

## **The Impact of Provocative Visual Stimulation on Emotional Changes among Introverts**

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### **ABSTRACT**

Social networking site (SNS) has become a platform for online self-presentation and a replacement of face-to-face (FTF) interaction. Users tend to like or watch the shared video because video sharing is described as a documentary-related meaningful event on SNS. The use of SNS is associated with personality and the site enables users to hide their identity and emotions from others. An Introvert refers to a person with less dominant personality in interaction and socialization. This study aims to explore whether provocative visual sharing in SNS affects emotional changes in Introverts. The experimental study was conducted via online using a post-test group design. A total of 30 Introvert consisting of students aged 20-29 years were selected through purposive sampling. All subjects were added into groups and required to answer a questionnaire before and after watching a provocative visual. Data were analysed using non-parametric test; Mann-Whitney U Test and Wilcoxon-Signed Rank Test. The results shows that there is no emotional differences between gender and insignificance changes in emotion for the Introverts as a whole ( $z = -1.170, p = 0.077$ ). Their emotion was stable and they did not actively participate in giving comments about the visual. In conclusion, users tend to share a variety of stimulation in

SNS but these activities did not affect the Introverts' emotion so much.

*Keywords:* Emotional changes, emotional stability, interaction, neuroticism, personality, provocative visual, social networking sites, stimulation

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## INTRODUCTION

The boundless nature of social networking site (SNS) allows users to conveniently search for information from multiple sites. Activities in SNS are not only limited to intrapersonal events (Gentile et al., 2012), but also encompassed interpersonal activities (Miller, 2011). Generally, some users use SNS to establish a long-term online relationship because they are more comfortable meeting people using virtual identity (Bargh et al., 2002; Ellison et al., 2007).

Positive and negative characters possessed by each personality have influenced individuals to communicate differently in either FTF or SNS environment. For example, both Introverts and Extroverts enjoy to communicate with other FTF but Extroverts are more involved in reciprocal conversation compared to Introverts (Srivastava et al., 2008). This distinction is further exemplified as Introverts participate the least in social activity and are easily stimulated by loud noise (Eysenck & Eysenck, 1975). Those studies supported a research done by Mitchell et al. (2011) who suggested that Introverts were active in online communication but preferred not to disclose personal information (Orchard et al., 2014).

It had conclusively been shown that Introverts participated less in social activity (Srivastava et al., 2008) because they were very anxious to communicate with others. There is also a discrepancy in the results of

Introvert personalities with the use of SNS. A study by Moore and McElroy (2012) showed that Introverts regularly used SNS to maintain relationships, but Orchard et al. (2014) gave an opposite view. They stated that Introverts did not establish online relationships because they were uncomfortable putting personal information into the search for other friends.

Generally, there are some activities performed by online users such as watching and commenting on videos shared by their friends because exchanging comments encouraged the involvement of interaction and strengthened a relationship (animoto.com, 2016). Moreover, the use of visual mode of online videos would influence the impression judgments compared to text or verbal mode (Heide et al., 2012). Thus, sharing provocative materials in SNS (for example, video with visual) could potentially lead to emotional outburst and the pressures arising from the stimulation could trigger emotional disturbance (Codispoti et al., 2008).

When an individual expresses their emotion verbally as in FTF, the signal will be visible to the partner. Therefore, both people will be able to see or listen to the expressions or the changes on the voices while interacting with each other. However, it is difficult to understand individuals' emotion in SNS because they can hide or replace their facial expressions (as in FTF) by using emoticons or pictures (Pempek et al., 2009) due to the fact that it differs

in every situation (Parkinson, 2008). As a result, the emotions shown in SNS become more difficult to be understood by friends as a whole (Dezecache et al., 2013).

To summarize, the Introverts are not aggressive in communication especially in FTF because reciprocal conversation will make them feel anxious and social involvement will affect their relationship orientation (McCroskey et al., 2001). So, does the use of SNS will encourage the Introverts to converse more and simultaneously affect their emotions especially when they are stimulated with a provocative visual in SNS? To answer this question, this study will identify the differences in emotional changes among the Introverts, by comparing the gender and personality differences as a whole; before and after the exposure of a provocative visual stimulation in a popular SNS, namely, Facebook.

