



EXPLORING TRIGGERS AND EFFECTS OF NOSTALGIA AMONG UNIVERSITY STUDENTS

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Abstract

This study aims to explore the triggers and effects of Nostalgia among university students. Qualitative approach is chosen in this study. In total 16 students participated in two Focus Group Discussions (FGD's). First group consisted of nine female students currently enrolled in BS program (IUB). Second group comprised of seven male students currently enrolled in BS program (IUB). Four questions were posed and responses were audiotaped. The obtained data were transcribed by consulting transcription manual (Saldnana, 2013) and were analyzed by using thematic analysis (Braun & Clark 2012). Previously Nostalgia has been viewed as a disease or homesickness. However, in recent times, this concept of Nostalgia has received a theoretical rehabilitation. "Nostalgia is predominantly positive emotional experience that entails revising cherished memories of persons and events. It is a sentimental longing or wistful affection for past" (Pearsal, 1998). The current study focused triggers and effects that Nostalgia generates. Results found that experiencing negative emotions and dissatisfaction from present circumstances are the primary triggers of Nostalgia. Furthermore, findings suggest that Nostalgia's benefits may be tied to the degree of confidence one has in one's social relationships. Nostalgia improves well-being and helps in coping with stressful circumstances among vulnerable individuals. Further research is required to expound the benefits of Nostalgia as a means to answer meaninglessness

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1. Introduction

Nostalgia was regarded as a medical disease confined to the Swiss, a view that persisted through most of the 19th century. Symptoms including bouts of weeping, irregular heartbeat, and anorexia were attributed variously to demons inhabiting the middle brain, sharp differentiation in atmospheric pressure wreaking havoc in the brain, or the unremitting clanging of cowbells in the Swiss Alps, which damaged the eardrum and brain cells (McCann, 1941; Sedikides, Wildschut, Amdt & Routledge, 2008). Moreover, Scheuchzer (1732), proposed that Nostalgia was result of “a sharp discrepancy in atmospheric pressure causing extreme body pressurization, which made blood to drive from the heart to the brain, hence producing the observed burden of sentiment” (Davis, 1979).

Nostalgia was described as an “immigrant psychosis” (Frost, 1938), and a regressive explanation directly linked to the concern of sadness and despair, feeling miserable and empty (Tedesco, 1998). In the 20th century Nostalgia gained a separate theoretical status. Modern definitions of homesickness and Nostalgia also reveal their conceptual differences.

The New Oxford Dictionary of English (1998) defines “homesick” as “experiencing a longing for one’s home during a period of absence from it” and “Nostalgia” as “a sentimental longing for the Past”. Nostalgia is actually a healthy passionate experience that involves recalling delightful memories of people and occasions. It is an emotional yearning and love for the pleasant past (Pearsal, 1998). When an old song or a

memorable smell triggers a pleasurable memory of some event of past, people usually stop to enjoy the quick sprint of emotions until it fades, rather than feeling melancholic. People’s view of Nostalgia is so positive that advertisers spend millions of dollars trying to make people nostalgic because they know that they will be ready to spend millions of dollars to feel that way. And as good as Nostalgia feels, recent researches by psychologists refer it to be largely a guilt-free pleasure, offering benefits to mental, social, and even physical well-being (McDonald, 2017). One research suggest that one should try "Nostalgizing two or maybe three times a week" to experience

optimum benefits (Sedikides & Wildschut, 2016).

People who have pleasant recollections from childhood's summer vacations and holiday trips, characters connected with particular holidays can trigger strong feelings about joyous memories. Music is one of the very strong Nostalgia inducers. The music one grew up with, or that has been parts of specific events of their lives, can instantly bring out special feelings. Another strong trigger of Nostalgia is seeing a TV commercial for favorite products from one's childhood, old photos, old movies, taste of favorite foods, scents, visiting old places, toys, nursery rhymes, occasions, reading old books and diaries, some other factors which become reason for Nostalgia are loneliness, dissatisfaction from present circumstances, low self-esteem. These things play a crucial role among young people, so it's not surprising that people tend to have strong connections to them. They were most vital in forming people’s personalities and shaping their choices and styles (Chapman, 2013).

