

Welcome to the 10th Annual Meeting of the Society for Personality and Social Psychology!

We are delighted to welcome everyone to Tampa for the 10th Annual SPSP meeting. As befits such a landmark anniversary, we have an incredible program this year in an incredible city. In addition to taking pleasure in all the typical attractions of Tampa, the timing of this year's conference coincides with the Gasparilla festival, which means there will be pirates, parades, and pyrotechnics to enjoy all weekend in addition to the many intellectual treasures to be found at the conference itself. Yoho!

Seventy-two symposia and over 1500 posters that were selected from a record number of submissions cover a wealth of personality and social psychology topics, representing the diversity, breadth, and depth of our field. In addition, there are several special sessions we wish to highlight, including the Presidential symposium and address, the Block and Campbell award addresses, a Keynote "debate" on the topic of free will, and many opportunities and special sessions for graduate students this year.

This year's conference opens with an exciting Presidential Symposium titled "Social Psychological Reflections on the 2008 Presidential Election." The symposium will be chaired by SPSP President Richard Petty, and features Drew Westen, Anthony Greenwald, and Jon Krosnick as speakers. The Presidential Symposium will take place from 5:00-7:00 pm, followed by the Welcome Reception and the first Poster session of the meeting, which will run concurrently from 7:00-8:30 pm.

The Presidential Address, titled "Certainty vs. doubt: What causes it and why does it matter?" will be delivered on Friday afternoon. Friday's programming also includes the Campbell Award address, "Changing the world like a social psychologist" given by Carol Dweck. Saturday's programming includes both the Keynote Session "What social psychology can tell us about the 'free will' question" featuring speakers John Bargh and Roy Baumeister, and the Block Award address, "The process and moderators of accurate personality judgment," given by David Funder. Saturday's session concludes with a special symposium "Venturing out of the Ivory Tower: Communicating to broader audiences about social and personality psychology" featuring New York Times science writer Benedict Carey and Jamie Pennebaker.

In addition to the wealth of the regular program, some special programming features for graduate students include the special Graduate Student Symposium featuring Outstanding Research Award addresses at 8:15 am Friday. Mentoring lunches for graduate students, coordinated by the Graduate Student Committee, will be held both Friday and Saturday. The Training Committee Symposia and the Graduate Committee Social Hour both take place on Friday, and on Saturday morning at 8:15 there will be a special APA-hosted session titled "Entering the academic marketplace: Advice from experts" featuring Monica Biernat, Jessica Tracy, Jeff Simpson, Robert Krueger, and John Dovidio.

Finally, several agencies will be offering helpful presentations and discussing current funding opportunities, including the National Science Foundation on Friday morning, a workshop by the National Cancer Institute on Sunday morning, and lunch time opportunities on both days to chat with funding representatives.

We are very grateful for the enormous time and effort so many people devoted to organizing this year's conference. We thank the members of the Program Committee, who took on the unenviable (and often heart-breaking) task of selecting this year's symposia from the sea of excellent submissions: Jennifer Beer, Wendy Berry Mendes, Kristy Dean, Mike Furr, Daniel Molden, Sanjay Srivastava, Steve Stroessner, and Kathleen Vohs. In addition, the following graduate students deserve special thanks for their help in reviewing poster submissions: Jenna Baddeley, Matt Brooks, Jamil Bhanji, Michael Buhrmester, Jacqueline Rivers, Michelle Fellows, Hani Freeman, Molly Ireland, Ewa Kacewicz, Cindy Chung, Scott Liening, Tracy Kwang, Christine Chang-Schneider, Lindsay Graham, Brent Hughes, Paul Eastwick, Ellen Glenn, Gale Lucas, David Miele, and Erica Slotter. Finally, we owe a huge debt of gratitude to David Dunning, Tara Miller, and her wonderful staff at Tara Miller Events.

We hope you enjoy everything the conference and the city of Tampa has to offer this year. Enjoy the festivities!

Wendi Gardner and Sam Gosling
Co-chairs, Program Committee

Jeff Simpson
Chair, Convention Committee

SPSP 2009 Executives and Committees

President	Richard Petty
President-Elect	Jennifer Crocker
Past President	John F. Dovidio
Executive Officer	David Dunning
Secretary-Treasurer	Rebecca Shiner
Editor, PSPB	Shinobu Kitayama
Editor, PSPR	Galen Bodenhausen
Co-Editor, Dialogue	Hart Blanton Diane Quinn
Convention Committee	Jeff Simpson, chair Monica Biernat Bill Graziano
APA Program Chair	Lee Fabrigar
Diversity Committee	Nilana Dasgupta, chair Keith Maddox Denise Sekaquaptewa
Publication Committee	Randy Larsen, chair Duane Wegener Wendy Wood
Training Committee	Jamie Arndt, chair Marti Hope Gonzales Theresa Vescio
Fellows Committee	Debbie Moskowitz, chair
Member at Large	Lisa Feldman Barrett Jennifer Eberhardt Laura King John Lydon Nicole Shelton
APA Council Rep	Lynne Cooper Janet Swim
Webmaster	Yoel Inbar
Office Manager	Christie Marvin

SPSP Program Committee

Wendi Gardner (co-chair), Sam Gosling (co-chair), Jennifer Beer, Wendy Berry Mendes, Kristy Dean, Mike Furr, Daniel Molden, Sanjay Srivastava, Steve Stroessner, Kathleen Vohs

SPSP Poster Review Committee

Jenna Baddeley, Jamil Bhanji, Matt Brooks, Michael Buhrmester, Christine Chang-Schneider, Cindy Chung, Paul Eastwick, Michelle Fellows, Hani Freeman, Ellen Glenn, Lindsay Graham, Brent Hughes, Molly Ireland, Ewa Kacewicz, Tracy Kwang, Scott Liening, Gale Lucas, David Miele, Jacqueline Rivers, Erica Slotter

Meeting Planning Staff

Director	Tara Miller
Registration Manager	Renee Smith
Event Assistant	Brenna Miller
Submissions Manager	Shauney Wilson
Program Layout	Joan Carole
Cover Design	Jeff Wilson

Table of Contents

Schedule of Events	1
Poster Schedule	9
SPSP Exhibitors	9
Symposia & Special Sessions Schedule	10
Featured Sessions	14
GSC Events	16
SPSP Diversity Program	17
Symposia and Special Session Abstracts	23
Poster Session Abstracts	107
Author Index	453

Schedule of Events

Thursday, February 5, 2009

- 8:00 am – Pre-Conferences**
4:30 pm Group Processes and Intergroup Relations (GPIR), Emotion, Judgment and Decision Making (JDM), Social Cognition, Self & Identity Cultural Psychology, Close Relationships Attitudes, Evolutionary Psychology, Justice and Morality, Health Research in Social and Personality Psychology, Psychology of Religion and Spirituality, Teaching PreConference, The Developmental Origins of Social Cognition
- 3:00 – Pre-Registration Check-In and On-Site**
8:00 pm Registration
West Exhibit Hall Foyer
- 5:00 – Opening Session/Presidential Symposium:**
7:00 pm SOCIAL PSYCHOLOGICAL REFLECTIONS ON THE 2008 PRESIDENTIAL ELECTION
Ballroom C-D
 Chair: Richard E. Petty, *Ohio State University*
 Speaker: Drew Westen, *Emory University*, EMOTION, COGNITION, AND IMPLICIT PROCESSES IN THE PRESIDENTIAL ELECTION OF 2008
 Speaker: Anthony G. Greenwald, *University of Washington*, LESSONS FROM ELECTION 2008 ABOUT (1) RACE IN AMERICAN POLITICS AND (2) PRE-ELECTION POLLS AS SOCIAL INFLUENCE SITUATIONS
 Speaker: Jon A. Krosnick, *Stanford University*, WHY THE 2008 U.S. PRESIDENTIAL ELECTION TURNED OUT AS IT DID: PSYCHOLOGY PEERS INTO NATIONAL SURVEY DATA
- 6:30 Exhibits Open**
–8:30 pm *West Exhibit Hall*
- 7:00 – Welcome Reception**
8:00 pm *West Exhibit Hall*
- 7:00 – Poster Session A**
8:30 pm *West Exhibit Hall*

Friday, February 6, 2009

- 7:30 am – Pre-Registration Check-In And On-Site**
4:30 pm Registration
West Exhibit Hall Foyer
- 8:00 am – Exhibits Open**
8:00 pm *West Exhibit Hall*
- 8:00 – Poster Session B with Continental Breakfast**
9:30 am *West Exhibit Hall*

- 8:15 – Special Session 1**
9:30 am GSC SPECIAL SYMPOSIUM: OUTSTANDING RESEARCH AWARD ADDRESSES
Meeting Room 22-23
Sponsored by the Graduate Student Committee
 Coordinators: Megan O'Grady, Jennifer Pattershall
 Speakers: Helen Lee Lin (president), Sonia Kang, Greg Preuss
- 8:30 – Special Session 2**
9:30 am FUNDING OPPORTUNITIES AT THE NATIONAL SCIENCE FOUNDATION
Meeting Room 24-25
 Speaker: Amber L. Story, *National Science Foundation*
- 9:45 – Symposia Session A**
11:00 am AI AT FACE VALUE: CANDID COMMUNICATION ACROSS THE RACIAL DIVIDE
Ballroom C
 Chair: Kent D. Harber, *Rutgers Newark*
 Speakers: Patricia G. Devine, Tessa West, Kent D. Harber, John Dovidio
- A2 MOTIVATED FORGETTING: THE WHO, THE WHEN, AND THE WHY**
Ballroom D
 Chairs: Jeffrey D. Green, *Virginia Commonwealth University* and Leonard S. Newman, *Syracuse University*
 Speakers: Jeffrey D. Green, Leonard S. Newman, Brandon J. Schmeichel, Nazanin Derakshan
- A3 INTERPERSONAL TRUST: NEW APPROACHES TO ITS FUNCTIONAL VALUE IN RELATIONSHIPS**
Meeting Room 13-16
 Chairs: Paul Van Lange, *VU University of Amsterdam, The Netherlands* and Jeff Simpson, *University of Minnesota*
 Speakers: Paul Van Lange, Jeff Simpson, Bulent Turan, John Holmes
- A4 WHY, WHEN, AND HOW WE MAKE COMPARATIVE JUDGMENTS**
Meeting Room 10-12
 Chairs: Daniel Gilbert and Karim Kassam, *Harvard University*
 Speakers: Thomas Mussweiler, Karim Kassam, Christopher Hsee, Nathan Novemsky
- A5 ELECTORAL AFFINITIES: THE MOTIVATIONAL UNDERPINNINGS OF IDEOLOGICAL ORGANIZATION, PREFERENCES, AND VALUES**
Meeting Room 18-19
 Chairs: Jaime L. Napier, *New York University* and Hulda Thorisdottir, *Princeton University*
 Speakers: Christopher M. Federico, Ariel Malka, Hulda Thorisdottir, Jaime L. Napier

A6 DOING WELL BY WANTING TO DO GOOD: PERSONAL BENEFITS OF PROSOCIAL MOTIVATION

Meeting Room 20-21

Chair: Michael Poulin, *University at Buffalo*
Speakers: Jennifer Crocker, Amy Canevello, Stephanie Brown, Michael Poulin

A7 THE PLEASURES AND PERILS OF GOAL PURSUIT: MANAGING OBSTACLES, SET-BACKS, AND FAILURES

Meeting Room 22-23

Chair: Michael F. Steger, *Colorado State University*
Speakers: Michael F. Steger, Ty Tashiro, Ken Sheldon

A8 MOTIVATIONAL NEUROSCIENCE: THE SOCIAL BRAIN IS NOT HARD-WIRED

Meeting Room 24-25

Chairs: Mina Cikara and Susan T. Fiske, *Princeton University*
Speakers: William A. Cunningham, Mina Cikara, Christine Cox, David M. Amodio

A9 OH SNAP! THE MENTAL MECHANICS AND ACCURACY OF SNAP JUDGMENTS BASED ON PHYSICAL APPEARANCE

Meeting Room 7-9

Chairs: Laura P. Naumann, *University of California, Berkeley* and Christopher Y. Olivola, *Princeton University*
Speakers: Nicholas O. Rule, Laura P. Naumann, Katherine Hansen, Christopher Y. Olivola

11:00 – **Coffee Break**

11:15 am *West Exhibit Hall*

11:15 am – **Symposia Session B**

12:30 pm

B1 NEW INSIGHTS ON SOCIAL SUPPORT PROCESSES IN CLOSE RELATIONSHIPS: INTRAPERSONAL, INTERPERSONAL, AND CULTURAL INFLUENCES

Ballroom C

Chairs: Heidi Kane and Nancy Collins, *University of California, Santa Barbara*
Speakers: Margaret S. Clark, Niall Bolger, Heidi Kane, David Sherman