## LITERATURE REVIEW

Emotional communication is defined as a message delivered using continuous movement (body language and facial reaction) and anything that cannot be resolved by words (Parkinson, 2008). On the other hand, emotion expression refers to a symbol that reflects the feelings of an individual. Emotion, therefore, is the ability to convey an idea through non-verbal and para-verbal (Barile & Durso, 2002) or in the form of explicit and implicit expression.

An explicit expression can be depicted in several ways such as firstly, in writing (I'm angry!), secondly, a reference (the picture is so scary...), thirdly, a tendency

to action (I will beat you!), or fourthly, an emblem (smiley). Implicit expression, on the other hand, refers to the language use, relationship closeness, and the depth of self-disclosure (Derks et al., 2008). The communication channel plays a major role in emotional expression (Riordan & Kreuz, 2010) because some users prefer to express cues (FTF) whilst others feel uncomfortable to communicate verbally (SNS).

Emotional changes (stable or unstable) could affect the character of an individual, especially in terms of emotions and behaviors. Stable emotions will enhance individuals' self-confidence and allow them to control conflicts in their life (Meier et al., 2011). Moreover, an experience-sampling study by Burgin et al. (2012), showed that interpersonal relationships would be enhanced if a person expressed positive emotions throughout the day. This situation demonstrates that emotional style affects individuals' attitudes and thus, affects their emotional stability.

On the other hand, an unstable emotion that encompasses negative feelings (fear, depression, and anger) triggered the brain function to respond violently and aggressively. For example, in FTF environment, emotional changes can be controlled and the individuals can choose to hide the emotion away from their partner. However, this can cause them to be less confident and can lead to their negative behaviour acts such as suicide (Bowen et al., 2011).

In contrast to SNS, this medium allows individuals to either hide or publicly express

their emotions because the behaviours are displayed in the form of writing and emoticons only. Some users use SNS to say harsh and disrespectful words (Qiu et al., 2012) because they feel that SNS offers open and safe space to do so (Wang et al., 2012).

Interestingly, in terms the gender perspective, female users use SNS as a way to maintain or continue their existing interactions in the FTF environment. In addition, to achieve a greater satisfaction in interactions, female users also use pronouns to represent themselves during interacting with their friends, while male users are more likely use harsh words while interacting with the same gender (Savicki & Kelley, 2000).

Several factors influence the changes in emotions. First, the response received by a recipient will affect his/her emotions if the other party manipulates the information (Dezecache, 2013). Next, the temporal delay or slow Internet speeds while communicating online will affect a person's emotion (Powers et al., 2011). The delay will disrupt the

communication accuracy because both users are unable to interact simultaneously, which leads to disappointment.

Lastly, the character of an individual or the personality also affects the changes in emotion. Personality is a combination of individual emotions, attitudes, behaviours, and responses. Each personality has different biological basis which is caused by neurobiological systems (Stemmler & Wacker, 2010). Consequently, any act or conversation can occur because the individual has the tendency to act his/her own personality. Various human emotions are shown in Figure 1.

Introverts personality leads to different tendency in terms of interaction and relationship. Their brain stimulation is higher because they are more sensitive towards their surroundings. Using the Day Reconstruction Method to test two hypotheses (Social Participation Hypothesis and Social Re-activity Hypothesis), Introverts are found to engage lesser than

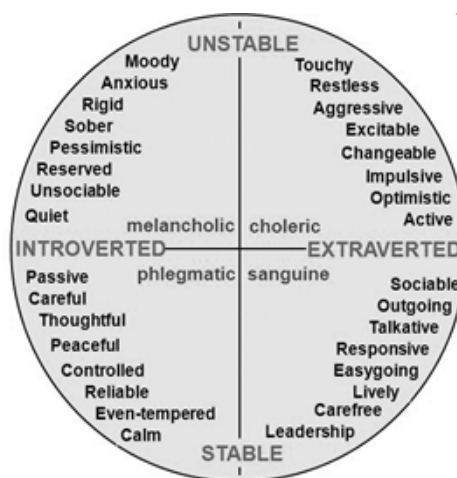


Figure 1. The trait perspective by Eysenck and Eysenck (1975)

Extroverts in social interaction with friends (Srivastava et al., 2008).

