

# The Effects of Cognitive Diffusion Through Word Repetition

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The purpose of this study is to re-investigate the effects of word repetition involving a negative self-referential thought during cognitive diffusion using a multiple baseline design across multiple subjects. The second purpose of this study is to compare usual word repetition with word repetition involving the observation of the eye as it moves right and left in turn, as in Eye Movement Desensitization and Reprocessing (EMDR) and involving the appearance of written words using a computer, all in order to test the effects of cognitive diffusion.

Participants (graduate students, average age 24.2 years) were assigned randomly to either a group first involved in word repetition (n=3) or a group first involved in visual word repetition (n=3). Participants reported their physiological response score every time after they were intervened through word repetition. A few interventions into both word repetition groups for all participants caused a zero in the physiological response score that they reported, that is, as effects of cognitive diffusion. Regarding the second purpose of this study, the effects of visual word repetition are higher than the effects of word repetition during cognitive diffusion according to the results of the Implicit Relational Assessment Procedure. The implications of these findings are discussed in light of attention being given to encouraging social services for those in emotional distress.