Increased absorption in Autonomous Sensory Meridian Response

Agnieszka Barbara Janik McErlean [Corresp., 1] , **Eleanor Jane Osborne-Ford** [1]

[1] School of Science, Bath Spa University, Bath, United Kingdom

Corresponding Author: Agnieszka Barbara Janik McErlean
Email address: a.janikmcerlean@bathspa.ac.uk

Background. Autonomous sensory meridian response (ASMR) is a cross-sensory phenomenon characterised by a static-like sensation which typically originates on the scalp and spreads throughout the body leading to a state of deep relaxation. It can be triggered by visual and auditory stimuli in real life, incidentally by various media and via intentionally created ASMR videos. Previously ASMR has been linked to a specific personality profile and this study aimed to further elucidate individual differences associated with this phenomenon. **Methods.** To this effect ASMR-Experiencers and age and gender matched controls were compared on measures of flow, absorption and mindfulness. **Results.** This revealed that ASMR was associated with elevated absorption but no group differences were found with respect to the other constructs, suggesting that the ability to get deeply immersed with the current experience accompanied by loss of reflective awareness may be an important factor contributing to the experience of ASMR.

1   **Increased absorption in Autonomous Sensory Meridian Response.**

3   Agnieszka Barbara Janik McErlean[1] and Eleanor Jane Osborne-Ford[1]

4   1.   School of Science, Bath Spa University, Bath, UK

6   Corresponding Author:

7   Dr Agnieszka Janik McErlean

8   School of Science

9   Bath Spa University

10 Bath

11 UK

12 E-mail: a.janikmcerlean@bathspa.ac.uk

13 Tel: +44 (0)1225 876637

24 **Abstract**

25 **Background.** Autonomous sensory meridian response (ASMR) is a cross-sensory phenomenon

26 characterised by a static-like sensation which typically originates on the scalp and spreads

27 throughout the body leading to a state of deep relaxation. It can be triggered by visual and

28 auditory stimuli in real life, incidentally by various media and via intentionally created ASMR

29 videos. Previously ASMR has been linked to a specific personality profile and this study aimed

30 to further elucidate individual differences associated with this phenomenon. **Methods.** To this

31 effect ASMR-Experiencers and age and gender matched controls were compared on measures of

32 flow, absorption and mindfulness. **Results.** This revealed that ASMR was associated with

33 elevated absorption but no group differences were found with respect to the other constructs,

34 suggesting that the ability to get deeply immersed with the current experience accompanied by

35 loss of reflective awareness may be an important factor contributing to the experience of ASMR.

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43 **Introduction**

44   Autonomous sensory meridian response (ASMR) is a multisensory phenomenon where

45 auditory and visual stimuli such as whisper or personal attention trigger a pleasant, static-like

46   tingling sensation which typically originates from the head and disperses throughout the body

47   resulting in a relaxed state (Barratt & Davis, 2015). Although ASMR can be experienced in

48   daily life, in recent years many ASMR-inducing YouTube channels have been created attracting

49   large audiences who watch such videos to experience the sensation, relax, and fall asleep and in

50   some cases to alleviate anxiety and stress (Barratt & Davis, 2015; Janik McErlean & Banissy,

51   2017; Poerio, Blakey, Hostler, & Veltri, 2018). Although the prevalence of ASMR is not known,

52   the popularity of ASMR media suggests that the phenomenon might be widespread.

53   One line of evidence suggests that there are personality differences between people who

54   experience ASMR and those who do not. Specifically, trait ASMR has been linked to i)

55   increased openness to experience (Janik McErlean & Banissy, 2017; Fredborg, Clark, & Smith,

56   2017) which taps into one's interest in novel experiences and propensity to fantasise (John,

57   Naumann, & Soto, 2008), ii) heightened fantasising (Janik McErlean & Banissy, 2017), which

58   reflects an ability to immerse oneself in a fictional reality (Davis, 1983), and iii) elevated

59   mindfulness (Fredborg, Clark and Smith, 2018), which entails concentrating on the present

60   moment (Brown & Ryan, 2003). These findings are interesting taking into account that for many

61   individuals ASMR is triggered when focusing on the external triggers which resembles

62   mindfulness practice (Fredborg et al., 2018) and that ASMR videos, which often entail role

63   plays, require imaginatively transposing oneself into the virtual reality (Janik McErlean &