The previous findings on an Introvert in FTF situation suggested that this type of individual can still socialize with other people, but often withdrew over personal reasons (Srivastava et al., 2008). The finding is parallel to an online study done by Mitchell et al. (2011) who proposed that an Introvert would spend more time to socialize and joined activities in SNS because it made them happy and they received social support from their online friends.

According to Correa et al. (2010), an individual who feels anxious in FTF will choose SNS to gain supports and partners. Some users will use SNS as a medium for replacement (Tosun & Lajunen, 2010) and an evasion to hide their emotion from others (Moore & McElroy, 2012; Qiu et al., 2012). However, emotion instability will compel them to use impolite language while interacting online (Qiu et al., 2012).

Based on Hyperpersonal Model (Walther, 1996), there is a difference in message dissemination in both FTF and

CMC. He mentioned that the message that could not be delivered in FTF would be reorganized into a meaningful way before resending it in CMC (Walther, 2007). The four elements in Hyperpersonal Model can be classified as the effect of the sender, receiver, channel and feedback. All of these elements explain that the interaction through CMC has wider benefits because the relationship and communication process rely on writing as the major mechanism.

As the SNS users came from different personalities, Eysenck Personality Wheels (Eysenck & Eysenck, 1975) clarifies the bipolar dimension personality which includes the character differences between two personalities (Introvert-Extrovert) and two types of emotional changes (Stable-Unstable). The Eysenck Personality Wheels is also known as The Trait Perspective (as shown in Figure 1). Moreover, the use of SNS by different personalities will influence the emotions and the interaction styles. Therefore, a theoretical framework (Figure 2) has been developed as follows:

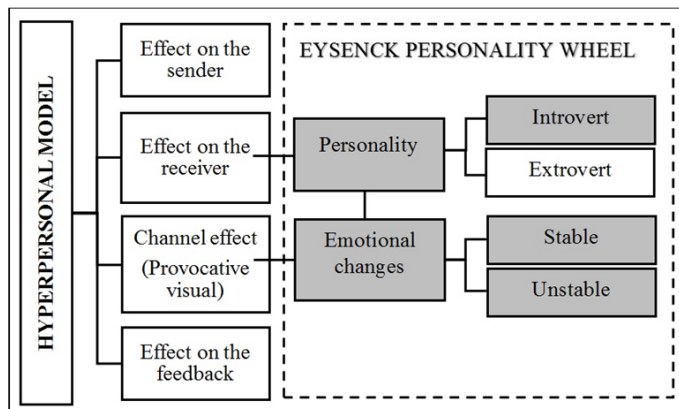


Figure 2. Theoretical framework

A study by Geen (1984) pertaining sound stimuli on personalities (Introverts and Extroverts) in FTF communication shows that the Introverts only respond to a calm environment and low level of noise compared to the Extroverts. According to Eysenck and Eysenck (1975), Introverts can be characterized as a calm, self-conscious, and cautious individual in designing their own life. An unstable individual tends to be anxious and depressed while a stable individual is always calm even if he or she is in the state of anger.

The conceptual framework of this study is an overview of the relationship of each structure measured in SNS environment (Figure 3). The structure of the study is important for the purpose of data collection and data analysis. This study focuses on the emotional changes of Introvert through provocative visual stimulation channeled through Facebook.

With the numerous stimuli that can be found in SNS, there are high chances that Introverts will experience changes

in the emotions. Furthermore, the gender personality also plays an important role in emotional changes because every SNS user has his or her way to use and express emotion differently in Facebook. Based on the aforementioned discussion, the following hypotheses are formulated:

H1: Emotional differences in Introvert female are statistically higher than Introvert male before the exposure to provocative visual stimuli in Facebook.

H2: Emotional differences in Introvert female are statistically higher than Introvert male after the exposure to provocative visual stimuli in Facebook.

