

# Motivational Processes in Attitudes

---

The 4<sup>th</sup> EASP Meeting on the Psychology of Attitudes

Ghent University  
May 25 –27, 2012

Program



---

## Sponsors

---

European Association of Social Psychology

FWO – Research Network (WOG)

Learning and Implicit Processes Laboratory, Ghent University

Radboud University Nijmegen

Ohio State University

Universidad Autónoma de Madrid



Lip  
Lab



Fonds Wetenschappelijk Onderzoek  
Research Foundation – Flanders

---

# Overview

---

## FRIDAY, MAY 25

- 9.00 – 10.00: Welcome and registration
- 10.00 – 11.40: **Session 1: Ambivalence**
- 10.00 – 10.40: *Richard E. Petty*
  - 10.40 – 11.00: *Kenneth G. DeMarree & S. Christian Wheeler*
  - 11.00 – 11.20: *Frenk van Harreveld, Bastiaan T. Rutjens, Iris K. Schneider, & Hannah Nohlen*
  - 11.20 – 11.40: *Jochen E. Gebauer & Gregory R. Maio*
- 11.40 – 12.00: Coffee break
- 12.00 – 13.00: **Session 2: Spontaneous Evaluations and Controllability**
- 12.00 – 12.30: *Kate A. Ratliff & Carlee B. Hawkins*
  - 12.30 – 13.00: *Sarah Teige-Mocigemba & Karl Christoph Klauer*
- 13.00 – 14.20: Lunch
- 14.20 – 15.30: **Session 3: Acquisition and Generalization of Evaluations**
- 14.20 – 14.50: *Bertram Gawronski, Robert Balas, & Laura A. Creighton*
  - 14.50 – 15.10: *Adriaan Spruyt, Karl Christoph Klauer, Maarten De Schrijver, Anne Gast, & Jan De Houwer*
  - 15.10 – 15.30: *Nicolas Koranyi, Anne Gast, & Klaus Rothermund*
- 15:30 – 16:00: Coffee break
- 16.00 – 17.00: **Session 4: Persuasion**
- 16.00 – 16.20: *Pablo Briñol*
  - 16.20 – 16.40: *Jason K. Clark & Duane T. Wegener*
  - 16.40 – 17.00: *Colin Tucker Smith, Jan De Houwer, & Brian A. Nosek*
- 17.00 – 18.30: **Poster Session & Reception**
- 18.30: Dinner

## SATURDAY, MAY 26

- 10.00 – 11.40: **Session 5: Automatic Evaluation**
- 10.00 – 10.40: *Jan De Houwer*
  - 10.40 – 11.00: *Torsten Martiny-Huenger & Peter M. Gollwitzer*
  - 11.00 – 11.20: *Marieke de Vries, Rob Holland, Troy Chenier, Mark Starr, & Piotr Winkielman*
  - 11.20 – 11.40: *Russell H. Fazio*
- 11.40 – 12.00: Coffee break
- 12.00 – 13.00: **Session 6: Motivation and Selective Exposure**
- 12.00 – 12.30: *Klaus Fiedler*
  - 12.30 – 13.00: *Duane T. Wegener, Jason K. Clark, & Leandre R. Fabrigar*
- 13.00 – 14.20: Lunch
- 14.20 – 15.30: **Session 7: The Self**
- 14.20 – 14.50: *Geoffrey Haddock & Jochen Gebauer*
  - 14.50 – 15.10: *David K. Sherman & Kevin R. Binning*
  - 15.10 – 15.30: *Emiko Kashima*
- 15.30 – 19.00: **Visit to the historical city center, beer tasting and boat trip**
- 19.00: Dinner

## SUNDAY, MAY 27

- 10.00 – 11.40: **Session 8: Group Processes**
- 10.00 – 10.20: *Jeff Stone, Elizabeth Focella, Nicholas Fernandez, Joel Cooper, & Michael Hogg*
  - 10.20 – 10.40: *Kristof Dhont*
  - 10.40 – 11.00: *Sonia Roccas & Adi Amit*
  - 11.00 – 11.20: *Roger Giner-Sorolla & Angela T. Maitner,*
- 11.20 – 11.40: Coffee break
- 11.40 – 12.20: **Session 9: Motivation and fluency**
- 11.40 – 12.00: *Baruch Eitam*
  - 12.00 – 12.20: *Rene Kopietz & Olivier Klein*
- 12.20 – 12.40: **Closing Discussion**
- 12.40: Lunch

---

# Session 1: Ambivalence

- Friday, May 25 -

---

**10.00 – 10.40:**

## **Motivated Processing as a Function of Automatic-Deliberative Discrepancies**

*Richard E. Petty, Ohio State University*

Past research on racial attitudes has shown that people think more when information is from or about stigmatized individuals than non-stigmatized individuals if they are low in prejudice. One explanation for this effect is that the heightened scrutiny stems from a motivation to guard against potential prejudice towards stigmatized others (i.e. “watchdog motivation”). The present research tested a variation of the watchdog hypothesis based on the idea of implicit ambivalence. Specifically, we argue that among individuals low in explicit (i.e., deliberative) prejudice, it is those who are also high in implicit (i.e., automatic) prejudice who will do the most processing. The implicit ambivalence framework also makes a novel prediction that individuals who are relatively high in explicit prejudice but low in implicit prejudice would also engage in enhanced information processing. Across four studies, people with racial automatic-deliberative discrepancies were found to engage in greater scrutiny of a message in a variety of different situations relevant to the object of discrepancy (African American).

**10.40 – 11.00**

## **The Role of Desired Attitudes in Ambivalence and Information Processing**

*Kenneth G. DeMarree, Texas Tech University*

*S. Christian Wheeler, Stanford University*

We propose that in addition to their actual attitudes, people sometimes possess desired attitudes which can vary in their congruence with their actual attitudes. These desired attitudes influence attitude relevant phenomena in a number of ways. When actual and desired attitudes are incongruent, these discrepancies produce a state of conflict (subjective ambivalence) that people are motivated to reduce. Across a wide range of attitude objects, including political issues, people, companies, and the self, we show that both measured and manipulated actual-desired attitude discrepancies produce subjective ambivalence over and above objective ambivalence and interpersonal ambivalence. Further, people appear motivated to reduce these discrepancies, as they engage in information processing and information seeking behavior that would help to bring about their desired attitudes. We discuss the potential origins of desired attitudes (e.g., general goals) and their further implications for behavior (e.g., strategies of self-change).