64   Banissy, 2017).

65   ASMR has also been previously likened to a state of flow (Barratt & Davis, 2015), which can be

66   measured both as a global construct and in terms of its underlying components including warped

67   passing of time (Ross & Keiser, 2014), complete absorption (Jackson, Thomas, Marsh, &

68   Smethurst, 2001), and intense concentration when fully engaged in optimally challenging and

69   intrinsically rewarding tasks (Csikszentmihalyi & Csikszentmihalyi, 1992). Flow has also been

70   conceptualised as a trait, whereby individuals with the so called autotelic personality (who are

71   intrinsically motivated) are more susceptible to experiencing flow (Csikszentmihalyi, 2000). To

72   date several measures have been developed which allow for measuring flow both as a state and a

73   trait (e.g. Jackson & Eklund, 2002, 2004). Barratt and Davis (2015) suggested that ASMR is a

74   'flow-like' phenomenon achieved by watching others in a similar state. Interestingly, some of the

75   most popular ASMR triggers, such as watching someone making expert hand movements, are

76   typical examples of being in a state of flow (Janik McErlean & Banissy, 2017). Moreover,

77   individuals with greater susceptibility to flow have been found to report a greater number of

78   ASMR triggers highlighting a link between the two phenomena (Barratt & Davis, 2015).

79   Furthermore, a positive association between flow and a newly developed ASMR measure has

80   been recently reported (Roberts, Beath, & Boag, 2019). However, whether ASMR is associated

81   with increased levels of flow both in terms of intensity and prevalence compared to the general

82   population is currently not known. In addition, both Barratt and Davis (2015) and Roberts et al.,

83   (2019) used a modified version of the Flow State Scale (Jackson & Marsh, 1996) which only taps

84   into the passive aspects of flow. While this measure is more likely to be relevant in the ASMR

85   context which does not entail active engagement in activities, it does not capture the other core

86   components of the flow experience such as the balance between challenge and skill. As such no

87   study to date examined whether ASMR is associated with increased levels of flow using the

88   global measure of this construct.

89   The reported link between ASMR and flow is also interesting in the context of increased

90   mindfulness among ASMR-experiencers (Fredborg et al., 2018). Mindfulness, similarly to flow,

91   can be conceptualised as a trait and as a state. In Fredborg et al., (2018) study ASMR-

92   experiencers were found to score higher than controls in terms of trait mindfulness based on their

93   scores on the Mindful Attention Awareness Scale which taps into one's general disposition to pay

94   attention to and be aware of the present moment (Brown & Ryan, 2003). They also scored higher

95 on the Curiosity subscale of the state mindfulness measure called the Toronto Mindfulness Scale

96 which suggests increased interest in one's own inner experiences among the ASMR group (Lau

97 et al., 2006). Although mindfulness and flow are similar in terms of concentrating on the present

98 experience, they differ dramatically in terms of the role of self-awareness which is enhanced in

99 mindfulness and diminished in flow where loss of self-consciousness is the central feature

100 (Bishop, 2002; Bishop et al., 2004; Nakamura & Csikszentmihalyi, 2009). Moreover, although

101 existing research provides support for the positive association between the global measure of

102 flow comprising all underlying dimensions and mindfulness (Thienot et al., 2014), recent findings

103 suggest that this is driven only by the control facet of flow which reflects a sense of agency and

104 mastery over a task, whereas absorption which is another core underlying dimension of flow is in

105 fact negatively related to mindfulness (Sheldon, Prentice, & Halusic, 2015).

106   Absorption as a key facet of flow is a trance-like state of consciousness characterised by an

107 ability to fully focus one's attention on a particular object or situation and to become

108 perceptually engrossed with the current experience (Tellegen, 1981, 1982; Tellegen & Atkinson,

109 1974). It is also a stable personality trait typically measured with the Tellegen Absorption Scale

110 (Tellegen & Atkinson, 1974). Absorption has also been linked to hypnotisability, imagery, day-

111 dreaming, and openness to experience (Weilbel et al., 2010; Glisky, Tataryn, Tobias, Kihlstrom,

112 & McConkey, 1991). Recently, an association between absorption propensity and ASMR has

113 also been reported (Roberts et al., 2019). Taking into account existing findings and the

114 phenomenological similarities between absorption and the immersive nature of ASMR, one may

115 expect increased levels of absorption among ASMR-experiencers compared to controls.