H3: There is a significant difference of emotional changes in Introverts before and after the exposure to visual stimuli in Facebook.

## METHODOLOGY

This study applied pre and post-experimental designs that focus on the effects of provocative visual stimuli to measure emotional changes among the Introverts.

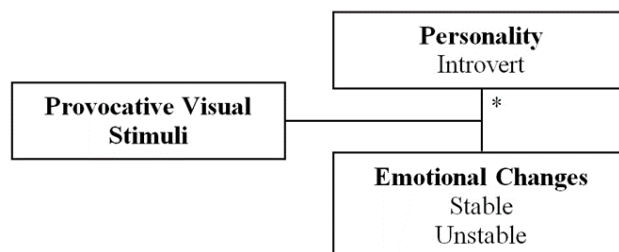


Figure 3. Conceptual framework

\* (Note: The lines in the diagram do not indicate the relationship between the variables, but rather give an overview of the interrelated issues.)

This design was chosen because the study sample did not change and could not be manipulated. A set of experimental groups to measure the changes in the variables tested were formed. Therefore, by using the online experimental designs, a provocative visual in Facebook was used as a stimulus to measure emotional changes among the Introverts.

This study did not take the total population because generalization is not required in experimental studies. A sample of 20 subjects was adequate in order to conduct an experimental study (Sani & Todman, 2006). Meanwhile, university students were found to be the most active Facebook users (Mack et al., 2007) and young people's emotions were unstable before the age of 25 or 30 years old (Costa & McCrae, 1994).

Based on these justifications, a total of 30 students aged between 20 to 29 years old from Universiti Putra Malaysia (UPM) were selected through online based on convenience sampling. UPM students were chosen as the subjects because an experimental design allows a researcher to choose a subject according to the required criteria including manipulating variables and treatments during the experiment (Wimmer & Dominick, 2009).

The online experiment studies required a large sample size because a sample could potentially withdraw during mid-test (Reips, 2002). Since the number of subjects was controlled, data collection was continued until the required numbers of 30 subjects were successfully achieved. To ensure the

requirement is met, a total of 105 samples were selected as the potential subjects. All subjects were then be added into a Facebook group named "*Emosi dan EPQ*" (Emotion and EPQ). The experiment was conducted in two phases: 1) Screening, and 2) Provoke.

There were several controlled criteria in the experiment. First, each questionnaire was filtered using a code of personality (I<sub>1</sub>-I<sub>30</sub>) to avoid subject misrepresentation. Second, the involvement of each subject could be seen through "seen by" displayed on the comment section. Subjects who met all the criteria were selected as the final subjects. A Malay version of Eysenck Personality Questionnaire (EPQ; Eysenck & Eysenck, 1975) by Asgari (2002) was used to measure the personality and emotional changes with the reliability of 0.822 (pre) and 0.782 (post).

The data were then measured in three parts; a) personality, b) emotional changes before the exposure to visual stimuli and c) emotional changes after the exposure to visual stimuli. Data collection began with three questions about demographics (Part A), and followed by Part B which was consisted of 19 close-ended questions (1 = No, 2 = Yes) to determine the Introverts' personalities (known as EPQ-E).

Next, part C was divided into two: C1 (before the exposure), and C2 (after the exposure) which were consisted of 21 questions in order to measure the changes in the emotions (also known as EPQ-N). The original EPQ-N contained 22 questions, but one question was removed because it violated the religious norms ("*I feel like I*

want to die”). All questions in Part C were measured with Likert scale 1-5.

Data collection was conducted within 17 days in four stages: (1) Notification on experimental schedule (four days); (2) Notification to fill out questionnaires – before (four days); (3) Notification to watch visual stimuli (five days); (4) Notification of questionnaire completion – after (four days). All questionnaires were answered online via google.doc and every phase was locked to avoid multiple data collection.

A video of speech recording i.e., Politics in Campus was selected as the stimuli because the issue highlighted was parallel with the students and hovered in the vicinity of the university campus. The visual contained both types of emotions (positive and negative) because one-sided emotion stimuli would cause an individual failed to accurately interpret the meaning of the information (Gallo et al., 2009).

