



Small Group Meeting

on

**The application of self-regulation approaches
to social psychological phenomena**

July 11th & 12th 2011



at the

Nordic Sea Hotel Stockholm
held before the
16th EASP General Meeting 2011

Stockholm

Organizers:

Kai J. Jonas, University of Amsterdam
Kai Sassenberg, Knowledge Media Research Center, Tübingen
Daan Scheepers, University of Leiden

Finding the Venue:

Nordic Sea Hotel Stockholm
Vasaplan 4
Room "Havet"

Travel:

Arriving by train to Stockholm central station/directly from Arlanda Airport

Well inside Stockholm Central Station, follow the signs for Arlanda Express. When you reach the ticket counter, turn right into Vasaplan. The entrance to the Nordic Sea Hotel is situated on the right hand side about 50 meters straight ahead on Vasaplan towards the next street Vasagatan.

Arriving from within Stockholm

T-Centralen is the closest metro station. On the surface, cross Klarabergsviadukten and follow Vasagatan until you come to Vasaplan. The hotel is on your left side.



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The application of self-regulation approaches
to social psychological phenomena

Program Overview

Monday, July 11th 2011

- 17:30 Introduction
Kai J. Jonas, Daan Scheepers, Kai Sassenberg
- 18:30 – 19:30 Keynote
Does power magnify the expression of dispositions?
A situated perspective of power and judgment
Ana Guinote, University College London
- 19:30 – 20:15 *Social Hour in the Hotel Ice Bar*
- 20:15 - ... *Joint Dinner (optional)*

Tuesday, July 12th 2011

- 9:00 – 9:30 *Coffee, tea and rolls*
- 9:30 – 10:00 Regulating the inter-personal self: Social exclusion as a strategy for maintaining and enhancing relationships
Natalie Wyer & Kimberley Schenke, University of Plymouth
- 10:00 – 10:30 Sensitivity and response to humiliation – a self regulatory perspective
*Kai J. Jonas, Marte Otten, & Bertjan Doosje
University of Amsterdam*
- 10:30 – 10:45 *Coffee break*
- 10:45 – 11:15 The benefits of interpersonal regulatory fit for individual goal pursuit
Francesca Righetti, Vrije Universiteit Amsterdam
- 11:15 – 11:45 If-then planning improves children's group cooperation at school
*Frank Wieber¹, Peter M. Gollwitzer^{1,2}, Anika Fäsche¹,
Tobias Heikamp¹, Ines Spitzner¹, & Gisela Trommsdorff¹
¹ University of Konstanz, ² New York University*
- 11:45 – 12:50 *Lunch*

Tuesday, July 12th 2011

- 12:50 – 13:20 Attentional and behavioral consequences of prejudice expectations: The role of regulatory focus
Tomas Ståhl, Colette van Laar, Naomi Ellemers, & Belle Derks, Leiden University
- 13:20 – 13:50 By any means necessary: The effect of regulatory focus on normative and non-normative collective action
Maarten Zaal, Colette van Laar, Tomas Ståhl, Naomi Ellemers, & Belle Derks, Leiden University
- 13:50 – 15:10 *Poster Session and Coffee Break*
- 15:10 – 15:40 Regulating one's concern for others: The influence of detailed processing on empathy and perspective-taking
Karl-Andrew Woltin, Université catholique de Louvain
- 15:40 – 16:10 When promotion focus and avoidance result in the same effects: The case of perspective taking
*Claudia Sassenrath & Kai Sassenberg
Knowledge Media Research Center, Tübingen*
- 16:10 – 16:30 *Break*
- 16:30 – 17:30 Keynote
Group commitment revisited: Value from engagement
E. Tory Higgins, Columbia University
- 17:30– 18:00 *Farewell*

Poster Session: Tuesday July 12th 2011, 13:50 – 15:10

Moderated regression for studying regulatory focus profiles ... Why not ?
Vincent Angel & Dirk D. Steiner