116 However, considering previous reports of increased mindfulness in ASMR (Fredborg et al.,

117 2018) and the conceptual incompatibility between mindfulness and absorption (Sheldon et al.,

118 2015) it is essential to examine these constructs together in the context of ASMR.

119   The purpose of this study was to investigate whether there are differences between ASMR-

120   experiencers and controls in terms of flow, absorption and mindfulness. This study also aimed to

121   elucidate the relationship between these constructs and ASMR characteristics such as intensity,

122   pleasantness, and ASMR videos viewing habits.

123   **Materials & Methods**

124   *Participants*

125   Participants were recruited via websites dedicated to ASMR and among Psychology students,

126   who were offered credits for their participation. Participants were asked to indicate whether they

127   would classify themselves as controls or ASMR-experiencers based on the description of the

128   phenomenon (as per Janik McErlean & Banissy, 2017). To further verify that participants in the

129   ASMR group were genuine ASMR-experiencers they were asked to provide a series of answers

130   related to their ASMR experience (see Questionnaire). E.g. they were asked to indicate the

131   intensity of their ASMR when engaging with various stimuli. If a participant indicated they did

132   not experience ASMR in response to any of the popular triggers they were excluded from the

133   analysis. There were only two such individuals, who also happened to be outliers in terms of

134   their age. They were excluded from the analysis. A priori power analysis revealed that suggested

135   sample size to conduct MANOVA was 232 participants in order to obtain statistical power at

136   0.90 level (Effect size = 0.06, α = 0.05). Through opportunity sampling, a total of 316

137   participants completed the survey (59% = ASMR-experiencers). In order to reduce the

138   imbalance between the group sizes and to match the two groups in terms of age and gender 124

139   ASMR-experiencers (92 female, 30 male, 2 other, age M = 21.79, SD = 3.36) and 124 controls

140   (92 female, 30 male, 2 other, age M = 21.40, SD = 3.13) were selected from the total sample

141   prior to data analysis resulting in the final sample of 248 individuals which was used to compare

142   the groups on absorption, flow and mindfulness. These participants were first matched on

143   gender and then within gender on age +/- 2 years. Majority was matched within +/- 1 year and

144   four participants who identified as non-binary in terms of gender were matched within +/- 4

145   years.

146   In addition, data contributed by those ASMR-experiencers who stated they watch ASMR

147   videos (N= 149, 121 female, 26 male, 2 other, age M = 26.22, SD = 8.12) was used in the

148   correlational analysis which aimed to examine the relationship between absorption, flow and

149   mindfulness and ASMR characteristics including pleasantness, intensity, number of videos

150   watched in a single session and frequency of watching ASMR videos.

151

152   *Measures*

153   The study employed an anonymous survey which was administered via Bristol Online Survey

154   and was approved by the Ethics Reviewers at Bath Spa University. All participants were asked

155   to provide an electronic consent prior to taking this survey.

156   Tellegen Absorption Scale (TAS) employed in this study is a widely used measure of

157   absorption (Tellegen & Atkinson, 1974). It consists of 34 questions and the participants are

158   asked to indicate the degree to which they agree with each statement such as 'While watching a

159   movie, TV show or a play, I may become so involved that I may forget about myself and my

160   surroundings and experience the story as if it were real and as if I were taking part in it' on a

161   scale from 1 (disagree strongly) to 5 (agree strongly). A total score is calculated by summing the

162   scores for each question. Internal consistency of TAS in this study was α = .93.

163   Mindful Attention and Awareness Scale (MAAS) is an established measure of mindfulness

164   (Brown & Ryan, 2003). It consists of 15 items such as 'I could be experiencing some emotion

165   and not be conscious of it until sometime later'. Participants are asked to indicate how

166   frequently they have such experiences on a scale from 1 (almost always) to 6 (almost never).

167   The final MAAS score is calculated by averaging all individual answers. The internal

168   consistency of MAAS in this study was α = .79.