Contrary to the positive triggers mentioned, Nostalgia can also be induced by negative emotions like sense of loneliness, low self-esteem, stress and sometimes boredom. Studies have proved Nostalgia can improve sense of social connectedness and improve meaningfulness in one’s life. This intriguing cause and effect has generated assumption that Nostalgia serves as our mind’s approach for mood regulation and make us feel better about ourselves (Cavanagh, Glode, & Opitz, 2015). “There are two types of Nostalgia and it is this difference that largely decides whether our memories of those happy days will evoke feelings of delight or of sadness.

Restorative Nostalgia, involves a desire to “rebuild the lost home,” it views the past with an intention of recreating it. It makes you want to relive the way things used to be in past. Reflective Nostalgia, accepts the fact that the past is gone, and instead of trying to remake a delightful past experience, enjoys the emotions evoked by its remembrance. The difference between “good” and “bad” Nostalgia, has less to take with the actual material of one’s recalled past, but rather his attitude towards this past is what makes all the difference” (McDonald, 2016).

In the context of psychoanalysis, Nostalgia might present in largely defensive structure and

provides an opportunity to access the content that is being defended. This leads to the intricate matter of the difference between apparently individual as contrasted by mainly societal type of Nostalgia. Definitely, a difference one may want to complicate in these two classifications of reality are necessarily compared; they are naturally intermeshed, and thus finally indivisible (Hook, 2012).

Wildschut et al. (2006) suggests that Nostalgia encourages social bonds. Nostalgia is a great way of improving well-being. It helps in coping hard times, helps you in providing your life more meaning and sense of continuity. Dr. Sedikides even suggests that people should practice exercising Nostalgia twice or thrice a week (Tierney, 2013). Studies have found Nostalgia is purely a social emotion which promotes social connectedness, in turn improves self-esteem and leads to elevated optimism (Sedikides & Wildschut, 2016). Nostalgia constructs positive affectivity. Wildschut et al. presented that Nostalgia results in improving positive self-worth.

Nostalgia is characterized to grant “an endearing luster” on one self and to emit “marginal, fugitive, and eccentric facets of earlier selves in a positive light”. Nostalgia leads to higher self-regard, boosts the inherent access to positive attributes of individual and satisfies self-esteem mechanisms (Vess, Arndt, Routledge, Sedikides, & Wildschut, 2008). In this trance, people tend to recall occasions from their past and most of the time a pleasurable and purposeful recollection (e.g., warm childhood, close friendships). Nostalgia is often called manipulative in nature as it makes one exaggerate the joyous part of the memory. People tend to reflect on their past memory through the tinted glasses, feels deprived of cherished time or person, and even wants to relive the moment.

As the consequence, the feeling is mostly happy but with the blend of longing (Wildschut et al., 2006). A mixed perspective is supported by Werman (1977), who viewed it as “wistful pleasure, a joy tinged with sadness”. Nostalgia is a social emotion, and, it will be often evoked during social encounters or discussions with close others. However, a number of other, more particular sources qualify as triggers of Nostalgia. A few of them are external, others are internal. Cases of external triggers are music (Nash, 2012; Routledge et al., 2011), “song lyrics” (Cheung et al., 2013; Routledge

et al., 2013), fragrances (Reid et al., 2014), Flavors (Supski, 2013), occasions experienced in adolescence (Holbrook & Schindler, 1996; Schuman & Scott, 1989), and weather (Zhou et al., 2012). There are very few neurological explanations of Nostalgia are present in literature. But one of the famous external triggers of Nostalgia is fragrances and odors. These scents activate neurological modules which in turn activate our emotions. (Havlena & Holak, 1998; Orth, & Bourrain, 2008).

Cases of internal triggers are unsatisfactory and discomforting circumstances, for example, negative effect (Barrett et al., 2010; Wildschut et al., 2006), social exclusion (Seehusen et al., 2013), loneliness (Wildschut et al., 2010, Zhou, Sedikides, Wildschut, & Gao, 2008) and meaninglessness (Routledge et al., 2011, Routledge et al., 2012). Nostalgia lets people uphold their sense of identity when it comes to life’s major transitions. It is significantly more prevalent in 2 stages of development. One is adolescence and other is early adulthood (Davis, 1979). This research particularly focuses on exploring the phenomenon within university students, their ages range from 19 to 24 years, which means sample comprises of adolescents and young adults. This study intends to investigate significance of Nostalgia among university students and to uncover the benefits and triggers of Nostalgia. Primary concern of this research is to explore the events responsible for triggering Nostalgia, psychological effects associated with it. Nostalgia serves as an important coping strategy for wiping away stress and loneliness. Greater use of Nostalgia in advertising and marketing domains justifies the need to explore psychological foundations of the phenomenon. This study provides a better understanding of Nostalgia and focuses on both external and internal triggers which induce Nostalgia and the positive or negative effects generated on affect, emotions and perceptions among university students. For future researcher, this research will help to uncover critical areas of this phenomenon using these variables for qualitative inquiry.

