

XXVII SCIENTIFIC CONFERENCE

EMPIRICAL STUDIES IN PSYCHOLOGY

13 – 16TH MAY, 2021.

FACULTY OF PHILOSOPHY, UNIVERSITY OF BELGRADE



INSTITUTE OF PSYCHOLOGY
LABORATORY FOR EXPERIMENTAL PSYCHOLOGY
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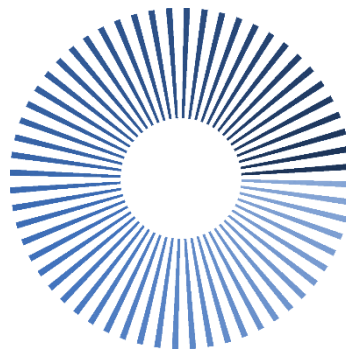
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BELGRADE, 2021

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TUNING FORKS (E. Zimmermann, Leipzig – Berlin)

Instruments for generating tones of a given frequency. They are used in studies of auditory sensitivity for determining the differential, absolute and upper thresholds. Figure shows a set of three tuning forks generating the C-major chord, each fork generating the tones of 256 Hz (c¹), 320 Hz (e¹), and 384 Hz (g¹) respectively. The forks were tuned to the pitch of the originals from the German Physico-Technical Imperial Institute (Phys.-techn. Reichsanstalt).

Proofreading and layout by Milana Rajić

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BIG SUPPLA: CHALLENGING THE COMMON VIEW OF THE SUPPLEMENTS AND HERBS INDUSTRY

Even though there's no strong evidence base for the effectiveness of complementary and alternative medicine (CAM) practices, their use is on the rise, which can be the side effect of perceiving this industry as powerless. We experimentally tested the effects of reading a fictional article that presents CAM industry as powerful and profit oriented ("Big Suppla") vs lacking power and not profit oriented ("Baby Suppla") on consumers' willingness to endorse CAM products. The manipulation had the expected effect in the "Big Suppla": the respondents were less likely to try and recommend dietary supplements, and to try, recommend and positively evaluate herbal products; the "Baby Suppla" manipulation backfired, leaving the respondents less likely to positively evaluate herbal products. The results suggest that providing the consumers with correct information about CAM can make them less likely to endorse its products. These results can help in tailoring important public health messages.

Keywords: complementary and alternative medicine, dietary supplements, herbal products, profitability, health practices

DETERMINANTS OF DEPRESSIVE AFFECT IN SERBIA

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Considerable social difficulties during recent decades have left a significant effect on the mental disabilities of the Serbian population, with depressive disorders among the first. Although depression is ranked as the single largest contributor to global disability and the major contributor to suicide deaths, with a globally rising prevalence, analysis of determinants of depression in Serbia on a nationally representative sample is non-existent. Our aim to fill this gap.

We used a merged Serbian sample within the European Quality of Life Survey (EQLS) from 2012 and 2016, consisted of 2058 respondents (51.9% of females, $M_{age} = 48.37$, $SD_{age} = 17.58$). In EQLS, depressive affect is measured by respondent's assessment of how much they felt downhearted and depressed during the previous two weeks. Answers are given on a six-point single-item scale (1 – all the time; 6 – at no time). We carried out a multiple regression analysis with enter method. We selected eighteen independent variables and a total sample of 1856 respondents (that had no missing values on all of them).

Our selected independent variables collectively explained about 38% of the variance in depressive feelings, $F(18, 1837) = 63.012$, $p < .001$, $R^2 = .382$. Social exclusion is shown to be the most important determinant in our model ($\beta = .289$, $t = 12.898$, $p < .001$). Subjective health ($\beta = -.233$, $t = -9.053$, $p < .001$), satisfaction with family life ($\beta = -.205$, $t = -9.847$, $p < .001$), and feeling worthwhile ($\beta = -.087$, $t = -3.949$, $p < .001$) come next. Other significant determinants are attending religious services ($\beta = -.080$, $t = -4.250$, $p < .001$), being female ($\beta = .077$, $t = 3.969$, $p < .001$), feeling free to decide how to live ($\beta = -.073$, $t = -3.379$, $p < 0.01$), being retired ($\beta = .065$, $t = 2.274$, $p < .05$), and being widowed ($\beta = .046$, $t = 2.349$, $p < .05$). Age, size of locality, having time to do the enjoyable things, being divorced, being unemployed, being unable to work due to illness or disability, satisfaction with standard of

living, trust in people, and taking part in sports or physical exercise are shown to be not significant determinants.

Results generally indicate non-material domains of life, such as personal connections, general health, and feelings of worthiness, as essential protective factors of depressive affect. This is consistent with the prior findings indicating the essential importance of non-material domains of life for mental health.

Keywords: depressive affect, Serbia, European Quality of Life Survey