169   Flow Questionnaire: Firstly, participants were presented with the description of flow (as per

170   Csikszentmihalyi & Csikszentmihalyi, 1988; Csikszentmihalyi, 1990) based on which they

171   indicated whether they have ever had similar experiences which allows for classifying

172   individuals into those capable of experiencing flow and those who are not. In order to avoid

173   false positive answers those who reported to experience flow were also asked to state what

174   activities they were engaged in when having such experiences. Subsequently, they were asked to

175   complete the Flow Experiences Scale (FES; Schwartz & Waterman, 2006) which consists of

176   eight statements corresponding to those originally outlined by Csikszentmihalyi and

177   Csikszentmihalyi (1988) and Csikszentmihalyi (1990) which inquire about different aspects of

178   the experience of flow including e.g. 'I lose track of time' to which participants provide a rating

179   on a scale from 1- not at all characteristic of me to 7- very characteristic of me. A total score

180   reflecting the extent to which flow is experienced is calculated by summing the scores for each

181   statement. Question 2 is reverse scored. The internal consistency for FES in this study was α

182   = .74.

183   ASMR Questionnaire: In addition, ASMR-experiencers completed the self-designed ASMR

184   questionnaire which was based on items previously used in ASMR literature (Barratt & Davis,

185   2015; Janik McErlean & Banissy, 2017; Fredborg et al., 2018). Specifically, participants were

186   asked: 1) whether they watch ASMR videos (Yes/No), 2) why they watch ASMR videos (open

187   ended), 3) how often they watch ASMR videos: never, less than once a month, 2-3 times a

188   month, 2-3 times a week, daily, 4) whether they require specific conditions to achieve ASMR

189   (open ended), 5) to indicate the intensity of common triggers such as crisp sounds, personal

190   attention etc. using a scale from 0 (no tingles) to 6 (the most intense tingles) – ASMR intensity

191   score was calculated by averaging the scores across all listed triggers as per Fredborg et al.

192   (2018), 6) whether the intensity of these triggers varies from session to session (Yes/No); 7) to

193   indicate how pleasurable ASMR is from 1- Quite Uncomfortable to 5 - Quite pleasurable. Open

194   ended questions were coded prior to the analysis and the total intensity score was computed by

195   averaging the scores for all listed triggers.

196

197   **Results**

198   *Data Inspection and Assumptions Testing*

199   The data was normally distributed and no outliers were identified as all values fell within +/-

200   2.5 SD from the mean. However, as only 106 out of 248 (43%) participants reported to

201   experience flow it was not possible to conduct MANOVA due to the insufficient sample size.

202   Instead three separate independent samples t-tests were conducted to compare the groups on the

203   three personality traits.

204

205   *Comparison of ASMR-Experiencers and Controls on Personality Traits*

206   Three independent-samples t-tests revealed: i) a non-significant group difference t(104) = -

207   0.990, p = .324, d = 0.19, 95% CI [-4.807; 1.606] between ASMR-experiencers (M=36.49,

208   SD=8.16) and controls (M=38.09, SD=8.19) in terms of flow, ii) a non-significant group

209   difference on mindfulness t(246) = -0.715, p = .475, d = 0.09, 95% CI [-0.273; 0.127] between

210   ASMR-experiencers (M=3.20, SD=0.80) and controls (M=3.28, SD=0.79), iii) a statistically

211   significant group difference on absorption t(246) = 4.995, p < .001, d = 0.63, 95% CI[8.979;

212   20.252] with ASMR-experiencers (M=108.74, SD=23.80) scoring higher than controls

213   (M=94.22, SD=21.95) (see Table 1 for Descriptive Statistics). Furthermore, chi-square analysis

214   revealed that the proportion of individuals who reported to experience flow was significantly

215   greater [$\chi^{2(1, N = 248)}$ = 6.590, p = .010] among ASMR-Experiencers (51%) compared to controls

216   (34%).

217   An additional analysis was conducted using the whole data set rather than just the subsample

218   of ASMR-experiencers and control participants who were matched for age and gender. This

219   analysis revealed qualitatively similar results to the ones reported above (see Supplemental

220   Results).

221

222   *Correlations between ASMR features and personality traits*

223   Pearson's correlations employed to examine the relationship between absorption, flow and

224   mindfulness and ASMR characteristics revealed a positive relationship between: i) absorption

225   and the intensity of ASMR ($r(149) = .180$, $p = .028$), ii) intensity and frequency of watching

226   ASMR videos ($r(149) = .354$, $p < .001$), iii) intensity and pleasantness ($r(149) = .389$, $p < .001$)

227   and iv) pleasantness and frequency of watching ASMR videos ($r(149) = .233$, $p = .004$. No other

228   correlations were statistically significant (Table 2; Figure 1).