B2 PRIMING THE PRIMEVAL: INTEGRATING EVOLUTIONARY APPROACHES WITH RESEARCH ON UNCONSCIOUS MOTIVATION

Ballroom D

Chairs: Vladas Griskevicius, *University of Minnesota* and John Bargh, *Yale University*
Speakers: John Bargh, Jon Maner, Vladas Griskevicius, Mark Van Vugt

B3 CORE MOTIVES FOR WORLDVIEW DEFENSE: MAKING THE ABSURDITY AND FINALITY OF LIFE BEARABLE

Meeting Room 13-16

Chairs: Kees van den Bos, *Utrecht University*, Diederik A. Stapel, *Tilburg University*, Leonard L. Martin, *University of Georgia* and Steven J. Heine, *University of British Columbia*
Speakers: Kees van den Bos, Leonard L. Martin, Steven J. Heine, Diederik A. Stapel

B4 TURN UP THE VOLUME: NEW DIRECTIONS IN RESEARCH ON FACTORS AMPLIFYING PREJUDICE

Meeting Room 10-12

Chair: Claire E. Ashton-James, *University of British Columbia*
Speakers: Allen R. McConnell, David B. Miele, Claire E. Ashton-James, Joshua Correll

B5 WHERE DOES CULTURE COME FROM? NOVEL APPROACHES TO UNDERLYING REASONS OF CULTURAL DIFFERENCES IN HUMAN PSYCHOLOGY

Meeting Room 18-19

Chairs: Ayse K. Uskul, *Queen's University Belfast* and Shinobu Kitayama, *University of Michigan*
Speakers: Ayse K. Uskul, Shinobu Kitayama, Heejung S. Kim, Randy Thornhill

B6 CONSERVATION PSYCHOLOGY: SOCIAL AND PERSONALITY RESEARCH ON ENVIRONMENTAL PROBLEMS

Meeting Room 20-21

Chairs: Amara Brook, *Santa Clara University* and Irina Feygina, *New York University*
Speakers: Irina Feygina, Susan Clayton, Noah J. Goldstein, Amara Brook

B7 NEW PERSPECTIVES ON MULTICULTURAL EXPERIENCES: IMPLICATIONS FOR CREATIVITY, IDENTITY, AND PERFORMANCE

Meeting Room 22-23

Chairs: William Maddux, *INSEAD* and Adam Galinsky, *Northwestern University*
Speakers: Angela K.-y Leung, William W. Maddux, Carmit T. Tadmor, Chi-Ying Cheng

B8 NEURAL AND MOTIVATIONAL MECHANISMS OF EXTREMISM

Meeting Room 24-25

Chair: Ian McGregor, *York University*
Speakers: Eddie Harmon-Jones, Ian McGregor, Aaron Kay, Travis Proulx

B9 INCREMENTAL VALIDITY OF NARRATIVES AS PREDICTORS OF PSYCHOLOGICAL HEALTH

Meeting Room 7-9

Chair: Jennifer Lodi-Smith, *Center for Brain-Health, University of Texas at Dallas*
Speakers: Laura A. King, M. Pasupathi, Jonathan M. Adler, Jack J. Bauer

- 12:30 – 1:30 pm** **Box Lunch Served**
West Exhibit Hall
- 12:30 – 2:00 pm** **Poster Session C**
West Exhibit Hall
- 12:30 – 2:00 pm** **Lunch Time Meet/Chat with Representatives from the Funding Agencies**
West Exhibit Hall
Amber Story, *National Science Foundation*; Kara Hall, Sarah Kobrin, Bill Klein, Alex Rothman, *National Cancer Institute (NIH)*
- 1:00 – 2:00 pm** **Mentoring Luncheon**
Central Hall
Sponsored by the Graduate Student Committee
Helen Lee Lin (president), Sonia Kang (coordinator) and Greg Preuss (coordinator)
Speakers: Megan O'Grady, Jennifer Pattershall
- 2:00 – 3:15 pm** **Symposia Session C & Presidential Address**
- C1 PRESIDENTIAL ADDRESS**
Ballroom C
CERTAINTY VS. DOUBT: WHAT CAUSES IT AND WHY DOES IT MATTER?
Speaker: Richard Petty, *Ohio State University*
Introducer: John Dovidio, *Yale University*
- C2 NARCISSISM AS ADDICTION TO STATUS AND SUPERIORITY: TEMPERAMENTAL AND INTERPERSONAL BASES**
Ballroom D
Chair: Zlatan Krizan, *Iowa State University*
Speakers: Joshua Foster, Zlatan Krizan, Carolyn C. Morf, Laura E. Buffardi
- C3 SECOND GENERATION QUESTIONS IN ADULT PERSONALITY DEVELOPMENT**
Meeting Room 13-16
Chairs: Erik E. Noffle and William Fleeson, *Wake Forest University*
Speakers: Erik E. Noffle, Robert F. Krueger, Franz J. Neyer, Jennifer Pals Lilgendahl
- C4 UNDERSTANDING IDENTITY: CULTURAL SYMBOLS AS SHAPERS AND INDICATORS OF RACIAL IDENTITY**
Meeting Room 10-12
Chairs: Shantal Marshall, *Stanford University* and Mathew Jackson, *UCLA*
Speakers: Matthew Jackson, Tiffany Brannon, Phia S. Salter, Shantal R. Marshall
- C5 USING NEUROIMAGING TO UNDERSTAND THE LINKS BETWEEN SOCIAL PROCESSES AND HEALTH**
Meeting Room 18-19
Chair: Naomi I. Eisenberger, *UCLA*
Speakers: Avgusta Shestyuk, Tor D. Wager, Naomi I. Eisenberger, Peter Gianaros
- 3:15 – 3:30 pm** **Coffee Break**
West Exhibit Hall
- 3:30 – 4:45 pm** **Symposia Session D**
- D1 COMFORTABLY NUMB?: LINKING EMOTION REGULATION TO INTERPERSONAL FUNCTIONING AND CULTURE**
Ballroom C
Chairs: Oliver P. John and Tammy English, *University of California, Berkeley*
Speakers: James Gross, Oliver P. John, Tammy English, Joshua S. Eng
- D2 WHAT IS IMPLICIT ABOUT IMPLICIT ATTITUDES?**
Ballroom D
Chairs: Kate A. Ranganath and Colin Tucker Smith, *University of Virginia*
Speakers: Bertram Gawronski, Keith Payne, Colin Tucker Smith, Laurie A. Rudman
- D3 THE NEED FOR POSITIVE SELF-REGARD IS A HUMAN UNIVERSAL: MULTI-METHOD EVIDENCE OF TACTICAL SELF-ENHANCEMENT AND SELF-ESTEEM FUNCTIONING**
Meeting Room 13-16
Chair: Lowell Gaertner, *University of Tennessee*
Speakers: Susumu Yamaguchi, Chester Chun-Seng Kam, Lowell Gaertner, Huajian Cai
- D4 MOTIVATING PROSOCIAL BEHAVIOR: NEW PERSPECTIVES ON COOPERATION, RECIPROCITY, AND HELPING**
Meeting Room 10-12
Chair: Daniel C. Molden, *Northwestern University*
Speakers: Brian P. Meier, Daniel C. Molden, Mario Mikulincer, Mark Snyder
- D5 WHY DO I EVEN HAVE THAT?? – INTERDISCIPLINARY PERSPECTIVES ON THE RELATIONSHIP BETWEEN PEOPLE AND THEIR STUFF**
Meeting Room 18-19
Chair: Stephanie D. Preston, *University of Michigan*
Speakers: Samuel D. Gosling, Russell Belk, Stephanie D. Preston, Randy O. Frost
- D6 DESIRE AND CONTROL: SITUATIONAL AND RELATIONSHIP INFLUENCES ON SEXUALITY**
Meeting Room 20-21
Chairs: Kathleen D. Vohs, *University of Minnesota* and Roy F. Baumeister, *Florida State University*
Speakers: Emily A. Impett, Kathleen D. Vohs, Roy F. Baumeister, Gurit E. Burnbaum
- D7 WHAT'S SO BAD ABOUT BIN LADEN'S SWEATER? NEW RESEARCH ON THE MORAL PSYCHOLOGY OF PURITY AND CONTAMINATION**
Meeting Room 22-23
Chairs: Jonathan Haidt and Gary D. Sherman, *University of Virginia*
Speakers: Gary D. Sherman, David A. Pizarro, Simone Schnall, Paul Rozin

D8 SOCIAL-DEVELOPMENTAL INTERSECTIONS IN INTERGROUP PROCESSES AND RELATIONS

Meeting Room 24-25

Chairs: Evan P. Apfelbaum and Kristin Pauker, Tufts University

Speakers: Evan P. Apfelbaum, Adam Rutland, Joshua Aronson, Melanie Killen

D9 WHEN SYSTEMS FAIL, LEGITIMIZING BELIEFS PREVAIL: THE BELIEF IN A JUST WORLD, SYSTEM JUSTIFICATION AND SOCIAL DOMINANCE ORIENTATION IN RESPONSE TO INEQUALITY

Meeting Room 7-9

Chairs: Jojanneke van der Toorn and John T. Jost, New York University

Speakers: Robbie M. Sutton, Laurie T. O'Brien, Jojanneke van der Toorn, Jim Sidanius

5:00 – 6:15 pm Symposia Session E & Campbell Award Address

E1 DONALD T. CAMPBELL AWARD ADDRESS: CHANGING THE WORLD LIKE A SOCIAL PSYCHOLOGIST

Ballroom C

Recipient: Carol Dweck, Stanford University

Introducer: Claude Steele, Stanford University

E2 PERSONALITY NEUROSCIENCE: EXPLORING THE BIOLOGY OF TRAITS

Ballroom D

Chair: Colin G. DeYoung, University of Minnesota

Speakers: Jan Wacker, Brian W. Haas, Jennifer Guinn Sellers, Jacob B. Hirsh

E3 HEDONIC ADAPTATION

Meeting Room 13-16

Chair: Carey K. Morewedge, Carnegie Mellon University

Speakers: Carey K. Morewedge, Leif D. Nelson, Peter A. Ubel, Richard E. Lucas

E4 A NEW LOOK ON SPONTANEOUS TRAIT INFERENCE ABOUT PERSONS AND GROUPS

Meeting Room 10-12

Chairs: Leonel Garcia-Marques, University of Lisbon and David L. Hamilton, University of California, Santa Barbara

Speakers: David L. Hamilton, Rita Jerónimo, Tânia Ramos, Mário Ferreira

E5 SPSP TRAINING COMMITTEE SYMPOSIUM: THE JOY AND FRUSTRATION: HAVING, DEVELOPING, TESTING, AND PRESENTING RESEARCH IDEAS IN PERSONALITY AND SOCIAL PSYCHOLOGY

Meeting Room 18-19

Chair: Theresa K. Vescio, Pennsylvania State University

Speakers: Lisa Feldman Barrett, Susan T. Fiske, Wendy Berry Mendez, Sanjay Srivastava, Theresa K. Vescio

E6 WHEN SUBJECTS DECEIVE: STUDYING IMMORAL BEHAVIOR IN THE LABORATORY

Meeting Room 20-21

Chairs: Jessica S. Cameron and Benoit Monin, Stanford University

Speakers: Jessica S. Cameron, Jennifer Jordan, Nina Mazar, Cynthia Lonsbary

6:15 – 7:45 pm Poster Session D with Social Hour

West Exhibit Hall

6:15 – 7:30 pm Graduate Student Committee Social Hour

Meeting Room 3

Sponsored by the Graduate Student Committee

Helen Lee Lin (president), Sonia Kang, Megan O'Grady, Jennifer Pattershall, Greg Preuss

6:15 – 7:45 pm Diversity and Climate Committee Reception

Meeting Room 31-33

Sponsored by the Diversity and Climate Committee

All are welcome to attend this social event to mix, mingle, and meet the recipients of the 2009 Diversity Fund Graduate Travel and Undergraduate Registration Awards.