Vitalize me! Effects of mediated scenes on the replenishment of self-regulation strength
Femke Beute & Yvonne de Kort

Feeling bad about being sad: The role of social expectancies in amplifying negative emotions
Bastian Brock, Peter Kuppens, & Matthew Hornsey

Explaining the control–aggression effect: The case against a failure of self-regulation
Katharine H. Greenaway, Michael C. Philipp, & Katherine Storrs

Can the effect of self-control on healthy eating be explained with more proximal social cognitive factors among young men?
Nelli Hankonen, Marja Kinnunen, & Pilvikki Absetz

The influence of motivational factors on the perception of information in group discussions
Florian Landkammer & Kai Sassenberg

The mere anticipation of an interaction with a woman can impair men's cognitive performance
Sanne Nauts, Martin Metzmacher, Thijs Verwijmeren, Vera Rommeswinkel, & Johan C. Karremans

Regulatory focus and altruistic punishment: The role of vigilant self-regulation in social dilemma situations
Stefan Pfattheicher, Johannes Keller & Anne Landhæusser

Guilty thoughts, Not guilty feelings, help self-control
Jared Piazza & Roger Giner-Sorolla

Collective if-then planning circumvents escalation of commitment in group decision-making.
J. Lukas Thürmer, Frank Wieber, & Peter M. Gollwitzer

Dealing with negative math stereotypes: The role of regulatory foci
Colette van Laar, Tomas Ståhl, Belle Derks, & Naomi Ellemers

Coping with self-regulation failure in the context of buying lapses
Sunghwan Yi

Abstracts

Talks

Does power magnify the expression of dispositions? A situated perspective of power and judgment

*Ana Guinote
University College London*

Powerful individuals have less constraint and can act at will. These individuals can allocate their undivided attention more narrowly in line with their motivations or salient aspects of the environment, whereas powerless individuals need to attend to multiple cues. In the present talk I will discuss research pointing out that this information processing mode of powerholders increases situated judgment. I will present studies supporting these claims in the context of person driven vs. situational influences on judgment and behavior. In these studies chronic dispositions of the person are accessed, and judgments are made in contexts that favor or not the application of chronically accessible knowledge. The results indicate that power increases judgments in line with accessible constructs regardless of whether these constructs are chronically or temporarily accessible. Thus, power magnifies the expression of dispositions but only in particular (neutral) contexts, when alternative constructs are activated powerful individuals utilize instead these temporarily accessible alternative constructs.

Group Commitment Revisited: Value From Engagement

E. Tory Higgins
Columbia University

Recognizing that value involves experiencing pleasant or painful outcomes is important to understanding the psychology of value. But it is not enough. I will present a new theory which proposes that ***strength of engagement*** also contributes to experienced value through its contribution to the experience of motivational force—an experience of the intensity of the force of attraction to or repulsion from the value target. The subjective outcome properties of a value target influence strength of engagement, but there are factors separate from these consequential properties of the value target that also influence engagement strength and thus contribute to the experience of attraction or repulsion. These additional sources of engagement strength include using the right or proper means of goal pursuit, overcoming adversity and obstacles, certainty about future events, and regulatory fit between the regulatory focus and manner of goal pursuit. I will present evidence of the impact on value from these additional sources. I will then discuss the potential contribution of engagement strength to group members' commitment to (and identification with) their group.

Experience and response to intergroup humiliation: A self-regulation approach

*Kai J. Jonas, Marte Otten, & Bertjan Doosje
University of Amsterdam*

Humiliation is defined as being unjustly degraded, put down and leads to deep dysphoric feelings. Experiencing humiliation due to one's group membership can lead to extreme emotions, also compared to the experience of (mere) discrimination. Furthermore, victims of humiliation can turn into humiliating perpetrators themselves when they, often at a later point in time, seek revenge for the experienced humiliation or show carry over effects of aggression. In three studies we differentiated humiliation from discrimination (Study 1), investigated the emotional response, namely feelings of powerlessness and inferiority, in high status victim groups that get humiliated (Studies 2 + 3). Here self-regulation should play a crucial role since the chronic regulatory fit (promotion focus) is at odds with the incidental humiliation experience. Yet, given chronic experiences of humiliation the picture reverses and prevention focus becomes the relevant determinant, but with a change from vengeful to more protective behavior.