229

230   *Summary of responses to ASMR Questionnaire*

231   The main motivation behind watching ASMR videos was to relax (71%), followed by to fall

232   asleep (60.1%), to experience ASMR (54.1%), to improve mood, especially in relation to

233   anxiety and depression (12.8%), and to help concentrate on work or a task (6.8%). On average,

234   participants watched 3.3 videos per session. 42.3% reported to watch ASMR videos daily,

235   followed by to 2-3 times a week (30.9%), 2- 3 times a month (19.5%), and less than once a

236   month (7.4%). 49% of participants stated that they needed specific conditions to experience

237   ASMR. This included: a quiet room (71.23%), dim lighting (30.14%), to be alone or have no

238   distractions (26.03%), to be wearing headphones (20.55%), to be in bed or lying down (13.7%),

239   to have the room at a specific temperature (12.33%) to be in a real life setting (8.22%), comfort

240   (8.22%), which is largely consistent with the findings of Barratt, Spence, & Davis (2017). In

241   terms of the intensity on average whispering (M = 4.03) was rated to produce the most intense

242   ASMR, followed by personal attention (M = 3.65), crisp sounds (M = 3.57), paying attention to

243   detail, concentrating on something, slowly performing mundane actions or explaining something

244   (M = 3.43), role-play (M = 3.15), hair brushing (M = 3.04) and lastly people eating (M = 1.34).

245   94% reported that the intensity of ASMR varies from session to session. The majority of

246   participants (60.4%) gave ASMR the highest rating in terms of how pleasurable it is, followed

247   by 35.6% rating ASMR as mildly pleasant, 2.7% as neutral, one participant reported ASMR to

248   be quite uncomfortable (0.7%) and another one as mildly uncomfortable (0.7%).

249

250   **Discussion**

251   The purpose of this study was to further elucidate whether ASMR is associated with wider

252   differences in terms of personality traits. Current results demonstrate that ASMR-experiencers

253   show elevated absorption compared to age and gender matched controls, but no group

254   differences were found in terms of mindfulness or flow. This suggests that ASMR-experiencers

255   display increased readiness for experiential involvement and heightened ability to become fully

256   engaged with the current experience (Tellegen, 1981; Jamieson, 2005). This is interesting taking

257   into account that being immersed in the virtual reality appears to be a key component of

258   technologically-mediated ASMR and that increased absorption has been previously linked to a

259   more immersive virtual reality experience (Baños et al., 1999). Moreover, increased absorption

260   has been associated with elevated openness to experience (Weilbel, Wissmath, & Mast, 2010;

261   Glisky et al., 1991) which is also heightened among ASMR-experiencers (Janik McErlean &

262   Banissy, 2017; Fredborg et al., 2017). ASMR has also been linked to another trait relevant to

263   technologically-mediated ASMR i.e. increased fantasizing (Janik McErlean & Banissy, 2017)

264   which reflects heightened propensity to become imaginatively involved in a fictional reality. As

265   such, the combination of increased absorption, openness to experience and fantasizing may

266 contribute to the individual likelihood of experiencing ASMR. Moreover, when considering

267 those individuals who consume ASMR media to alleviate stress and anxiety it is possible that

268 for them becoming fully absorbed in ASMR videos may act as a form of distraction from

269 psychological distress which is similar to the well documented effect of virtual reality gaming

270 and other immersive methods as effective pain reduction strategies (Dahlquist et al., 2007;

271 Jameson, Trevena, & Swain, 2011).

272   The current study also found that ASMR-experiencers did not differ from controls in terms of

273 mindfulness, which is consistent with our results of increased absorption among ASMR-

274 experiencers and the reports of conceptual incompatibility between the two constructs (Brown &

275 Ryan, 2003; Sheldon et al., 2015). Moreover, the correlational analysis employed in this study

276 revealed no association between mindfulness and absorption further suggesting little overlap

277 between these psychological variables. It therefore appears that it is the total immersion in the

278 experience accompanied by a loss of self-awareness, which are core features of absorption,

279 rather than sustained consciousness of the current moment characteristic of mindfulness that are

280 features relevant to the ASMR experience. However, it is of note that these results are

281 inconsistent with previous findings of increased mindfulness in ASMR (Fredborg et al., 2018).

