

Abstract

The study investigated whether meaningful video can increase participants's tendency to search for life meanings and whether mortality salience (MS) can moderate the effect. 64 university students ($N=64$) were recruited and randomly assigned to four conditions: mortality salient with meaningful video, mortality-non-salient with meaningful video, mortality salient with neutral video and mortality-non-salient with neutral video. The results indicated that (1) after watching the meaningful video, participants had a higher tendency to pursue life meanings and (2) there was an interaction effect between the video type and mortality salience on the tendency to pursue life meanings. After watching the meaningful video, participants who were in the mortality salient conditions showed a higher tendency to pursue life meanings than those in mortality-non-salient conditions while for those who watched the neutral video, mortality salience had a smaller effect on their tendency to pursue life meaning.

Keywords: terror management, mortality salience, meaningfulness, video, media