one of those the value of the intercept was opposite to that predicted by Cacioppo and Berntson (1994). Offset thus seemed to be an unlikely feature of the general model we sought.

<sup>6</sup> We opted here for a naive calculation of  $R^2$  in the multilevel model by calculating  $r^2$  (observed  $y$ , predicted  $y$ ), which is the squared correlation between the observations and the predictions from the model. The predictions come from the fixed effects part of the model only (i.e., the marginal  $R^2$ ) or from the fixed plus random effects part (i.e., the conditional  $R^2$ ).

across all participants. Allowing sample-specific deviations in these parameters increases this value to 25% of the total variance.

The multilevel extension of Model 5 underscores three points about the population-average, pancultural model. First, as shown in Table 3 and in the thick black line in Figure 5, the intercept of the model is close to the arousal midpoint (i.e., not significantly different from zero). Second, the model contains different slopes for positive and negative valence. Specifically, the slope of negative valence is flat whereas the slope of positive valence was significantly steeper than the slope for negative valence. Three, despite this overall relation, there is variation among the samples in the parameters (see also the thin lines in Figure 5). The appearance of variation was confirmed by the sizeable sample-specific deviations from the fixed effects structure as indicated by the variance components of the multilevel model. There is considerable variation across samples for the intercept, the negative valence slope, and the positive valence slope.

Finally, one may wonder how allowing for sample-specific deviations (as in the sample specific models or the multilevel model reported above) compares to an approach that would assume the exact same relation between valence and arousal in every sample. To evaluate this possibility, we estimated the proportion of explained variance per sample if one would fit the same model dictated by the fixed effects portion of Model 5 (with a positive slope for positive valence and a flat slope for negative valence; see Table 3 and the bold line in Figures 4 and 5) to the data from each sample. To do so, we examined the squared correlation between the observed arousal values and the arousal values predicted by the fixed effects component of the multilevel model. The  $R^2$  values are reported in the last column of Table 2. The possibility of a single model with no sample-specific parameters was supported by the similarity of these  $R^2$  values to those from the separate different models per country (the last second column of Table 2).

### **Conclusion**

Model 5—our version as seen in the thick black line of Figure 4 or 5—provides a reasonably good fitting general model, an average global relationship between valence and arousal across our

33 samples and among our 8,590 participants. Such a general model is useful for many purposes. If, of a group of participants, all we know is that they are human, then this version of Model 5 is a good basis for the description of their momentary affect: When they are feeling pleasant, they tend to be feeling activated; When they are feeling unpleasant, they could be feeling activated, deactivated, or in between. More generally, the average global relationship between valence and arousal is asymmetric, with an almost flat slope for negative valence that is joined to a positive slope for positive valence. Model 5 is the prime candidate for a universal pancultural account of the general relation between valence and arousal.

The flat slope for negative valence might possibly be explained, in part, by two reasons. One was related to memory recall. Our participants tended to remember positive valence, and this effect is vividly evident in all 33 plots in Figure 3.<sup>7</sup> In the most extreme case, people in Oman almost never recalled any negative valence. Certainly this does not mean that they never experience anything negative. Rather they did not report negative valence. Positivity bias in memory recall was well documented in the literature supporting the prevalence of pleasant (vs. unpleasant) events (see Botzung et al., 2010). Others have found that the affect associated with unpleasant memories fades faster than that associated with pleasant memories (see Ritchie et al., 2015). The intersection between memory recall and the valence-arousal model should be included in future research directions.

The second reason for the flat slope could be related to the word choice. In English, most of the words used to anchor arousal appear to be positive (e.g., “determined”, and “aroused”). The positivity of these words could bias our results to show that arousal and positive valence are correlated, but arousal and negative valence are not. When we chose the words to define arousal in English, we sought to focus on those saturated with arousal and relatively independent of valence. (To maintain the independence of valence and arousal in the translations, detailed instructions were

---

<sup>7</sup> 1,589 subjects fell in the negative valence region where the correlation between valence and arousal was .02 ( $p = .40$ ).

given to the translators in the remaining 24 languages.) To test the positivity bias of the arousal words, we estimated the correlations between the four high arousal items (“determined”, “aroused”, “hyperactivated”, “activated”) and the positive valence score in each of the 33 samples: The mean correlation was .32 ( $SD = .15$ ) for “determined”; .35 ( $SD = .20$ ) for “aroused”, .41 ( $SD = .09$ ) for “activated”, and .30 ( $SD = .14$ ) for “hyperactivated”. (In the US sample, the corresponding values were .06, .32, .27, and .13.) These positive correlations might be due to the co-occurrence of higher arousal with positive valence, or to a semantic relationship such that these four high arousal words have some component of positive valence, or to the memory bias discussed above. Our results lent some potential support that word choice is one possible explanation for our global model, but co-occurrence of positive valence and arousal is also possible. The differences in correlations across the four arousal items (.30 to .41) are consistent with both factors influencing the results. So, for now, we can conclude that positive valence is positively correlated with arousal. It remains for future research to determine how much of that correlation is due to general co-occurrence of positive valence and arousal in daily life, how much to semantics of the items used, and how much to a memory bias as discussed above.

A more precise model is possible for each separate sample. That is, as also shown in Figure 5, we also found evidence for differences among the 33 samples – differences that can be represented simply by three parameters: (1) the value of arousal at neutral valence, (2) the slope of arousal as a function of positive valence, and (3) the slope of arousal as a function of negative valence. Specifying values for each of these three parameters for a specific sample provides a better fitting model of affect. Why each parameter takes on the value it does for a given sample remains to be seen, however. This question rises to the top of the list of important directions for future research. Of course, simply sampling differences might have occurred, but more interesting possibilities are differences between samples in terms of personality, culture, language, geography, and social differences.

One possibility—suggested by results shown in Figure 3—is that more than these three parameters are needed because the relationship of valence to arousal varies even more with sample when modeled separately. As shown in Figure 3, for example, the best fitting model for both Nigeria and Russia has a positivity offset and a positive slope of arousal as a function of the intensity of negative valence – a combination of features not seen in the best fitting model for any other society. The best fitting model for 19 samples has an inflection point such that the arousal slope changes from negative to positive valence, and yet no inflection point occurred for the other 14 samples. Such differences are more likely than the three parameters of Figure 5 to be due to sampling differences, and yet they are hints of interesting possibilities. In these cases, replicability is the first question.

Certain negative conclusions are also warranted. In no sample did the independence model (Model 1 of Figure 1) provide the best fit. This finding in itself is important, as it indicates that the model most commonly presupposed in measures of self-reported affect is only an approximation. On the other hand, for no sample did valence account for a large amount of variance in arousal scores. In other words, the consistently low values of  $R^2$  for even the best fitting model in each sample and the overall model in all 8,590 participants support a fair amount of independence between valence and arousal. In addition, for the single best average model of Figure 4 or 5, arousal was independent of negative valence. That average model or the version with three parameters must therefore be interpreted against the background of the low degree of predictive strengths of the best fitting model within each sample. Therefore, these prevalent relationships seen here should be interpreted in a probabilistic rather than deterministic manner. For any individual, any combination between valence and arousal remains possible.

Further, we found no evidence indicating a need for highly complex models to represent the relation between valence and arousal. Of the 7 models examined, only 4 emerged as the best fit for even one sample. Even more telling, in no sample did the non-parametric Model 7 provide the best fit. The relation between valence and arousal within and between samples can be represented by

simple principles. We offer the simple model seen in Figure 4 or 5, with three parameters to represent sample differences, as the most promising account consistent with current evidence.