**11.00 – 11.20:****In Doubt and Disorderly: Ambivalence Promotes Compensatory Perceptions of Order**

*Frenk van Harreveld, Bastiaan T. Rutjens, Iris K. Schneider, & Hannah Nohlen*  
*University of Amsterdam*

Ambivalence is a presumably unpleasant experience and coming to terms with it is an intricate part of human existence. It is argued that ambivalent attitude holders aim to resolve their ambivalence through compensatory perceptions of order. We will first show that ambivalence leads to an increase in religious beliefs (Study 1) and that this effect is driven by the negative affective nature of ambivalence (Study 2). We proceed by showing that ambivalence fosters non-religious (visual) perceptions of order (Study 3) as well. In Study 4 we find that ambivalent attitude holders also employ conspiracy beliefs as perceptions of order and that this effect is mediated by self-reported negative emotions. In Study 5 we examine the compensatory nature of these perceptions of order and show that ambivalence leads to conspiracy beliefs after an affirmation of chaos but not after an affirmation of order. Theoretical as well as societal implications are discussed.

**11.20 – 11.40:****Motivational and Cognitive Processes in the Emergence of Felt Ambivalence**

*Jochen E. Gebauer, Humboldt-Universität zu Berlin*  
*Gregory R. Maio, Cardiff University*

Felt ambivalence plays a major role in decision-making and behavior. However, attitude researchers have puzzled over its origin. Specifically, felt ambivalence is only moderately strongly predicted by the co-occurrence of positive and negative attributes within an attitude object. If such evaluative conflict does not suffice to predict felt ambivalence, has past research overlooked additional predictors? Three pairs of experiments tested whether semantic conflict between attitude objects' attributes may explain felt ambivalence over and above evaluative conflict. The experiments exposed participants to descriptions of target individuals whose traits conflicted evaluatively (i.e., one trait was positive in valence and the other was negative) as well as semantically (e.g., one trait reflects agency and the other reflects communion). Experiment 1a found that evaluative conflict and semantic conflict independently predict felt ambivalence. Experiment 1b replicated this effect using information about target persons' values, instead of information about traits. Experiments 2a (trait-conflicts) and 2b (value-conflicts) both revealed that the effects of evaluative and semantic conflict are only partly mediated by explicit perceptions of evaluative and semantic conflict. This is in line with the longstanding claim that felt ambivalence may partly arise from non-conscious conflict. Finally, Experiments 3a (trait-conflicts) and 3b (value-conflicts), both suggested that feelings of dissonance mediate the effects of evaluative conflict on felt ambivalence, while processing fluency mediates the effects of semantic conflict on felt ambivalence. Overall, these findings show that motivational processes (i.e., dissonance) and cognitive processes (i.e., fluency) combine to influence felt ambivalence.

---

## Session 2: Spontaneous evaluations and controllability

- Friday, May 25 -

---

**12.00 – 12.30:**

### **Preventing Biased Information Processing**

*Kate A. Ratliff, affiliation missing*

*Carlee B. Hawkins, affiliation missing*

Measures of implicit attitudes often reveal biases that people do not explicitly report. For example, people value fairness and explicitly resist using knowledge about one person to evaluate other people from the same group; measures of implicit attitudes, however, show that shared group membership is enough for implicit attitudes to generalize from one group member to another (Ratliff & Nosek, 2008, 2011). Similarly, people's implicit attitude toward a new public policy is influenced by their pre-existing attitude toward the plan's proposer (Smith, Ratliff, & Nosek, 2012). The goal of the present research is to understand whether people who are motivated to avoid bias, either because of a state (e.g., an accuracy goal) or trait (e.g., chronic egalitarianism) are able to: (a) prevent biased implicit attitudes from forming, and/or (b) prevent the expression of biased implicit attitudes.

**12.30 – 13.00:**

### **On the Controllability of Evaluative-Priming Effects: Some Limits that are None**

*Sarah Teige-Mocigemba & Karl Christoph Klauer*

*University of Freiburg, Germany*

Three experiments examined the controllability of the evaluative-priming effect. Recent work suggested important limits of strategic control: Successful faking was prevented by an adaptive 600 ms response deadline (Degner, 2009), and strategic effects affected only the overall mean, but not the rank order of priming effects (Bar-Anan, 2010). Across three experiments, it is shown that faking is possible even with a response deadline of 600 ms when faking instructions do not conflict with speed pressures imposed thereby. In addition, Experiment 3 reveals that suitable faking instructions substantially affect the rank order of priming effects and hence, their correlations with self-report measures and the Implicit Association Test. Faking can thus pose a serious threat to the predictive validity of evaluative-priming effects. The present findings challenge the interpretation of evaluative priming as a measure of automatic attitudes.

---

# Session 3: Acquisition and Generalization of Evaluations

- Friday, May 25 -

---

**14.20 – 14.50:**

## **Motivational Influences on Evaluative Conditioning**

*Bertram Gawronski, The University of Western Ontario, Canada*

*Robert Balas, Warsaw School of Social Sciences and Humanities, Poland*

*Laura A. Creighton, The University of Western Ontario, Canada*

The evaluative conditioning (EC) effect is defined as a change in the valence of a conditioned stimulus (CS) due to its pairing with a valenced unconditioned stimulus (US). Whereas associative theories argue that EC effects are driven by a process of automatic link formation, propositional accounts attribute EC effects to the controlled acquisition of propositional knowledge about CS-US contingencies. The current research investigated the joint contribution of associative and propositional processes to EC effects by investigating whether the acquisition of conditioned attitudes can be intentionally controlled when people are motivated to prevent or promote the influence of CS-US pairings. Whereas EC effects on self-reported evaluations were reduced (enhanced) when participants were motivated to prevent (promote) the influence of subsequently presented CS-US pairings, EC effects on a measure of automatic evaluation were unaffected by control motivations. Moreover, although EC effects on self-reported evaluations varied as a function of both automatic evaluations and memory for CS-US contingencies, motivation to control the influence of CS-US pairings qualified only the predictive relation of contingency memory, but not the predictive relation of automatic evaluations. These results were replicated in two studies testing the effects of extrinsic and intrinsic motivation. The findings suggest that both associative and propositional processes can independently contribute to EC effects.

**14.50 – 15.10:**

## **Selective transfer of likes and dislikes: Feature-specific attention allocation modulates the generalization of recently acquired evaluative stimulus information**

*Adriaan Spruyt, Ghent University*

*Karl Christoph Klauer, University of Freiburg*

*Maarten De Schrijver, Ghent University*

*Anne Gast, Ghent University*

*Jan De Houwer, Ghent University*

Evaluative conditioning refers to changes in the liking of a stimulus (conditioned stimulus, CS) that are due to the fact that this stimulus has been paired with other positive or negative stimuli (unconditioned stimulus, US; De Houwer et al., 2001). We examined whether the

generalization of recently acquired likes and dislikes towards exemplars of a subordinate CS category (e.g., young men) is dependent upon the extent to which specific stimulus dimensions of the CS exemplars are selectively attended to during evaluative learning (e.g., age vs. gender). Participants were first presented with several exemplars of two subordinate CS categories (e.g., young men vs. old women). Whereas exemplars of one category of CSs were consistently paired with negative USs, exemplars of the second category were consistently paired with positive USs. Crucially, to manipulate feature-specific attention allocation, participants were asked to classify the CSs on the basis of a specific stimulus dimension during the conditioning trials (e.g., gender vs. age). During the test phase of the experiment, both direct and indirect attitude measures revealed a clear impact of feature specific attention allocation on the generalization of recently acquired evaluative stimulus information. More specifically, (untrained) transfer stimuli that were similar to the CSs in terms of the stimulus dimension that was selectively attended to were evaluated in a manner that was congruent with the acquired liking of those CSs. Implications for exemplar based models of social judgment will be discussed.