Chair: Nilanjana Dasgupta, University of Massachusetts-Amherst

Saturday, February 7, 2009

7:30 am – 3:30 pm Pre-Registration Check-In And On-Site Registration

West Exhibit Hall Foyer

8:00 am – 8:00 pm Exhibits Open

West Exhibit Hall

8:00 – 9:30 am Poster Session E with Continental Breakfast

West Exhibit Hall

8:15 – 9:30 am Special Session 3

ENTERING THE ACADEMIC MARKETPLACE: ADVICE FROM EXPERTS

Meeting Room 24-25

Sponsored by the American Psychological Association

Chair: Heather Kelly, PhD, APA Science Directorate, Senior Legislative & Federal Affairs Officer

Panelists: Monica Biernat, University of Kansas; Jessica Tracy, University of British Columbia; Jeff Simpson, University of Minnesota; Robert Krueger, Washington University; John Dovidio, Yale University

9:45 – 11:00 am Symposia Session F

FI GROUP MORALITY

Ballroom C

Chairs: Jesse Graham, University of Virginia and Azim F. Shariff, University of British Columbia

Speakers: Jonathan Haidt, Azim F. Shariff, John T. Jost

F2 HEALING A SKINNED KNEE WITH A KISS ON THE CHEEK: FLEXIBILITY IN RESPONDING TO SELF THREAT

Ballroom D

Chair: A. David Nussbaum, *University of Waterloo, Stanford University*

Speakers: Phil Shaver, Steven Spencer, Clayton Critcher, A. David Nussbaum

F3 AFFECT AS INFORMATIONAL FEEDBACK IN GOAL PURSUIT

Meeting Room 13-16

Chair: Edward Orehek, *University of Maryland*

Speakers: Charles S. Carver, Edward Orehek, Grainne Fitzsimons, Ruud Custers

F4 RISK REGULATION: SELF-ESTEEM, SOCIAL GOALS, AND THEIR CONSEQUENCES

Meeting Room 10-12

Chair: Jessica J. Cameron, *University of Manitoba*

Speakers: Rebecca T. Pinkus, Lisa Jaremka, Justin V. Cavallo, Jessica J. Cameron

F5 WHAT DO PEOPLE WANT TO FEEL? EXPLORING MOTIVES IN EMOTION REGULATION

Meeting Room 18-19

Chair: Maya Tamir, *Boston College*

Speakers: Maya Tamir, Jeanne L. Tsai, Joanne V. Wood, Agneta Fischer

F6 CULTURAL AND DEVELOPMENTAL SOCIAL NEUROSCIENCE APPROACHES TO THE SELF AND SOCIAL COGNITION

Meeting Room 20-21

Chair: Joan Y. Chiao, *Northwestern University*

Speakers: Shihui Han, Rebecca Ray, Jennifer Pfeiffer, Joan Chiao

F7 SOCIAL BONDS: EMERGING CONNECTIONS AND DISCONNECTIONS

Meeting Room 22-23

Chairs: Jennifer R. Daniels and Kerry L. Marsh, *University of Connecticut*

Speakers: Michael J. Richardson, Kipling D. Williams, Jennifer R. Daniels

F8 TEMPORAL INTERPERSONAL EMOTION SYSTEMS: THE "TIES" THAT FORM RELATIONSHIPS.

Meeting Room 24-25

Chair: Emily Butler, *University of Arizona*

Speakers: Emilio Ferrer, Emily Butler, Jean-Philippe Laurenceau, Lisa Diamond

F9 ATTRACTED TO CONFLICT: MALIGNANT SOCIAL RELATIONS AS A DYNAMICAL SYSTEM

Meeting Room 7-9

Chair: Robin R. Vallacher, *Florida Atlantic University*

Speakers: Peter T. Coleman, Andrzej Nowak, Larry Liebovitch, Robin R. Vallacher

11:15 am – 12:30 pm Symposia Session G & Keynote Addresses

G1 SPECIAL KEYNOTE SESSION: WHAT SOCIAL PSYCHOLOGY CAN TELL US ABOUT THE 'FREE WILL' QUESTION

Ballroom C

Chair: Constantine Sedikides, *University of Southampton*

WHAT DOES THE 'FREE' IN 'FREE WILL' REALLY MEAN?

Keynote speaker: John A. Bargh, *Yale University*
FREE WILL, CONSCIOUSNESS, AND HUMAN SOCIAL LIFE

Keynote speaker: Roy F. Baumeister, *Florida State University*

G2 WHEN IS IT ADAPTIVE TO EXPECT THE BEST? THE UNIQUE AND INTERACTIVE EFFECTS OF DIFFERENT FORMS OF OPTIMISM ON WELL-BEING

Ballroom D

Chairs: Andrew L. Geers, *University of Toledo* and Lisa A. Neff, *University of Texas at Austin*

Speakers: William M. P. Klein, Lisa A. Neff, Suzanne C. Segerstrom, Andrew L. Geers

G3 INTERSECTING IDENTITIES AND EXPRESSIONS: ON THE COMBINATORIAL NATURE OF SOCIAL PERCEPTION

Meeting Room 13-16

Chairs: Kerri L. Johnson, *UCLA* and Reginald B. Adams, *Penn State University*

Speakers: Kerri L. Johnson, Reginald B. Adams, Douglas Kenrick, Jonathan B. Freeman

G4 NEURAL NETWORKS OF MOTIVATION: FMRI IN PERSONALITY RESEARCH

Meeting Room 10-12

Chairs: Markus Quirin, *University of Osnabrueck* and Jens Pruessner, *McGill University, Montreal*

Speakers: Elliot T. Berkman, Hani D. Freeman, Jens C. Pruessner, Markus Quirin

G5 LEWIN'S LEGACY: SOCIAL PSYCHOLOGISTS CAN MAKE A DIFFERENCE, "IF THE THEORIST DOES NOT LOOK TOWARDS APPLIED PROBLEMS WITH Highbrow Aversion"

Meeting Room 18-19

Chairs: Stephen Read, *University of Southern California* and Lynn Carol Miller, *Annenberg School for Communication, University of Southern California*

Speakers: Lynn Carol Miller, Leslie Clark, Timothy J. Strauman

G6 GENDER AND ACHIEVEMENT: NEW INSIGHTS INTO THE GENDER GAP IN MATH PERFORMANCE

Meeting Room 20-21

Chair: Lora E. Park, *University at Buffalo, SUNY*

Speakers: Lora E. Park, Diane M. Quinn, Chad E. Forbes, David M. Marx

11:00 – 11:15 am Coffee Break
West Exhibit Hall

Schedule of Events

- G7 HORMONES AND BEHAVIOR: IMPLICATIONS FOR THEORY, MEASUREMENT, AND APPLICATION**
Meeting Room 22-23
Chair: Saul L. Miller, *Florida State University*
Speakers: James R. Roney, Steven W. Gangestad, Saul L. Miller, Robert A. Josephs
- 12:30 – 1:30 pm** **Box Lunch Served**
West Exhibit Hall
- 12:30 – 2:00 pm** **Poster Session F**
West Exhibit Hall
- 12:30 – 2:00 pm** **Lunch Time Meet/Chat with Representatives from the Funding Agencies**
West Exhibit Hall
Speakers: Amber Story, *National Science Foundation*; Kara Hall, Sarah Kobrin, Bill Klein and Alex Rothman, *National Cancer Institute (NIH)*
- 1:00 – 2:00 pm** **Mentoring Luncheon**
Central Hall
Sponsored by the Graduate Student Committee
Helen Lee Lin (president), Sonia Kang (coordinator), and Greg Preuss (coordinator)
Speakers: Megan O'Grady, Jennifer Pattershall
- 2:00 – 3:15 pm** **Symposia Session H & Block Award Address**
H1 JACK BLOCK AWARD ADDRESS: THE PROCESS AND MODERATORS OF ACCURATE PERSONALITY JUDGMENT
Ballroom C
Recipient: David Funder, *University of California, Riverside*
Introducer: Daniel Ozer, *University of California, Riverside*
- H2 IN HOT PURSUIT: NEW QUESTIONS AND ANSWERS IN RESEARCH ON AUTOMATIC GOAL PURSUIT**
Ballroom D
Chairs: Melissa J. Ferguson, *Cornell University* and Kathleen Mc Culloch, *Idaho State University*
Speakers: Joseph Cesario, Ran Hassin, Kathleen Mc Culloch, Ayelet Fishbach
- H3 PERCEIVING PREJUDICE**
Meeting Room 13-16
Chair: Kerry Kawakami, *York University*
Speakers: Robert Livingston, Cheryl Kaiser, Kerry Kawakami, Jennifer Eberhardt
- H4 SHARING AND UNDERSTANDING THE EMOTIONS OF OTHERS: RELATIONSHIPS BETWEEN DIFFERENT FACETS OF EMPATHY**
Meeting Room 10-12
Chairs: Jamil Zaki and Kevin Ochsner, *Columbia University*
Speakers: William Ickes, Sara Hodges, Claus Lamm, Jamil Zaki
- H5 HURTING THE ONES WE LOVE: SOCIAL PSYCHOLOGICAL PERSPECTIVES ON VIOLENCE BETWEEN INTIMATE PARTNERS**
Meeting Room 18-19
Chairs: Erica B. Slotter and Eli J. Finkel, *Northwestern University*
Speakers: Eli J. Finkel, Joseph A. Vandello, Erica B. Slotter, Ximena B. Arriaga
- H6 EXPLORING THE IRRATIONAL: ANTECEDENTS AND CONSEQUENCES OF MAGICAL BELIEFS AND SUPERSTITIONS**
Meeting Room 20-21
Chair: Lysann Damisch, *University of Cologne*
Speakers: Jennifer A. Whitson, Jane L. Risen, Lysann Damisch, Carol J. Nemeroff
- 2:00 – 3:15 pm** **GLBT Alliance in Social and Personality Psychology (GASP) Coffee Hour**
Meeting Room 31
Sponsored by the Diversity and Climate Committee
Chair: Nilanjana Dasgupta, *University of Massachusetts, Amherst*
- 3:15 – 3:30 pm** **Coffee Break**
West Exhibit Hall
- 3:30 – 4:45 pm** **Symposia Session I**
I1 UNDERSTANDING AND BRIDGING THE GREAT DIVIDE: TOWARD A UNIFIED SOCIAL AND PERSONALITY PSYCHOLOGY
Ballroom C
Chairs: Jessica L. Tracy, *University of British Columbia* and M. Brent Donnellan, *Michigan State University*
Speakers: Jessica L. Tracy, William B. Swann, Harry T. Reis, Brent W. Roberts
- I2 HOW DOES EMOTION MODULATE INTER-GROUP RELATIONS? FROM BASIC PROCESSES TO GROUP-BASED RETRIBUTION AND GOVERNMENT POLICIES**
Ballroom D
Chairs: Nilanjana Dasgupta, *University of Massachusetts, Amherst* and David DeSteno, *Northeastern University*
Speakers: Jennifer Kubota, Nilanjana Dasgupta, Brian Lickel, Aarti Iyer
- I3 MANAGING IMPRESSIONS OF THE SELF AND OTHERS: RECENT ADVANCES IN SELF-PRESENTATIONAL RESEARCH**
Meeting Room 13-16
Chairs: Catherine A. Cottrell and Austin Lee Nichols, *University of Florida*
Speakers: Beth A. Pontari, Mark R. Leary, Austin Lee Nichols, Catherine A. Cottrell
- I4 THE POWER OF THE NORMATIVE? PERSPECTIVES ON THE ROLE OF SHARED NORMS IN CULTURAL BEHAVIOR**
Meeting Room 10-12

Chairs: Ching Wan, *Nanyang Technological University* and Angela K-y Leung, *Singapore Management University*

Speakers: Robert Cialdini, Ronald Fischer, Joanna Schug, Ching Wan

15 REFINING MODELS OF INTIMATE RELATIONSHIPS AND HEALTH

Meeting Room 18-19

Chair: Natalya Maisel, *UCLA*

Speakers: Natalya Maisel, Frederick O. Lorenz, Carolyn E. Cutrona, James Coan

16 EXAMINING THE INTERSECTIONS OF RACE, GENDER, AND SITUATED BELONGING

Meeting Room 20-21

Chairs: Mary C. Murphy, *University of Illinois, Chicago* and Sabrina Zirkel, *Mills College*

Speakers: Mary C. Murphy, Valerie D. Jones, Sabrina Zirkel, Gregory M. Walton

17 NEW INSIGHTS ON WHEN AND WHY LEGITIMACY MATTERS

Meeting Room 22-23

Chair: David A. Butz, *University of Massachusetts, Amherst*

Speakers: Christian S. Crandall, Shannon K. McCoy, David A. Butz, Tom R. Tyler

18 BEYOND VALENCE: THE CONSEQUENCES OF EMOTIONS FOR COGNITIVE BREADTH AND FLEXIBILITY

Meeting Room 24-25

Chair: Vera Sacharin, *University of Michigan*

Speakers: Matthijs Baas, Vera Sacharin, Philip Gable, Severine Koch

19 THE QUEST FOR CERTAINTY AND ITS CHALLENGES IN THE MODERN WORLD

Meeting Room 7-9

Chairs: Annemarie Loseman, Patrick Müller and Kees van den Bos, *Utrecht University*