### References

- Barrett, L. F., & Russell, J. A. (1999). The structure of current affect: Controversies and emerging consensus. *Current Directions in Psychological Science*, 8(1), 10-14.  
<https://doi.org/10.1111/1467-8721.00003>
- Berlyne, D. E. (1960). *Conflict, arousal, and curiosity*. McGraw-Hill Book Company.  
<https://doi.org/10.1037/11164-000>
- Botzung, A., Rubin, D. C., Miles, A., Cabeza, R., & LaBar, K. S. (2010). Mental hoop diaries: Emotional memories of a college basketball game in rival fans. *Journal of Neuroscience*, 30(6), 2130-2137.
- Bradley, M. M., & Lang, P. J. (2007). Emotion and motivation. In J. T. Cacioppo, L. G. Tassinary, & G. G. Berntson (Eds.), *Handbook of psychophysiology* (pp. 581-607). Cambridge University Press. <https://doi.org/10.1017/CBO9780511546396.025>
- Cacioppo, J. T., & Berntson, G. G. (1994). Relationship between attitudes and evaluative space: A critical review, with emphasis on the separability of positive and negative substrates. *Psychological Bulletin*, 115(3), 401-423. <https://doi.org/10.1037/0033-2909.115.3.401>
- Cannon, W. B. (1927). The James-Lange theory of emotions: A critical examination and an alternative theory. *The American Journal of Psychology*, 39(1/4), 106-124.  
<https://doi.org/10.2307/1415404>
- Carver, C. S., & Scheier, M. F. (1990). Origins and functions of positive and negative affect: A control-process view. *Psychological Review*, 97(1), 19-35. <https://doi.org/10.1037/0033-295X.97.1.19>
- Chen, F. F. (2007). Sensitivity of goodness of fit indexes to lack of measurement invariance. *Structural Equation Modeling: A Multidisciplinary Journal*, 14(3), 464-504.  
<https://doi.org/10.1080/10705510701301834>

- Chen, X., & Yik, M. (2021). *The valence and arousal trajectories throughout the Wuhan lockdown during COVID-19: Evidence from sentiment analysis using Weibo data* [Manuscript in preparation]. Division of Social Science, Hong Kong University of Science and Technology.
- Colibazzi, T., Posner, J., Wang, Z., Gorman, D., Gerber, A., Yu, S., Zhu, H., Kangarlu, A., Duan, Y., Russell, J. A., & Peterson, B. S. (2010). Neural systems subserving valence and arousal during the experience of induced emotions. *Emotion, 10*(3), 377-389.  
<https://doi.org/10.1037/a0018484>
- Ćoso, B., Guasch, M., Ferré, P., & Hinojosa, J. A. (2019). Affective and concreteness norms for 3,022 Croatian words. *Quarterly Journal of Experimental Psychology, 72*(9), 2302-2312.  
<https://doi.org/10.1177/1747021819834226>
- Gray, J. A. (1987). *The psychology of fear and stress* (2nd ed.). Cambridge University Press.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal, 6*(1), 1-55. <https://doi.org/10.1080/10705519909540118>
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal, 6*(1), 1-55. <https://doi.org/10.1080/10705519909540118>
- Ito, T., & Cacioppo, J. T. (2005). Variations on a human universal: Individual differences in positivity offset and negativity bias. *Cognition & Emotion, 19*(1), 1-26.  
<https://doi.org/10.1080/02699930441000120>
- Kahneman, D., Krueger, A. B., Schkade, D. A., Schwarz, N., & Stone, A. A. (2004). A survey method for characterizing daily life experience: The day reconstruction method. *Science, 306*(5702), 1776-1780. <https://doi.org/10.1126/science.1103572>
- Kuppens, P., Tuerlinckx, F., Russell, J. A., & Barrett, L. F. (2013). The relationship between valence and arousal in subjective experience. *Psychological Bulletin, 139*(4), 917-940.  
<https://doi.org/10.1037/a0030811>

- Kuppens, P., Tuerlinckx, F., Yik, M., Koval, P., Coosemans, J., Zeng, K. J., & Russell, J. A. (2017). The relation between valence and arousal in subjective experience varies with personality and culture. *Journal of Personality, 85*(4), 530-542. <https://doi.org/10.1111/jopy.12258>
- Lang, P. J. (1994). The motivational organization of emotion: Affect-reflex connections. In S. H. M. van Goozen, N. E. Van de Poll, & J. A. Sergeant (Eds.), *Emotions: Essays on emotion theory* (pp. 61-93). Psychology Press. <https://doi.org/10.4324/9781315806914>
- Larsen, R. J., & Diener, E. (1992). Promises and problems with the circumplex model of emotion. In M. S. Clark (Ed.), *Review of personality and social psychology, No. 13. Emotion* (pp. 25-59). Sage Publications, Inc.
- Larsen, J. T., McGraw, A. P., & Cacioppo, J. T. (2001). Can people feel happy and sad at the same time? *Journal of Personality and Social Psychology, 81*(4), 684-696.  
<http://dx.doi.org/10.1037/0022-3514.81.4.684>
- Lindquist, K. A., Wager, T. D., Kober, H., Bliss-Moreau, E., & Barrett, L. F. (2012). The brain basis of emotion: A meta-analytic review. *Behavioral and Brain Sciences, 35*(3), 121-143.  
<https://doi.org/10.1017/S0140525X11000446>
- Mattek, A. M., Wolford, G. L., & Whalen, P. J. (2017). A mathematical model captures the structure of subjective affect. *Perspectives on Psychological Science, 12*(3), 508-526.  
<https://doi.org/10.1177/1745691616685863>
- McCrae, R. R., Terracciano, A., Khoury, B., Nansubuga, F., Knežević, G., Jovic, D. D., Ahn, H., Ahn, C., De Fruyt, F., Gülgöz, S., Ruch, W., Ghayur, M. A., Avia, M. D., Sánchez-Bernardos, M. L., Rossier, J., Dahourou, D., Fischer, R., Shakespeare-Finch, J., Yik, M., . . . Camart, N. (2005). Universal features of personality traits from the observer's perspective: Data from 50 cultures. *Journal of Personality and Social Psychology, 88*(3), 547-561. <https://doi.org/10.1037/0022-3514.88.3.547>
- Owe, E., Vignoles, V. L., Becker, M., Brown, R., Smith, P. B., Lee, S. W. S., Easterbrook, M., Gadre, T., Zhang, X., Gheorghiu, M., Baguma, P., Tatarko, A., Aldhafri, S., Zinkeng, M. Schwartz, S. J., Des Rosiers, S. E., Villamar, J. A., Mekonnen, K. H., Regalia, C., ... Jalal, B. (2013). Contextualism as an

- important facet of individualism–collectivism: Personhood beliefs across 37 national groups. *Journal of Cross–Cultural Psychology*, 44(1), 24-45. <https://doi.org/10.1177/0022022111430255>
- Nakagawa, S., Johnson, P. C. D., & Schielzeth, H. (2017). The coefficient of determination  $R^2$  and intra-class correlation coefficient from generalized linear mixed-effects models revisited and expanded. *Journal of the Royal Society Interface*, 14(134), 1-11. <https://doi.org/10.1098/rsif.2017.0213>
- Pinheiro, J. C., & Bates, D. M. (2000). *Mixed-effects models in S and S-PLUS*. Springer. <https://doi.org/10.1007/b98882>
- Posner, J., Russell, J. A., Gerber, A., Gorman, D., Colibazzi, T., Yu, S., Wang, Z., Kangarlu, A., Zhu, H., & Peterson, B. S. (2009). The neurophysiological bases of emotion: An fMRI study of the affective circumplex using emotion-denoting words. *Human Brain Mapping*, 30(3), 883-895. <https://doi.org/10.1002/hbm.20553>
- R Development Core Team. (2005). R: A language and environment for statistical computing. R Foundation for Statistical Computing, Vienna, Austria. <http://www.R-project.org>
- Raftery, A. E. (1995). Bayesian model selection in social research. *Sociological Methodology*, 25, 111-163. <https://doi.org/10.2307/271063>
- Reisenzein, R. (1992). A structuralist reconstruction of Wundt's three-dimensional theory of emotion. In H. Westmeyer (Ed.), *The structuralist program in psychology: Foundations and applications* (pp. 141-189). Hogrefe & Huber Publishers.
- Ritchie, T. D., Batteson, T. J., Bohn, A., Crawford, M. T., Ferguson, G. V., Schrauf, R. W., Vogl, R. J., & Walker, W. R. (2015). A pancultural perspective on the fading affect bias in autobiographical memory. *Memory*, 23(2), 278-290.
- Rosseel, Y. (2012). Lavaan: An R package for structural equation modeling and more. Version 0.5-12 (BETA). *Journal of Statistical Software*, 48(2), 1-36.
- Russell, J. A. (2017). Mixed emotions viewed from the psychological constructionist perspective. *Emotion Review*, 9(2), 111-117. <https://doi.org/10.1177/1754073916639658>