#### **15.10 – 15.30:**

#### **Although Quite Nice, I Was Somehow Not Attracted by that Person: Pictures of Already Romantically Involved Opposite-Sex Others Fail to Produce Positive Evaluative Conditioning Effects in Single Participants**

*Nicolas Koranyi, University of Jena, Germany*

*Anne Gast, Ghent university, Belgium*

*Klaus Rothermund, University of Jena, Germany*

Individuals who are motivated to find a romantic partner do not only have to detect desirable mating options, but also have to prevent that they do not invest too much effort into attractive but unpromising contacts. We therefore argue that a self-regulatory mechanism protects individuals from becoming overly interested in already romantically involved opposite-sex others by modulating cognitive processes involved in attitude acquisition. Specifically, we hypothesized that while uninvolved participants show typical evaluative conditioning effects for opposite-sex facial photos (CS) of other singles when these pictures are paired with positive trait adjectives (US), they fail to show this effect for faces of other persons who are presented as being involved in a romantic relationship. Contrary, no modulating effect of relationship status was expected when faces are combined with negative trait adjectives. Results of two studies that used explicit and implicit attitudes measures were in line with the assumptions and provide evidence that the acquisition of attitudes during mate searching is subjected to self-regulatory operations that aim at facilitating dating success.

---

## Session 4: Persuasion

- Friday, May 25 -

---

**16.00 – 16.20:**

### **Self-Generated Persuasion: Convincing Others (vs. Self) of What We Like and Dislike**

*Pablo Briñol, Universidad Autónoma de Madrid*

Previous research has revealed that self-persuasion can occur either through role-playing (i.e., when arguments are generated to convince another person) or more directly through trying to convince oneself (i.e., when arguments are generated with oneself as the target). Combining these two traditions in the domain of attitude change, the present research investigated the impact on self-persuasion of the specific target of one's own persuasive attempt (i.e., others vs. oneself). We found that the efficacy of self-persuasion depended on whether people believed that they would have to put more or less effort in convincing the self or others. Specifically, we found opposite effects for self-generated arguments depending on whether the topic of persuasion was proattitudinal or counterattitudinal. Across four studies, it was shown that when the topic of the message was counterattitudinal, people were more effective in convincing themselves when the intended target of the arguments was themselves versus another person. However, the opposite was the case when the topic was proattitudinal. These effects were shown to stem from the differential effort perceived as necessary and actually exerted in trying to produce persuasion under these conditions.

**16.20 – 16.40:**

### **The Discrepancy Motives Model: Explaining Effects of Message Position on Information Processing and Persuasion**

*Jason K. Clark, University of Iowa*

*Duane T. Wegener, Ohio State University*

When a person encounters a persuasive appeal, often one of the most salient initial perceptions is the extent to which the message is viewed as consistent with (proattitudinal) or discrepant from (counterattitudinal) their currently held attitude toward an issue. Classic research suggested that people process counter- more than proattitudinal information. Conversely, an accumulation of more recent data suggests that the opposite also occurs in some situations—people engage in greater elaboration of proattitudinal rather than counterattitudinal messages. To date, a number of variables have been shown to yield differential processing as a function of message position. Taken together, we believe that these findings point to general motivational states that may be triggered by agreeable and disagreeable information, respectively. When encountering counterattitudinal advocacies, variables that increase motives to defend one's views can enhance the amount of careful scrutiny. On the other hand, variables that elicit a greater need to bolster one's attitude can

increase attention to and scrutiny of information that is proattitudinal. Building upon these assumptions, a new integrative framework will be presented—the Discrepancy Motives Model. This presentation will focus on the tenets of the theory, its empirical support, and the novel future directions that follow from the model.

**16.40 – 17.00:**

**Changing Implicit Evaluations by Manipulating the Message Source**

*Colin Tucker Smith, Ghent University*

*Jan De Houwer, Ghent University*

*Brian A. Nosek, University of Virginia*

Explicit evaluations are most commonly changed via direct verbal appeals or by manipulating features such as the perceived credibility of the source. In contrast, implicit evaluations are almost exclusively changed using techniques of either retraining existing evaluations or manipulating contexts. In the current work we examine whether variables that moderate persuasion with regard to explicit evaluations also moderate the effects of persuasive messages on implicit evaluations. In particular, we measured implicit evaluations after presenting participants with identical positive persuasive messages attributed to a source either high or low in credibility. In addition to replicating previous work utilizing explicit evaluations, we found that implicit preferences were stronger when identical information was presented by source high (versus low) in source credibility - as operationalized by expertise trustworthiness, attractiveness, and likeability. The fact that these source-level variables traditionally used to change explicit evaluations also impacted instances of implicit evaluation opens interesting avenues of investigation for both persuasion researchers – who have relied almost entirely on explicit evaluations – and researchers of implicit evaluations – who have relied on overtraining and context effects when attempting to change implicit evaluations.

---

# Session 5: Automatic Evaluation

- Saturday, May 26 -

---

**10.00 – 10.40:**

## **A Propositional Account of Automatic Evaluation**

*Jan De Houwer, Ghent University*

Automatic (or implicit) evaluation can be defined as the automatic impact of stimuli on evaluative responses. Whereas this effect is typically attributed to the activation of associations in memory, I put forward the idea that automatic evaluation might reflect the content of propositions. Propositions differ from associations in that they (a) can be formed not only on the basis of direct experience but also verbal instruction and conscious inferences and (b) can contain information about the way in which events are related. In line with a propositional account of automatic evaluation, recent studies have revealed automatic evaluations that resulted from verbal instructions and conscious inferences and that were sensitive to the way in which events were related. In addition to reviewing these studies, I propose automatic task misapplication as a mechanism through which propositions can produce automatic evaluations as captured by so-called implicit attitude measures. Finally, I discuss whether there is a need to postulate the existence of an associative system in addition to a propositional system in order to successfully account for the functional properties of automatic evaluation.

**10.40 – 11.00:**

## **Evaluative consequences of new associations: The self-regulation of attitudes via Implementation Intentions**

*Torsten Martiny-Huenger, University of Konstanz (Germany)*

*Peter M. Gollwitzer, New York University (USA)*

Based on the assumption that evaluations are influenced by momentarily activated associations and that Implementation Intentions (IIs; if-then plans) are known to create associations between mental representations, we tested whether IIs can be used to change evaluations of objects. In two experiments, IIs were used to create associations between neutral target stimuli (i.e., pictures of clothes) and a negative scenario (e.g., slum neighborhood). Subsequently, participants evaluated the target stimuli and control stimuli (i.e., not associated with the scenario). Participants in the first experiment who were familiar with the scenario showed the expected evaluative consequences of the new association: The more negative the scenario was evaluated, the more negative the target stimuli were evaluated. In the second experiment, we used a scenario that was familiar to all participants and evaluated negatively by all participants (dentist scenario). The results of Experiment 2 show the expected effect: Stimuli associated with the negative scenario (targets) were evaluated more negatively than stimuli not associated with the negative scenario (control). The results are in line with attitude construal theories and will be discussed in terms of using IIs as strategy for the self-regulation of attitudes.