Speakers: Kyle A. Nash, Annemarie Loseman, Patrick Müller, Ervin Staub

5:00 –
6:15 pm

Symposia Session J

J1 UNITY IN DIVERSITY? THE EFFECT OF ETHNIC DIVERSITY ON PERCEPTIONS OF THE SELF, ORGANIZATIONS, AND THE NATION STATE

Ballroom C

Sponsored by the SPSP Diversity and Climate Committee

Chairs: Kumar Yogeeswaran and Nilanjana Dasgupta, *University of Massachusetts, Amherst*

Speakers: Michael A. Zárate, Valerie Purdie-Vaughns, Kumar Yogeeswaran, Thierry Devos

J2 THE DIFFERENCE BETWEEN YOU AND ME: COMPARING SOCIAL AND SELF PERCEPTION

Ballroom D

Chair: Mary Steffel, *Princeton University*

Speakers: Mary Steffel, David A. Kenny, Jason P. Mitchell, Kenneth Savitsky

J3 THE BETTER ANGELS OF OUR NATURE: CELEBRATING THE SCIENTIFIC CONTRIBUTIONS OF DAN BATSON

Meeting Room 13-16

Chairs: Monica Biernat, *University of Kansas* and Jo-Ann Tsang, *Baylor University*

Speakers: Mark Davis, David A. Schroeder, Michael E. McCullough, John Darley

J4 IT'S NOT EASY: NEW DIRECTIONS IN RESEARCH ON PROCESSING FLUENCY

Meeting Room 10-12

Chairs: Michael Haefner, *Utrecht University* and Ulrich Kuehnen, *Jacobs University Bremen*

Speakers: Michael Haefner, Zakary L. Tormala, Ulrich Kuehnen, Piotr Winkielman

J5 JOCKEYING FOR POSITION: NEW APPROACHES TO THE STUDY OF POWER AND STATUS

Meeting Room 18-19

Chairs: Gavin J. Kilduff and Cameron Anderson, *University of California, Berkeley*

Speakers: Adam D. Galinsky, Joe C. Magee, Jennifer R. Overbeck, Gavin J. Kilduff

J6 AUTOMATICITY IN THE PUBLIC SPHERE: IMPLICIT INFLUENCES OF CONTEXT ON POLITICAL BEHAVIOR AND JUDGMENTS

Meeting Room 20-21

Chairs: Travis J. Carter and Melissa J. Ferguson, *Cornell University*

Speakers: Brian A. Nosek, S. Christian Wheeler, Travis J. Carter, Melody Manchi Chao

J7 WINNING FRIENDS AND INFLUENCING PEOPLE: THE ROLE OF PERCEIVERS' AND TARGETS' PERSONALITIES

Meeting Room 22-23

Chairs: Elizabeth R. Tenney, *University of Virginia* and Simine Vazire, *Washington University in St. Louis*

Speakers: Simine Vazire, Dustin Wood, Elizabeth R. Tenney, Sanjay Srivastava

J8 THE PSYCHOLOGY OF OWNING (AND DISOWNING) POSSESSIONS, PEOPLE, AND EVEN OURSELVES

Meeting Room 24-25

Chairs: Kristina Olson, *Yale University* and Michael Norton, *Harvard Business School*

Speakers: Kristina R. Olson, Michael Norton, Arthur Aron, Anjan Chatterjee

J9 VENTURING OUT OF THE IVORY TOWER: COMMUNICATING TO BROADER AUDIENCES ABOUT SOCIAL AND PERSONALITY PSYCHOLOGY

Meeting Room 7-9

Chair: Sam Gosling, *University of Texas*

Speakers: Benedict Carey, *New York Times* and James W. Pennebaker, *University of Texas*

Schedule of Events

6:15 – **Poster Session G with Social Hour**
7:45 pm *West Exhibit Hall*

Sunday, February 8, 2009

8:00 am – **NCI Post-Conference Workshop**
12:00 pm *Tampa Marriott Waterside, Room 5-6*
Strategies for SPSP Researchers to Obtain Funding Through the National Cancer Institute Small Grants (R03) Program for Behavioral Research in Cancer Control
Moderator: Kara L. Hall, *Basic and Biobehavioral Branch, Division of Cancer Control and Population Sciences, National Cancer Institute*
Speakers: Angela Bryan, *Department of Psychology, University of New Mexico*; Veronica Chollette, *Applied Cancer Screening Branch, Division of Cancer Control and Population Sciences, National Cancer Institute*; Youngmee Kim, *Department of Psychology, University of Miami*; Marc Kiviniemi, *Department of Health Behavior, School of Public Health and Health Professionals, University of Buffalo*; William Klein, *Department of Psychology, University of Pittsburgh*

Poster Schedule

Poster sessions are scheduled on Thursday, February 5, Friday, February 6 and Saturday, February 8. The presenting author must be present at least one full hour during the assigned session and the other authors should be present during the remaining time. The following times indicate when you are expected to set-up and take-down your poster. Note that we are asking you to leave your poster up for longer than the formal session. This will allow people to look at your poster throughout the day. You should plan to be at your poster from the start until the end of your formal session.

The doors to the poster room will open at 6:30 pm on Thursday and at 7:45 am on Friday and Saturday for poster authors who are setting up their posters only. The room will not be open to the rest of the attendees until the exhibits open hour in the schedule of events. You may post your materials on the board assigned to you starting at the scheduled "Set-up Begins" time shown below. Please note that any posters not removed by "Take-down Complete" time will be discarded. The doors will close and lock for the evening at 8:45 pm on Thursday and 8:00 pm on Friday and Saturday. There is no re-entry after this time. Do not leave personal items in the poster room.

Poster Session	Date & Time	Set-up Begins	Session Begins	Session Ends	Take-down Complete	Topic Areas
A	Thursday, February 5	6:30 pm	7:00 pm	8:30 pm	8:45 pm	Self/Identity/Self-esteem; Gender; Methods/Statistics
B	Friday, February 6	7:45 am	8:00 am	9:30 am	12:15 pm	Stereotyping/Prejudice/Intergroup relations
C	Friday, February 6	12:15 pm	12:30 pm	2:00 pm	6:00 pm	Personality/Social Development/Individual Differences; Emotion; Social Neuroscience
D	Friday, February 6	6:00 pm	6:15 pm	7:45 pm	8:00 pm	Close relationships/Belonging/Rejection/Social support; Aggression; Prosocial behavior
E	Saturday, February 7	7:45 am	8:00 am	9:30 am	12:15 am	Attitudes/Persuasion; Applied/Health
F	Saturday, February 7	12:15 pm	12:30 pm	2:00 pm	6:00 pm	Motivation/Goals/Self-regulation; Culture
G	Saturday, February 7	6:00 pm	6:15 pm	7:45 pm	8:00 pm	Social judgment/Person perception/Social cognition; Groups/intragroup processes/Norms and influence; Decision making; Other

SPSP 2009 Exhibitors

We would like to extend our thanks to the following SPSP 2009 Exhibitors. We thank them for their support and participation. Please visit their booths in the West Exhibit Hall.

Cambridge University Press	Psychology Press
Guilford Publications	SAGE
McGraw-Hill Higher Education	Wadsworth Cengage Learning
MindWare Technology	Wiley
National Cancer Institute	Wiley-Blackwell
Noldus Information Technology	W.W. Norton & Company

Mark your calendar...
The Eleventh Annual Meeting of the
Society for Personality and Social Psychology
will be held January 28-30, 2010, in Las Vegas, Nevada

Symposia & Special Sessions Schedule

Friday, February 6 - Morning Sessions

Room	Special Session 8:15 - 9:30 am	Session A 9:45 - 11:00 am	Session B 11:15 am - 12:30 pm
Ballroom C		HARBER: At Face Value: Candid Communication Across the Racial Divide	COLLINS: New insights on social support processes in close relationships: Intrapersonal, interpersonal, and cultural influences
Ballroom D		GREEN: Motivated Forgetting: The Who, the When, and the Why	GRISKEVICIUS: Priming the Primal: Integrating Evolutionary Approaches with Research on Unconscious Motivation
Meeting Room 13-16		SIMPSON: Interpersonal Trust: New Approaches to its Functional Value in Relationships	VANDENBOS: Core Motives for Worldview Defense: Making the Absurdity and Finality of Life Bearable
Meeting Room 10-12		KASSAM: Why, when, and how we make comparative judgments	ASHTON-JAMES: Turn Up the Volume: New Directions in Research on Factors Amplifying Prejudice
Meeting Room 18-19		NAPIER: Electoral Affinities: The Motivational Underpinnings of Ideological Organization, Preferences, and Values	USKUL: Where does culture come from? Novel approaches to underlying reasons of cultural differences in human psychology
Meeting Room 20-21		POULIN: Doing Well by Wanting to Do Good: Personal Benefits of Prosocial Motivation	BROOK: Conservation Psychology: Social and Personality Research on Environmental Problem
Meeting Room 22-23	SPSP Graduate Student Committee Symposium: Outstanding Research Award Addresses	STEGER: The Pleasures and Perils of Goal Pursuit: Managing Obstacles, Set-Backs, and Failures	MADDUX: New perspectives on multicultural experiences: Implications for creativity, identity, and performance
Meeting Room 24-25	Special Session: Funding Opportunities at the National Science Foundation	CIKARA: Motivational neuroscience: The social brain is not hard-wired	MCGREGOR: Neural and Motivational Mechanisms of Extremism
Meeting Room 7-9		NAUMANN: Oh Snap! The Mental Mechanics and Accuracy of Snap Judgments Based on Physical Appearance	LODI-SMITH: Incremental Validity of Narratives as Predictors of Psychological Health

Friday, February 6 - Afternoon Sessions

Room	Session C 2:00 - 3:15 pm	Session D 3:30 - 4:45 pm	Session E 5:00 - 6:15 pm
Ballroom C	Presidential Address: RICHARD PETTY	ENGLISH: Comfortably Numb? Linking Emotion Regulation to Interpersonal Functioning and Cul- ture	Campbell Award Address: CAROL DWECK
Ballroom D	KRIZAN: Narcissism as Addiction to Status and Superiority: Tempera- mental and Interpersonal Bases	RANGANATH: What is Implicit About Implicit Attitudes?	DEYOUNG: Personality Neuro- science: Exploring the Biology of Traits
Meeting Room 13-16	NOFTLE: Second Generation Questions in Adult Personality Development	GAERTNER: The Need for Positive Self-Regard is a Human Universal: Multi-method Evidence of Tactical Self-Enhancement and Self-Esteem Functioning	MOREWEDGE: Hedonic Adapta- tion
Meeting Room 10-12	MARSHALL: Understanding Identi- ty: Cultural Symbols as Shapers and Indicators of Racial Identity	MOLDEN: Motivating Prosocial Behavior: New Perspectives on Cooperation, Reciprocity, and Helping	GARCIA-MARQUES: A new look on spontaneous trait inferences about persons and groups
Meeting Room 18-19	EISENBERGER: Using neuroimag- ing to understand the links between social processes and health	PRESTON: Why do I even have that?? – Interdisciplinary Perspec- tives on the Relationship Between People and their Stuff	SPSP Training Committee Sympo- sium. VESCIO: The joy and frustra- tion: Having, developing, testing, and presenting research ideas in personality and social psychology
Meeting Room 10-21		VOHS: Desire and control: Situa- tional and Relationship Influences on Sexuality	CAMERON: When Subjects Deceive: Studying Immoral Behav- ior in the Laboratory
Meeting Room 22-23		SHERMAN: What's so bad about Bin Laden's sweater? New research on the moral psychology of purity and contamination	
Meeting Room 24-25		APFELBAUM: Social-Developmen- tal Intersections in Intergroup Pro- cesses and Relations	
Meeting Room 7-9		VAN DER TOOM: When Systems Fail, Legitimizing Beliefs Prevail: The Belief in a Just World, System Justifi- cation and Social Dominance Ori- entation in Response to Inequality	

Symposia & Special Sessions Schedule

Saturday, February 7 - Morning Sessions

Room	Special Session 8:15 - 9:30 am	Session F 9:45 - 11:00 am	Session G 11:15 am - 12:30 pm
Ballroom C		GRAHAM: Group Morality	Special Keynote Session: What Social Psychology can tell us about the 'free will' question Keynote Speakers: JOHN BARGH & ROY BAUMEISTER
Ballroom D		NUSSBAUM: Healing a skinned knee with a kiss on the cheek: Flexibility in responding to self threat	GEERS: When is it adaptive to expect the best? The unique and interactive effects of different forms of optimism on well-being
Meeting Room 13-16		OREHAK: Affect as Informational Feedback in Goal Pursuit	JOHNSON: Intersecting Identities and Expressions: On The Combinatorial Nature of Social Perception
Meeting Room 10-12		CAMERON: Risk Regulation: Self-esteem, Social Goals, and their Consequences	QUIRIN: Neural Networks of Motivation: fMRI in Personality Research
Meeting Room 18-19		TAMIR: What Do People Want to Feel? Exploring Motives in Emotion Regulation	READ: Lewin's Legacy: Social Psychologists Can Make a Difference, "if the theorist does not look towards applied problems with highbrow aversion"
Meeting Room 10-21		CHIAO: Cultural and developmental social neuroscience approaches to the self and social cognition	PARK: Gender and Achievement: New Insights into the Gender Gap in Math Performance
Meeting Room 22-23	APA Academic Career Workshop: Entering the Academic Marketplace: Advice from Experts	DANIEL: Social Bonds: Emerging Connections and Disconnections	MILLER: Hormones and Behavior: Implications for Theory, Measurement, and Application
Meeting Room 24-25		BUTLER: Temporal interpersonal emotion systems: The "TIES" that form relationships.	
Meeting Room 7-9		VALLACHER: Attracted to conflict: Malignant social relations as a dynamical system	