Taken together, the studies give a first insight in how far victims of (chronic and incidental) humiliation deal with and respond to these experiences and how their self regulation strategies impact on subsequent behavior.

The benefits of interpersonal regulatory fit for individual goal pursuit

Francesca Righetti
Vrije Universiteit Amsterdam

People do not pursue goals in isolation but they are often surrounded and influenced by others. Regulatory focus theory and the concept of regulatory fit may illuminate when an interpersonal influence can be motivating and instrumental for the individual's goal pursuit. Specifically, the present work examines how the individual's goal pursuit is affected by advice and support received from a close other whose orientation fits (or does not fit) the individual's orientation. We sought to investigate whether this type of interpersonal regulatory fit causes consequences for goal pursuit that parallel those of intrapersonal regulatory fit. Furthermore, we investigated whether these effects occur in a symmetrical fashion for both promotion and prevention oriented individuals. Six studies consistently revealed that only promotion oriented individuals profited from interpersonal regulatory fit and experienced motivational benefits when receiving goal related suggestions from promotion oriented others. Prevention oriented individuals did not profit from interpersonal regulatory fit. Possible mechanisms for these asymmetrical effects were also assessed. This work supports the proposal that regulatory fit can fruitfully be examined as an interpersonal phenomenon, highlighting the important role interpersonal relationships play in the pursuit of personal goals.

When promotion focus and avoidance result in the same effects: The case of perspective taking

*Claudia Sassenrath & Kai Sassenberg
Knowledge Media Research Center, Tübingen*

Perspective taking, that is intuiting the experiences of another individual can best be conceptualized as a dual process of automatic, egocentric anchoring and controlled, serial adjustment from that anchor (Epley & Caruso, 2009).

Five experiments examined how self-regulatory strategies can enhance perspective taking performance by highlighting the inadequacy of the egocentric anchor as the starting point of perspective taking. It is argued that accomplishment-based self-regulation (i.e., the promotion focus) as well as the activation of the avoidance motor system enhance perspective taking since both highlight the inadequacy of the egocentric anchor as starting point for the perspective taking process. The promotion focus comes along with a state of heightened private self-awareness (Brebels, De Cremer, & Sedikides, 2008). Highlighting own thoughts and feelings in the context of perspective taking highlights possible differences between individuals' perspectives, thus, emphasizing the inadequacy of the egocentric bias in perspective taking. Avoidance motor actions should enhance perspective taking since they incorporate an embodied representation of adjustment from the self in the context of perspective taking as egocentric anchoring and adjustment.

Concerning security-based self-regulation (i.e., the prevention focus) it is argued that regulating security needs renders importance to others as they can affect personal security and should, thus, lead to attention allocation towards them. However, since the egocentric starting point of the perspective taking process is not emphasized, it is not clear from where to adjust from. Hence perspective taking performance should not be enhanced in the prevention focus. Results of the five experiments confirm all predictions.

Attentional and behavioral consequences of prejudice expectations: The role of regulatory focus