Provocative visual stimuli are defined as a visual element that involves a combination of several types of emotions (positive and negative) or unpleasant stimuli which will

contribute to psychological disorders, physiology or changes in behaviour (Rooney et al., 2012). Therefore, a video of speech recording (Politic Campus) was selected as the stimulus because the issue highlighted in the visual was parallel with the students and hovered in the vicinity of the university (See Table 1).

Political waves begin with people’s movements and leaderships are usually dominated by men’s participation. However, the demand for gender equality has led to the increased participation of women to obtain their rights (Merchant, 2012). Moreover, Malaysians are practicing high-context cultures that emphasize relationships buildings and interactions. Younger individuals are more likely to hold social motivations for discussion (Merchant, 2012), but social sharing with emotions will hinder the interaction process (Berger, 2014). Therefore, the visual content has been controlled to meet the high cultural contexts (politicians from the governments and oppositions) young leaders who represent both genders and non-use of harsh words

Table 1

*The content of visual stimuli*

Item	Time	Description
1	0:00:01 – 0:07:14	Speaker blamed the university management for the non-transparency elections, demanded the power of elections to be handled by students and declined the university management interference in students’ affairs.
2	0:07:15 – 0:19:09	Speaker stated that their party is better and very active in the university’s programmes. They also demanded a fair and transparent election and the power to conduct the election to be given to students.



that can create negative provocation towards the subjects.

Data were analysed using two types of non-parametric tests. Firstly, Mann-Whitney U Test was used to test the differences between two groups (male and female). Secondly, Wilcoxon Matched-Pair Signed Rank Test in SPSS 22.0 was applied to compare the median between the two groups: before (pre) and after the test (post). Furthermore, content analysis was used as a way of analysing the responses by the subjects. However, the content analysis served as a secondary method to support the type of responses given by the subjects regarding the stimuli.

## RESULTS AND FINDINGS

Based on Table 2, the number of Facebook users to represent Introverts' personality is in controlled and slightly balanced between male (43.3%) and female (56.7%). Majority of the users are in the aged 20-24 years (86.6%), which is parallel with the data provided by socialbakers.com (2014) as it stated that the highest Facebook users in Malaysia are individuals in the 18-24 years old.

Table 2  
Profile distribution ( $n = 30$ )

Profile	Frequency (percentage)
	Introvert
Gender	
Male	13 (43.3)
Female	17 (56.7)
Age (years)	
20 – 24	26 (86.6)
25 – 29	4 (13.4)

Table 3 presents the analysis of Mann-Whitney U Test on emotional differences between males and females before the exposure to the provocative visual stimuli in Facebook. The findings indicate that there are no significant differences in Introverts' emotions ( $p = 0.615 > 0.05$ ), however the differences can be seen through the mean rank which is the emotional differences among the Introverts. It is statistically higher among females (mean rank = 16.21) compared to the Introvert males (mean rank = 14.58).

According to Table 4, the analysis of Mann-Whitney U Test on emotional differences between males and females after the exposure to the provocative visual stimuli in Facebook shows that there are no significant differences in Introverts' emotions ( $p = 0.294 > 0.05$ ), however, the emotion differences are slightly higher among the Introvert females (mean rank = 16.97) compared to the Introvert males (mean rank = 13.58).

Next, Table 5 presents the analysis of Wilcoxon Matched-Pair Signed Rank Test on emotions comparison, which reveals that the Introverts portray insignificant changes in their emotions after watching the provocative visual stimuli ( $z = -1.170$ ,  $p = 0.077$ ). Even though the mean rank decreases from 15.93 to 14.65, it does not affect the significant value of 0.077 ( $p > 0.05$ ). Therefore, hypothesis alternative (H3) of this study is rejected.