- Russell, J. A., & Carroll, J. M. (1999). On the bipolarity of positive and negative affect. *Psychological Bulletin*, *125*(1), 3-30. <https://doi.org/10.1037/0033-2909.125.1.3>
- Russell, J. A., Weiss, A., & Mendelsohn, G. A. (1989). Affect Grid: A single-item scale of pleasure and arousal. *Journal of Personality and Social Psychology*, *57*(3), 493-502. <https://doi.org/10.1037/0022-3514.57.3.493>
- Rutkowski, L., & Svetina, D. (2014). Assessing the hypothesis of measurement invariance in the context of large-scale international surveys. *Educational and Psychological Measurement*, *74*(1), 31-57. <https://doi.org/10.1177/0013164413498257>
- Schachter, S., & Singer, J. (1962). Cognitive, social, and physiological determinants of emotional state. *Psychological Review*, *69*(5), 379-399. <https://doi.org/10.1037/h0046234>
- Schwartz, S. H. (2006). A theory of cultural value orientations: Explication and applications. *Comparative Sociology*, *5*(2-3), 137-182. <https://doi.org/10.1163/156913306778667357>
- Thayer, R. E. (1989). *The biopsychology of mood and arousal*. Oxford University Press.
- Tsai, J. L., Knutson, B., & Fung, H. H. (2006). Cultural variation in affect valuation. *Journal of Personality and Social Psychology*, *90*(2), 288-307. <https://doi.org/10.1037/0022-3514.90.2.288>
- Van der Leeden, R., Meijer, E., & Busing F. M. T. A. (2008) Resampling Multilevel Models. In J. de Leeuw & E. Meijer (Eds), *Handbook of multilevel analysis* (pp. 401-433). Springer. [https://doi.org/10.1007/978-0-387-73186-5\\_11](https://doi.org/10.1007/978-0-387-73186-5_11)
- Williams, L. J., Cote, J. A., & Buckley, M. R. (1989). Lack of method variance in self-reported affect and perceptions at work: Reality or artifact? *Journal of Applied Psychology*, *74*(3), 462-468. <https://doi.org/10.1037/0021-9010.74.3.462>
- Wundt, W. (1998). *Outlines of psychology* (C. H. Judd, Trans.). Thoemmes Press. (Original work published 1897). <https://doi.org/10.1037/12908-000>

- Yao, Z., Wu, J., Zhang, Y., & Wang, Z. (2017). Norms of valence, arousal, concreteness, familiarity, imageability, and context availability for 1,100 Chinese words. *Behavior Research Methods*, 49(4), 1374-1385. <https://doi.org/10.3758/s13428-016-0793-2>
- Yik, M. (2007). Culture, gender, and the bipolarity of momentary affect. *Cognition and Emotion*, 21(3), 664-680. <https://doi.org/10.1080/02699930600823702>
- Yik, M., Russell, J. A., Ahn, C., Fernandez-Dols, J. M., & Suzuki, N. (2002). Relating the five-factor model of personality to a circumplex model of affect: A five language study. In R. R. McCrae & J. Allik (Eds.), *The Five-Factor Model of personality across cultures* (pp. 79-104). Springer. [https://doi.org/10.1007/978-1-4615-0763-5\\_5](https://doi.org/10.1007/978-1-4615-0763-5_5)
- Yik, M., Russell, J. A., & Barrett, L. F. (1999). Structure of self-reported current affect: Integration and beyond. *Journal of Personality and Social Psychology*, 77(3), 600-619. <https://doi.org/10.1037/0022-3514.77.3.600>
- Yik, M., Russell, J. A., & Steiger, J. H. (2011). A 12-point circumplex structure of core affect. *Emotion*, 11(4), 705-731. <https://doi.org/10.1037/a0023980>

**Table 1**

*Summary of Model Selection Indices when Arousal is Modeled as a Function of Valence*

Region/Sample <sup>a</sup>	Model 1		Model 2		Model 3		Model 4		Model 5		Model 6		Model 7	
	Independence		Linear Relation		Symmetric V		Asymmetric V with different intercepts		Asymmetric V with different slopes		Asymmetric V with different intercepts, different slopes		Nonparametric	
	BIC	PostP	BIC	PostP	BIC	PostP	BIC	PostP	BIC	PostP	BIC	PostP	BIC	PostP
Full Data Set	33532.27	.00	31805.94	.00	32422.25	.00	31843.74	.00	<b><u>31554.87</u></b>	<b><u>.99</u></b>	31563.24	.01	31586.78	.00
<i>Africa and the Middle East</i>														
Nigeria	620.66	.00	572.08	.01	569.05	.05	<b><u>563.71</u></b>	<b><u>.79</u></b>	568.34	.08	568.77	.06	573.76	.01
Oman	815.38	.00	<b><u>774.73</u></b>	<b><u>.70</u></b>	777.57	.17	782.70	.01	778.43	.11	783.70	.01	784.42	.01
Uganda	699.26	.00	<b><u>601.22</u></b>	<b><u>.69</u></b>	633.63	.00	607.67	.03	603.69	.20	607.62	.03	606.51	.05
<i>Confucian</i>														
China (Beijing)	822.59	.00	717.84	.01	770.85	.00	727.10	.00	<b><u>709.39</u></b>	<b><u>.89</u></b>	714.74	.06	715.54	.04
China (Hong Kong)	1035.41	.00	960.35	.00	986.77	.00	955.55	.01	<b><u>946.10</u></b>	<b><u>.88</u></b>	950.68	.09	954.02	.02
Japan	1013.45	.00	<b><u>989.64</u></b>	<b><u>.75</u></b>	1001.35	.00	997.95	.01	992.33	.20	997.85	.01	996.71	.02
South Korea	1056.80	.00	1028.53	.00	1015.52	.11	1019.60	.01	<b><u>1012.20</u></b>	<b><u>.58</u></b>	1014.01	.24	1016.77	.06
<i>East Europe</i>														
Croatia	899.84	.00	860.07	.17	869.86	.00	859.48	.23	<b><u>858.07</u></b>	<b><u>.46</u></b>	863.19	.04	861.14	.10
Czech Republic	1942.60	.00	1848.63	.09	1915.72	.00	1874.53	.00	<b><u>1844.70</u></b>	<b><u>.62</u></b>	1846.88	.21	1848.73	.08
Estonia	856.17	.00	823.89	.26	833.50	.00	824.47	.20	<b><u>822.73</u></b>	<b><u>.47</u></b>	827.49	.04	828.67	.02
Poland	1560.32	.00	<b><u>1507.40</u></b>	<b><u>.42</u></b>	1545.42	.00	1508.94	.19	1507.97	.31	1511.87	.04	1512.82	.03
Romania	931.11	.00	<b><u>856.26</u></b>	<b><u>.74</u></b>	929.75	.00	891.14	.00	860.75	.08	859.13	.18	864.75	.01
Russia	987.44	.00	961.12	.05	969.14	.00	<b><u>956.93</u></b>	<b><u>.43</u></b>	956.93	.43	961.13	.05	962.65	.02
Serbia	883.41	.00	815.00	.00	834.88	.00	809.00	.03	<b><u>802.19</u></b>	<b><u>.90</u></b>	807.23	.07	819.26	.00
Slovakia	1007.14	.00	966.60	.03	980.91	.00	965.23	.07	<b><u>960.18</u></b>	<b><u>.82</u></b>	965.65	.05	966.57	.03