*Tomas Ståhl, Colette van Laar, Naomi Ellemers, & Belle Derks
Leiden University*

Members of stigmatized groups frequently expect prejudiced treatment in interactions with majority members. Expectations of prejudiced treatment can in turn lead to self-fulfilling prophecies via processes such as a selective search for confirmatory evidence of prejudice, biased interpretations of ambiguous social cues as signs of social rejection, and more negative behaviors towards the majority member. At the same time, other studies suggest that concerns about social rejection can cause individuals to selectively search for signs of social acceptance rather than rejection, and to engage in compensatory pro-social behaviors in an attempt to facilitate the interaction. In the present research we attempt to reconcile these conflicting findings. Specifically, we propose that prejudice expectations affect attention and behavior in different ways depending on the individual's regulatory focus. Two studies demonstrate that individuals respond to prejudice expectations by directing their attention towards social acceptance cues when under a promotion focus, but not when under a prevention focus. A third study aims to replicate these findings as well as to obtain evidence that prejudice expectations direct attention towards social rejection cues when under a prevention focus. In addition, the third study also examines the behavioral consequences of prejudice expectations depending on regulatory focus. Specifically, we investigate whether prejudice expectations increase (vs. decrease) trusting behaviors directed at the interaction partner under a promotion (vs. prevention focus). *

*The third study is scheduled to go into the lab in February 2011. Therefore, the talk may change slightly depending on the results of this study.

If-then planning improves children's group cooperation at school

Frank Wieber¹, Peter M. Gollwitzer^{1,2}, Anika Fäsche¹, Tobias Heikamp¹, Ines Spitzner¹, & Gisela Trommsdorff¹

¹ University of Konstanz

² New York University

An important objective of elementary school is teaching children to successfully cooperate in groups. However, as cooperative tasks often require deferring individual goal pursuit in favor of a group goal, cooperation places high demands on children's ability to regulate their own goal striving while working on a group goal.

To test whether specific if-then plans (implementation intentions; Gollwitzer, 1999) improve children's cooperative behavior at school, groups of children in fourth-grade elementary classes (mean age of 10) received instructions about a useful cooperation strategy for an upcoming puzzle task, either in the form of an if-then plan (implementation intention condition) or not (no-implementation intention condition).

In the puzzle task, the group goal was to attain as many points as possible. Each child received presorted puzzle pieces, of which half came from a brown butterfly that was worth the most points but required exchanging puzzle pieces with other children (cooperation); the other half belonged to a blue butterfly that was worth fewer points but did not require the exchange of any puzzle pieces (no-cooperation).

The results showed that implementation intention groups were more successful at striving for the cooperative goal than no-implementation intention groups, as indicated by higher completion rates for the cooperation puzzle pieces; these higher rates of cooperation did not negatively affect the completion rates for the no-cooperation puzzle pieces. Implications for collective goal pursuit as well as if-then planning are discussed with respect to future research and potential applications.

Regulating one's concern for others: The influence of detailed processing on empathy and perspective-taking

Karl-Andrew Woltin¹, Olivier Corneille¹, Vincent Yzerbyt¹ & Jens Förster²

¹Université catholique de Louvain

²University of Amsterdam

Based on models that propose self-other differentiation as a functional component of empathy (e.g. Decety & Jackson, 2004) and recent findings linking a detailed (vs. holistic) processing style to dissimilarity (vs. similarity; Förster, 2009) we expected and found empathic concerns to be enhanced in contexts promoting a detailed processing style. Specifically, empathic concern was enhanced following manipulations of local (compared to global) perceptual scope (Study 1), prevention (compared to promotion) focus motivation (Study 2), and low (compared to high) power (Study 3). A control group (Study 1) indicates that the effect is indeed driven by detailed processing.

However, whereas detailed processing may foster effective social functioning by increasing people's empathic propensity (i.e., the *affective* component of empathy) this may come at the cost of reducing their propensity to take others' perspectives (i.e., the *cognitive* component of empathy). Perspective-taking entails self-other assimilation and merging (e.g. Davis et al., 1996; Galinsky et al., 2008) and should thus be reduced in contexts associated with a detailed processing style with a focus on dissimilarities (Förster, 2009). Indeed, this effect was obtained when local (vs. global) perceptual scope was manipulated (Study 4), as well as when manipulating psychological proximity (vs. distance; Study 5) and prevention focus (vs. promotion focus; Study 6) motivation. Using control groups (Studies 4 and 6) we have evidence that the effect is driven by detailed processing.