Saturday, February 7 - Afternoon Sessions

Room	Session H 2:00 - 3:15 pm	Session I 3:30 - 4:45 pm	Session J 5:00 - 6:15 pm
Ballroom C	Block Award Address: DAVID FUNDER	TRACY: Understanding and Bridging the Great Divide: Toward a Unified Social and Personality Psychology	SPSP Diversity and Climate Committee Symposium. YOGEEWARAN: Unity in Diversity? The Effect of Ethnic Diversity on Perceptions of the Self, Organizations, and the Nation State
Ballroom D	FERGUSON: In hot pursuit: New questions and answers in research on automatic goal pursuit	DASGUPTA: How does emotion modulate intergroup relations? From basic processes to group-based retribution and government policies	STEFFEL: The Difference Between You and Me: Comparing Social and Self Perception
Meeting Room 13-16	KAWAKAMI: Perceiving Prejudice	COTTRELL: Managing Impressions of the Self and Others: Recent Advances in Self-Presentational Research	BIERNAT: The better angels of our nature: Celebrating the scientific contributions of Dan Batson
Meeting Room 10-12	ZAKI: Sharing and understanding the emotions of others: Relationships between different facets of empathy	WAN: The Power of the Normative? Perspectives on the Role of Shared Norms in Cultural Behavior	HAEFNER: It's not Easy: New Directions in Research on Processing Fluency
Meeting Room 18-19	SLOTTER: Hurting the Ones We Love: Social Psychological Perspectives on Violence Between Intimate Partners	MAISEL: Refining Models of Intimate Relationships and Health	KILDUFF: Jockeying for Position: New approaches to the Study of Power and Status
Meeting Room 10-21	DAMISCH: Exploring the irrational: Antecedents and consequences of magical beliefs and superstitions	ZIRKEL: Examining the Intersections of Race, Gender, and Situated Belonging	CARTER: Automaticity in the public sphere: Implicit influences of context on political behavior and judgments
Meeting Room 22-23		BUTZ: New Insights on When and Why Legitimacy Matters	TENNEY: Winning Friends and Influencing People: The Role of Perceivers' and Targets' Personalities
Meeting Room 24-25		SACHARIN: Beyond valence: The consequences of emotions for cognitive breadth and flexibility	OLSON: The Psychology of Owning (and Disowning) Possessions, People, and Even Ourselves
Meeting Room 7-9		LOSEMAN: The Quest for Certainty and its Challenges in the Modern World	GOSLING: Venturing out of the ivory tower: Communicating to broader audiences about social and personality psychology

Featured Sessions

2009 Presidential Symposium: Social Psychological Reflections on the 2008 Presidential Election

Chair: **Richard E. Petty**, Ohio State University

Drew Westen, Emory University, *Emotion, cognition, and implicit processes in the Presidential election of 2008*

Anthony G. Greenwald, University of Washington, *Lessons from Election 2008 about (1) race in American politics and (2) pre-election polls as social influence situations*

Jon A. Krosnick, Stanford University, *Why the 2008 U.S. Presidential election turned out as it did: Psychology peers into national survey data*

Thursday, February 5, 5:00 - 7:00 pm, Ballroom C-D

Outreach and Special Sessions

SPSP Graduate Student Committee Symposium: Outstanding Research Award Addresses

Sponsored by the Graduate Student Committee

Coordinators: **Megan O'Grady**, **Jennifer Pattershall**, **Helen Lee Lin** (president), **Sonia Kang**, **Greg Preuss**

Friday, February 6, 8:15 - 9:30 am, Meeting Room 22-23

Special Session: Funding Opportunities at the National Science Foundation

Amber L. Story, National Science Foundation

Friday, February 6, 8:30 - 9:30 am, Meeting Room 24-25

Special Session: Entering the Academic Marketplace: Advice from Experts

Hosted by the American Psychological Association

Chair: **Heather Kelly**, PhD, APA Science Directorate, Senior Legislative & Federal Affairs Officer

Panelists: **Monica Biernat**, University of Kansas; **Jessica Tracy**, University of British Columbia; **Jeff Simpson**, University of Minnesota; **Robert Krueger**, Washington University; **John Dovidio**, Yale University

Saturday, February 7, 8:15 - 9:30 am, Meeting Room 24-25

SPSP Training Committee Symposium: The joy and frustration: Having, developing, testing, and presenting research ideas in personality and social psychology

Chair: **Theresa K. Vescio**, Pennsylvania State University

Speakers: **Lisa Feldman Barrett**, **Susan T. Fiske**, **Wendy Berry Mendez**, **Sanjay Srivastava**, **Theresa K. Vescio**

Friday, February 6, 5:00 - 6:16 pm, Meeting Room 18-19

NCI Post-Conference Workshop: Strategies for SPSP Researchers to Obtain Funding Through the National Cancer Institute Small Grants (R03) Program for Behavioral Research in Cancer Control

Moderator: **Kara L. Hall**, National Cancer Institute

Speakers: **Angela Bryan**, **Veronica Chollette**, **Youngmee Kim**, **Marc Kiviniemi**, **William Klein**

Sunday, February 8, 8:00 am - 12:00 pm, Tampa Marriott Waterside, Room 5-6

Invited Addresses

Keynote Addresses: What Social Psychology can tell us about the 'free will' question

John A. Bargh, Yale University; *What Does The 'Free' In 'Free Will' Really Mean?*

Roy F. Baumeister, Florida State University; *Free Will, Consciousness, And Human Social Life*

Chair: **Constantine Sedikides**, University of Southampton

Saturday, February 7, 11:15 am - 12:30 pm, Ballroom C

Presidential Address: Certainty vs. Doubt: What Causes It And Why Does It Matter?

Richard Petty, Ohio State University

Introducer: **John Dovidio**, Yale University

Friday, February 6, 2:00 - 3:15 pm, Ballroom C

Jack Block Award Address: The Process And Moderators Of Accurate Personality Judgment

David Funder, University of California-Riverside

Introducer: **Daniel Ozer**, University of California-Riverside

Saturday, February 7, 2:00 - 3:15 pm, Ballroom C

Donald T. Campbell Award Address: Changing The World Like A Social Psychologist

Carol Dweck, Stanford University

Introducer: **Claude Steele**, Stanford University

Friday, February 6, 5:00 - 6:15 pm, Ballroom C

GSC Events

Hosted by the SPSP Graduate Student Committee

The Graduate Student Committee (GSC) endorses SPSP goals and, beyond that, represents the interests, concerns, and ideas of its graduate students. We serve as liaisons between students and those more advanced in the field. We are pleased to be hosting several events and the Graduate Student Poster Award competition at the 2009 SPSP Conference. We encourage you to attend and show your support for these programs so that they may continue in the future!

GSC Special Symposium: Outstanding Research Award Addresses

This special symposium features the four graduate student winners of the GSC's second Outstanding Research Award competition. In Summer 2008, contenders submitted descriptions of their research, which were then scored by peer reviewers. We are proud to present our final four outstanding student researchers! Everyone is welcome to attend this symposium. Come support these promising psychologists and the continuation of this award program!

Friday, 8:15 - 9:30 am - Meeting Room 22-23

Mentoring Lunch

The mentoring lunch offers graduate students an informal opportunity to discuss their research interests and career development with an established professional in the field. Pre-registration for this event occurred in Fall 2008. This event has been so popular in the past that we are hosting it for two days at the 2009 conference. This will allow more students and mentors to participate!

Friday and Saturday, 1:00 - 2:00 pm - Central Hall

GSC Student Social Hour

We invite all students to attend the third annual GSC Student Social Hour. This event allows undergraduate and graduate students a chance to meet the current and incoming members of the GSC, offer suggestions for future GSC services, and relax with other students. Attendees will also be eligible to win some great prizes! We are providing light refreshments, so don't be late!

Friday, 6:15 - 7:30 pm - Meeting Room 3

Graduate Student Committee Poster

We asked, and you responded! Almost 300 graduate students and recent graduates responded to the GSC's job applicant survey during Summer 2008. We asked everyone questions about publications, teaching experience, and their job hunt to help prepare graduate students for their job market experience. Stop by our poster entitled "Characteristics of Past and Future SPSP Job Applicants" to see the highlights of what we found!

Saturday, 6:15 - 7:45 pm, Session G - West Exhibit Hall

SPSP Diversity Program

In order to increase diversity within personality and social psychology and to foster a supportive climate, SPSP has created three initiatives that facilitate the career development of students who come from underrepresented groups. As part of another initiative, the Diversity and Climate Committee sponsors a diversity related symposium at each SPSP conference. More initiatives will be forthcoming in the future.

1. The SPSP Mentorship Program is devoted to connecting students from underrepresented groups with a faculty mentor of students' choice with career-related questions or requests for assistance via email. Please visit: www.spsp.org/mentor.htm
2. Qualified graduate students from underrepresented groups are eligible for travel awards to attend the annual SPSP conference. This year, 68 graduate students applied for a Diversity Fund Travel Award to attend the 2009 SPSP Conference. Of these applicants, 24 Award Recipients received \$500 for travel expenses. Awardees will attend a diversity reception at the conference where they will have the opportunity to meet and connect with a few scholars each of them have identified whose work they admire. Please visit: www.spsp.org/divprog.htm
3. We encourage undergraduates to attend the SPSP conference as well. Qualified undergraduates can apply for registration awards that cover the cost of registering for the SPSP conference. Eligible students must be enrolled in an undergraduate program located near the SPSP conference host city and have completed at least one year in their undergraduate program. Please visit: www.spsp.org/divprog.htm

The SPSP Diversity and Climate Committee would like to thank individual members for their contributions to the Diversity Fund. Members may donate directly to the Diversity Program when paying the yearly SPSP membership dues. Members may also contribute by providing their ideas for additional initiatives by contacting any of the members on the Diversity and Climate Committee for 2008-09 (Nilanjana Dasgupta, Denise Sekaquaptewa, and Keith Maddox).

SPSP thanks the following textbook authors who are all SPSP members for approaching their publishers on behalf of the Diversity Fund: Elliot Aronson, Sharon Brehm, Marilyn Brewer, Bob Cialdini, Steve Fein, Susan Fiske, Sam Gaertner, Saul Kassin, Doug Kendrick, Diane Mackie, David Myers, Todd Nelson, Steven Neuberg, Scott Plous, Felicia Pratto, Peter Salovey, James Sidanius, Eliot Smith, Shelley Taylor, and Phil Zimbardo.

Organizations and publishers that are contributing or have contributed to the Diversity Fund include the David and Carol Myers Foundation, McGraw-Hill, Worth Publishers, Psychology Press, Prentice Hall, Sage Publications, Guilford Publications, and Houghton Mifflin.

SPSP Diversity Fund Award Recipients



Ross Avilla was born and raised in Stevinson, CA, a very rural town in the center of the Central Valley. He received a B.A. in Psychology at the California State University, Stanislaus and is now in his third year of the Social Psychology Ph.D. program at the University of California, Davis under the supervision of Dr. Gregory Herek. He is currently investigating several potential explicit causes of sexual prejudice, including essentialist beliefs about

homosexuality, openness to experience and fundamentalist approaches to religion and politics, as well as several potential implicit causes of sexual prejudice, including the implicit motivations of LGBTs that may lead to more or less bias. After receiving his Ph.D., Ross plans to become an educator as well as the founding director of several different community outreach programs aimed at lessening sexual prejudice.



Allison Bair received her BA in Psychology from York University in 2003 under the supervision of Dr. Ron Okada. Her Honours Thesis investigated the impact of social pressure on body type preference and proposed an alternative direction in the treatment of body image dissatisfaction. She went on to complete her Master's at York, under the supervision of Dr. Jennifer Steele. Her M.A. thesis entitled "Interracial Interactions and Cognitive Function: The Target's

Perspective", explored the effect of interracial contact on the self-control resources of stigmatized individuals. Allison is currently completing her PhD in Social Psychology at York under the supervision of Dr. Jennifer Steele. She is continuing her interracial interaction research by examining more specific contributors to self-control depletion, as well as by exploring the boundary conditions of the depletion effect. Her second main area of research examines the social determinants of body dissatisfaction and body type preference. She is examining these issues from an evolutionary, as well as a social learning perspective. She is interested in pursuing future research on issues surrounding the impact of racial stereotypes and stigma on behavior and cognition, particularly from the perspective of the targets of prejudice.