<i>English-Speaking</i>														
Australia	940.79	.00	<b><u>906.05</u></b>	<b><u>.88</u></b>	922.22	.00	920.66	.00	911.57	.06	917.02	.00	911.49	.06
Israel	833.46	.00	781.06	.30	799.38	.00	789.53	.00	<b><u>779.68</u></b>	<b><u>.61</u></b>	784.92	.04	785.02	.04
New Zealand	1671.69	.00	1631.36	.10	1645.39	.00	1640.11	.00	<b><u>1627.38</u></b>	<b><u>.75</u></b>	1631.84	.08	1632.16	.07
UK (England)	790.38	.00	<b><u>748.26</u></b>	<b><u>.45</u></b>	781.11	.00	759.26	.00	748.27	.45	753.51	.03	752.37	.06
United States	994.00	.00	<b><u>968.94</u></b>	<b><u>.76</u></b>	981.48	.00	972.87	.11	972.65	.12	976.76	.02	985.19	.00
<i>Latin America</i>														
Brazil	918.63	.00	<b><u>865.85</u></b>	<b><u>.72</u></b>	902.75	.00	886.33	.00	868.28	.21	872.85	.02	871.15	.05
Colombia	1066.42	.00	937.70	.20	1018.39	.00	962.68	.00	<b><u>935.13</u></b>	<b><u>.74</u></b>	940.73	.04	943.28	.01
<i>South Asia</i>														
Indonesia	1392.45	.00	1266.55	.12	1344.17	.00	1298.72	.00	<b><u>1262.66</u></b>	<b><u>.84</u></b>	1268.51	.04	1280.67	.00
Vietnam	925.21	.00	<b><u>882.56</u></b>	<b><u>.80</u></b>	902.38	.00	900.27	.00	887.39	.07	891.48	.01	886.38	.12
<i>West Europe</i>														
Belgium	723.13	.00	700.96	.03	698.10	.12	697.02	.20	<b><u>694.84</u></b>	<b><u>.60</u></b>	700.05	.04	702.99	.01
Finland	840.68	.02	<b><u>834.17</u></b>	<b><u>.63</u></b>	836.12	.24	841.25	.02	838.41	.08	841.80	.01	843.66	.01
France	1093.98	.00	1063.91	.01	1069.29	.00	1060.92	.04	<b><u>1054.67</u></b>	<b><u>.86</u></b>	1059.75	.07	1061.59	.03
Germany	837.19	.00	<b><u>803.55</u></b>	<b><u>.50</u></b>	825.45	.00	804.26	.35	807.75	.06	808.91	.03	808.30	.05
Greece	1208.86	.00	1122.73	.00	1151.27	.00	1128.22	.00	1101.11	.43	<b><u>1100.56</u></b>	<b><u>.57</u></b>	1111.10	.00
Iceland	1228.70	.00	1204.55	.03	1200.01	.33	1203.51	.06	<b><u>1199.24</u></b>	<b><u>.49</u></b>	1203.68	.05	1204.39	.04
Italy	933.98	.00	<b><u>866.30</u></b>	<b><u>.50</u></b>	909.68	.00	886.42	.00	866.56	.44	871.18	.04	873.62	.01
Spain	807.61	.00	766.31	.03	769.99	.00	764.73	.06	<b><u>759.36</u></b>	<b><u>.85</u></b>	764.64	.06	774.81	.00
Switzerland	862.32	.00	<b><u>827.23</u></b>	<b><u>.84</u></b>	849.61	.00	837.45	.01	831.08	.12	836.52	.01	834.10	.03

Note. BIC = Bayesian Information Criterion (lower values reflect better fit). PostP indicates posterior probability of each model given the data among the set of seven models. The fit indices of the best-fitting are underlined and bold.

<sup>a</sup> Global regions were identified by Schwartz (2006).

**Table 2**

*Overview of Best Fitting Model for the Relation between Valence and Arousal (in Comparison with the Fixed Effects part of the Multilevel Extension of Model 5)*

Region/Sample <sup>a</sup>	Best Model	Relation	Higher Intercept	Steeper Slope	$R^2$ for the Best Fitting Model	$R^2$ based on the Fixed Effects of Model 5 <sup>b</sup>
<i>Africa and the Middle East</i>						
Nigeria	4	Asymmetric V	Positive valence	--	.21	.18
Oman	2	Linear / positive	--	--	.14	.14
Uganda	2	Linear / positive	--	--	.24	.25
<i>Confucian</i>						
China (Beijing)	5	Asymmetric V	--	Positive valence	.43	.43
China (Hong Kong)	5	Asymmetric V	--	Positive valence	.31	.31
Japan	2	Linear / positive	--	--	.11	.12
South Korea	5	Asymmetric V	--	Positive valence	.19	.17
<i>East Europe</i>						
Croatia	5	Asymmetric V	--	Positive valence	.18	.18
Czech Republic	5	Asymmetric V	--	Positive valence	.21	.21
Estonia	5	Asymmetric V	--	Positive valence	.18	.18
Poland	2	Linear / positive	--	--	.13	.14
Romania	2	Linear / positive	--	--	.30	.29
Russia	4	Asymmetric V	Positive valence	--	.16	.16
Serbia	5	Asymmetric V	--	Positive valence	.33	.33
Slovakia	5	Asymmetric V	--	Positive valence	.21	.21

<i>English-Speaking</i>						
Australia	2	Linear / positive	--	--	.15	.14
Israel	5	Asymmetric V	--	Positive valence	.27	.27
New Zealand	5	Asymmetric V	--	Positive valence	.12	.12
UK (England)	2	Linear / positive	--	--	.21	.23
United States	2	Linear / positive	--	--	.11	.12
<i>Latin America</i>						
Brazil	2	Linear / positive	--	--	.22	.23
Colombia	5	Asymmetric V	--	Positive valence	.41	.41
<i>South Asia</i>						
Indonesia	5	Asymmetric V	--	Positive valence	.33	.32
Vietnam	2	Linear / positive	--	--	.13	.12
<i>West Europe</i>						
Belgium	5	Asymmetric V	--	Positive valence	.18	.18
Finland	2	Linear / positive	--	--	.05	.05
France	5	Asymmetric V	--	Positive valence	.16	.15
Germany	2	Linear / positive	--	--	.16	.16
Greece	6	Asymmetric V	Negative valence	Positive valence	.33	.31
Iceland	5	Asymmetric V	--	Positive valence	.12	.12
Italy	2	Linear / positive	--	--	.27	.28
Spain	5	Asymmetric V	--	Positive valence	.22	.21
Switzerland	2	Linear / positive	--	--	.16	.16

<sup>a</sup> Global regions were identified by Schwartz (2006).

<sup>b</sup> See Table 3 for the multilevel extension of Model 5.