Specifically, the exposure to provocative visual stimuli affects certain emotional state only (Table 6). Items that affect the subjects'

Table 3

*Emotional differences in Introvert males and females before the exposure of provocative visual stimuli (n = 30)*

	Gender	N	Mean Rank	U	Sig. Value (p)
Emotional differences	Male	13	14.58	98.50	0.615
	Female	17	16.21		
	Total	30			

Table 4

*Emotional differences in Introvert male and female after the exposure of provocative visual stimuli (n = 30)*

	Gender	N	Mean Rank	U	Sig. Value (p)
Emotional differences	Male	13	13.58	85.50	0.294
	Female	17	16.97		
	Total	30			

Table 5

*Emotional changes in Introverts, before and after the exposure of provocative visual stimuli (n = 30)*

Pair		N	Mean Rank	z	Sig. value
After watching visual – before watching visual	Negative Ranks	20 <sup>a</sup>	15.93	-1.170 <sup>b</sup>	0.077
	Positive Ranks	10 <sup>b</sup>	14.65		
	Ties	0 <sup>c</sup>			
	Total	30			

a. Emotional changes after < Emotional changes before

b. Emotional changes after > Emotional changes before

c. Emotional changes after = Emotional changes before

emotions are “I suffer from sleeplessness” ( $z = -3.247^b$ ,  $p = 0.001$ ), “I felt tired for no reason” ( $z = -2.974^b$ ,  $p = 0.003$ ), “I was worried after going through embarrassing experience” ( $z = -0.313^b$ ,  $p = 0.003$ ), “I felt sluggish” ( $z = -2.908^b$ ,  $p = 0.004$ ), “My mood often goes up and down” ( $z = -2.465^b$ ,  $p = 0.014$ ), “I was worried about things spoken to others” ( $z = -2.400^b$ ,  $p = 0.016$ ) and “I was hurt when others find

fault in myself or my work” ( $z = -2.353^b$ ,  $p = 0.019$ ).

Moreover, out of 30 Introverts who are involved in this study, only 5 participants responded on the visual that they have watched (see Table 7). Here, stable-emotion Introverts use satire type of comments, whilst the unstable choice of words implies disappointment.

Table 6

*Emotional changes in Introverts, before and after the exposure of provocative visual stimulation by Wilcoxon Signed-Rank test (n = 30)*

Item	Emotional Changes	Mean rank		z	p
		Pre	Post		
1.	I suffer from sleeplessness	6.25	14.58	-3.247	0.001
2.	I feel tired for no reason	6.63	11.47	-2.974	0.003
3.	I feel worried after going through with embarrassing experience	16.22	7.38	-0.313	0.003
4.	I feel sluggish	9.63	11.92	-2.908	0.004
5.	My mood often goes up and down	14.67	13.81	-2.465	0.014
6.	I feel worried about things spoke to others.	10.70	11.74	-2.400	0.016
7.	I easily hurt when others find fault in myself or my work	11.00	11.65	-2.353	0.019
8.	I feel miserable for no reason	11.44	10.67	-0.439	0.661
9.	I feel fed-up	12.28	10.96	-0.528	0.598
10.	I feel bored	9.22	10.70	-0.487	0.626
11.	I feel guilt	13.50	13.50	-0.346	0.730
12.	I feel very anxious	13.06	10.61	-0.725	0.468
13.	My mind worried	8.50	13.21	-1.927	0.054
14.	I feel worried about awful things that might happen in the future	11.18	9.67	-0.684	0.494
15.	I do not feel energized	10.87	11.33	-1.691	0.091
16.	I feel worried about my health	11.00	11.85	-0.921	0.357
17.	I feel this life is very dull	11.67	12.21	-1.023	0.306
18.	I feel worried about my looks	11.71	15.58	-0.298	0.766
19.	I feel nervous	10.00	8.50	-1.535	0.125
20.	I feel lonely	12.29	10.55	-0.689	0.491
21.	I remain silent rather than admit a mistake I have done	11.92	11.00	-0.562	0.574

Table 7

*Response by Introverts according to emotional change*

No.	Emotional Change	Type of comment	Example
1.	Stable emotion <sup>a</sup> – Stable emotion <sup>b</sup>	Satire	Before... say differ. After... say differ... after won, no words from any of them... Usipot called Usipot. If you are popular but do not know how to do your work... you are useless.
2.	Unstable emotion <sup>a</sup> – Unstable emotion <sup>b</sup>	Disappointment	I do not like to get involved with... I hate it... And I never vote. Hmm... this is... so bored... Next?