George Chavez traveled from southern Florida to New York for his undergraduate studies; receiving a B.A. in psychology at New York University. Under the guidance of Professor Diana Sanchez, he is now a second year Ph.D student at Rutgers University and researches the causes and consequences of perceiving both the self and others as low in racial identification and minority status. He researches the answers to such questions as: Do individuals really

racially categorize in unidimensional (one race or another) terms? If not, what are the consequences of being perceived as partly one race and partly another? What are the consequences of feeling more identified with one race than another, and can situational determinants account for this feeling? Biracial himself, he is a strong proponent of more nuanced research in multiracial and multicultural identification, and plans to continue research with these populations well into his professional career.



Rebecca Covarrubias received a Bachelor of Science degree, with honors, in Family Studies and Human Development from the University of Arizona in May 2007. During her undergraduate career, Rebecca participated in the Ronald E. McNair Achievement Program, where her research interests in social psychology and graduate school developed. Currently, Rebecca is a second year doctoral student in social psychology at the University of Arizona. She is also a Ford Foundation Predoctoral Diversity Fellow and a National Science Foundation Predoctoral Graduate Fellow. Under the guidance of Dr. Stephanie Fryberg, she examines educational discrepancies in and retention strategies for underrepresented students; namely she examines how to alleviate survivor guilt for first-generation-college students and how to increase school belonging through positive role model exposure for low-income minority youth. After completing her Ph.D., Rebecca, as a professor, plans to conduct research that improves the school and life experiences of high-risk youth.



Christopher M. Crew received his Bachelors in Psychology from the University of California, Riverside and his Masters in Cognitive Psychology from the Georgia Institute of Technology. Christopher is currently a first year Ph.D. student at Columbia University in the lab of Professor Geraldine Downey. His current interests center on understanding the interplay of social-cognition and rejection sensitivity (RS) as they relate to the deployment of

attention, thought suppression, perceptions of the legal system and the development of interpersonal relationships. One line of research uses eye tracking and ERP's as a means for understanding attention deployment and self-regulation in individuals sensitive to rejection. Another line of research uses various survey and statistical techniques as a means for understanding how RS

affects affluent African-American's perceptions of the legal system and young adults intimate relationship development. Christopher's goal is to use his graduate training as preparation for a career in university level research and teaching.



José L. Duarte grew up in small copper-mining towns in the deserts of Southern Arizona. Several years ago, in the midst of a career in the software industry, he decided to become a social psychologist - with a particular interest in the emerging direction of positive psychology. After completing a B.S. in Psychology at Arizona State University, he entered the Social Psychology program at the University of North Carolina at Chapel Hill in 2007, and is

advised by Barbara Fredrickson. His research interests center on mindfulness, the sublime positive emotions, and authentic self-esteem. He is also exploring neuroimaging methods as a tool for unpacking these areas.



Jonathan Freeman grew up in Boston and received his B.A. in Psychology, Social/Cultural Analysis, and Neural Science from New York University. He is currently a second-year Ph.D. student in Experimental Psychology at Tufts University, working with Nalini Ambady. Jon takes up an interdisciplinary approach to investigate social perception. In one line of work, he records the trajectory of computer mouse movements to measure the multiple simulta-

neously and partially active representations triggered across the course of real-time person construal (e.g., those fuzzy moments between face onset and categorical judgment). This allows him to assess the on-line dynamics of information flow that gets perceivers to their ultimate construals. Using this technique and traditional measures, he also examines how multiple inputs are integrated and the interactivity between top-down/bottom-up processes in person construal. In another line of work, Jon uses fMRI to characterize how the brain gives rise to social judgments and first impressions.



Negin Ghavami received her B.A. from UCLA and her M.A. from CSU, Northridge. She is currently a doctoral candidate in Social Psychology at the University of California, Los Angeles. Broadly, Negin's research focuses on intergroup relations. Two main questions have guided her work. First, how does the intersection of multiple stigmatized social identities (e.g., being African American and lesbian) affect individuals' everyday life experiences?

Second, how do majority group members (e.g., Caucasians or heterosexuals) perceive and interact with minority group members - and what impact do these interactions have on individuals from both groups? After completing her Ph.D. she plans to teach and conduct research.



Lisa Giomo grew up in Philadelphia, Pennsylvania. She received her B.A. in Psychology from the Pennsylvania State University in 2006. Currently, she is a third-year graduate student in Social Psychology at Simon Fraser University with Dr. Michael T. Schmitt and Dr. Stephen C. Wright. Her research investigates the experiences of individuals who identify as multiracial and the potential psychological and social consequences of this identity. She is currently studying how multiracials' experiences with discrimination and sense of multiracial identification impact their psychological well-being. In another line of research she examines perceivers' categorization and subsequent judgments of multiracial targets. After finishing her Ph.D., Lisa would like to pursue a career in academia at a major research-oriented university where she can teach and mentor students.

currently studying how multiracials' experiences with discrimination and sense of multiracial identification impact their psychological well-being. In another line of research she examines perceivers' categorization and subsequent judgments of multiracial targets. After finishing her Ph.D., Lisa would like to pursue a career in academia at a major research-oriented university where she can teach and mentor students.



Angélica S. Gutiérrez was born and raised in East Los Angeles, California. She received her B.A. in Political Science and Sociology from the University of California, Los Angeles and her M.P.P. from the Gerald R. Ford School of Public Policy at the University of Michigan, Ann Arbor. Angélica is a second year Ph.D. student at UCLA Anderson, and her research interests include: social inequality, stereotypes, racial/ethnic identity, diversity and

solo status. In collaboration with her advisor and mentor, Miguel M. Unzueta, Angélica is examining the effect of diversity ideology on perceptions of stereotypical and counterstereotypical targets. In collaboration with Margaret Shih, Angélica is investigating the effect of solo status on performance. After completing her Ph.D., Angélica plans to pursue a career in academia and make research contributions in the areas of personality and social psychology.



May Ling Halim grew up in sunny Southern California. She completed her B.A. in Psychology at Stanford University. Currently, May Ling attends New York University and is enjoying the urban life as a third-year graduate student. With Dr. Diane Ruble, she has examined "PFD," a stage where preschool girls insist on wearing nothing but pink, frilly dresses and how it connects to gender identity development. She is also starting to examine the timing of becoming a tomboy in middle childhood and how that relates to feelings of gender typicality and adjustment. With Dr. David Amodio and Dr. Joshua Aronson, she has studied the relationships among stereotype vulnerability, stereotype threat, and stress. With Dr. Madeline Heilman, she has looked at gender bias in evaluating individuals with unconventional backgrounds. In the future, May Ling hopes to teach and conduct research at a university.

ing of becoming a tomboy in middle childhood and how that relates to feelings of gender typicality and adjustment. With Dr. David Amodio and Dr. Joshua Aronson, she has studied the relationships among stereotype vulnerability, stereotype threat, and stress. With Dr. Madeline Heilman, she has looked at gender bias in evaluating individuals with unconventional backgrounds. In the future, May Ling hopes to teach and conduct research at a university.



Jada G. Hamilton, originally from New Philadelphia, Ohio, holds a B.A. in Psychology and Genetics from Ohio Wesleyan University and an M.A. in Psychology from Stony Brook University. Jada will receive her Ph.D. in Social and Health Psychology from Stony Brook University in 2009, after which she will begin a postdoctoral fellowship with the National Cancer Institute's Cancer Prevention Fellowship program. With her advisor, Dr. Marci Lobel, Jada

studies stress and coping in women's health, as well as motivational issues, perceptions of disease risk, and psychological, emotional, and behavioral outcomes associated with cancer genetic testing. Jada has co-authored articles on prenatal coping, a meta-analysis on emotional distress following BRCA1/2 mutation testing, and has written a chapter on psychosocial aspects of women's contraceptive use for a forthcoming book on the psychology of women's health. Jada plans for an academic career where she can continue pursuing research and teaching.



Kristina Hood was born in Newport News, Virginia and was raised in Columbia, Maryland. She obtained a B.S. in Psychology from Christopher Newport University in 2002 and a Masters in Criminal Justice and Sociology from Virginia Commonwealth University. Kristina is currently a 2nd year Ph.D. student in Social Psychology at Virginia Commonwealth University. Kristina works with her advisor, Dr.

Faye Belgrave, on a number of different lines of research. One is focused on the role of culture and context in preventive interventions. Specifically we are looking at how familial, cultural, and contextual factors influence substance abuse, teen pregnancy, HIV, and violence among adolescent minority populations. Another is aimed at developing, implementing and evaluating culturally congruent prevention interventions; particularly promoting positive health outcomes in the realm of HIV prevention. After finishing her dissertation, Kristina plans to pursue a career focused on bridging the divide between academic research and community intervention.



Bernhard Leidner was born and raised in Germany. In 2006, he received his diploma in Psychology from the Free University of Berlin, working with Dr. Bettina Hannover. Currently, Bernhard is in his third year of the doctoral program in Social Psychology at the New School for Social Research. In collaboration with his advisor, Dr. Emanuele Castano, he is studying individuals' reactions to intergroup atrocities committed by their ingroup against an out-

group, and the role morality and moral disengagement strategies play in this context. In addition to his research at the intersection of social/political psychology and political science, Bernhard enjoys teaching, particularly statistics and psychological aspects of intergroup conflicts. Upon completion of his PhD, Bernhard

plans to pursue a career in academia to further conduct intergroup research and pass on important social psychological knowledge to students.



Diana J. Leonard was born and raised in New York City. She received her BA in psychology from Northwestern University in 2004. Diana is now a third year PhD student at the University of California, Santa Barbara and is funded by the Ford Foundation Pre-doctoral Fellowship. In collaboration with her advisor, Diane Mackie, and other Intergroup Emotions scholars, Diana researches collective responses to group disadvantage. Within this broader

theme, she has explored three major topics: the impact of emotion stereotypes on action taken to benefit the ingroup (i.e. collective action); the link between collective action and consensus seeking behavior; and perceptions of intergroup apologies as they relate to intergroup forgiveness. After obtaining her Ph.D., Diana plans to pursue a career in academia. She hopes to always conduct research that can have a direct impact on those who struggle daily with group disadvantage.



Shantal Marshall is originally from San Diego, CA and has been slowly been moving up the west coast since graduating high school. She graduated from UCLA in 2004 with a B.A. in Psychology and sociology before starting her PhD at Stanford University in Social Psychology. She has been involved in mentoring and advising programs since she was in high school and is a firm believer in giving back to underrepresented communities for all of the help

she has received along her own path. Being the first in her family to graduate from a university, she considers herself a role model to her seven nieces and nephews and hopes to one day inspire other Latinas/os and other minority group members to enter the world of academia. Her research focuses on how people gather information from their daily lives to come up with definitions of race, racial groups, and racial inequality.



Andres Golden Martinez is a third-year doctoral student in social-personality psychology at the University of California, Berkeley, where he also received his BA and MA degrees in Psychology. He is a recipient of the Eugene Cota-Robles Fellowship. At Berkeley, Andres pursues two streams of research, one in social stigma and another in intergroup relations. With Rodolfo Mendoza-Denton and Stephen P. Hinshaw, he investigates the nature

of concealable stigmas, focusing on the stigma associated with mental illness. With Dacher Keltner and members of the Berkeley Social Interaction Laboratory, Andres investigates collective emotions and group identities, seeking to understand their consequences for both conflict and reconciliation. Taking a multime-

thod approach to research, Andres employs explicit self-reports, implicit social cognitive techniques, and biological methodologies. Andres hopes to work as a University professor and make the findings and policy implications of psychological science accessible to a wide audience.



Danny Osborne was born and raised in Oakhurst, California - a small community located near Yosemite National Park. He received his B.A. and M.A. in psychology from California State University, Bakersfield and is currently a fourth-year doctoral student at the University of California, Los Angeles.

Danny's research is broadly focused on how belief systems serve to justify and perpetuate social injustices. Within this framework, Danny is pursuing the following three research questions: 1) How do stereotypes about

who commits what crimes affect individuals' ability to identify cross-race suspects? 2) What role do concessions play in legitimizing socioeconomic inequalities? and 3) How do whites' attitudes toward African-Americans affect their support for non-black minority-related policies? Danny is exploring these lines of research with his advisors Paul Davies, Yuen Huo, and David Sears, respectively. After completing his graduate studies, Danny intends to further develop these lines of research while pursuing a career in academia.