282 As both studies employed the same scale and participant recruitment method it is not clear why

283 different results were obtained. Although the sample size in this study was not as large as in the

284 other one, it was sufficiently large as determined by a priori power analysis. However, it appears

285 that the control participants sampled by Fredborg et al., (2018) scored particularly low on

286 MAAS (M = 3.02, SD = 1.17) compared to the control participants in the present study (M =

287 3.28, SD = 0.79), which might explain the difference in results between the two studies.

288 Moreover, both the current and Fredborg et al., (2018)'s results pertaining to the control sample

289 are much lower than originally reported by the MAAS authors who found average MAAS scores

290   to be M =3.85 (SD = 0.68) among undergraduate students and M = 3.97 (SD = 0.64) in a

291   community sample (Brown & Ryan, 2003). It is not clear what drives this discrepancy in

292   findings between the three studies. As such, the potential link between ASMR and mindfulness

293   should be further explored in future research.

294   Furthermore, current results show similar levels of flow between ASMR-experiencers and

295   controls. This is consistent with existing literature demonstrating an association between the

296   global flow construct and mindfulness (Thienot et al., 2014) and current findings of no group

297   differences on either of these traits. This is also in line with the original conceptualisation of the

298   construct which emphasises that active engagement in activities is necessary for the experience

299   of flow (Csikszentmihalyi & Csikszentmihalyi, 1992) and research showing that flow has been

300   most commonly related to activities that are effortful and based on challenge, skill and intrinsic

301   motivation (Mauri, Cipresso, Balgera, Villamira, & Riva, 2011) whilst the experience of ASMR

302   is typically elicited through passively watching videos or by observing people in real life who

303   engage in ASMR-inducing activities. Therefore, ASMR appears to only reflect the passive

304   aspects of flow, which are more consistent with the construct of absorption (Jackson et al.,

305   2001). This is also in line with Barratt and Davis (2015) and Roberts et al., (2019) studies who

306   measured flow in terms of its passive component which was found to be positively associated

307   with the ASMR experience. Moreover, these results also fit with previous reports of elevated

308   fantasising and imaginative involvement in ASMR (Janik McErlean & Banissy, 2017) and the

309   fact that fantasy engagement and imagination are key characteristics of absorption but not flow

310   (Nakamura & Csikszentmihalyi, 2014). However, it is of note that substantially more ASMR-

311   experiencers reported to experience flow (51%) compared to controls (34%) suggesting that

312   while the extent to which both groups experience flow is similar, flow appears to be more

313   prevalent among ASMR-experiencers. Interestingly, the majority of ASMR sample reported to

314 experience flow when engaged in sport, music, art or when concentrating on a work-related task

315 which are typical examples of flow-inducing activities (Csikszentmihalyi & Rathunde, 1993)

316 and only five individuals reported to experience flow when consuming ASMR media. This

317 suggests that ASMR group appears to experience flow more readily than controls but rarely in

318 an ASMR context. However, it is of note that although previous research is quite inconsistent

319 when it comes to the prevalence of flow, the percentage of individuals identifying with the

320 experience in this study (both ASMR-experiencers and controls) is comparably low. For

321 instance, Moneta (2012) reports that about two-thirds of the general population are capable of

322 experiencing flow while some of the earlier studies suggest the experience to be universal with

323 prevalence rates of 97% among university students (Massimini, Csikszentmihalyi, & Delle Fave,

324 1988). Although, Han (1988) reports that only 33% of elderly Korean immigrants in America

325 identified with the experience suggesting potential effects of age and culture.

326 This study also found that absorption was positively correlated with the intensity of ASMR

327 suggesting that this trait is linked to the extent to which ASMR is experienced. However, no

328 association was found between flow and mindfulness and ASMR features, further demonstrating

329 that these traits are not related to ASMR. In addition to this, our results suggest that those who

330 experience ASMR more intensely find it more pleasurable and also engage with ASMR media

331 more frequently. However, it is important to note that due to the correlational nature of this

332 research it is not possible to conclude that the trait of absorption predisposes people to

333 experience ASMR or that the ability to experience ASMR increases the propensity for

334 absorption. It is also possible that both absorption and ASMR are underlined by a third variable

335 such as openness to experience.

