

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

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horno<sup>3</sup> Patrimonio de arqueología industrial





Monumento  
Artístico  
de la Nación  
INBA

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CENTRO INTERACTIVO DE CIENCIA Y TECNOLOGÍA

MUSEO DEL ACERO

# 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

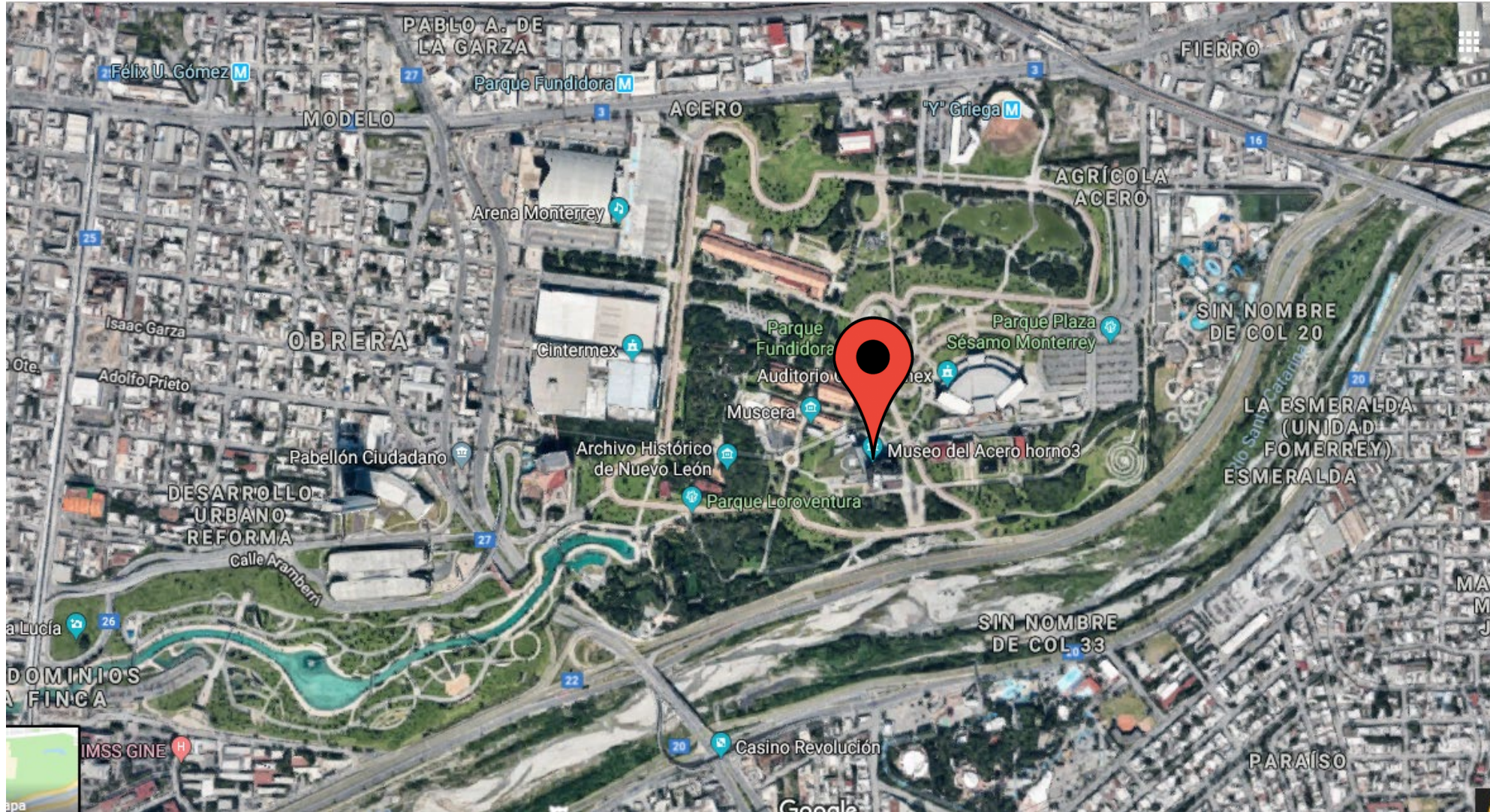
# Museo del Acero horno<sup>3</sup>







# Fundidora Park



144  