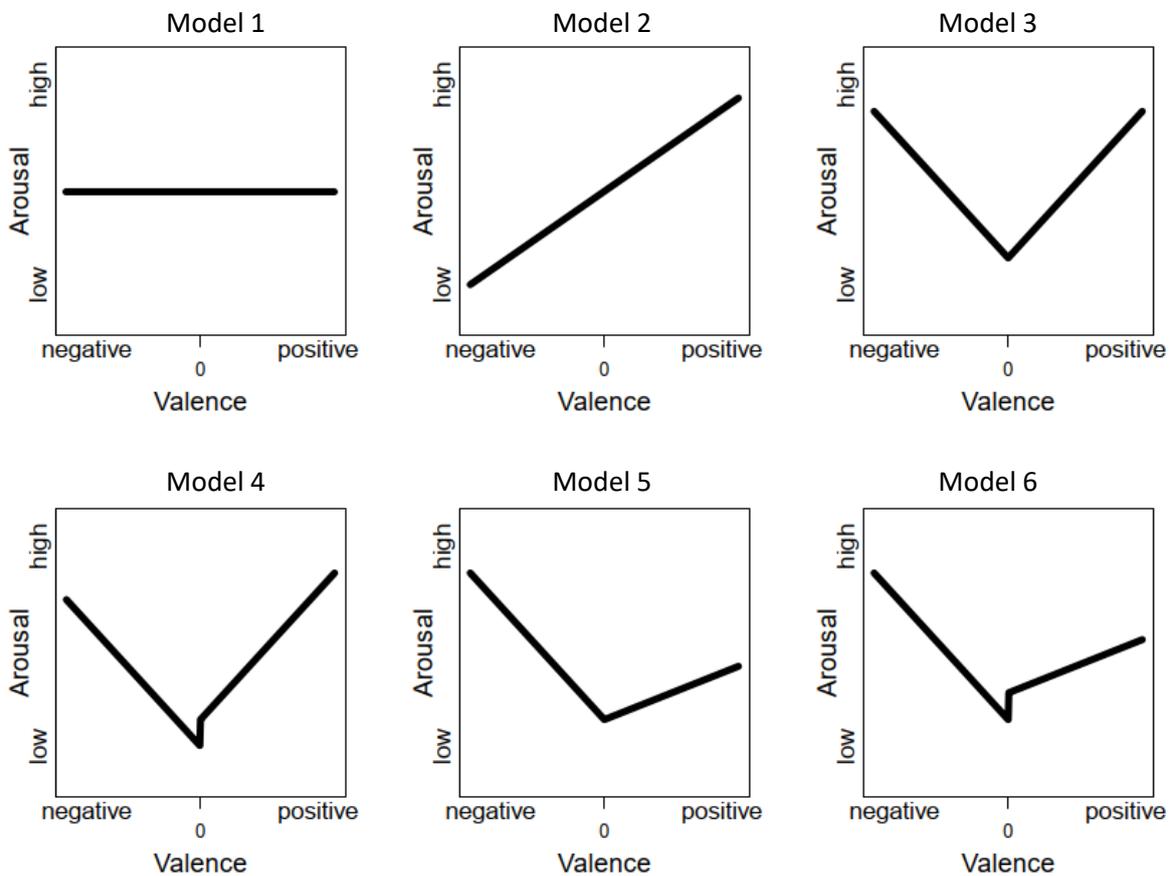
**Table 3***Results of the Multilevel Extension of Model 5*

	Fixed Effects				Random Effects (Variance components)	
	Estimate	SE	<i>t</i> ( <i>df</i> = 8,446)	<i>p</i>	SD	95% CI
Intercept	-.10	.07	-1.49	.137	.32	[.21, .43]
Negative valence slope	-.03	.03	-1.08	.279	.08	[.03, .14]
Positive valence slope	.55	.03	18.94	< .001	.13	[.07, .18]

*Note.* The 95% CI for the SD of the random effects are generated using a parametric bootstrap procedure (Van der Leeden et al., 2008, p. 410; see also Pinheiro & Bates, 2000).

**Figure 1**

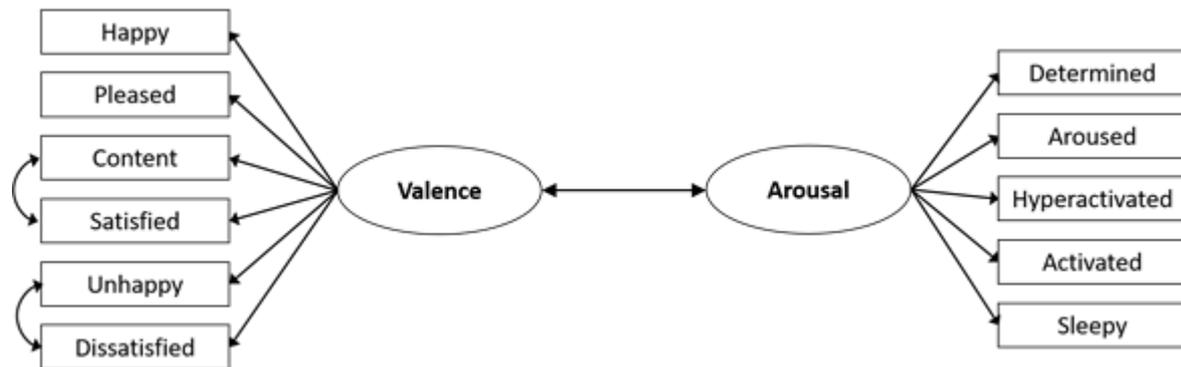
*Six Possible Relations Between Valence and Arousal*



*Note.* Model 1 is the independence model: Valence is independent of arousal. In Model 2, a linear relation is assumed allowing for valence to increase linearly with arousal. Model 3 assumes a symmetric V-shaped relation so that arousal may increase with the intensity of positive, and separately, of negative valence. Model 4 permits an asymmetric relation with different intercepts so that positive valence may begin at a higher level of arousal than does negative valence. In Model 5, an asymmetric V-shaped relation with different slopes is assumed; arousal may increase more strongly with negative compared with positive valence or vice versa. Model 6 combines Models 4 and 5 resulting in an asymmetric V-shaped relation with different intercepts and different slopes.