**11.00 – 11.20:**

**Happiness Cools the Warm Glow of Familiarity: Psychophysiological Evidence that Mood Modulates Motivations Towards Safety Concerns**

Marieke de Vries (Tilburg University)  
Rob Holland (Radboud University Nijmegen)  
Troy Chenier (University of California, San Diego)  
Mark Starr (University of California, San Diego)  
Piotr Winkielman (University of California, San Diego)

People often prefer familiar stimuli, presumably because familiarity signals safety and people are generally motivated towards safety concerns. This preference can occur with merely repeated “old” stimuli, but it is most robust with “new” but highly familiar prototypes of a known category (beauty-in-averages effect). However, is familiarity always warm? Tuning accounts of mood hold that positive mood signals a safe environment whereas negative mood signals an unsafe environment. Thus, the value of familiarity should depend on mood. More specifically, a happy mood state should make people less motivated towards safety concerns, but rather, may motivate them to explore new, unfamiliar options. In this series of experiments, we show that compared to a sad mood, a happy mood eliminates the preference for familiar stimuli, as shown in measures of self-reported liking and physiological measures of affect (EMG indicator of spontaneous smiling). The basic effect of exposure on preference and its modulation by mood were most robust on prototypes (category averages). All this occurs even though prototypes might be more familiar in a happy mood. We conclude that mood modulates motivations towards safety concerns and hence, changes the hedonic implications of familiarity cues.

**11.20 – 11.40:**

**Exploring Implications of The Mode Model for the Treatment of Public Speaking Phobia**

*Russell H. Fazio (Ohio State University)*

As a general perspective on attitudes and attitude-to-behavior processes, the MODE model offers valuable insights regarding the understanding, treatment, and assessment of anxiety disorders. Most importantly, the model emphasizes the importance of producing change in the attitude representation of the feared object or situation. In a recent clinical trial, individuals with social anxiety disorder received exposure treatment for their fear of public speaking. A number of measures documented the success of the treatment, but also revealed significant relapse (“return of fear”) one month later. An implicit measure of attitudes toward public speaking administered at the end of the treatment session proved predictive of later relapse. Greater change in the attitude representation was associated with less return of fear, even when controlling for the minimal influence of various explicit measures commonly-employed to assess public speaking anxiety.

---

## Session 6: Motivation and Selective Exposure

- Saturday, May 26 -

---

**12.00 – 12.30:**

### **The Formation of Interpersonal Attitudes in a Virtual School Class Environment**

*Klaus Fiedler (University of Heidelberg)*

Attitudes toward other people are genuinely interpersonal relations acquired in a dynamic social environment. Yet, social psychologists have traditionally neglected this interpersonal context and explained attitude formation in terms of intrapsychic principles like conditioning, selective memory, or cognitive consistency. Only recently, Fazio, Eiser & Shook (2004) and Denrell (2006) have presented experimental and computer simulation models that describe attitudes as the result of a hedonic sampling process in the environment. Reminiscent of Thorndike's (1898) law of effect, the main assumption is that individuals continue sampling information as long as it is pleasant but truncate information search when it is unpleasant. As a consequence, a pervasive negativity bias arises because initially negative attitudes cannot be corrected (due to truncated sampling), whereas continued exposure to positive attitudes objects leads to a regressive correction process. In contrast to this process model, which assumes that extreme anchors for negative attitudes are insufficiently adjusted, our own results from a virtual school class environment (Fiedler et al., 2002, 2007) suggest an opposite process. Teachers' attitudes toward the students in the class start from a neutral middling position and become more and more pronounced with increasing samples of observation. Empirical evidence from the virtual classroom confirms that the interpersonal sampling process is biased toward positive targets (i.e., high-performing students). However, extended sampling serves to polarize rather than to depolarize positive attitudes, and negative attitudes remain largely unaffected. The discrepant results from the two sampling approaches may be due to different motives guiding the learning of non-social (edible beans used by Fazio et al.) and social attitudes (individual students used in our own research).

**12.30 – 13.00:**

**Motivation and Selective Exposure: Separating Motives to Bolster Weak Attitudes from Use of Strong Attitudes as Cues to Correctness**

*Duane T. Wegener, Ohio State University*

*Jason K. Clark, University of Iowa*

*Leandre R. Fabrigar, Queen's University*

Sometimes people seek attitude-consistent information, and sometimes they do not (Frey, 1986). When unable or unmotivated to attend to all available information, people might use their attitudes as cues to which information is “correct” (Smith, Fabrigar, & Norris, 2008), and strong attitudes might serve as more impactful cues (Brannon, Tagler, & Eagly, 2007). We believe, however, that an alternative motivational mechanism also supports attitude-consistent exposure, but for different attitudes. That is, people can selectively seek attitude-consistent information when their existing attitudes are weak and need bolstering (e.g., because they are ambivalent or lack certainty). Therefore, the current task is to seek moderators of when motivational (bolstering) rather than cognitive (cue-use) processes produce attitude-consistent exposure. Recent research suggests that ability of the available information to successfully bolster the weak attitudes may play a key role in determining which pattern of exposure is obtained (Sawicki, Wegener, Clark, Fabrigar, & Smith, 2011a, 2011b).

---

# Session 7: The Self

- Saturday, May 26 -

---

**14.20 – 14.50:**

## **Defensive Self-Esteem and Attitudes**

*Geoffrey Haddock, Cardiff University*

*Jochen Gebauer, Humboldt-Universität zu Berlin*

Defensive self-esteem individuals simultaneously possess low scores on implicit measures of self-esteem (ISE) and high scores on explicit measures of self-esteem (ESE) (Jordan, Logel, Spencer, Zanna, & Whitfield, 2009). While there is some evidence about the consequences of defensive self-esteem, much of it is indirect (Bosson et al., 2008; Buhrmester, Blanton, & Swann, 2011; Gregg & Sedikides, 2010). Here, we offer novel evidence regarding the motivational implications of defensive self-esteem. Using a standard visual attention paradigm (Roskos-Ewoldsen & Fazio, 1992), Study 1 revealed that defensive self-esteem is associated with enhanced attention to defensiveness-related words. Building upon these results, Study 2 found that individuals with defensive self-esteem reported particularly strong attitudes. Study 3 examined the sensitivity of defensive self-esteem individuals to standard self-affirmation effects (Steele, 1988). The results revealed that self-affirmation was particularly effective for defensive self-esteem individuals. Overall, the results provide novel and firm evidence that the combination of simultaneously low ISE and high ESE elicits defensive tendencies.