hectares /  
356 acres







# Who we are and what we offer





























horno<sup>3</sup>  
**Planeta**  
**Tierra**







# Where does the idea come from?

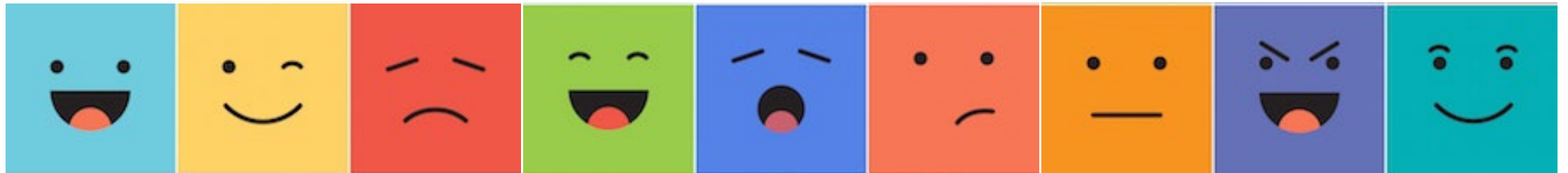
- Positive Museums in Festival of Santa Lucia
- Exhibitions in museums, dialogs and cultural expressions
- Tecmilenio University

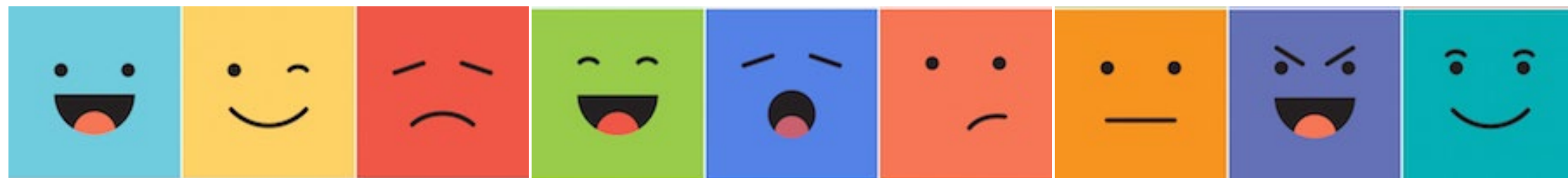
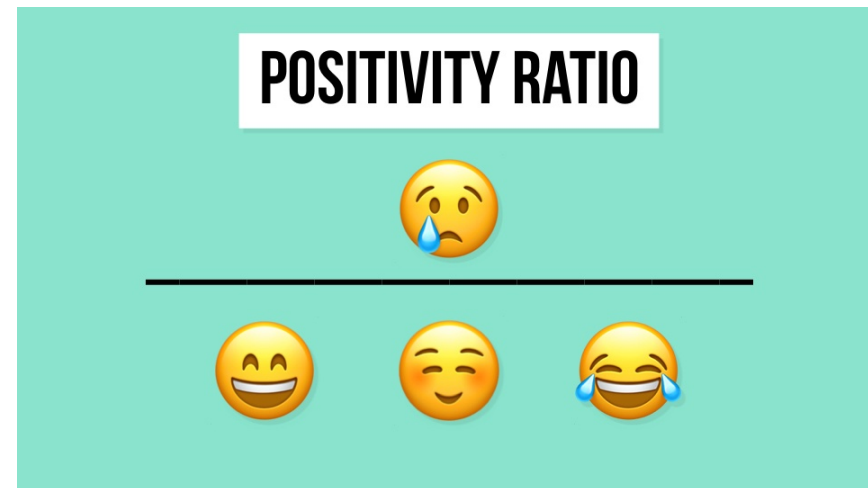
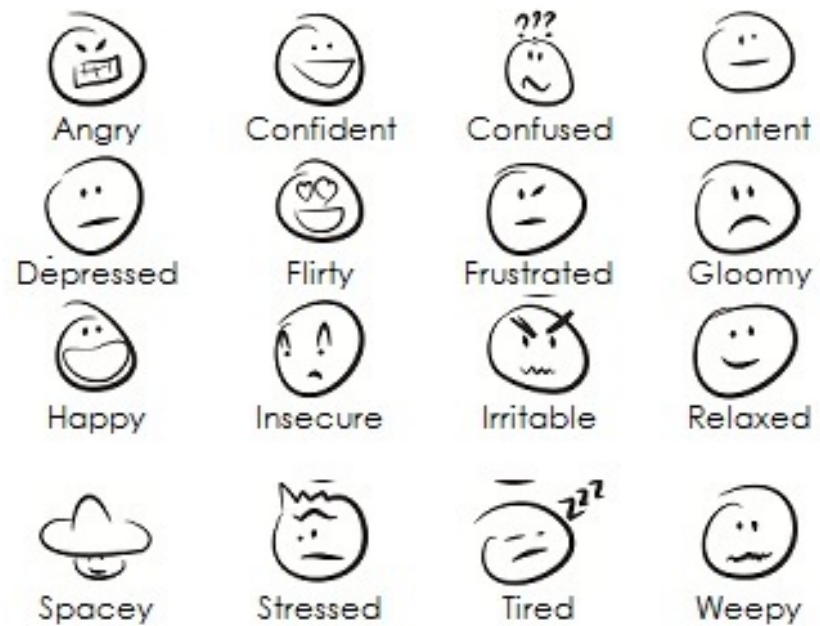