Thus, simple contextual changes known to impact on processing styles may influence empathy and perspective-taking beyond individual differences.

Regulating the inter-personal self: Social exclusion as a strategy for maintaining and enhancing relationships

*Natalie Wyer & Kimberley Schenke
University of Plymouth*

Research into the consequences of social exclusion has flourished in recent years. With few exceptions, research has focused on the consequences of being ostracised by others. The present research considers the function of social exclusion for those who do the excluding. We argue that engaging in social exclusion has important implications for the self in relation to others. Social exclusion is viewed as a form of self-categorisation, the result of which is that included others are assimilated to and excluded others are contrasted away from the self. Assimilation and contrast, in turn, directly influence how interpersonal relationships are experienced. Here, we report evidence in favour of this conceptualisation, derived from face-to-face and on-line interactions in which participants exclude or are excluded by others. Our data indicate that (previously unacquainted) individuals who engage in exclusion (either intentionally or unintentionally) perceive their relationship as closer and more likely to continue than do those who have similar interactions but who do not exclude others. Consistent with our proposal that these differences are driven by assimilation and contrast, these perceptions are accompanied by increased perceived similarity between excluding individuals (and decreased similarity between excluding and excluded individuals). Perhaps most importantly, partners in exclusion are also more likely to exhibit self-other confusion in their memories of the interaction, whilst such confusions are significantly less likely to occur between excluding and excluded individuals. Implications for viewing social exclusion as a form of relational self-regulation will be discussed.

By any means necessary: The effect of regulatory focus on normative and non-normative collective action

*Maarten Zaal, Colette van Laar, Tomas Ståhl,
Naomi Ellemers, & Belle Derks
Leiden University*

In two studies, we investigated the role of regulatory focus in the decision to engage in normative (peaceful) and non-normative (more violent) forms of collective action among members of a low status group. We argue that when prevention oriented, but not promotion oriented individuals hold a strong moral attitude mandating collective action that the goal of this action becomes seen as a necessity. Because of this perceived necessity of the attainment of the collective goal, prevention oriented individuals were expected to become willing to use violent (non-normative) forms of collective action in pursuit of this goal. In two studies, we show that this is indeed the case. Study 1 showed that individuals with a strong moral attitude mandating collective action become willing to engage in both normative and non-normative forms of collective action in response to the discrimination of their group, but only to the extent that they have a chronically active prevention focus. Study 2 replicated this effect using an experimental induction of promotion or prevention focus and showed that for prevention oriented individuals, holding a strong moral attitude mandating collective action overrides moral objections to non-normative collective action in the willingness to engage in this form of action. Thus, prevention oriented individuals with a strong moral attitude mandating collective action are willing to engage in non-normative collective action, even when they see this form of action as immoral. For prevention oriented individuals with a strong moral reason for engaging in collective action, the ends justify the means.

Abstracts

Poster

Moderated regression for studying regulatory focus profiles ... Why not ?

*Vincent Angel & Dirk D. Steiner
Université de Nice-Sophia Antipolis*

Methods using difference scores suffer from various problems (Edwards, 1993). Edwards (1994) proposed using regression to overcome these methodological problems. Here, we will focus on the chronic focus computed from the Regulatory Focus Questionnaire (RFQ; Higgins et al., 2001) using Edward's suggestion.

First, we know that difference scores are likely unreliable if their component measures have modest reliabilities (Johns, 1981). However, many studies using the RFQ have presented results calculating chronic focus from the difference between the promotion score and the prevention score. Second, with the difference score method, we cannot account for the fact that some people report high scores or low scores on both components. Thus, we question the appropriateness of using the difference scores approach.

We suggest that a moderated regression could be a better solution to overcoming these methodological concerns. We also suggest that moderations allow for new forms of regulatory focus profiles that need to be explained and studied.

We present an empirical study in which we used a French version of the RFQ and studied the interaction between prevention focus and promotion focus on response time performances in a computerized categorization game.