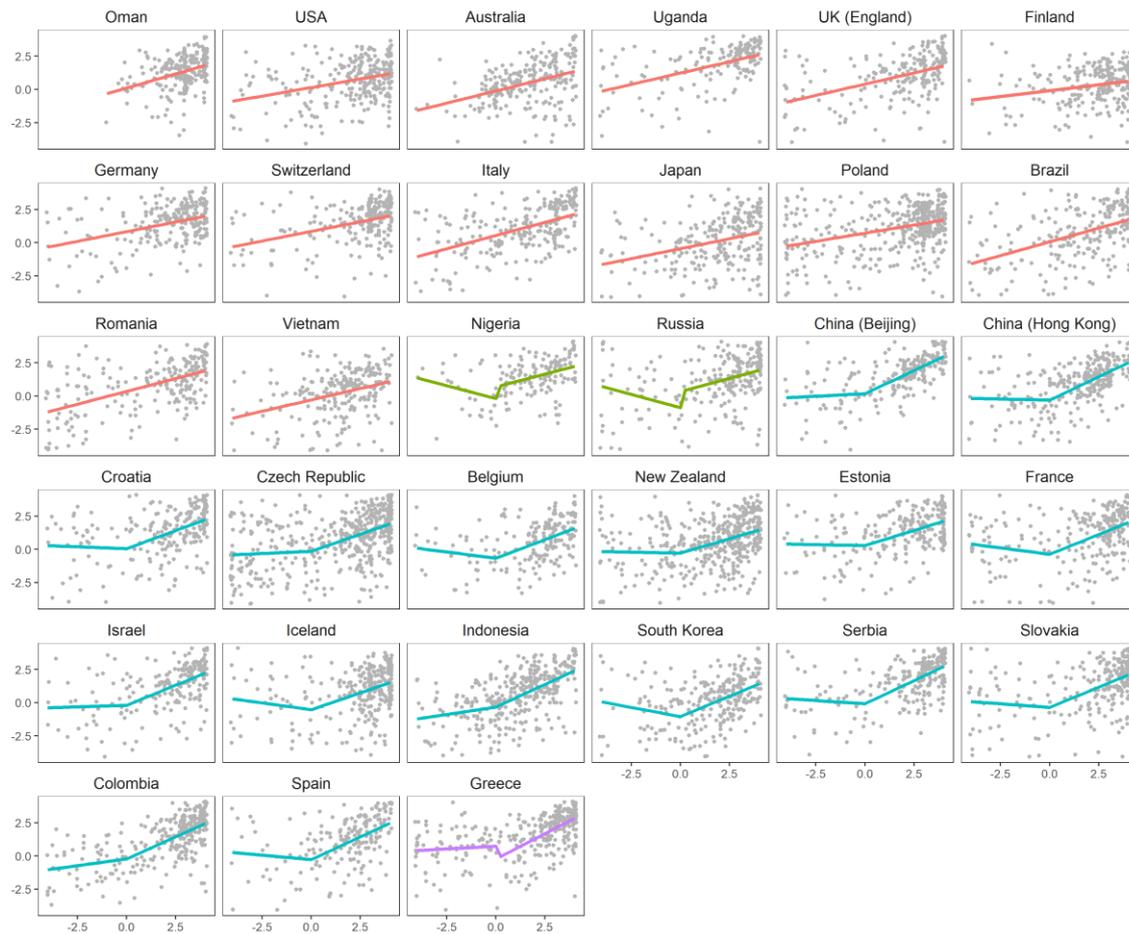
**Figure 2**

*The Final Two-Factor Model for which Metric Invariance Holds*



**Figure 3**

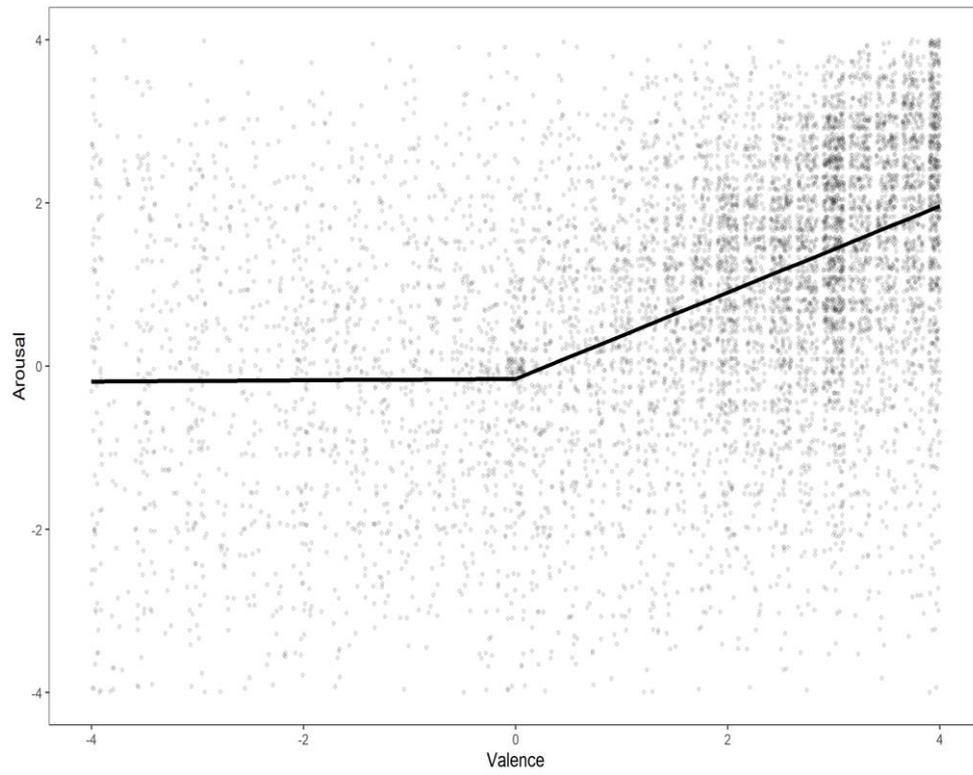
*Relationship Between Valence and Arousal in Each Sample with the Best Fitting Model*



*Note.* The panels are ordered from the simplest to the most complex models. Colors are used to differentiate between the best models (red for Model 2 for Oman to Vietnam, green for Model 4 for Nigeria and Russia, blue for Model 5 for China Beijing to Spain, and purple for Model 6 for Greece).

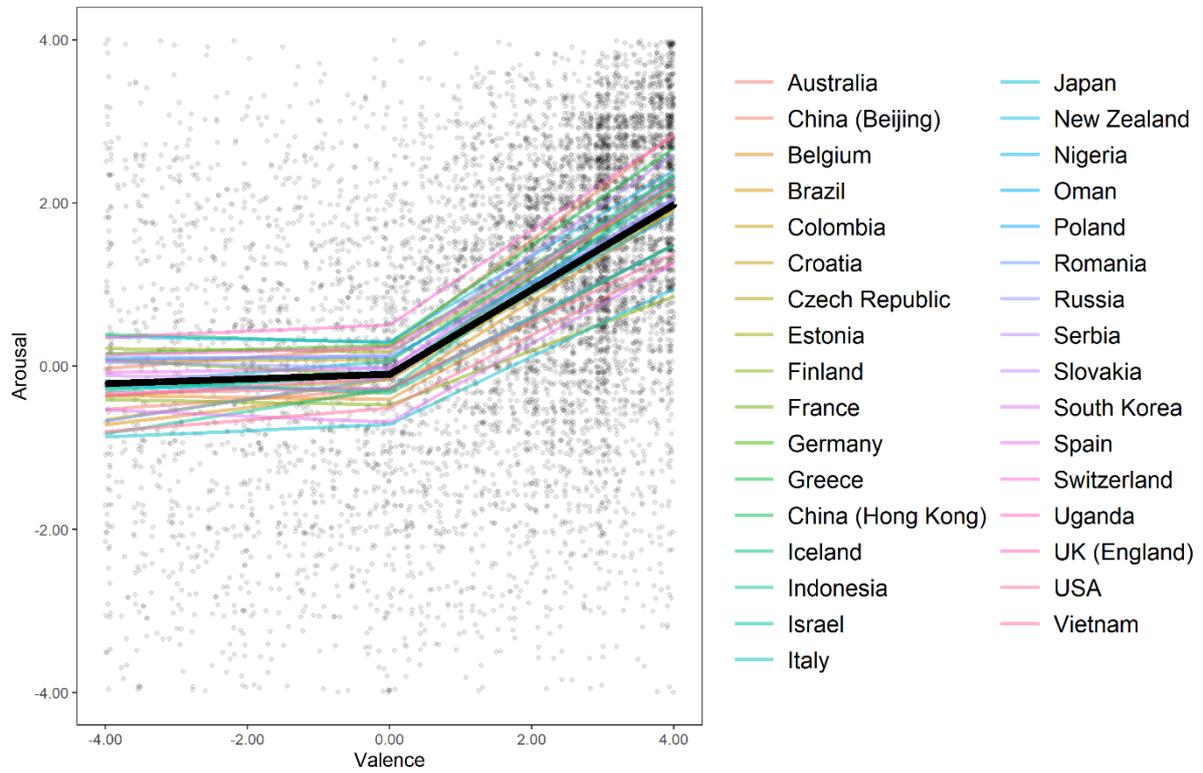
**Figure 4**

*Relationship between Valence and Arousal based on an Overall, non-multilevel Model 5*



**Figure 5**

*Relationship between Valence and Arousal based on the Multilevel Extension of Model 5*



*Note.* The population average (i.e., fixed effects) is shown as the thick black line; the sample-specific relations (fixed plus random effects) are shown as the colored thin lines.

