

Both pictures and films are widely used elicitors in experimental approach to emotions. However, there is no consensus regarding their relative impact. I describe conceptual underpinning of these methods, their theoretical comparison, and related methods. In a study of 124 students I assess and compare the impact of pictures and films on experiential, behavioural and physiological reactions. There were stronger reactions in response to positive film than to positive pictures. Negative film and pictures were similar in strength yet different in kind of reactions they yielded. The difference can be explained by different temporal characteristics of both methods. Present study is the second study dealing with this topic, and the only study that engaged multiple reaction levels.