**14.50 – 15.10:**

## **Motivations to Protect Self-Integrity: Implications for Attitudes and Defensive Processing**

*David K. Sherman & Kevin R. Binning*

*University of California, Santa Barbara*

Since the inception of self-affirmation theory, there have been many demonstrations, in both the laboratory and the field, that when people affirm the self, they are less defensive and more open in their attitudes in response to otherwise threatening information. In this talk, I will review research from three domains—health, politics, and academics—where people experience potential threats to their self-image. A multi-stage process model is presented whereby affirmations boost self-resources, which enable people to take a broader view of the threat, and to evaluate the threat independently of the self. Studies will also examine the impact of self-affirmation on political attitudes when faced with descriptive vs. probative information. These studies suggest that affirmation makes people more resistant to descriptive norms (i.e., polling data) and more open to probative information (i.e., economic evidence). Motivations to protect self-integrity can lead to group-serving and self-serving attitudes and judgments, but securing self-integrity can lead to more balanced and even-handed responses.

**15.10 – 15.30:**

**Does Affect Mediate the Effects of Mortality Salience to Polarize Evaluations?**

*Emiko Kashima, La Trobe University (Australia)*

It has been shown that mortality salience (MS) causes automatic tuning towards positive emotional information as well as polarized evaluations of worldview-relevant social targets. Moreover, exposures to the word I with positive words have been shown to decrease polarized evaluations in the MS condition. These independent findings seem to imply that the impact of MS on polarized evaluation may be mediated by positive affect. Some support was gained for this hypothesis in experiments where MS was manipulated subliminally and accessibilities of affect, self-attributes, and the death concept were measured by a lexical decision task, followed by the GNAT assessing implicit self-esteem (ISE). Theoretical and methodological implications are discussed.

---

## Session 8: Group Processes

- Sunday, May 27 -

---

**10.00 – 10.20:**

**Vicarious Hypocrisy: Bolstering Attitudes and Taking Action after Exposure to a Hypocritical In-group Member.**

*Jeff Stone, University of Arizona*

*Elizabeth Focella, University of Arizona*

*Nicholas Fernandez, University of Arizona*

*Joel Cooper, Princeton University*

*Michael Hogg, Claremont Graduate University*

Three experiments tested the prediction that when highly identified in-group members learn that an in-group member has been hypocritical about an important health behavior, the observers experience a “vicarious” form of dissonance. To reduce their dissonance, in-group members are motivated to restore the integrity of the in-group by bolstering their attitudes and behavior toward the use of the issue. In Experiment 1 (N = 70), in-group members exposed to a prototypical in-group member who was hypocritical about using sunscreen reported more positive attitudes toward using sunscreen than in-group members exposed to an out-group hypocrite or to a non-prototypical in-group hypocrite. In Experiment 2 (N = 64), more highly identified in-group observers acquired a sample of sunscreen when the in-group hypocrite's failures were attributed to high compared to low choice. In Experiment 3 (N = 65), the effect of vicarious hypocrisy on attitude bolstering was attenuated when the in-group identity was affirmed before exposure to the in-group hypocrite. The discussion focuses on the vicarious dissonance processes that motivate observers to defend, rather than eschew, another individual's act of hypocrisy.

**10.20 – 10.40:**

**A person x situation approach to prejudice reduction: Does intergroup contact work among 'prejudiced personalities'?**

*Kristof Dhont, Ghent University*

Since Allport's (1954) formulation of the contact hypothesis, a vast body of research has provided convincing empirical support for the theory that positive intergroup contact improves intergroup attitudes and reduces prejudice (Allport, 1954; Brown & Hewstone, 2005). However, more than five decades ago, Allport (1954) suggested that "...contact, as a situational variable, cannot always overcome the personal variable in prejudice" (p280). Hence, Allport was rather pessimistic about the possibilities of intergroup contact to reduce prejudice among individuals who are most in need of changing their attitudes, i.e., prejudice-prone persons. My talk will present some of our recent work addressing Allport's pessimistic views about the presumed ineffectiveness of contact among prejudice-prone persons. The results of these studies challenge Allport's suggestion and consistently show that both direct and indirect types of intergroup contact work well (and even best) among ideologically intolerant persons (i.e., high authoritarians) and cognitively rigid persons (i.e., people with a high Need for Closure). In the remainder of my talk, I will integrate some of these findings within an intergenerational framework and present the results of a recent study indicating that intergroup contact buffers against the intergenerational transmission of authoritarianism and racial prejudice.

**10.40 – 11.00:**

**Identification with Groups: A Model of Diverse Motivations**

*Sonia Roccas, The Open University of Israel*

*Adi Amit, University of Amsterdam (presenter)*

Why do people identify with groups? Researchers have been investigating the motivations underlying this basic intra-group attitude, suggesting two main motivations: self-esteem (Tajfel & Turner, 1979) and uncertainty reduction (Hogg & Abrams, 2003). National identification, for example, has been constantly related to motivations of conservatism (closely related to uncertainty reduction). Recent research, however, suggests that the motivation of conservation may, under certain conditions, reduce national identification rather than increase it (see Study 3 in Roccas, Schwartz, & Amit, 2010). We suggest that identification with groups depends on the characteristics of the group. Thus, groups may be characterized based on the different motivations they help their members satisfy. Drawing on a general theory of human motivations (Schwartz, 1992), we offer four basic motivations for group identification: self enhancement vs. self-transcendence and conservation vs. openness-to-experience. In Study 1 participants successfully mapped real life groups to the four prototypes of context-free groups (designed to capture the four motivational bases). Study 2 demonstrates the effect of each of the four motivations in identification with motivationally-specific groups. Study 3 provides evidence to the role of self-transcendence as an underlying motivation for group identification in a real life group.

**11.00 – 11.20**

**Intergroup Emotions and Behavioral Motives: The Strange Case of Anger and Fear**

*Roger Giner-Sorolla, University of Kent at Canterbury*

*Angela T. Maitner, American University Sharjah*

Anger and fear have often been mentioned to support the idea that studying intergroup attitudes benefits from distinguishing among specific emotional responses (Mackie & Smith, 2004). However, the determinants of anger and fear in an intergroup context are not completely consistent in the literature. Also, while the tendency of anger to accompany aggressive motives and fear to accompany avoidant motives is often promoted as a benefit of studying these emotions separately, actual findings vary. Sometimes anger relates to avoidant motivations as much as to aggressive ones, and sometimes fear relates to aggressive motivations as much as to avoidant ones. We present two original experiments (one using a representative sample in the US) both showing that when judging foreign groups that pose an impending national-level threat, manipulations of their perceived injustice increase anger, and manipulations of their perceived power increase fear, exclusive of the other emotion's effects. In this context, anger predicts aggressive and defensive responses, but fear opposes anger in other ways, increasing rather than decreasing support for negotiation. Finally, we offer an integrative resolution of findings in the intergroup attitudes literature, based on the distinction between external threat that is impending, external threat that is consummated, and internal justice.