## Supplemental Materials 1

## Demographic Characteristics of the 33 Samples

Sample	Language	Schwartz's (2006) Region	Data Collection	N	% Female	% Native	Age		
							Mdn	M	(SD)
Australia	English	English-Speaking	Qualtrics	251	60%	96%	29.00	29.86	(8.47)
Belgium	Dutch	West Europe	Qualtrics	190	88%	97%	18.00	19.17	(3.18)
Brazil	Brazilian Portuguese	Latin America	Qualtrics & Paper	220	58%	100%	21.00	22.52	(5.20)
China (Beijing)	Simplified Chinese	Confucian	Qualtrics	220	60%	100%	21.00	21.29	(2.83)
China (Hong Kong)	Traditional Chinese	Confucian	Qualtrics	272	43%	98%	21.00	21.20	(1.03)
Colombia	Colombia Spanish	Latin America	Qualtrics	270	54%	99%	21.00	21.22	(2.42)
Croatia	Croatian	East Europe	Paper	227	54%	98%	21.00	20.76	(1.52)
Czech Republic	Czech	East Europe	Qualtrics	469	71%	87%	23.00	24.74	(6.65)
Estonia	Estonian	East Europe	Qualtrics	227	60%	94%	23.00	26.03	(7.73)
Finland	Finnish	West Europe	Qualtrics	240	63%	97%	26.00	27.35	(6.89)
France	French	West Europe	Paper	272	62%	99%	21.00	21.64	(2.90)
Germany	Germany German	West Europe	Paper	232	70%	96%	22.00	24.03	(7.45)
Greece	Greek	West Europe	Qualtrics	317	56%	97%	19.00	19.74	(3.66)
Iceland	Icelandic	West Europe	Qualtrics	316	73%	96%	28.00	32.73	(12.71)
Indonesia	Indonesian	South Asia	Qualtrics & Paper	349	47%	97%	21.00	21.06	(2.56)
Israel	Hebrew	English-Speaking	Qualtrics	209	59%	99%	25.00	25.09	(4.02)
Italy	Italian	West Europe	Qualtrics	237	61%	97%	22.00	23.64	(5.13)
Japan	Japanese	Confucian	Qualtrics	251	42%	98%	19.00	19.12	(1.15)
New Zealand	English	English-Speaking	Qualtrics	426	57%	98%	19.00	19.74	(3.61)
Nigeria	English	Africa and the Middle East	Paper	190	47%	98%	21.00	21.69	(3.40)
Oman	Arabic	Africa and the Middle East	Qualtrics	245	60%	94%	30.00	32.17	(11.69)
Poland	Polish	East Europe	Qualtrics	404	70%	94%	33.00	33.81	(10.99)
Romania	Romanian	East Europe	Qualtrics	226	57%	95%	21.00	23.71	(7.07)
Russia	Russian	East Europe	Qualtrics	240	63%	98%	20.00	21.67	(5.99)

Serbia	Serbian	East Europe	Qualtrics	228	45%	97%	21.00	22.42	(3.19)
Slovakia	Slovak	East Europe	Qualtrics	246	57%	98%	22.00	23.55	(4.67)
South Korea	Korean	Confucian	Qualtrics	269	65%	98%	20.00	21.14	(3.08)
Spain	Spain Spanish	West Europe	Qualtrics & Paper	202	59%	100%	21.00	21.66	(4.22)
Switzerland	Swiss German	West Europe	Qualtrics	238	65%	93%	28.00	31.05	(10.04)
Uganda	English	Africa and the Middle East	Qualtrics & Paper	206	52%	90%	21.00	21.83	(3.92)
UK (England)	English	English-Speaking	Qualtrics	199	54%	94%	28.50	31.85	(12.33)
United States	English	English-Speaking	Qualtrics	264	53%	95%	20.00	20.74	(1.91)
Vietnam	Vietnamese	South Asia	Paper	238	55%	100%	20.00	20.48	(1.57)
Full Data Set				8,590	59%	96%	21.00	24.01	(7.67)

## Supplemental Materials 2

## Reliabilities of the Four Affect Segments Defining Valence and Arousal

Sample	<i>N</i>	Pleasant	Unpleasant	Activated	Deactivated
Australia	251	.83	.89	.77	.59
Belgium	190	.92	.91	.74	.01
Brazil	220	.94	.88	.82	.46
China (Beijing)	220	.94	.93	.76	.57
China (Hong Kong)	272	.95	.91	.75	.61
Colombia	270	.90	.91	.84	.50
Croatia	227	.94	.88	.77	.46
Czech Republic	469	.97	.91	.83	.66
Estonia	227	.96	.85	.75	.65
Finland	240	.94	.92	.75	.60
France	272	.95	.88	.81	.24
Germany	232	.94	.91	.64	.42
Greece	317	.95	.94	.75	.41
Iceland	316	.94	.92	.81	.45
Indonesia	349	.88	.76	.66	.62
Israel	209	.93	.89	.80	.67
Italy	237	.92	.89	.87	.43
Japan	251	.88	.88	.76	.50
New Zealand	426	.92	.92	.77	.59
Nigeria	190	.75	.76	.47	.39
Oman	245	.82	.71	.49	.35
Poland	404	.94	.95	.77	.13
Romania	226	.96	.91	.79	.64
Russia	240	.95	.86	.75	.41
Serbia	228	.93	.89	.81	.33
Slovakia	246	.95	.92	.82	.66
South Korea	269	.93	.91	.83	.69
Spain	202	.87	.84	.75	.64
Switzerland	238	.94	.88	.65	.34
Uganda	206	.85	.89	.53	.32
UK (England)	199	.93	.93	.76	.55
United States	264	.92	.90	.72	.62
Vietnam	238	.88	.87	.78	.51
Full Data Set	8,590				
Median $\alpha$		.93	.89	.76	.50
Weighted average $\alpha$		.92	.89	.75	.49

### Supplemental Materials 3

#### Testing Measurement Invariance of Valence and Arousal

To define valence, we began with the affect items capturing pleasant, and unpleasant segments of the 12-Point Affect Circumplex (12-PAC; Yik et al., 2011); to define arousal, we began with the affect items capturing activated, and deactivated segments. The configural invariance model (factor loadings and intercepts freely estimated across groups) tested whether the pattern of zero and non-zero loadings for the factors was equal across groups whereas the metric invariance model (factor loadings constrained to be equal across groups) tested whether the meaning of the latent constructs was equal across groups. When the assumptions of metric invariance were satisfied, the valence-arousal relations could be compared across the 33 samples.

To evaluate the goodness of fit for the invariance models, the comparative fit index (CFI), root mean square error of approximation (RMSEA), and standardized root-mean-square residual (SRMR) statistics were examined. CFI values of at least .95, RMSEA values smaller than or equal to .06, and SRMR values small than or equal to .08 are typically considered good fit (Hu & Bentler, 1999), although Rutkowski and Svetina (2014) showed that a cut-off of .10 is more appropriate for the RMSEA in case of 10 or more groups. When moving from a less restricted (i.e., configural) to a more restricted (i.e., metric) model, Chen (2007) postulated that a difference of less than .01 in CFI ( $\Delta$ CFI), .02 in RMSEA ( $\Delta$ RMSEA), or .03 in SRMR ( $\Delta$ SRMR) indicates invariance. However, Rutkowski and Svetina showed that more liberal criteria should be used when multiple groups are involved, i.e.,  $\Delta$ CFI less than .02 and  $\Delta$ RMSEA less than .03 for establishing metric invariance.

To assess measurement invariance of valence and arousal, we conducted a series of multigroup confirmatory factor analyses (MGCFA) using the lavaan package (version 0.6-7.1564, Rosseel, 2012) for R software (R Development Core Team, 2005). Missing data were estimated using Full Information Maximum Likelihood estimation. To test the configural model, a two-factor model was examined in which valence was tapped by four pleasant items (“happy”, “pleased”, “content”, “satisfied”) and four unpleasant items (“miserable”, “unhappy”, “troubled”, “dissatisfied”) whereas

arousal by five activated items (“determined”, “intense”, “hyperactivated”, “aroused”, “activated”) and three deactivated items (“still”, “quiet”, “sleepy”). This hypothesized model revealed a poor fit in the configural invariance model: CFI = .77, RMSEA = .15, SRMR = .13.

Following Owe et al. (2013), we refined the scales by (1) eliminating items with non-significant loadings, and (2) examining the largest modification indices and correlating pairs of residuals wherever appropriate. To improve the model fit, items with low loadings would be further examined and excluded to simplify the model. After incorporating each of these modifications, model fit was re-examined until an acceptable model fit was reached.

Five items were excluded from the model. The item “still” had non-significant loadings in 11 samples, followed by “intense” (5 samples) and “quiet” (5 samples). These three items were removed together with items “miserable” and “troubled” which had the lowest loadings on the valence factor in 27 and 26 samples, respectively. In addition, the modification indices revealed that large error covariances were found between two pairs of items (“unhappy” and “dissatisfied”, “content” and “satisfied”) and that the correlations between their residuals were estimated in the final models.