2. Materials and Methods

2.1 Sampling strategy and participant recruitment

Before beginning actual data collection a Protocol was devised and the entire steps in the accessing participants were followed accordingly (see Appendix B). Total 16 students were chosen their age ranged from 19 to 24. Participants were selected by using quota sampling technique. Population (all the students in BS programs in IUB) was first divided into exclusive sub groups (participants per faculty). Each of the 4 faculties were assigned quota of 3 students and faculty of Education was given quota of 4 students. This proportion of every subgroup was kept same in entire sampling process. Subjects from these subgroups were picked according to these proportions. Participants were selected on their interest to volunteer in expressing their feelings about Nostalgia. Furthermore; students who didn't lie in 19 to 24 years age range were excluded because the aim of study was to seek the phenomenon among adolescents and early adults. The final selected sample was representative of all the students of IUB.

All the willing participants were informed about the selection process and the purpose of conducting research. Individuals who were familiar with the experience and were able to maturely communicate their feelings were recruited face to face. A professional and warm relationship was maintained between researcher and participants. Consent forms were provided to ensure their voluntary participation. A day before the FGD session they were informed about the time, venue, duration of discussion and the refreshment they would get. 16 participants were divided in 2 groups on the basis of gender (9 of them were females and 7 were males), purpose of doing so was to make participants comfortable in the discussion leading to obtain maximum data.

Because Nostalgia is a collective phenomenon the responses of same gender led to a more productive and informative discussions. Two Focus Group Discussions were conducted, a total of 16 participants were selected (number of participants was 9 ratio 7). All the procedures in the Protocol of data collection were followed by consulting focus group theory and practice book authored by Stewart and Shamdasani (2015). An average session of Focus Group Discussion consists of 60 to 90 minutes. This research comprised of two discussions ranging from 60 to 70 minutes to obtain the productive and comprehensive data. Sessions were conducted from 12:30 pm to

1:30 pm at Lincoln corner in Library Baghdad ul Jadeed Campus, Islamia University of Bahawalpur. All recruited participants were briefed about the nature and scope of discussion.

Four questions were posed:

1. What do you think are the best times of your life?
2. How often you experience Nostalgia?
3. Usually what provokes this feeling?
4. How does it affect you?

All responses were audio taped. Consent forms (see Appendix A) were provided to all participants. Before formally starting data collection they were briefed about the concept of Nostalgia and examples of some external and internal triggers.

2.2 Transcription and Analysis

The obtained data were transcribed by consulting transcription manual (Dresing & Pehl, 2015). The audio recordings were carefully transcribed in written form. Data were coded by consulting the coding manual for qualitative researchers (Saldana, 2013) and were analyzed by consulting thematic (Braun & Clarke, 2012).

2.3 Data Analysis Strategy

Data were coded by consulting the coding manual for qualitative researchers (Saldana, 2015) and the guidelines were followed by consulting thematic analysis (Braun & Clarke, 2012). Data were analyzed by employing thematic analysis. For the purpose of, "identifying, analyzing and reporting patterns (themes) within data" (Braun & Clarke, 2006). Both FGDs were analyzed and coded by consulting the respective manuals for guidelines. Analysis was solely based on the data obtained and themes emerged from the responses of participants. Thematic analysis was performed in phases. In first phase transcribed data were read three times to get familiarity with the ideas and notes were made along. In second phase, line by line coding was done to extract initial codes. Then there frequency was noted (which depicted the strength of responses in FGD), similar codes were categorized in a group and groups were ranked according to frequency of responses in order to arrange them in a systematic pattern and formulating initial themes. Axial coding was performed to make sure that relevant codes are categorized effectively.

Saliency analysis was employed for the purpose of determining frequency of data within every theme and significance of theme was assessed (Buetow, 2010). Saliency of themes were determined by the intensity of participant's response like "the most important thing is...", and frequency was identified by the number of respondents who expressed the same view, rather on the comment frequency. Themes with very low frequency and saliency were merged or discarded. In next phase, themes were revised, concept of theme was defined. Themes were broadened into 6 themes (3 for triggers and 3 for effects) further sub themes were made under each theme. Irrelevant codes and themes were excluded. The analysis arrived at "thematic saturation", which depicts an adequate size of sample (Lyons & Coyle, 2007).

