

Valence

A thing or event having a positive or negative meaning (psychological value) for the subject; “being charged”, being an active, motivating force. In addition to having positive or negative meaning, it also has different intensity (e.g. some feelings are pleasant, others – unpleasant, more or less pleasant/unpleasant) or is neutral; **neutral** valence equals zero.

Valence is most typical of **feelings** and is one of their most important characteristics. Valence extends from one emotion to another emotionally charged experience, like **attitude** [also see **distinctiveness, indifference**]. In the subject’s mind valence is manifested in the positive or negative ‘charge’ of emotions: I. Liking/acceptance or dislike/rejection; II. Impulses of willingness/attraction, unwillingness/ avoidance or conscious intentions. It is clear that both always have emotional background. The empirical measure of the magnitude of valence is its **intensity**. The term was introduced by K. Levin.