336 Furthermore, although one may suspect that the self-selection bias may have contributed to

337 the current results of increased absorption among ASMR-experiencers compared to controls as

338   75% of the ASMR sample whose data was used for comparison purposes and overall 80% of the

339   entire ASMR sample in this study (not just the ones matched for age and gender) reported to

340   watch ASMR-videos. However, we have found that ASMR-experiencers who watch ASMR

341   videos (M = 108.31, M = 27.27) and ASMR-experiencers who do not watch such videos (M =

342   108.04, SD = 25.679) reported exactly the same level absorption suggesting that our results

343   pertain also to those ASMR-experiencers who do not engage with ASMR media.

344   In addition, consistently with previous research this study has found that the key reasons for

345   watching ASMR videos were to relax, fall asleep, to experience ASMR, and to help with stress

346   or anxiety (Barratt & Davis, 2015; Janik McErlean & Banissy, 2017). In addition, 6.7% of

347   participants reported to play ASMR videos in the background while studying or working.

348   Moreover, 49% of participants stated that they needed specific conditions, such as a quite space

349   with few distractions, in order to experience ASMR which is consistent with the previous

350   studies (Barratt & Davis, 2015).

351   **Conclusions**

352   In summary, our findings contribute to the existing literature documenting individual

353   differences associated with ASMR by showing that absorption proneness may be an important

354   factor contributing to the experience of ASMR. This study also shows that ASMR is not linked

355   to the constructs of flow and mindfulness.

356

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468

Means and Standard Deviations for ASMR-Experiencers and Controls on FES, MAAS and TAS

Note: FES = Flow Experiences Scale, MAAS = Mindful Attention and Awareness Scale, TAS = Tellegen Absorption Scale. N (MAAS, TAS): ASMR=124, Control = 124; N (FES): ASMR = 63, Control = 43.

1 Table 1

2 *Means and Standard Deviations for ASMR-Experiencers and Controls on FES, MAAS and TAS*

Variable	ASMR		Control	
	Mean	SD	Mean	SD
FES	36.49	8.16	38.09	8.19
MAAS	3.20	0.80	3.28	0.79
TAS	108.74	23.80	94.22	21.95

4 *Note:* FES = Flow Experiences Scale, MAAS = Mindful Attention and Awareness Scale, TAS =
5 Tellegen Absorption Scale. N (MAAS, TAS): ASMR=124, Control = 124; N (FES): ASMR =
6 63, Control = 43.

Correlations between ASMR intensity, number of videos watched in a single session, frequency of watching ASMR videos, pleasantness of ASMR and the scores on TAS, MAAS and FES.

Note: N (Intensity, Frequency, Pleasantness, TAS ad MAAS) = 149. N (Number) = 143. N (FES) = 72. TAS = Tellegen Absorption Scale, MAAS = Mindful Attention and Awareness Scale, FES = Flow Experiences Scale. *p < .05, **p < .01, ***p < .001.

1 *Table 2*

2 *Correlations between ASMR intensity, number of videos watched in a single session, frequency*

3 *of watching ASMR videos, pleasantness of ASMR and the scores on TAS, MAAS and FES.*

Variable	Intensity	Number	Frequency	Pleasantness	TAS	MAAS	FES
Intensity	-	-.005	.354***	.389***	.180*	.033	.207
Number	-.005	-	.111	-.030	-.061	-.040	-.232
Frequency	.354***	.111	-	.233**	-.009	-.072	.017
Pleasantness	.389***	-.030	.233**	-	.156	-.042	.168
TAS	.180*	-.061	-.009	.156	-	-.027	.156
MAAS	.033	-.040	-.072	-.042	-.027	-	.173
FES	.207	-.232	.017	.168	.156	.173	-

4 *Note:* N (Intensity, Frequency, Pleasantness, TAS ad MAAS) = 149. N (Number) = 143. N

5 (FES) = 72. TAS = Tellegen Absorption Scale, MAAS = Mindful Attention and Awareness

6 Scale, FES = Flow Experiences Scale. *$p < .05$, **$p < .01$, ***$p < .001$.

Figure 1

Figure 1

A) Relationship between ASMR Intensity and absorption (TAS), mindfulness (MAAS), and flow (FES) based on z scores, B) Relationship between ASMR Intensity and TAS based on original scores, C) Relationship between ASMR Intensity and MAAS based on original scores, D) Relationship between ASMR Intensity and FES based on original scores.