Results show that people with low prevention scores have lower response times as the level of promotion focus increases, whereas for high preventive people, this pattern is inversed. These results give us another reading of the importance of regulatory focus and indicate that the interaction between prevention and promotion focus has the potential for shedding new light on how people approach problems.

Vitalize me! Effects of mediated scenes on the replenishment of self-regulation strength

*Femke Beute & Yvonne de Kort
Eindhoven University of Technology*

Because self-regulation capacity is important for health and success in many aspects of life, finding ways to overcome ego-depletion is a non-trivial issue. Subjective vitality, which is positive energy available to the self, is found to be linked with self-regulation capacity. In our research, we investigated the replenishment of self-regulation strength by environmental scenes, offered through media technology. The scenes varied on three dimensions (urban vs. natural, sunny vs. overcast, bright vs. dim), in three independent between Ss studies. We employed a typical ego-depletion design in which a first task involving self-regulation was followed by a second depleting task. Between the two tasks, subjects viewed a slideshow of an environment. As both nature and bright light have been shown to boost vitality, each of the three manipulations was expected to influence performance on the second task. Results and implications of how mediated environments can help overcome ego-depletion will be discussed.

**Feeling bad about being sad:
The role of social expectancies in amplifying negative emotions**

Bastian Brock¹, Peter Kuppens², & Matthew Hornsey¹

¹ University of Queensland

² Katholieke Universiteit Leuven

Daily we are reminded that feeling sad and depressed is an undesirable state, is potentially an illness, and is in many ways representative of failure. These culturally salient messages are conveyed by friends, health professionals and the media. We argue that our perception of how others expect us to feel has significant implications for our emotional functioning. Across 4 studies we demonstrate that when people think others expect them not to feel negative emotions, ironically, they experience more negative emotion and reduced well-being. We show it is perceived social, not personal, expectancies that produce these effects, and that they do so by promoting negative self-evaluation when experiencing negative emotion. We find evidence for these effects within Australia (Studies 1 and 2) as well as Japan (Study 2), although the effects of social expectancies are especially evident in (Western compared to East Asian) cultures where positive emotions are highly valued (Studies 1 and 2). Finally, we find evidence for the causal role of communicated social expectancies in amplifying negative emotional responses to negative emotional events (Studies 3 and 4). In short, when people perceive that others think they should feel happy, and not sad, this leads them to feel sad more.

Explaining the control–aggression effect: The case against a failure of self-regulation

*Katharine H. Greenaway, Michael C. Philipp, & Katherine Storrs
University of Queensland*

Lacking control over one's environment has often been found to increase aggressive responding. However, research has not yet provided a clear answer as to *why* lacking control increases aggression. One possible explanation is that feeling out of control depletes cognitive resources that help to regulate behaviour. The present research argues against this self-regulation account of the control–aggression effect. In Experiment 1 ($N=31$), lacking control increased aggressive responding but did not reduce performance on a traditional self-regulation task. Experiment 2 ($N=49$) replicated the control–aggression effect, but revealed no differences in Stroop performance between high and low control participants. Experiment 3 ($N=28$) found that lacking control increased aggressive behaviour and *improved* Stroop performance relative to a pre-manipulation baseline. The findings argue against self-regulation failure as an explanation for the control–aggression effect. We discuss increased approach motivation as a likely alternative process.

Can the effect of self-control on healthy eating be explained with more proximal social cognitive factors among young men?

*Nelli Hankonen, Marja Kinnunen, & Pilvikki Absetz
National Institute for Health and Welfare, Helsinki*

Background: Adaptive behaviours have been predicted by social cognitions and self-control, but their interrelationships and relative effects have rarely been examined. We investigated whether self-control explains healthy eating over and above the more proximal social cognitive factors.

Methods: Psychological factors, fat and fruit & vegetable (FV) consumption, and obesity were measured among Finnish men ($N=766$) entering military service (19-20yrs).