Nicole Overstreet was born and raised in the Bronx, New York. She received her B.A. in Psychology from Smith College in 2007 and is currently a second year Ph.D. student in the Social Psychology program at the University of Connecticut. In collaboration with her advisor, Dr. Diane Quinn, her research examines (1) racial differences in body ideals; (2) effects of the Jezebel stereotype (a common portrayal of Black women as hypersexual and immoral)

on Black women's self concept and leadership skills; and (3) racial and cultural differences in the experience of physical and sexual abuse. Her future research will examine resilience and vulnerability factors for women's health. Upon completion of her graduate studies, Nicole intends to obtain a faculty position at a research university and further her research on issues that impact minority populations. She is also committed to mentoring students at both the undergraduate and graduate level.



Mariana Preciado received her B.A. in psychology from Yale University. She is currently a second-year Ph.D. student in social psychology at UCLA and an NSF Graduate Research Fellow. At UCLA Mariana is examining the influence of social context on sexual identity and the organization of the sexual self with Dr. Anne Peplau, and exploring the impact of temporal and psychological distance on sexual identity with Dr. Kerri Johnson. She is also interested in

looking at the relationship between the formation and organization of sexual identity and various psychological and physical health outcomes. Upon completing her Ph.D., Mariana plans on pursuing a career in research, hoping to apply her work on identity to public health.



Ann Marie Russell was born in Boston, MA and grew up in Caribbean communities within Mt. Vernon, NY and Dorchester, MA. She obtained her bachelor's degree with honors in psychology from the University of Massachusetts at Amherst. A National Science Foundation Graduate Fellow, she is currently a fourth-year social psychology graduate student at Princeton University where she concurrently matriculates in the Joint Degree Program in Psychology

and Social Policy. Her primary research interests concern a variety of social psychological phenomena related to social class. Specifically, in collaboration with Susan Fiske, she examines the mediating role of perceived threat to symbolic values in people's extreme and ambivalent reactions to economically disadvantaged persons. Another research program investigates shifts in social policy preferences as a function of the perceived deservingness of the beneficiary group. A final line of research shifts the focus on social class groups from targets to perceivers by investigating the ways that social class memberships shape psychological orientations, particularly in the domains of goals and decision-making. Upon completing her graduate studies, Ann Marie intends to teach and conduct research at a major research university.



Muniba Saleem was born in Dhahran, Saudi Arabia. She received her B.A. in Psychology and Arabic from the Ohio State University in 2006. She received her M.S. in Psychology recently from Iowa State University. Muniba is currently a third-year graduate student in Social Psychology at the Iowa State University. She works with Drs. Craig Anderson and Douglas Gentile on media effects and aggression. Muniba is also investigating the effects of media

stereotypes on attitudes and outgroup perceptions. Upon completing her graduate studies, she plans to pursue a career in academia.



Matthew Siemionko grew up all over the East Coast. As an undergraduate, he engaged in research at both Yale and Dartmouth, and graduated from Vassar College in 2004. He is a third year graduate student in the Social Psychology program at the University of Utah. His primary line of research under the direction of Dr. Fred Rhodewalt focuses on narcissism, self-esteem, and interpersonal violence acceptance. His secondary line of research, under the direc-

tion of Lisa Diamond, focuses on same-sex and opposite-sex

dyads and psychophysiological correlates to relationship stressors. He is also interested in LGBT student experiences on college campuses, as well as the experience of AIDS-related service organization volunteers in regards to potential stigma and predictors of continued service.



Tanya Vacharkulksemsuk was born and raised in Southern California. She completed her undergraduate degrees in Psychology and Sociology at the University of California, Berkeley, and is currently a second-year Ph.D. student at the University of North Carolina, Chapel Hill. With her advisor, Dr. Barbara Fredrickson, Tanya studies emotions, nonverbal communication, and interpersonal relationships. Her current project investigates the emotions

involved during coordination, the salutary benefits that are unleashed when our emotional systems are tapped, and the psychophysiological effects of rewarding social interactions. In addition, Tanya worked as a summer research fellow at the National Cancer Institute in 2008, exploring ways to bridge social psychological theories with cancer research. After graduate school, Tanya hopes to pursue a career that weaves together her personal interest in human interactions with professional goals to become a social researcher and educator.

Symposia and Special Sessions

Opening Session/Presidential Symposium

Thursday, February 5, 5:00 – 7:00 pm

SOCIAL PSYCHOLOGICAL REFLECTIONS ON THE 2008 PRESIDENTIAL ELECTION

Thursday, February 5, 5:00 – 7:00 pm, Ballroom C-D

Chair: Richard E. Petty, Ohio State University

Speakers:

Drew Westen, Emory University, *Emotion, cognition, and implicit processes in the Presidential election of 2008*

Anthony G. Greenwald, University of Washington, *Lessons from Election 2008 about (1) race in American politics and (2) pre-election polls as social influence situations*

Jon A. Krosnick, Stanford University, *Why the 2008 U.S. Presidential election turned out as it did: Psychology peers into national survey data*

Summary: The 2008 Presidential Election resulted in the historic election of an African American president. The speakers in this symposium examine social psychological factors that did and did not contribute to the election outcome. For example, did implicit and/or explicit racial attitudes play any role? If so, in what way? Did a "Bradley effect" or a "reverse Bradley effect" occur? If so, why, for whom, and with what impact?

Special Sessions

Friday, February 6, 8:15 – 9:30 am

Special Session 1

2009 OUTSTANDING RESEARCH AWARD ADDRESSES

Friday, February 6, 8:15 – 9:30 am, Meeting Room 22-23

Coordinators: Megan A. O'Grady, Colorado State University; Jennifer Pattershall, University of Arkansas

Speakers: M. Janelle Cambron, Michael W. Kraus, Steven J. Stanton, Adam Waytz

Summary: This symposium features the winners of the SPSP Graduate Student Committee's second annual Outstanding Research Award competition. The Outstanding Research Award highlights exemplary research conducted by graduate student members of SPSP. The competition also gave other graduate students an opportunity to exercise their analytic and evaluative skills by inviting them to serve as peer reviewers. These reviewers scrutinized many competitive applications in two rounds of review before selecting the four winners whose scholarly work will be recognized in this symposium. Though all the topics touch upon interpersonal relations, they vary in both methodology and context. M. Janelle Cambron will describe her investigation of the role of friendship-contingent self-esteem (FCSE) in predicting depression. Michael W. Kraus will present his work on the automatic activation of

self-verification goals in relationship domains. Steven J. Stanton will highlight his research on the unique role of estrogen in dominance motivation in women. Adam Waytz will discuss the outcomes of inducing elevated and decreased social connectedness on humanization. We welcome all members of the SPSP community to visit this session and hear about some truly exciting research conducted by up-and-coming social and personality psychologists.

ABSTRACTS

THE ROLE OF INTERPERSONAL CONTINGENT SELF-ESTEEM IN DIATHESIS-STRESS AND SELF-PROPAGATING MODELS OF DEPRESSION

M. Janelle Cambron, University of Houston, Linda K. Acitelli, University of Houston – The main goal of this research was to examine the role of friendship contingent self-esteem (FCSE), or self-esteem that is dependent on the quality of one's friendships, in predicting depression. Although researchers have argued that an excessive need for relationships (dependency/sociotropy) or competence in one's interpersonal relationships represents a risk factor for depressive symptoms, the current research argues that only when one's self-esteem is dependent on the quality of one's friendships is that person at risk for depression. Study 1 showed that, as expected, only for those high in FCSE did dependency and interpersonal competence predict depressive symptoms. In Study 2, FCSE predicted instability in self-esteem in response to positive and negative friendship events over the course of 14 days. In turn, self-esteem instability predicted depressive symptoms at the conclusion of the study. Study 3 investigated the role of FCSE in the self-propagating cycle of depression or cognitive and behavioral patterns that maintain their symptoms of depression (Joiner, 2000). Study 3 showed that individuals high in FCSE reported engaging in greater reassurance seeking and rumination and experiencing greater depressive symptoms than those low in FCSE over the course of 3 weeks. In addition, reassurance seeking and rumination mediated the relation between FCSE and depressive symptoms. Finally, preliminary evidence is presented from an experimental study which examined the interaction of FCSE and rejection on negative feedback seeking and depressed mood. Findings are discussed with regard to the importance of considering self-esteem when investigating interpersonal risk for depression.

STRIVING TO BE KNOWN BY SIGNIFICANT OTHERS: AUTOMATIC ACTIVATION OF SELF-VERIFICATION GOALS IN RELATIONSHIP CONTEXTS

Michael W. Kraus, University of California, Berkeley Serena Chen, University of California, Berkeley – Extending research on the automatic activation of goals associated with significant others (Bargh, 1990; Kruglanski, 1996), it was hypothesized that self-verification goals typically pursued with significant others are automatically elicited when a significant-other representation is activated. Supporting this hypothesis, the activation of a significant-other representation through priming (Experiments 1 & 3) or a transference encounter (Experiment 2) led participants to seek feedback that verifies their pre-existing self-views. Specifically, significant-other primed participants desired self-verifying feedback in general (Experiment 1), from an upcoming interaction partner (Experiment 2), and relative to acquaintance-primed participants and favorable feedback (Experiment 3). Finally, self-verification goals were activated especially for relational self-views deemed high in importance to participants' self-concepts (Experiment 2) and for self-views held with high certainty (Experiment 3). The results add to the literature on automatic goal activation, and extend this

literature by documenting the first evidence for the automatic activation of self-verification goals in relationship contexts. Implications for research on self-evaluative goals, the relational self, and self-concept change are discussed.

HORMONES AND POWER MOTIVATION IN WOMEN: THE ROLE OF ESTROGEN *Steven J. Stanton, Duke University; Oliver C. Schultheiss, Friedrich-Alexander University* – Women have long been overlooked in biological research on dominance motivation. Employing a male model, many studies have tried but failed to link testosterone to dominance motivation in women and have also failed to demonstrate testosterone changes in response to dominance contests. Primate studies strongly suggest that estradiol (estrogen) is positively linked to dominance motivation and behavior in primates, but human studies on the behavioral roles and personality correlates of estradiol are virtually non-existent. The present study broke new ground by investigating baseline and dynamic relationships between implicit power motivation (*n* Power), a preference for having impact and dominance over others, and both salivary estradiol (estrogen) and testosterone in women. During a laboratory dominance contest, participants competed in pairs on a cognitive task and contest outcome (win vs. loss) was experimentally varied. Estradiol and testosterone levels were determined in saliva samples collected at baseline and several times post-contest. *n* Power was positively associated with baseline estradiol levels. Women's estradiol responses to the dominance contest were influenced by the interaction of *n* Power and contest outcome: Estradiol increased in power-motivated winners but decreased in power-motivated losers. Overall, *n* Power did not predict basal testosterone levels or testosterone changes as a function of dominance contest outcome, which suggests that estradiol is discriminantly related to dominance motivation in women. This research shed new light on the biological underpinnings of dominance motivation in women and suggests that future studies should include both estradiol and testosterone to examine potentially unique roles for each.

SOCIAL CONNECTION AND SEEING HUMAN *Adam Waytz, University of Chicago; Nick Epley, University of Chicago; John Cacioppo, University of Chicago; Scott Akalis, Harvard University* – People have a fundamental motivation to form social connections with others, and when deprived of these connections, they create them by humanizing animals, nature, technology, and spiritual entities. By the same token, given that most individuals experience high levels of social connectedness as the status quo, elevated levels of social connection may in fact diminish the natural baseline tendency to seek human connections and to see essentially human qualities in others. The current research documents this compensatory relationship between social connection and humanization. Studies 1-5 demonstrate that lacking social connection facilitates seeing non-human agents as humanlike. Studies 1-3 reveal positive correlations between self-reported loneliness and anthropomorphism of pets, technological gadgets, and celestial bodies. Study 4 demonstrates that individuals experimentally induced to anticipate social isolation report an increased belief in commonly anthropomorphized supernatural agents (e.g. God, angels). Study 5 shows that individuals experimentally induced to feel lonely increase belief in supernatural agents and perceive their pets as more humanlike in socially supportive ways. Studies 6 and 7 demonstrate a relationship between high social connection and dehumanization. Study 6 demonstrates that individuals induced to experience social connection rate other individuals lower on basic human capacities (e.g. cognition, intention, emotion) whereas Study 7 shows that inducing social connection facilitates preferential dehumanization of out-group members compared to in-group members. These studies demonstrate the extremes people go to in creating social connection and suggest that elevated levels of social connection may in fact adversely affect individuals' perceptions of others.