Note: <sup>a</sup> emotion before visual exposure, <sup>b</sup> emotion after visual exposure

## DISCUSSION

Once the Introverts are included into the group, they are stimulated with the visual stimuli of Politic Campus. However, the content of the visual provides insignificant effects on Introvert emotional changes because they are not interested in engaging with politics in campus. Moreover, Introverts do not tend to engage in goal-oriented conversations in social media except for the purpose of filling out free time, sheer diversion, and others (Zuniga et al., 2016).

The findings suggested that the stimuli do not play a role in gender differences because each gender do not face any major changes in their emotions. However, a slight change of emotion can be seen especially among the females, probably due to them feeling anxious to join and meet other people (Srivastava et al., 2008), and influence the users' impression towards the content of the visual (Heide et al., 2012).

However, the analysis of gender comparative study done by Merchant

(2012) showed that the communication style between male and female was different by looking at the purpose of the conversation being held. Emotional changes are more prominent among female Introverts assuming that they are easily attracted to the visual contents. According to Zuniga et al. (2016), individuals with high political beliefs tended to engage in activities and political behaviours. This situation explained that female Introverts showing more interest to involve in political activity because they would engage with the visual contents provided in the group.

The exposure to provocative visual stimuli on Facebook affected a certain state of emotions among the Introverts. The findings suggested that they were involved in online activities but chose to minimize the effects of the emotional influence of those activities. Moreover, less than 20 percent of the Introverts responded to the visual provocation. The limited number of Introverts who responded to the visual

suggested that the delay in the network allowed them to ponder before responding (Powers et al., 2011) and some of them just withdrew or avoided from participating in the group.

Similar to the dimensions of Eysenck Personality Wheel (1975), the majority of Introverts experienced stable emotions and these types belonged to the Phlegmatic perspective. On the other hand, emotionally unstable Introverts who showed negative feeling or being moody were categorized under the Melancholic perspective. The analysis indicated that the use of satire and cynical words did not match the character of emotionally stable Introverts. These findings showed that the Phlegmatic perspective did not fully support this study.

Conclusively, Hyperpersonal Model was used to measure the SNS effects on sources, receiver, channel and also feedback. The combinations of the personality model (Eysenck Personality Wheel) and the understanding towards Hyperpersonal Model can be expanded because the stimulation received in a channel can affect a personality's emotion. This is because when the users are separated by a channel (SNS), the feedback received may be delayed (time lag), thus can affect a person's emotion.

Furthermore, the study focused on the users' personalities because every person has a unique character which allows him or her to interact and socialize differently with people and the surrounding. Furthermore, by understanding the user's personality, it will help others to have an understanding on how to deal and delicately socialize with

them. Therefore, the SNS users can create a harmony environment while sharing and commenting on the materials that they shared or viewed in SNS.

The study was narrowed according to the suitability of an experimental design. The stimulation was limited to the use of visual shared in Facebook because visual viewing and sharing in Facebook recorded the increment of 135% within 6 months (October 2014-February 2015) compared to images sharing or reciprocal interaction with others (Socialbakers.com, 2016).

More broadly, future research is also needed to measure the use of words and the state of emotions based on the character type. Future research may consider to diversify the type of stimulus; different subjects to be given different stimuli. Furthermore, as this study applied an experimental design, the emotional changes cannot be generalized to represent the general population. Future research may use physiological approach to examine a wider range of emotional changes.

## CONCLUSION

In general, people view the Introverts as having a closed character and they often withdraw from social interaction either in FTF or SNS environment. The activities carried out in a social environment might have some impact on the Introverts' emotions. This study provides further understanding towards the variance of human emotions, especially the Introverts; a type of a person who tends to spend less time communicating and socializing.

Overall, this study found that watching neutral visual stimuli does not affect the Introverts' emotion stability. However, the theme of the visual (campus politics) excites the Introverts to criticize the issues discussed by giving a satire, cynical, and moody comments towards the content of the discussion.

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