



Tourist State of Mind: The Effects of Geography on Dispositional Awe, Personality and Life Satisfaction



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Introduction

- Awe is elicited by vast stimuli, such as landscapes, religious services, crowded concerts
- Nature can promote awe and other positive emotions such as happiness (Balleu & Omoto, 2018)

Hypothesis

- Rural areas will be associated with higher life satisfaction and dispositional awe
- High tourism rankings will be associated with dispositional awe

Methods

Participants:

- Randomly distributed Qualtrics survey of 1,000 people in the US in July 2017
- Average age= 45.98

Variables:

- Location, demographics, personality variables, awe experience, life satisfaction, socio-economic and environmental factors

Table 1

	AWE	POPDENSITY	MEDINCOME	%HS	POVERTY	TOURISM
AWE	1	-0.02663754	0.019789489	-0.015285577	0.02674821	0.01137038
POPDENSITY	-0.026637539	1	0.018236718	-0.285776318	0.08955133	-0.1772766
MEDINCOME	0.019789489	0.01823672	1	0.181279444	-0.3733373	-0.0369116
%HIGHSCHOOL	-0.015285577	-0.28577632	0.181279444	1	-0.5779299	0.25111899
POVERTY	0.02674821	0.08955133	-0.373337286	-0.577929891	1	0.02042027
TOURISM	0.01137038	-0.17727656	-0.036911625	0.251118987	0.02042027	1



Polland, J. (2014). National Travel. Retrieved from <https://www.businessinsider.com/the-mostw34b-popular-us-states-for-tourism-2014-10>

Table 2

	AWE	POPDENSITY	TOURISM	OPEN	EXT	EMO	LIFESAT
AWE	1	-0.02663754	0.01137038	0.358054328	0.49114315	0.04695687	0.511856562
POPDENSITY	-0.026637539	1	-0.177276561	-0.065316871	0.01886842	-0.0592652	-0.00470281
OPEN	0.358054328	-0.06531687	0.006800384	1	0.31709506	-0.0320602	0.087181112
EXT	0.491143152	0.01886842	-0.052417021	0.317095057	1	-0.2471785	0.521413284
EMO	0.046956874	-0.05926524	0.064897192	-0.032060156	-0.2471785	1	-0.05407154
LIFESAT	0.511856562	-0.00470281	-0.026690852	0.087181112	0.52141328	-0.0540715	1

Results

- Pearson *r*
- Hypothesis 1 is not supported: Population Density was negatively correlated with Openness ($p = -.065$), Awe ($p = -.026$), and Emotional Stability ($p = -.059$).
- Hypothesis 2 is moderately supported: Tourism was moderately correlated with awe ($p = .011$).
- Awe was positively correlated to Openness ($p > .36$), Extraversion ($p > .49$), and Life Satisfaction ($p > .51$).
- Life Satisfaction was positively correlated with Openness ($p = .087$) and Extraversion ($p > .54$).

Conclusion

- The data shows that socio-economic factors could predict personality, however, the data is weak and there is no evidence to link the factors to awe or life satisfaction. This data may show that personality (e.g. awe, gratitude, and extraversion) could measure happiness more effectively than socio-economic factors.