The final model consisted of 11 items with two correlated residuals, with a substantial improvement on model fit on the configural invariance model: CFI = .94, RMSEA = .10, SRMR = .08. Each latent construct was defined by its items, with item loadings exceeding  $|\ .18|$  and differed significantly from zero ( $p < .05$ ) in all samples except Australia, Japan, Nigeria, and Oman. Using the final model, metric invariance was tested by restricting all item loadings to be equal across groups. The model fit of the metric invariance was then compared with the configural model. The metric invariance model revealed an acceptable fit: CFI = .92, RMSEA = .10, SRMR = .11. The changes of the fit measures between the two models were small ( $\Delta$ CFI = .018,  $\Delta$ RMSEA = .003,  $\Delta$ SRMR = .032) indicating that the factor loadings are equal across groups (metric invariance) and, thus, justifying the comparison of the valence-arousal relation across the 33 samples.

## Supplemental Materials 4

## Standardized Maximum Likelihood Estimates for Factor Loadings of the Configural Model

Sample	Valence						Arousal				
	"happy"	"pleased"	"content"	"satisfied"	"unhappy"	"dissatisfied"	"determined"	"aroused"	"hyperactivated"	"activated"	"sleepy"
Australia	.76	.79	.62	.78	-.32	-.29	.56	.61	.78	.62	-.06
Belgium	.81	.86	.88	.90	-.68	-.71	.41	.74	.79	.78	-.32
Brazil	.88	.89	.93	.85	-.64	-.69	.63	.71	.77	.83	-.38
China (Beijing)	.92	.92	.87	.87	-.71	-.73	.54	.84	.56	.78	-.55
China (Hong Kong)	.92	.95	.86	.89	-.52	-.57	.41	.92	.56	.75	-.51
Colombia	.72	.79	.94	.90	-.68	-.75	.45	.79	.92	.72	-.35
Croatia	.92	.89	.90	.82	-.75	-.80	.60	.64	.85	.69	-.49
Czech Republic	.91	.93	.96	.93	-.81	-.82	.71	.71	.84	.84	-.47
Estonia	.91	.95	.89	.90	-.63	-.77	.61	.73	.80	.39	-.35
Finland	.86	.92	.92	.89	-.66	-.65	.31	.71	.92	.49	-.23
France	.89	.92	.94	.87	-.75	-.75	.67	.66	.65	.85	-.50
Germany	.81	.92	.93	.90	-.69	-.73	.56	.56	.90	.48	-.46
Greece	.87	.97	.84	.91	-.80	-.85	.47	.88	.90	.64	-.31
Iceland	.90	.94	.84	.89	-.78	-.82	.55	.55	.79	.77	-.46
Indonesia	.80	.88	.85	.70	-.38	-.47	.47	.51	.71	.82	-.31
Israel	.81	.80	.93	.93	-.65	-.68	.59	.67	.86	.68	-.38
Italy	.82	.82	.95	.90	-.71	-.80	.74	.56	.71	.92	-.35
Japan	.65	.81	.88	.90	-.56	-.60	.11	.85	.80	.70	-.19
New Zealand	.87	.90	.76	.88	-.72	-.69	.54	.71	.87	.48	-.30
Nigeria	.82	.77	.45	.68	-.71	-.56	.32	.30	.81	.40	-.16
Oman	.72	.80	.67	.71	-.38	-.36	.54	.48	.63	.07	-.45
Poland	.87	.93	.82	.89	-.77	-.81	.66	.40	.73	.61	-.46
Romania	.90	.93	.93	.95	-.80	-.85	.61	.79	.84	.63	-.52
Russia	.82	.95	.95	.92	-.73	-.72	.65	.78	.79	.73	-.46

Serbia	.84	.88	.93	.86	-.76	-.80	.67	.70	.89	.73	-.37
Slovakia	.89	.92	.87	.94	-.83	-.85	.69	.74	.87	.52	-.49
South Korea	.89	.95	.77	.88	-.58	-.55	.53	.76	.82	.72	-.23
Spain	.83	.61	.96	.85	-.67	-.70	.64	.58	.72	.71	-.46
Switzerland	.79	.91	.94	.94	-.73	-.84	.49	.49	.90	.56	-.47
Uganda	.89	.76	.74	.84	-.75	-.75	.49	.47	.81	.44	-.42
UK (England)	.83	.94	.84	.89	-.78	-.74	.56	.68	.84	.69	-.33
United States	.82	.91	.74	.93	-.79	-.72	.50	.59	.81	.39	-.34
Vietnam	.81	.87	.71	.83	-.42	-.45	.37	.69	.83	.63	-.18

*Note.* All  $ps < .05$  except for “determined” (Japan), “aroused” (Oman), and “sleepy” (Australia, Nigeria).

## Supplemental Materials 5

## Standardized Parameter Estimates for Valence–Arousal Covariances

Sample	Valence–Arousal covariance	
	Configural	Metric
Australia	.52	.51
Belgium	.55	.54
Brazil	.67	.64
China (Beijing)	.70	.70
China (Hong Kong)	.61	.63
Colombia	.71	.74
Croatia	.56	.56
Czech Republic	.52	.51
Estonia	.51	.50
Finland	.25	.19
France	.55	.54
Germany	.44	.46
Greece	.59	.60
Iceland	.32	.30
Indonesia	.88	.86
Israel	.53	.55
Italy	.78	.72
Japan	.57	.51
New Zealand	.30	.32
Nigeria	.66	.70
Oman	.66	.55
Poland	.51	.40
Romania	.58	.58
Russia	.39	.38
Serbia	.52	.52
Slovakia	.43	.41
South Korea	.40	.41
Spain	.63	.60
Switzerland	.49	.50
Uganda	.66	.66
UK (England)	.56	.56
United States	.37	.39
Vietnam	.49	.49

*Note.* All  $ps < .05$ . A two-factor model was tested in each sample. Valence was defined by “happy”, “pleased”, “content”, “satisfied”, “unhappy”, and “dissatisfied”; Arousal was defined by “determined”, “aroused”, “hyperactivated”, “activated”, and “sleepy”. Two pairs of residual scores, “unhappy” and “dissatisfied”, as well as “content” and “satisfied”, were correlated.

### References

- Chen, F. F. (2007). Sensitivity of goodness of fit indexes to lack of measurement invariance. *Structural Equation Modeling: A Multidisciplinary Journal*, 14(3), 464-504.  
<https://doi.org/10.1080/10705510701301834>
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55. <https://doi.org/10.1080/10705519909540118>
- Owe, E., Vignoles, V. L., Becker, M., Brown, R., Smith, P. B., Lee, S. W. S., Easterbrook, M., Gadre, T., Zhang, X., Gheorghiu, M., Baguma, P., Tatarko, A., Aldhafri, S., Zinkeng, M. Schwartz, S. J., Des Rosiers, S. E., Villamar, J. A., Mekonnen, K. H., Regalia, C., ... Jalal, B. (2013). Contextualism as an important facet of individualism–collectivism: Personhood beliefs across 37 national groups. *Journal of Cross–Cultural Psychology*, 44(1), 24-45.  
<https://doi.org/10.1177/0022022111430255>
- R Development Core Team. (2005). *R: A language and environment for statistical computing*. R Foundation for Statistical Computing, Vienna, Austria. <http://www.R-project.org>
- Rosseel, Y. (2012). Lavaan: An R package for structural equation modeling and more. Version 0.5-12 (BETA). *Journal of Statistical Software*, 48(2), 1-36.
- Rutkowski, L., & Svetina, D. (2014). Assessing the hypothesis of measurement invariance in the context of large–scale international surveys. *Educational and Psychological Measurement*, 74(1), 31-57. <https://doi.org/10.1177/0013164413498257>
- Schwartz, S. H. (2006). A theory of cultural value orientations: Explication and applications. *Comparative Sociology*, 5(2-3), 137-182. <https://doi.org/10.1163/156913306778667357>
- Yik, M., Russell, J. A., & Steiger, J. H. (2011). A 12–point circumplex structure of core affect. *Emotion*, 11(4), 705-731. <https://doi.org/10.1037/a0023980>