

tional intense expressions with anti-figurative abstract style. Their main place of creative debates was Cedar Tavern in New York City, considered by art critics an important incubator of the Abstract Expressionism. Jackson Pollock, one of the most prominent figures of this movement, suspected of having bipolar disorder, abused alcohol during long periods of his life, for which he even underwent psychotherapy. Unfortunately, he died in a car accident while driving under influence, after decades of innovative work, during which he created a new painting method and produced compositions which are nowadays between the most expensive works of art. Mark Rothko also had periods of heavy drinking, and finally he died by cutting his arms with a razor. He is considered a genius, who created a completely new perspective over painting, and his works are also between the most expensive paintings in the world. Willem de Kooning was affected by alcoholism since his early years, and developed dementia, at least partially induced by abusive drinking. Although affected by neurocognitive disorder, he continued to produce amazingly creative paintings until his final years and in 2016 one of his works obtained the record for the most expensive painting ever sold. Using alcohol as a tool for increasing creativity risks to expose the creator to severe disorders or even death, the subject walking on a narrow line between sublimation of unconscious impulses and tragic resignation before them.

**Disclosure of interest** The presenting author was speaker for Bristol Myers Squibb and Servier, and participated in clinical research funded by Janssen Cilag, Astra Zeneca, Eli Lilly, Sanofi Aventis, Schering Plough, Organon, Bioline Rx, Forenap, Wyeth, Otsuka Pharmaceuticals, Dainippon Sumitomo.

<http://dx.doi.org/10.1016/j.eurpsy.2017.01.687>

#### EV0358

### Pitfalls of positivity–new perspectives on the futility of negating negativity

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The claim that “thinking positive” betters one’s life has become pervasive in our contemporary culture. Proponents of this style of reasoning, including the head of the positive psychology movement, Martin Seligman, claim their goal is to create a field focused on human well-being and the conditions, strengths and virtues that allow people to thrive, and back their standpoint with a great number of studies.

However, critics of the movement have, first of all, pointed out flaws in some of the concepts and studies backing them, and second, performed experiments of their own which show not only that forced positive thinking doesn’t help, but can sometimes be harmful.

More worrisome than disputes in the therapeutic community is the tendency of mass media and our commodified society to abuse

these approaches, the end result being a whole scope of popular psychology books which promise wealth, happiness and ideal partners to those prepared to “believe”, and the presence of a horde of self-appointed gurus promising easy answers and quick solutions. This is only a symptom of our contemporary postmodern condition, one well phrased by the Slovenian philosopher Žižek - “the commandment of the ruling ideology is ‘enjoy!’”.

From philosophers of negativity (Nietzsche, Schopenhauer) to psychotherapists dealing with automatic negative thoughts, we come to our proposed field of research in the “neuroscience of negativity”, a search for the biological underpinnings of positivity/negativity, focusing primarily on their relation to Cloningers’ dimensions of personality and mood disorders.

**Disclosure of interest** The authors have not supplied their declaration of competing interest.

<http://dx.doi.org/10.1016/j.eurpsy.2017.01.688>

#### EV0359

### Is international affective picture system (IAPS) appropriate for using in Iranian culture, comparing to the original normative rating based on a North American sample

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**Background** Previous studies have shown that cultural context has an influence on emotion and cognition. In this study the emotional response to international affective picture system (IAPS) was compared between Iranians and normative ratings of Americans young adults.

**Method** One hundred and thirty eight Iranian university students (85 women, 48 men) age 18 to 52 (average= 31, SD = 7.76) enrolled in the study. Participants’ emotional response to IAPS images were rated in three dimensions (valence, arousal, dominance) using self-assessment Manikin (SAM) system. Then, valence, arousal, dominance scores were compared to those of 100 American undergraduates (50 females, 50 males) of the same age group, enrolled at Florida university and surveyed by Prof. PJ Lang in 2008.

**Result** Our results indicate that there is complete correlation between the mean ratings of valence, arousal and dominance between Iranian and American participants. Also the results showed similarities in valence ratings, but arousal ratings especially in female participants were different. The relationship between arousal and valence showed a similar boomerang shaped distribution seen with the North American sample. Iranian sample showed positively offset and negative bias comparable to the American counterparts.

**Conclusion** The results are promising in the sense that IAPS images can be used in studies within Iranian cultural context. However, arousal values require a modification for their proper application in Iranian cultural context.

**Disclosure of interest** The author has not supplied his/her declaration of competing interest.

<http://dx.doi.org/10.1016/j.eurpsy.2017.01.2257>