---

# Session 9: Motivation and fluency

- Sunday, May 27 -

---

**11.40 – 12.00:**

**Motivation and Mental Accessibility: The Role of Motivational Relevance**

*Baruch Eitam, University of Haifa*

The notion of accessibility of mental representations has been invaluable in explaining and predicting human thought and action. I propose that whether an externally stimulated representation is available to mental processes is a function of that representation's current motivational relevance. More specifically, I build on a recent analysis of human motivation (Higgins, 2011) to suggest that stimulated representations are evaluated in light of their current relevance to one of three overarching functions: having desired results ('value relevance'), establishing what's real ('truth relevance'), and managing what happens ('control' relevance). The degree of a representation's relevance then determines the degree that it affects (and is affected by) other mental processes. Reviewing extant data I then discuss how this framework can influence how we think of accessibility, automaticity, selective attention and recall and their relation to motivation.

**12.00 – 12.20:**

**Person Perception Revisited: The Impact of Perceptual Fluency on Evaluations of Out-Group Members**

*Rene Kopietz (University of Münster)*

*Olivier Klein (Université Libre de Bruxelles)*

When making social judgments about others people typically rely on information easily accessible; that is, they use simple heuristics like schemas or stereotypes for their evaluations. This is particularly likely, when there is no good reason to process information more effortful. One such reason is the experience of disfluency, which functions as a mental stop sign and activates more systematic information processing. In our experiment, American participants were presented ambiguous hostile behaviors performed by a single individual characterized either as Black (Tyrone) or White (Brad). Independently, processing fluency was manipulated by presenting these behaviors in a font that was either easy (Times New Roman) or hard (Mistral) to read. We found that participants evaluated the White target more positively when fluency was low (vs. high) whereas the reverse pattern was obtained when the target person was Black. The results are discussed using a motivated cognition account.

---

## Poster Session

- Friday, May 25, 17.00 – 18.30 -

---

### **The Implicit Relational Assessment Procedure (IRAP) as an Implicit Measure of Need Satisfaction – and Frustration**

*Jolene van der Kaap-Deeder, Ghent University*

*Beiwen Chen, Ghent University*

*Maarten Vansteenkiste, Ghent University*

The aim of the current study was to develop and validate an implicit measure of need satisfaction and –frustration. The satisfaction of the three psychological needs that, according to the Self-Determination Theory, is essential for an optimal psychological development of a human being has mostly been measured at an explicit level. We expect, however, that the outcomes on explicit and implicit measures of need satisfaction or –frustration can differ. The Implicit Relational Assessment Procedure (IRAP) was adapted to measure implicit need satisfaction and –frustration. A ‘known-groups’ approach was implemented to validate this newly-developed measure. A group with an anticipated high implicit level of autonomy frustration, namely prisoners, was compared to a group of students with anticipated higher levels of autonomy satisfaction. It is expected that the first group will show less need satisfaction and more need frustration on the IRAP.

### **Indirectly measured attitudes as a predictor of alcohol use: Does attitude accessibility matter?**

*Mathilde Descheemaeker, University of Leuven, Belgium*

*Adriaan Spruyt, Ghent University, Belgium*

*Dirk Hermans, University of Leuven, Belgium*

Indirect attitude measures can be valuable for the prediction of alcohol-related behavior, because they have proven superior to direct measures when attitudes are socially sensitive and behavior is under little conscious control. However, their predictive validity has not always been confirmed, leading us to investigate whether the accessibility of the attitude from memory is a moderator of this relationship. Attitude accessibility is determined by the associative strength between the attitude object and its valence and influences the degree to which an attitude is automatically activated. We hypothesize that an indirectly measured attitude will reliably predict behavior, especially when it is highly accessible (i.e. operationalized as a short response latency of evaluative categorization). Students will be selected to participate in the high or low accessible group based on an accessibility measurement during a mass testing session. We will investigate whether the indirectly measured attitude towards beer (picture-picture naming task) is predictive of choice behavior (beer or water) and the amount of beer poured and drunk during a so-called taste test. Results will be presented and discussed.

## **Evaluative Conditioning is influenced by an evaluative task focus**

*Anne Gast, Ghent University*

*Klaus Rothermund, Friedrich-Schiller-University of Jena*

Evaluative conditioning (EC) is the valence change of a typically neutral stimulus (CS) that is due to the previous pairings with another typically valent stimulus (US). It will be shown that EC effects are stronger if people have an evaluative task focus during the conditioning phase. We will further present evidence for two processes that might underlie this effect. First, if participants have the task to evaluate stimulus pairs they form a direct mental link between the neutral CS and an evaluative response, which later influences the evaluation of the CS. Second, if people have an evaluative task, they direct more attention to the valence relevant aspects of the US than if they have a non-evaluative task. Whether the valence relevant features of a US are attended to or not, in turn determines whether a learned CS-US link influences the evaluation of the CS.

## **First See, Then Nod: The Role of Temporal Contiguity in Embodied Evaluative Conditioning of Social**

*Annemarie M. Wennekers, Radboud University Nijmegen, the Netherlands*

*Rob W. Holland, Radboud University Nijmegen, the Netherlands*

*Daniël H. J. Wigboldus, Radboud University Nijmegen, the Netherlands*

*Ad van Knippenberg, Radboud University Nijmegen, the Netherlands*

Head nodding and shaking are bodily signals of approval and disapproval, respectively. Previous research has shown that these movements can be used to shape attitudes by means of evaluative conditioning. In the present experiment, we studied the conditions under which evaluative conditioning with head movements can alter social attitudes. Specifically, we investigated whether the evaluative conditioning effect depends on the order in which the target stimulus and the head movement are presented. The results showed that repeated coupling of head nodding with out-group names reduced negative implicit associations with this out-group only when the head nodding movement followed the target name. No effects were found when the movement preceded the name in the conditioning procedure. The authors conclude that embodied evaluative conditioning effects are constrained to a sequence of the target stimulus and head movement that corresponds to the natural temporal script in which the stimulus precedes the evaluative embodied reaction.

**Title: missing**

*Eefje Rondeel, affiliation missing*

We investigated whether cognitive control leads to decision strategies in line with a goal. In three studies we measured individual differences in cognitive control and a decision making task was performed. In two studies, participants performed an adjusted 'beads-in-a-jar' task, in which information has to be requested to make a correct decision. The 'beads-in-a-jar' task is performed accurately when more beads are requested, leading to fewer incorrect decisions. The task is performed efficiently when fewer beads are requested, leading to more correct decisions. In study 1, participants were instructed to be efficient. High cognitive control was related to requesting fewer beads and making more correct decisions. Especially the cognitive control component updating was involved in the effects. In study 2 we replicated the above results with a between subjects manipulation of the task goal (accuracy vs. efficiency). In study 3, participants performed a card game in which they had to earn points for either money or the environment. Again, higher updating capacity was related to performance and strategies in line with the instructed task goal, but only when participants were instructed to earn points for the environment. This could indicate that an "environment goal" requires more effort.