# The role of positive emotions

# Emotions

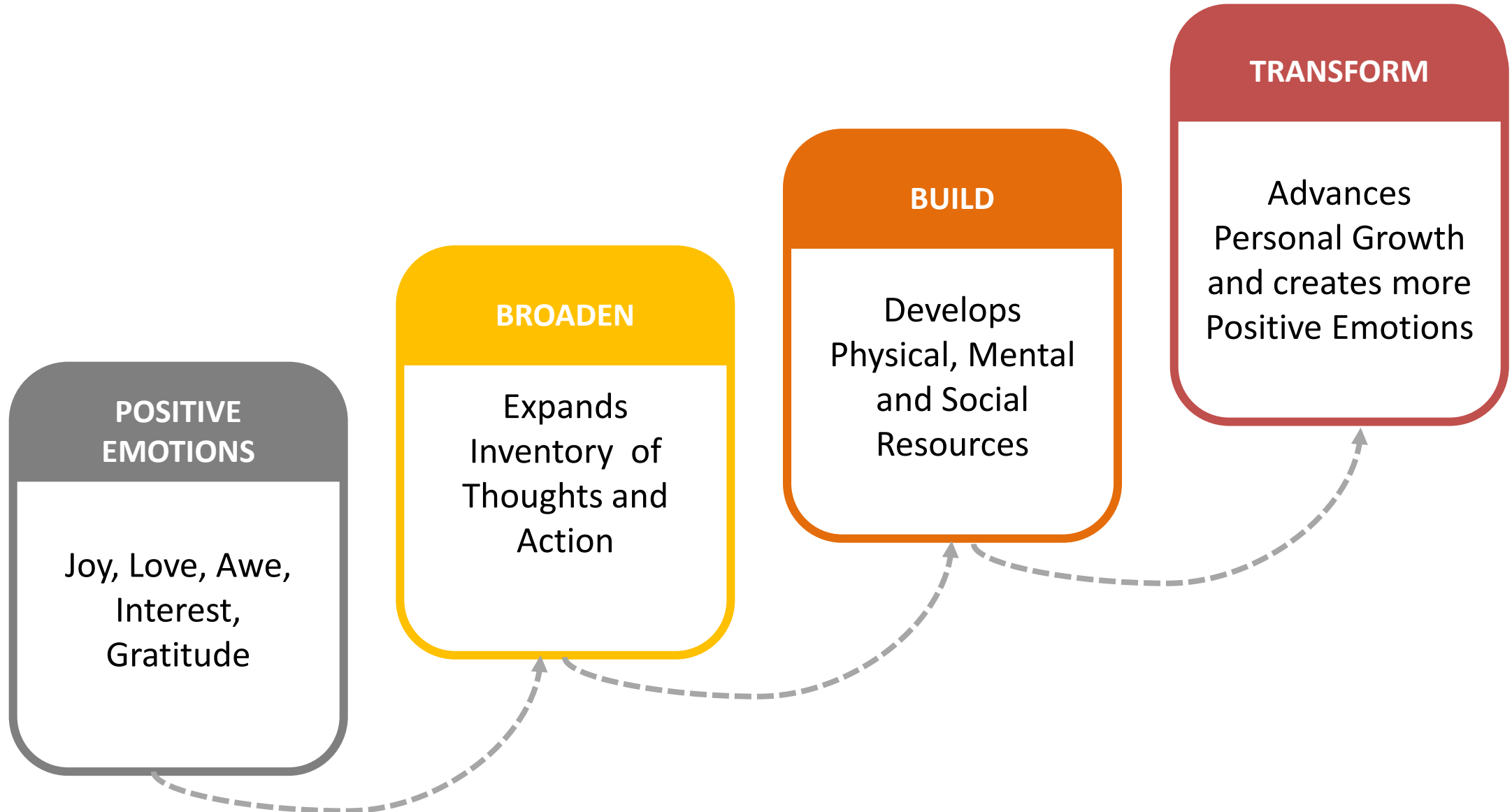
- Positive & Negative
- Necessary for human development
- Impact on health and human wellbeing