Results: High self-control was positively associated with healthy-eating-related outcome expectancies, self-efficacy, intentions, action and coping planning, and FV consumption, and negatively associated with perceived health risk, fat consumption and obesity ($p<.001$). Physical outcome expectancies and intention to eat healthily were the most important social cognitive predictors. In multiple regression, even controlling for effects of all other psychosocial variables, self-control remained a significant ($p<.001$) predictor of fat ($\beta=-.18$) and FV ($\beta=.08$). Action but not coping planning predicted fat and FV.

Conclusions: The influence of self-control is not explained solely by social cognitions.

The influence of motivational factors on the perception of information in group discussions

*Florian Landkammer & Kai Sassenberg
Knowledge Media Research Center, Tübingen*

Groups often fail to tap their full potential in joint decision making. This is, among other things, due to individuals' tendency to stick to their suboptimal prediscussion preference in spite of being confronted with inconsistent information. They perceive preference-consistent information as more important than inconsistent information. The effects of motivational factors on this so-called evaluation bias have not been examined so far. Therefore, we conducted two experiments with simulated social interaction with discussion goal (group vs. individual) and regulatory focus (promotion vs. prevention) as independent variables and the evaluation as well as the memory of information as dependent variables. We predicted that in case of an individual goal together with a prevention focus the strongest evaluation bias should occur, because the combination of the focus on the individual and the vigilant strategy render consistency particularly important. In line with this prediction, participants in the individual goal / prevention focus condition revealed the strongest evaluation bias concerning the evaluation as well as the memory of information (compared to all the other conditions). The results of these two experiments demonstrate the relevance of motivational factors for the perception of information in group discussions.

The mere anticipation of an interaction with a woman can impair men's cognitive performance

*Sanne Nauts, Martin Metzmacher, Thijs Verwijmeren,
Vera Rommeswinkel, & Johan C. Karremans
Radboud University Nijmegen*

High maintenance interactions require cognitive resources (Finkel et al., 2006), and recent research suggests that men's (but not women's) cognitive performance is depleted after a short interaction with someone from the opposite sex because men try to make a good impression on an attractive female interaction partner (Karremans, Verwijmeren, Pronk & Reitsma, 2009). The present research demonstrated that men's (but not women's) cognitive performance deteriorated if they were merely led to believe that they interacted with a woman via a computer (Study 1), or if they merely anticipated an interaction with a woman (Study 2), even though men did not have information about the woman's mate value (all they knew was her name) and had little or no opportunity to impress her. Together, these results suggest that an actual interaction is not a necessary prerequisite for the cognitive impairment effect to occur.

Regulatory focus and altruistic punishment: The role of vigilant self-regulation in social dilemma situations

*Stefan Pfattheicher, Johannes Keller & Anne Landhæusser
University of Ulm*

Applying regulatory focus theory to the context of dilemma situations, the present research addressed the hypothesis that vigilant, prevention-focused self-regulation fosters individuals' tendency to invest private resources to punish non-cooperative interaction partners (altruistic punishment). Based on the notion that prevention-focused self-regulation is related to (a) a special concern with duties and responsibilities (such as compliance with fairness norms) and (b) a special sensitivity to negative outcomes (such as being exploited in a group) one may argue that a prevention-focused orientation renders individuals particularly sensitive regarding other person's behavior in cooperative group projects. Accordingly, it is reasonable to assume that individuals with a strong prevention focus are more likely to punish non-cooperative interaction partners than individuals who are only weakly prevention-focused. We tested this assumption in a series of studies and consistently found support for the proposed positive relation between prevention-focused self-regulation and the tendency to engage in altruistic punishment.

