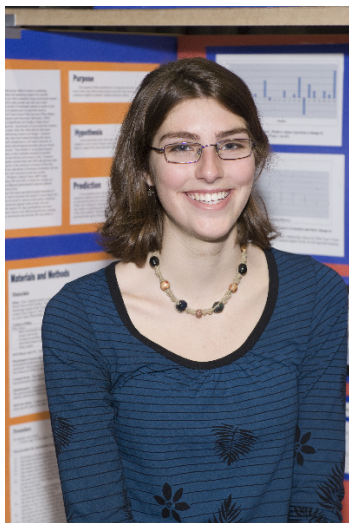


## CWSF 2009 - Winnipeg, Manitoba



### Abby Menendez

#### How Media Makes Us Care: The Effect of Emotional Experience on Donations

**Division:** Life Sciences / None

**Category:** Senior

**Region:** Peterborough

**City:** Peterborough, ON

**School:** Peterborough Collegiate

**Abstract:** This project used self-report and physiological measures of emotional experience to examine the effect of film clips on students' donation decision-making. Films with more distressing emotional content were found to cause higher levels of self-reported emotion as well as an associated physiological response in students. More distressing emotional content also influenced students to support the cause presented in the film.

#### Biography

Abby Menendez is a Grade 12 student at Peterborough Collegiate in Peterborough, Ontario. She is involved in various social justice initiatives in her school as well as the community. Currently, she is involved in collecting funds and supplies to support her school's sister school in Zimbabwe. She is also a member of a community Youth Action Team that works to address local and international poverty issues. This February, she traveled to the Netherlands with her class to participate in an International Model United Nations Conference. Abby is also involved in a renewable energy group, which is working to make her school carbon neutral. She enjoys playing with the school African Drumming troupe as well as painting and drawing in her spare time. Her other hobbies include camping, canoeing and traveling. Abby will attend Guelph University next year as a President's Scholar where she plans to study psychology and international development.

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