# Broaden and Build Theory



# Positive Emotions



## 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* —

AZ QUOTES



# 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

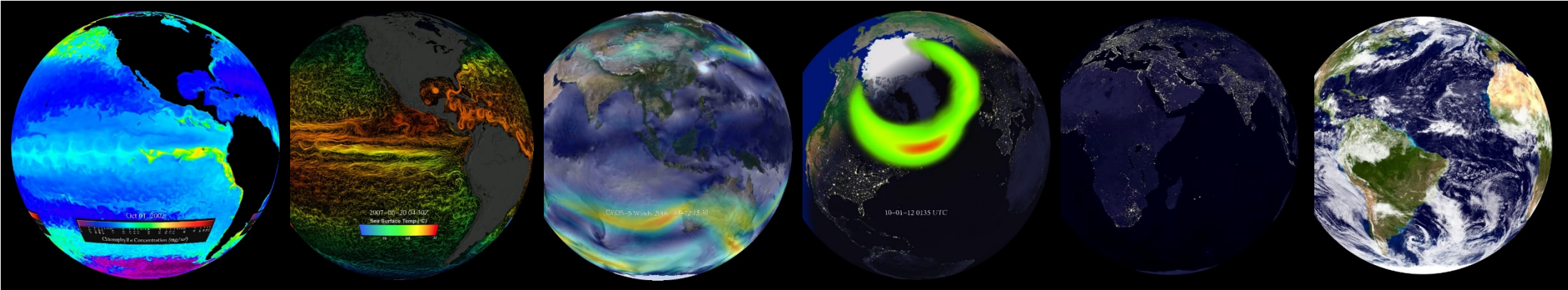
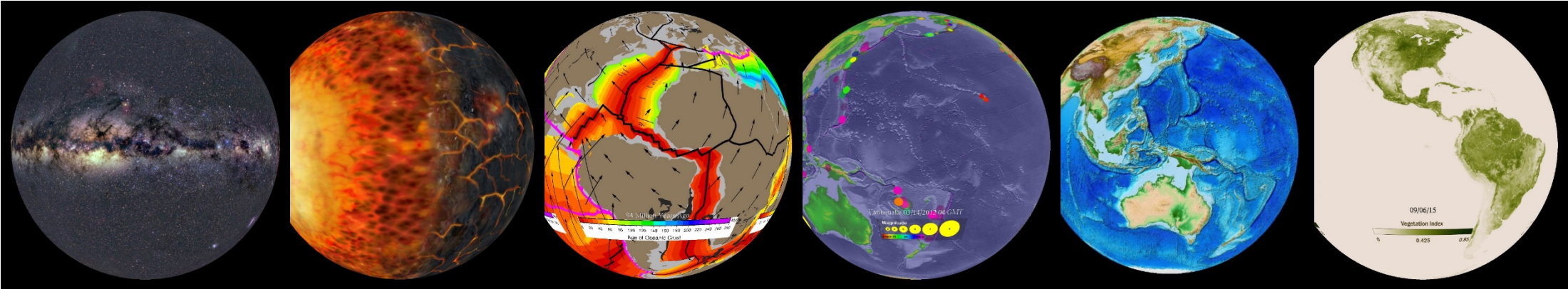




# Before the presentation

- Video de los niños sentados

# Playlist





# After the presentation







# Complementary material

## 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.
- El legado histórico.
- La riqueza cultural.
- 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:

- Respeta la Tierra y a todos los seres que viven en ella: gente, animales y plantas.
- Sé un consumidor responsable: infórmate, promueve el comercio justo, no desperdicies.
- Consume productos que no dañen a la gente ni a la naturaleza.
- Disminuye tus desechos: reduce, reusa 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.
- Evita la discriminación.
- Colabora para una sociedad sin violencia, con tolerancia y en paz.
- Colabora para resolver problemas y evitar conflictos.



Respeto y Cuidado de los seres vivos



Todo en la Tierra se relaciona entre sí



Justicia Social y Económica



Democracia, No violencia y Paz



f t i horno3



Espacio posible gracias al apoyo de:



# Findings





# Survey 1

- Designed to:
  - ✓ Find out which emotions were promoted
  - ✓ In what measure those emotions where 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?

Joy  
Gratitude  
Serenity  
Interest  
Hope  
Pride  
Amusement  
Inspiration  
Awe  
Love

## RESULTS

**Interest 17**  
**Awe 15**  
**Serenity 7**  
**Joy 3**  
**Gratitude 2**  
**Inspiration 2**  
**Hope 2**  
**Pride 2**



# Survey 1

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?

	Emotion	Q1	4 -5	%
RESULTS	Interest	17	13	76%
	Awe	15	13	87%
	Serenity	7	6	86%
	Joy	3	2	67%
	Gratitude	2	2	100%
	Inspiration	2	2	100%
	Hope	2	2	100%
	Pride	2	2	100%





# Survey 1

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

RESULTS	6
	30
	12
	2

- 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

# Survey 2

- Designed to measure positive and negative affects during the presentation
- Using Positive and Negative Affect Schedule *PANAS* (Watson, Clark & Tellegan 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

<b>RESULTS</b>	Before	After
Average Positive	35	35
Average Negative	12	17

Change	Positive	Negative
Increased	28%	32%
Decreased	32%	9%
Unchanged	41%	59%

# 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<sup>3</sup>)



**Thank you!**

**Questions?**



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