### **Intergroup contact buffers against the intergenerational transmission of authoritarianism and racial attitudes**

*Kristof Dhont, Ghent University*

*Alain Van Hiel, Ghent University*

Authoritarianism has recently been reconceptualized as a social-attitudinal variable expressing the motivational goals of social cohesion and collective security and is considered an ideological basis of racial attitudes. Recent work has shown that parents pass on their authoritarian attitudes to their children and that this intergenerational transmission of authoritarianism explains a considerable part of the intergenerational transmission of racial attitudes. The present study extended this research line and focused on the buffering role of positive intergroup contact in the intergenerational transmission of authoritarianism and racial attitudes in a sample of adolescents and one of their parents. In accordance with our expectations, adolescents' intergroup contact experiences moderated the mediated relationships between parental authoritarianism and adolescents' prejudiced attitudes, both via adolescents' authoritarianism and via parental prejudice. These relationships were stronger among adolescents with lower, rather than higher, levels of intergroup contact. We conclude that intergroup contact buffers the indirect relationship between parents' authoritarianism and adolescents' racial prejudice and therefore constitutes a promising means of reducing the intergenerational transmission of prejudice.

## **Time is gold: The Benefits of Choice Delay in Ambivalent Decision-Making**

Hannah Nohlen, *affiliation missing*  
Frenk van Harreveld, *affiliation missing*  
Mark Rotteveel, *affiliation missing*  
Joop van der Pligt, *affiliation missing*

Experiencing attitudinal ambivalence in decision situations is associated with increased arousal and negative affect. In three studies we investigated choice delay as a way of coping with ambivalent decision situations. In the first two studies we found support for our idea that decisions charged with attitudinal ambivalence are postponed more often and to a later point in time than decisions regarding univalent attitudes. Next we investigated the effectiveness of choice delay as a coping strategy by manipulating the amount of time participants had between the induction of ambivalence and the ambivalent choice. Holders of ambivalent attitudes who were not able to postpone the decision experienced more attitudinal ambivalence after having made a choice than ambivalent participants who were able to postpone the choice and participants in a univalent control group. Results suggest that choice delay can be an effective tool to avoid an unpleasant experience of ambivalence in decision situations.

## **Are You a Stressed Perfectionist? How Achievement Motivation Influences Your Psychological and Physiological Responses**

Elisabeth Zureck, *Technische Universität München, Germany*  
Friederike Gerstenberg, *Technische Universität München, Germany*  
Christine Altstötter-Gleich, *University of Koblenz-Landau, Germany*  
Natalia Schneider, *University of Koblenz-Landau, Germany*  
Manfred Schmitt, *University of Koblenz-Landau, Germany*

In a series of studies we investigated how perfectionism is related to different stress responses. In a first study we examined whether, compared to functional perfectionists, dysfunctional perfectionists are related to more vulnerability after a stress induction (Trierer Social Stress Test, Kirschbaum, Pirke, & Hellhammer, 1993). In relation to psychological responses (e.g., mood, arousal, anxiety) significant moderator effects of perfectionism were found. With regard to physiological responses (cortisol) a main effect of experimental condition was obtained (higher levels of cortisol in the stress condition). In a second study we examined the influence of implicit (Heckhausen, 1966) and explicit achievement motivation (Schönbrodt & Gerstenberg, 2011) as a potential mediator of the moderating effects of perfectionism. The empirical findings on psychological and physiological responses (cortisol, heart rate variability) are discussed with regard to the potentially underlying mechanisms of personality and stress.

## **Strategic Ambivalence: Self-Presentational Concerns in the Expression of Attitudinal Ambivalence**

*Vincent Pillaud, University of Lausanne, Switzerland*

*Nicoletta Cavazza, University of Modena-Reggio Emilia, Italy*

*Fabrizio Butera, University of Lausanne, Switzerland*

Five experiments investigated whether individuals can exert some control over the expression of attitudinal ambivalence and if this control is exerted with self-presentational concerns. Using the self-presentation paradigm, participants were first asked to fill in ambivalence measures in a standard way, then in such a way as to present themselves positively (self-enhancement), and then in such a way as to present themselves negatively (self-depreciation), with the last two counterbalanced. Using Internet-based (Experiment 1) and laboratory paper-and-pencil (Experiment 2) procedures, it was found that participants reported significantly more ambivalence in the standard condition and in the self-enhancement condition than in the self-depreciation condition. This was observed on both felt ambivalence (Experiments 1a and 2a) and potential ambivalence, in its cognitive (Experiments 1b and 2b) and affective components (Experiment 1b and 2c). Attitudinal ambivalence may thus serve an adaptive function, with a view to achieving social desirability.

## **Goal Source Effects in Stereotype Activation**

*Laura F. Kimberley, University of Birmingham*

*B. D. Stewart, please provide first name, affiliation missing*

*K. A. Quinn, please provide first name, affiliation missing*

Research has demonstrated that goals influence the automaticity of stereotyping and prejudice. Less, however, is known about the mechanisms behind that influence. The source of the goal (i.e., internal or external) may matter even after people have achieved their goal. In an initial study, we primed participants with either an internal egalitarian goal (e.g., derived from personal beliefs and values) or an externally imposed egalitarian goal (e.g., imposed by the social pressure), before instructing them to think about past success in achieving the goal. Consistent with the reasoning that internally generated goals lead individuals to respond to success/progress by relaxing their goal pursuit, participants primed with an internal goal showed evidence of stereotype activation; they responded faster to Black-stereotypic than stereotype-neutral words on a lexical decision task. In contrast, externally imposed goals may have led individuals to respond to success/progress by inferring commitment to the goals. Participants primed with an external goal showed evidence of stereotype control because they responded equally quickly to Black-stereotypic and stereotype-neutral words on a lexical decision task.

## **Revise or Recommit? How Decision Reversibility Affects Regulatory Focus**

*Lottie Bullens, affiliation missing*

*Frenk van Harreveld, affiliation missing*

*Jens Förster, affiliation missing*

The present research tested two opposing hypotheses concerning the relation between decision reversibility and regulatory motivation. On the one hand, it was suggested that reversible decision-making may signal opportunities, and therefore triggers a relative promotion focus. On the other hand, it was predicted that reversible decision-making may direct one's attention towards the possibility of making a wrong choice, thereby triggering a relative prevention focus. In four studies we manipulated the reversibility of a decision and used different indicators of regulatory motivation. Specifically, Study 1 tested for differences in participants' preference for approach versus avoidance strategies towards a desired end-state. In Study 2, we used speed and accuracy performance as indicators of participants' regulatory motivation and in Study 3 we measured global vs. local reaction time performance and analytical ability. Finally, in Study 4 we approached the research question in a different way making use of the value-from-fit hypothesis (Higgins, 2000, 2002) and tested whether a fit between chronic regulatory focus and focus induced by the reversibility of the decision increased participants' subjective positive feelings about the decision outcome. The results supported the second, perhaps more counterintuitive, hypothesis showing that reversible decisions trigger a relative prevention focus compared to irreversible decisions.

