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IMAGINATION AND REACTANCE IN A PSI TASK USING THE IMAGERY CULTIVATION MODEL AND A FUZZY SET ENCODED TARGET POOL

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Background: A psi-conducive altered state of consciousness can be induced through a shamanic-like journeying protocol in accordance with the Imagery Cultivation (IC) model proposed by Storm and Rock (2009 a;b). Alternatively, individuals who do *not* believe in psi ('goats') are prone to reactance (Brehm, 1966), which can be psi-inhibitive (Storm, Ertel, & Rock, 2013; Storm & Rock, 2014). Reactance is a motivational state aimed at restoring one's sense of freedom when one feels threatened (Silvia 2005). A reactance treatment in the form of an opinionated communication (perceived as a threat to freedom) can raise reactance, which remains high if no outlet is provided. This induced effect can result in a noncompliant attitude and response, purely as a knee-jerk reaction to the threat.

Aims: Hypotheses: (1) that a shamanic-like journeying protocol *cultivates* psi-related mental *imagery*; (2) higher noncompliant behavior (e.g., psi-missing) can be induced in goats.

Method: IC and Reactance principles were used to manipulate psi in positive and negative directions. Four groups were formed: (i) IC/Reactance, (ii) IC/No-Reactance; (iii) No-IC/Reactance, and (iv) No-IC/No-Reactance.

Results: The IC treatment produced a non-significant higher psi effect than the control condition. Reactance had a stronger effect on goats than sheep, indicated by a significantly greater discrepancy in goats over the opinionated communication. Reactance effects were not found, but effects were in the directions expected, with reversals of effects probably due to goats and 'indecisives' (mid-range psi belief scorers) in the No-IC/Reactance group. A sheep-goat effect was found.

Conclusions: Replication attempts would be worthwhile that include refinements to the various IC conditions, and a less persuasive (more challenging) reactance communication.

Keywords: Imagery cultivation, Paranormal belief, Reactance, Psi, Sheep-goat effect

Publications:

Storm, L. (2019). Imagination and reactance in a psi task using the imagery cultivation model and a fuzzy set encoded target pool. *Journal of Scientific Exploration*, 33(2), 193-212.

Storm, L., & Goretzki, M. (in press). Spiritual emergency and psi: Testing the psychic opening hypothesis. *Journal of Transpersonal Psychology*.

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