Guilty thoughts, not guilty feelings, help self-control

*Jared Piazza & Roger Giner-Sorolla
University of Kent*

Conflicting findings about the usefulness of guilt in self-control may be reconciled by distinguishing between aversive feelings of guilt and the anticipated concept of guilt (Giner-Sorolla, 2001; see also Baumeister, Vohs, DeWall, & Zhang, 2007). We propose that it is not the distress of guilt, per se, that aids self-control. Rather, it is the cognitive thought of that distress that activates negative valence in attitude linked with inherently pleasurable choices. To test this hypothesis, we manipulated (a) the affective and cognitive aspects of guilt (via recall of a personal guilt experience), (b) the cognitive aspects of guilt (via recall of an acquaintance's guilt experience), or (c) neither (control), with female dieters as participants. Then we tested their self-restraint on an unexpected temptation—a choice between a healthy or unhealthy snack. Only when the recalled experience was personal were there increased guilt feelings, compared to the other two conditions. However, more healthy choices compared to the control were made even in the condition recalling the friend's guilt, as well as the personal guilt recall condition. These results support a view of guilt's anticipatory and cognitive, rather than reactive and affective, role in self-regulation (cf. related study on prosocial behaviour, presentation by Piazza, EASP general meeting).

Collective if-then planning circumvents escalation of commitment in group decision-making.

J. Lukas Thürmer¹, Frank Wieber¹, & Peter M. Gollwitzer^{1,2}

¹ *University of Konstanz*

² *New York University*

Although persistence is needed to achieve valued goals, persisting in the face of certain failure needlessly depletes resources that could be invested in more promising endeavors. Ending group goal pursuit after initial investments, however, has been shown to be difficult (e.g., Dietz-Uhler, 1996). We hypothesized and found that such maladaptive escalation of commitment can be successfully circumvented by collective if-then planning (collective implementation intentions; Gollwitzer, 1999; Thürmer, Wieber, & Gollwitzer, 2010). Three group decisions had to be made: after receiving positive information concerning the project (round 1), mixed information (round 2), and mostly negative information (round 3). Only those triads who included the helpful strategy to make decisions as onlookers (e.g., Bobocel & Meyer, 1994) in a collective implementation intention format successfully reduced their commitment (investments) in round 2 and 3, but not those who included it in a collective goal format. Theoretical and applied issues are discussed.

Dealing with negative math stereotypes: The role of regulatory foci

*Colette van Laar, Tomas Stähler, Belle Derks, & Naomi Ellemers
Leiden University*

Recent work on self-regulation has focused on trying to understand how members of groups facing negative stereotypes, prejudice and discrimination self-regulate in the face of these daily challenges. This is also the focus of our work. A series of studies are reported examining the role of regulatory focus in girls facing negative math stereotypes. The underrepresentation of women and girls in math and science continues to be a serious issue in many western nations. The results of the studies show that girls had lower interest in math and were more prevention focused in math than were boys. Moreover, girls confronted with the negative stereotype became more prevention focused, and showed lower interest in and motivation in math than girls who were not confronted with the stereotype. Importantly, our findings show that despite these findings prevention focus may be beneficial for groups facing negative stereotypes, and we show why this is the case.

Coping with self-regulation failure in the context of buying lapses

Sunghwan Yi
University of Guelph

Although antecedents of self-regulation failure have been actively investigated, social psychologists have paid much less attention to consequences of self-regulation failure. In this paper, I investigated the experience of negative self-conscious emotions and the use of coping strategies (Folkman & Moskowitz, 2004) following self-regulation failure in the context of buying lapses. By integrating Tracy and Robins's (2004) negative self-conscious emotions model with Faber's (2004) account of compulsive buying derived from Heatherton & Baumeister's (1991) escape theory, I hypothesize that the intensity of shame (vs. guilt) experienced following self-regulation failure is stronger as individuals' compulsive buying tendency increases. Furthermore, I hypothesize that the effect of compulsive buying tendency on the use of avoidant coping is mediated by the intensity of shame (vs. guilt). Two recall-based surveys of recent impulse buying lapses were conducted with non-student samples with varying degrees of excessive buying tendency (N = 274, 475). The hypotheses received strong support from the data.