2.4 Ethical considerations

All the ethics mentioned in the research Protocol (see appendix) were kept in consideration throughout the process of recruiting, briefing, data collection, transcription and afterwards. Participants were informed about the purpose of conducting interviews, activities involved, risks and benefits. They had complete right to withdraw/refuse without penalty.

They voluntarily chose to participate. Their identity was kept hidden and it was assured that their data was kept secret. It was made sure that their confidential records were stored in a secure area with limited access. A separate computer was used for the purpose of storing and processing data. Participants were free to express their opinions and views without any pressure with their own consent. Formal permission and consent were taken to record their statements (see appendix A). They were educated about the reason of research, worth of their opinions, rights they possessed and the entire process of data collection and transcription before the session. Formal permission was taken from research committee and library management.

3. Findings

3.1 Emerging themes

The themes were emerged from the thematic analysis applied on the verbatim transcription

of FGD respondents (See Table 1 in Appendix C).

3.1.1 Triggers of Nostalgia

Theme 1: Experiencing negative emotions and dissatisfaction

This theme covers the triggers like feeling sad or bored, comparing one's present circumstances with the pleasant past or experiencing low self-esteem.

Nostalgia is triggered by negative feelings such as feeling alone, low self-esteem, dissatisfaction and boredom. Studies have proved Nostalgia helps to improve sense of social connectedness and enriches meaningfulness in one's life.

This intriguing cause and effect has generated the concept that Nostalgia serves as our mind's approach of mood regulation and making us feel better (Cavanagh, Glode, & Opitz, 2015). Negative affect is the most reported trigger of Nostalgia. When participants were asked what makes them nostalgic?

"I mean for example like you get back home after a stressful day. You sit alone for a while and you meditate. Brain meditates itself by recalling past in front of it" (6:1: F: 20)

"I mostly experience these feelings when I am alone and I have nothing to do" (10:2: M: 22) .

"If I am already depressed or I am sad. I remember my past moments" (4:1: F: 19)

Theme 2: Re-experiencing events

The concept of experiencing events is derived from the findings as this is the second most reported trigger which means re occurrence fragrances, toys, nursery rhymes, events and reading old diaries (Chapman, 2013).

of similar events as past. For example, when people go to parties, watch other friends enjoying and visit old places. "When I see the exactly same incident happening, same events make you remember the times when you enjoyed that event with your friends (7: 1: F: 19)

"When I see some friends having fun together it reminds me of time when I used to have fun with my friends" (4:1: F: 20) .

"I miss my old friends when I see my class fellows doing conversations via writing during lecture or doing playful pranks. I miss my friends and think if they were here, what we would be doing" (3:1: F: 22) .

Theme 3: External inducers

There are number of external triggers responsible for evoking Nostalgia. This theme covers all the external triggers reported by

participants. Significant external triggers which are hard to resist are music, fragrances, watching old photographs, old TV shows, weather, long drives, holidays and different flavors.

“I smell some perfumes it happens; I get to remember old time and fragrance brings me memories from past. Last time I used a lip balm it smelt like mint; I remembered a memory from my childhood. That polo candy we used to have” (2: 1: F: 19) .

“Photographs, when I see them, I go in the same trance of memories” (3: 1: F: 21) .

“Whenever I go for long drives with my friends. I miss the time when I used to sit in the lap of my father and he taught me how to drive” (15:2: M: 23) .

“What triggers me is people go to parties, watch other friends enjoying and visit old places cricket matches and when I see tube light during rain, I feel like going back in my past” (16:2: M: 20) .

Music is one of the strong triggers of Nostalgia. The music that has been a part of special events in our lives can instantly evoke particular feelings. Other common triggers of Nostalgia include seeing commercials from childhood, old photographs, old movies, taste of food,

3.1.2 Effects of Nostalgia

Theme 1: Sense of achievement and continuity
Nostalgia provides individuals a sense of achievement by helping them to recall all the pleasant moments which provides a sense of continuity and helps individual to effectively combat negative emotions. Nostalgia can boost individuals' view of identity continuity, by strengthening the connection between their current self-concept and their perception of who they used to be in the past (Arndt, Gaertner, Routledge, Sedikides, & Wildschut, 2008). Individuals gain a powerful sense of selfhood, a greater cohesive self, by joining together chunks of joyous past through Nostalgia (Sedikides et al., 2004) Identity continuity improves individual's mental health (Bowe, Herrera, & Sani, 2008).