## **Why should we say sorry? Image and obligation shifting are independent predictors of ingroup satisfaction with apologies.**

*Erica Zaiser, affiliation missing*

*Roger Giner-Sorolla, affiliation missing*

Intergroup apologetic actions are increasingly used to rectify past wrongs, but the motivation behind these acts are poorly understood. Three studies tested a model in which the ingroup's satisfaction with apologetic acts comes from two motives: the desire to shift obligation to the other group, and the desire to improve the ingroup's image. In Study 1, British participants read about a British apology for the slave-trade. Results suggested image improvement and obligation shifting predicted satisfaction independently. In Study 2, British participants read that Britain gave either an apology, reparations, or a dual apology/reparations act to Egyptians for landmines. Preference for reparations over an apology and the dual act over either single act could be explained by these two motivators. Study 3, which examined a British apology for the Irish Potato Famine, found image and obligation to predict preference for an apology over a non-apologetic statement. Obligation shifting led to reduced support for giving assistance to Ireland during the present-day banking crisis. These studies demonstrate that image and obligation shifting can independently predict satisfaction with an apology. Furthermore, when obligation shifting is perceived as being fulfilled by the apology, the motivation to repair relations with the victim group is reduced.

## **Self-Affirmation, Ecological Worldviews, and Pro-Environmental Motives**

*Anne-Marie van Prooijen, affiliation missing*

The self-affirmation literature tells us little about the effects of self-affirmation in the absence of potentially threatening information. In the study reported here ( $N = 90$ ) we examined whether self-affirmation might accentuate orientations towards environment-related actions in the absence of an explicit climate change threat. We found that self-affirmation led to more pro-environmental motives among participants with positive ecological worldviews but led to less pro-environmental motives among participants with negative ecological worldviews. These findings suggest that self-affirmation might serve to validate a person's initial worldviews about environmental issues in situations where no explicit information is presented to challenge those beliefs.

## **How Verb Tense Moderates the Influence of Attitudes and Past Behavior on Drinking Intentions**

*Pilar Carrera, Universidad Autónoma de Madrid, Spain*

*Dolores Albarracín, University of Illinois at Urbana-Champaign, Spain*

*Amparo Caballero, Universidad Autónoma de Madrid, Spain*

*Dolores Muñoz, Universidad Autónoma de Madrid, Spain*

The present research examined how the use of the past versus the present tense influences behavioral intentions. Experiment 1 revealed stronger influence of past behaviors on intention when participants self-reported an episode of excessive drinking using the present tense, but stronger influence of attitudes toward behavioral intention when the report was in the past tense. Experiments 2 and 3 suggested that this effect was explained by changes in construal level (Liberman et al., 2007; Trope & Liberman, 2003). Our results showed that verb tense had no direct influence on intentions but did affect the type of information used as a basis for behavioral intentions. The influence of the present tense resembled that of a construal level manipulation, with the present tense being similar to a concrete construal level and the past tense being similar to an abstract construal level. In sum, our results illustrate the effects of verb tense on intention formation and also show that construal level is influenced by subtle changes in language. The implications of these findings for basic and applied research are discussed.

## **“When Being Sure that You Are Unsure Predicts Behavior”. Some Ambivalent Attitudes are More Predictive of Behavior than Others**

*Nico Heuvinck, affiliation missing*

*Iris Vermeir, affiliation missing*

*Maggie Geuens, affiliation missing*

Distinguishing between manifest ambivalence (knowing conflicting information) and anticipated ambivalence (expecting conflicting information), we show in a first study that manifest ambivalence yields greater attitude certainty compared to anticipated ambivalence, although experiencing the same level of subjective ambivalence and general attitude. Furthermore, this difference is driven by a higher attitude clarity (cf. being confident what your true attitude is) for manifest ambivalent compared to anticipated ambivalent people rather than a higher attitude correctness (cf. being sure that your attitude is correct/valid/justified giving the available information). Study 2 & 3 replicate and further extend this by showing that, although experiencing the same subjective ambivalence level and general attitude, manifest ambivalent attitudes are more predictive of behavioral intention (Study 2) and ‘real’ behavior (Study 3) compared to anticipated ambivalent attitudes. This is mediated by the difference in attitude certainty. However, there is no difference regarding attitude-behavior(al intention) correspondence between manifest ambivalent and univalent people. Taken together, these findings shed light on the difference of the underlying structure of feelings of subjective ambivalence and how the type of attitudinal ambivalence (manifest versus anticipated) influences attitude certainty and attitude-behavior correspondence. Importantly, they help explain mixed findings from previous literature.

## **Moving On Means Leaving Behind: Locomotors Devalue Support Providers Following Goal Progress**

Edward Orehek, University of Groningen  
Gráinne M. Fitzsimons, Duke University  
Arie W. Kruglanski, University of Maryland

According to regulatory mode theory (Higgins et al., 2003; Kruglanski et al., 2000), individuals high in locomotion tendencies are motivated to perpetuate their psychological movement. One consequence of the desire for constant movement is that locomotors are theorized to be more likely to shift their concern away from goals and their associated means once progress has been made. This tendency is of particular social relevance when means to goal progress are other people--prior support providers and enablers who no longer are of service once a goal has been attained. The current research investigates the hypothesis that because of high (vs. low) locomotors' theorized tendency to move on from progressed goals, they will devalue others who were helpful in the pursuit of goals on which progress has been made as compared to goals on which progress has been lacking. In this sense, we suggest that locomotors may leave behind the very people who were instrumental to their accomplishments. Four studies differing in ways of inducing or assessing the locomotion tendency, types of goals, manners of manipulating or assessing goal progress and of tapping devaluation furnished consistent support for this hypothesis.

### **US revaluation effect is possible with and without contingency awareness**

*Robert Balas, Warsaw School of Social Sciences and Humanities*  
*Joanna Sweklej, Warsaw School of Social Sciences and Humanities*

Evaluative conditioning (EC) is currently seen as one of the primary mechanisms of attitude formation and change. The EC effect is a change in evaluation of initially neutral stimulus (CS) due to its repeated pairing with either positive or negative stimulus (US). One of the features of conditioned evaluative responses is that a change in US valence influences the evaluation of CS that was conditioned with this particular US (US revaluation effect). The present studies focus on whether US revaluation effect is moderated by contingency awareness, i.e. participants' memory for CS--US contingencies. Across 3 experiments we show that US revaluation effect a) occurs for both aware and unaware CS--US contingencies, b) the magnitude of this effect depends on the salience of CS--US relationship, and c) participants focus on US valence during conditioning. The data are discussed in context of associative and propositional accounts of EC.