

An Empirical Evaluation of the Reversal Theory State Measure: Tracking Changes in the Experience of Video Commercials of Three Leading Running Brands

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This paper reports on the first known empirical use of the Reversal Theory State Measure (RTSM) since its original publication by Desselles et al. (2014). The RTSM was employed to examine changes in metamotivational state as a function of three purposely-selected running brand video commercials. Both branched (single measure) and bundled (repeated measure) versions of the RTSM were administered to an undergraduate sample of approximately 400 participants. Results of the study provide empirical support for the central conceptual premise of reversal theory, the experience of metamotivational reversals, and the ability of the RTSM to capture them. Psychometric properties of the RTSM including agreeability between branched and bundled versions are also discussed, along with differences in the metamotivational function of the three commercials.