“I miss the time spent with my friends at college. Now everybody is studying in different institutions. We talk very often; when I miss them, I discuss them even with my new friends. I feel happy, relaxed, mind feels fresh and every task seems to be easy after recalling past” (7:1: F: 19) .

“In my school life I won prizes and trophies. I did some things for which I regret, but I have done some good deeds for which I am proud of myself and Inshallah I'll continue” (9: 1: F: 20) .

This sentiment is considered to make identity more concrete by acting as a storehouse or reservoir of most personal experiences (Sedikides & Gregg, 2008) self-awareness and to support exploration of identity (Batcho, DaRin, Nave, & Yaworsky, 2008; Cavanaugh, 1989; Mills & Coleman, 1994). Nostalgia has a strong capacity of boosting self-positivity (i.e., positive self-attribute activation, self-esteem).

Davis (1977) suggested that Nostalgia assures us of past happiness and achievement; and, since these still stay in the bank of our memory, it at the same time offers to us a specific worth, regardless of how current conditions may appear to address or darken this and claims on the future.

Erik Erikson credits one's sense of identity for providing a flow or identity continuity throughout one's life (Erikson, 1950). One of the most important features of Nostalgia is to boost self-esteem (Wildschut et al., 2006; Wildshut, Sedikides & Cordaro, 2011).

Nostalgia generates an improved attitude towards one's self, empowers one's sense of identity continuity by solidifying both joyful and private recollections (Batcho, 2007). Pleasant past experiences also form source of meaningfulness (King, Hicks, Krull, & Del Gaiso, 2006).

Theme 2: Better coping with desire of social connectedness

This theme deals with the concept when individuals' ideal circumstances has been changed, they tends to miss the good times and because they are deprived of those ideal circumstances, recalling those moments help him to feel socially connected to the people with whom he was attached. Nostalgia elevates optimism by improving sense of social-connectedness and consequently self-esteem (Cheung et al., 2013). Studies have found that Nostalgia brings out social-connectedness, which elevated self-esteem, as a result boosts optimism (Cheung, Sedikides, & Wildschut, 2016). “When I feel sad about people not being loyal now days, I start crying but when I think of old times when I had sincere friends, I feel thankful for I got the best people as friends” (4: 1: F: 21) .

Description of the nostalgic experience present powerful social features (Abeyta et al., 2014; Batcho et al., 2008; Hepper et al., 2012; Holak & Havlena, 1992; Robertson et al., 2014; Wildschut et al., 2006). Gardner, Pickett, and Knowles (2005) suggest that Nostalgia composes as an indirect mechanism for promoting sociality. Research has shown one of the most important function of Nostalgia involves social connectedness which in turn facilitates one's sociality. People tend to have a basic need to become a part of social groups as declared by Maslow (1954). Humans look for the sense of security in stressful circumstances. It is expected if one has more social network, they enjoy greater physical health and mental wellbeing (Cohen, & Wills, 1985). Nostalgia gives a greater personal sense of social support (Zhou et al., 2008).

Theme 3: Positive affect and optimism

The instant effects Nostalgia generates are boost in self-esteem and motivation level. It elevates optimism and makes one feel relaxed, happy, refreshed and satisfied. Nostalgia boosts inspiration, enthusiasm, curiosity and creativity (Van Tilburg et al., 2015) Nostalgia fosters optimism (Cheung et al., 2013). Nostalgia is merely not a past-oriented emotion, but it expands into the future, and specially, a positive future (Cheung, Wildschut, Sedikides, 2013).

Nostalgia provides a store of positive affect. Kaplan (1987) describes Nostalgia as a "joyous" experience that gives rise to an unrestrained state of mind and delightful feelings. Similarly, positive description has been offered by Batcho (1995, 1998), Chaplin (2000), Davis (1977, 1979), Gabriel (1993) and (Holak & Havlena, 1998).

"When I am free and alone, I read old books and my old diaries. I feel refreshed I feel I have not wasted anything. What passed was good. And I feel mine was better than others. And for future we have much to hope and move forward" (9: 1: F: 21)

"After my feelings fade, I am satisfied deep down. I realize how much I have enjoyed my life and I will enjoy it even more in future" (6: 1: F: 20).

In Cheung et al. (2013) surveyed connection between Nostalgia and optimism

("Makes me feel ready to take on new challenges", "makes me feel optimistic about my future", "makes me feel like the sky is the limit" and "gives me a feeling of hope about

my future"). Findings suggest that Nostalgia boosted optimism. Nostalgia brings optimism by means of increases up in self-esteem ("current worth"). While nostalgizing, people recover energy aggregated from their past to help their present level self-esteem and, therefore, they feel idealistic about their future. To be sure, self-esteem is positively connected with optimism (Chemers, Watson & May, 2000; Ma'kikangas, Kinnunen & Feldt, 2004). Nostalgia raises optimism both directly and indirectly by means of self-esteem (Hayes, 2013). Surely, self-esteem is positively connected with optimism (Chemers, Watson & May, 2000).

4. Discussions

Findings of this study suggest that Nostalgia is one of the most significant positive emotional experiences among the younger adults which is experienced 2 to 4 times a week on average. Nostalgia is typically seen with the perspective of marketing and promotion of advertisements. It is viewed to be more noticeable among old age people who cherish their past life due to dissatisfaction from current circumstances, despair, fear of death and leisure, to enhance their sense of achievement because delightful memories of past bring them satisfaction, this satisfaction from one's life enhances his wellbeing and results in overall improved mental health. In this study central focus were university students who were currently enrolled in BS program, their ages range from 19 to 24. Individuals at this age are facing one of the major life transitions, adjustment problems and difficulty forming new friendships; they tend to miss their lives when time was pleasant. When participants were asked what they miss the most about their past, highest reported factor was having sincere friends. As we know we tend to miss what we don't have. They satisfy their need for social connectedness by building a connection with the memories of beloved people which gives them sense of gratification, they view their lives to be more meaningful which motivates and inspires them towards a healthy future and boosts their self esteem and positive affect. Exercising Nostalgia gives countless benefits to mental wellbeing and physical health. Nostalgia is a quick ride of mixed feelings which lasts for few moments until it fades and leaves individual with feeling charged, refreshed and optimistic. Triggers of Nostalgia reported were consistent with

literature. Most reported internal triggers were sadness and dissatisfaction which lead to regress back to pleasant moments. External triggers are fragrances, weather, movies and music etc. These triggers show an association with some cherished moments of past. Remembering these moments is not always positive sometimes it leads to dissatisfaction from current circumstance. Individual wants to return to past and tries to recreate the situations. When failed it leads to sadness and depression. Triggers of Nostalgia reported were consistent with literature. Most reported internal triggers were sadness and dissatisfaction which lead to regress back to pleasant moments. External triggers are fragrances, weather, movies and music etc. These triggers show an association with some cherished moments of past. Remembering these moments is not always positive sometimes it leads to dissatisfaction from current circumstance. Individual wants to return to past and tries to recreate the situations. When failed it leads to sadness and depression.

This research focused on exploration of significance of Nostalgia in people's life, triggers and effects of Nostalgia. Recording tool was not efficient enough. Because of the limited scope and time for the research few aspects of Nostalgia remained uncovered. Conveying the concept to participants was a tough job. They had experience of Nostalgia almost thrice a week but they were not aware of it. It took extra time and effort to give them a clear understanding of the phenomenon. This study provides a qualitative foundation of Nostalgia especially for Pakistani researchers. Quantitative research is required to empirically measure the prevalence and gender differences in the strength of nostalgic experiences. Further qualitative research can be performed to explore the content of Nostalgia by experimentally inducing Nostalgia in study participants which will provide a better and in depth understanding of Nostalgia.

5. Conclusion

This study shows that events or circumstances that evoke Nostalgia are few external triggers like old music, old photographs, visiting old places, old TV shows, events, some other factors which become causes of Nostalgia are loneliness dissatisfaction from current circumstances, low self-esteem. The

experience of Nostalgia instantly boosts self-esteem, hope and optimism. When circumstances are unsatisfactory and one seeks to strengthen one's self-identity and tends to be nostalgic about good memories because it gives sense of continuous self-identity. Findings suggest that Nostalgia provides people help to cope with stress and anxiety, fight loneliness and give back their sense of connectedness to people they miss. Study suggests that Nostalgia can enhance the meaningfulness, well-being and satisfaction with one's life.

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