Special Session 2

FUNDING OPPORTUNITIES AT THE NATIONAL SCIENCE FOUNDATION

Friday, February 6, 8:30 – 9:30 am, Meeting Room 24-25

Speaker: Amber L. Story, National Science Foundation

Symposia Session A

Friday, February 6, 9:45 – 11:00 am

Symposia Session A1

AT FACE VALUE: CANDID COMMUNICATION ACROSS THE RACIAL DIVIDE

Friday, February 6, 9:45 – 11:00 am, Ballroom C

Chair: Kent D. Harber, Rutgers Newark

Speakers: Patricia G. Devine, Tessa West, Kent D. Harber, John Dovidio

Summary: Direct and unselfconscious contact between minorities and Whites are often doubly jeopardized. Stereotypes and prejudices can poison these interactions, creating distorted perceptions and distrust. But awareness of these problems can lead minorities and Whites into a mannered formality that emphasizes self-presentation and politeness over authentic communication and meaningful contact. As a result, natural interactions between these groups are often thwarted by barriers buttressed by animosity (and wariness of it) on one side and by anxiety and artifice on the other. Four research teams examine this dilemma, looking at its causes and consequences. Patricia Devine and Laura Sheets discuss their research on the self-regulation of prejudice and how, paradoxically, greater external motivation to control prejudice leads to more stereotype-laden memories of interracial encounters. Tessa West, Nicole Shelton, and Tom Trail examined how anxiety differently affects unfolding encounters between mixed-race versus same-race roommate pairs. They show that initial anxiety is much more enduring in mixed race roommates, and this early anxiety affects interest in ongoing contact. Kent Harber and Jamie Gorman discuss the "positive feedback bias", wherein Whites provide more lenient feedback to minorities. A school-based experiment showed that the bias exists in public schools, it differs for Black vs. Latinos, and it is affected by teachers' social support. John Dovidio, Adam Pearson, and Tessa West discuss two studies examining how race affects interpretations of others' emotions. Positive emotions were considered diagnostic of in-group members, but negative emotions considered diagnostic of out-group members. Importantly, these race-based emotion attributions undermined joint problem solving.

ABSTRACTS

WHEN CONTROLLING PREJUDICE GOES AWRY: BIASED MEMORY AND THE CYCLE OF STEREOTYPE CONFIRMATION IN INTERRACIAL INTERACTIONS

Patricia G. Devine and Laura Sheets; University of Wisconsin – Madison – A puzzling aspect of prejudice in interracial interactions is that despite what appear to be widespread efforts to control prejudice, intergroup biases and stereotyping remain pervasive. Previous research demonstrated that trying to control behavior to appear non-prejudiced requires effort and is depleting of cognitive resources, though we have found this tendency to be much stronger for those motivated to respond without prejudice for external (social) than internal (personal) reasons. An understudied issue, however, concerns how control efforts and the concomitant drain on cognitive resources affect memory in interracial interactions. Integrating theory and research from the prejudice, stereotyping, and person memory litera-

tures, we developed an analysis of why, at least for some people, these self-regulatory efforts paradoxically lead to increased attention to and memory for stereotypic information. We have found that following a getting acquainted interaction in which Black individuals share stereotypic (e.g., liking hip hop music), counter-stereotypic (e.g., being in the honors program), or neutral (e.g., liking pizza) information, only those motivated to respond without prejudice for external reasons showed high levels of cognitive depletion and biased memory for stereotypic over counter-stereotypic or neutral information. These memory effects were mediated by cognitive depletion. This cycle of stereotype confirmation can be highly pernicious given that it arises out of efforts to respond without prejudice and, thus, the biased memories may be perceived to be valid precisely because the attempt to be nonbiased, implicating perpetuating the cycle of bias. We discuss strategies by which people may escape this stereotype-perpetuating cycle.

HOW ANXIETY TODAY AFFECTS CONTACT TOMORROW: A LONGITUDINAL DYADIC APPROACH TO UNDERSTANDING INTERRACIAL INTERACTIONS *Tessa West, NYU, J. Nicole Shelton, Princeton, Tom Trail, Princeton* – Interracial encounters often produce anxiety, which in turn can spoil these encounters. However, the research demonstrating these effects typically focused on only one interaction partner, and did so in single "snap-shot" encounters set within staged laboratory settings. Little is known about how race and anxiety affect unfolding encounters taking place in natural settings. Yet these are exactly the kinds of encounters through which sustained relationships often develop. We addressed this issue in a daily-diary study of mixed-race and same-race college roommate pairs during the first three weeks of their acquaintanceship. Using a cross-lagged design, we examined the unique effects that one's own and one's partner's anxiety have on interest in contact. We demonstrated that unique to interracial relationships, not only does one's own anxiety yesterday influence one's own anxiety today, but—for interracial pairs only—one's roommate's anxiety yesterday also influenced future contact. The importance of taking a relational approach to understanding inter-group interactions is discussed.

THE POSITIVE FEEDBACK BIAS TO MINORITIES *Kent D. Harber and Jamie L. Gorman, Rutgers University at Newark* – Giving feedback is a tricky business, involving a delicate balance of candor and sensitivity. This balance can be positively biased (more praise, less criticism) when feedback suppliers are White and feedback recipients are minorities (Harber, 1998; 2004; Harber, et al., under review, Harber & Gorman, in prep). This "positive feedback bias" has been displayed across the country by undergraduates, teacher trainees, and middle school and high school teachers. It occurred when feedback was transmitted indirectly through written communication and directly in face-to-face encounters. Furthermore, this bias applies to a least two different minority groups – African Americans and Latinos. Whites' effort to see themselves as egalitarian seems to explain the positive bias to African Americans. For example, the bias never occurs for the "safe" domain of writing mechanics but only for the risky domain of content. Also, Whites whose egalitarianism was threatened showed the bias most strongly, but those whose egalitarianism was confirmed did not show it at all. This talk summarizes research on the nature and causes of the positive bias, and focuses on a just-completed experiment showing that the bias occurs with public school teachers. This study showed that feedback was moderated by social support, but only to African Americans. Teachers with the least support provided African American students with the most positive feedback. Feedback to Latinos was unaffected by social support, but was instead moderated by extent of teaching experience (suggesting an expectancy explanation). Implications for theory and practice, and potential remedies, will be discussed.

AN AFFECTIVE VICIOUS CYCLE: RACE AFFECTS THE INTERPRETATION OF EMOTION, WHICH AFFECTS PERSON PERCEPTION, WHICH AFFECTS COOPERATION *John F. Dovidio, Yale University, Adam R. Pearson, Yale University & Tessa V. West, New York University* – We predicted that the emotional displays of racially-different people would be interpreted more negatively than those of racially similar people, and that this would adversely affect the nature and outcomes of cross-racial cooperation. In Study 1, Black and White participants judged videotaped members of their own race or of the other's race who non-verbally displayed low or high anxiety. Participants judged other-race members who displayed anxiety to have anxious and unfriendly personalities; this did not occur for same-race members. Both Blacks and Whites showed this out-group attribution bias. In Study 2, unacquainted White, Black, and Latino/Latina participants engaged in brief same-race or different-race dyadic conversations, and then rated their partners on positive emotion (e.g., happy, cheerful, pleased), negative emotion (e.g., irritable, frustrated, annoyed), trustworthiness, and friendliness. Next, in a supposedly unrelated study, dyad partners completed a cooperative performance task (jointly guiding an object through a complex computer maze). Same-race, but not different-race partners who were seen as displaying more positive emotion were viewed as more trustworthy. However, different-race, but not same-race, partners who were seen as showing more negative emotion were viewed as less friendly. Furthermore, the perception of negative emotion in different-race, but not same-race, dyads was associated with poorer task coordination, including more frequent errors and more severe errors in completing the maze. These effects occurred independently of their partners' actual emotional experiences. Implications of these findings for understanding how interpretations of emotional responses can shape inter-group dynamics and relations are considered.

Symposia Session A2

MOTIVATED FORGETTING: THE WHO, THE WHEN, AND THE WHY

Friday, February 6, 9:45 – 11:00 am, Ballroom D

Chairs: Jeffrey D. Green, Virginia Commonwealth University; Leonard S. Newman, Syracuse University

Speakers: Jeffrey D. Green, Leonard S. Newman, Brandon J. Schmeichel, Nazanin Derakshan

Summary: The idea that people contrive to forget about painful thoughts, feelings, and events has a venerable history in psychology, though ambivalence about motivated forgetting may have an equally long history. One reason for the disreputable status of motivated forgetting is its close association with the Freudian concept of repression, with all of its associated baggage from psychoanalytic theory. Another is the way in which the topic became subsumed by the more recent controversy over alleged recovered repressed memories of traumatic events in early childhood. A growing body of research, however, demonstrates that people have a number of straightforward strategies at their disposal – such as processing unflattering information about the self in a shallow and superficial manner – to help them render threats to their self-concepts relatively inaccessible to recall. The talks comprising this symposium focus on moderators of self-defensive processes (cognitive, motivational, relational, and chronometric) in memory as a way of deepening understanding of their nature and consequences. Green discusses attenuation of mnemonic neglect (poor recall of threatening self-relevant feedback) when a) the feedback came from a close other, and b) self-improvement strivings were activated. Newman applies the mnemonic neglect paradigm to members of a stigmatized group, and reports two studies in which such membership moderates mnemonic neglect. Schmeichel examines the role of working memory capacity in psychological defense in general and motivated forgetting in particular.

Derakshan investigates another important individual difference moderator, and finds that people with a repressive coping style are especially likely to forget threatening material over time.

ABSTRACTS

ABSTRACT #1 *Jeffrey D. Green, Virginia Commonwealth University; Constantine Sedikides, University of Southampton; Brad Pinter, Pennsylvania State University, Altoona; Daryl R. Van Tongeren, Virginia Commonwealth University* – People selectively forget feedback that threatens central self-conceptions, a phenomenon labeled mnemonic neglect. Such forgetting serves to protect the self-system, but its rigid application may be associated with liabilities such as failing to learn about one's weaknesses. Two experiments tested the extent to which mnemonic neglect is rigid or flexible. In one experiment, participants brought a close other to the lab and were randomly assigned to work either with the close other or with a stranger. Participants completed an ostensibly reliable and valid computer-administered personality test (the "MOPI"), and were told that their interaction partners received the results of the personality test and chose both threatening and affirming behavioral feedback (i.e., "behaviors you are likely to perform") for them. Participants recalled poorly threatening stranger feedback but recalled well threatening close-relationship feedback. In the second experiment, participants received threatening and affirming computerized feedback directly from the MOPI. Self-improvement strivings were primed via a sentence completion task. Mnemonic neglect (i.e., greater recall of affirming relative to threatening behaviors) was present in the control condition but was absent (i.e., threatening and non-threatening feedback was recalled equally) in the self-improvement condition. Self-protection via mnemonic neglect is flexible and strategic. Individuals recall well self-threatening feedback when the feedback has ramifications for long-term relationships and when they are concerned with self-improvement.

ABSTRACT #2 *Leonard S. Newman¹, Collette P. Eccleston¹, & Masanori Oikawa^{1,2}; ¹Syracuse University, ²Japan Society for the Promotion of Science* – People selectively forget unflattering feedback (even hypothetical unflattering feedback) by processing it more shallowly than flattering feedback, a phenomenon labeled mnemonic neglect by Sedikides and Green. Little research, however, has examined individual or group moderators of mnemonic neglect. Members of negatively stereotyped groups face the ever-present possibility of discrimination. One way that stigmatized people may cope with the fact that they might receive biased negative feedback from others is to disregard or dismiss it, thereby protecting their self-esteem from being affected by its implications. Thus, mnemonic neglect might be enhanced among members of stigmatized groups. In Study 1, the tendency to recall significantly less unflattering than flattering self-relevant feedback was significantly more pronounced for African-American participants than for white participants. That same difference was not found when the feedback was said to apply to another person. Replicating past research, these effects were stronger for central (important) than peripheral (less important) behavioral information. In Study 2, the difference between African-American and white participants was eliminated when participants were primed (via a scrambled sentence task) with the concepts of egalitarianism and fairness, suggesting that the otherwise elevated levels of mnemonic neglect found among African-American participants derives from expectations of discrimination. These findings suggest that processes regulating the extent to which different interpersonal, academic, and other personally significant experiences are accessible for later recall play an important role in how members of stigmatized groups protect their self-concepts and maintain their self-esteem.

ABSTRACT #3 *Brandon J. Schmeichel, Texas A&M University* – An ego threat is an event or communication that has unfavorable implications for the self-concept. Ego threats mainly elicit self-enhancing tendencies that are thought to reflect the motivation to view oneself positively. Does cognitive ability influence how people respond to ego threat? This talk will

review evidence that individual differences in working memory capacity are important for success at ego defense. In Study 1, participants received either negative feedback or no feedback about their emotional intelligence. Participants then completed a disguised measure of self-enhancement tendencies known as the Over-Claiming Questionnaire (OCQ). Participants higher in working memory capacity claimed greater familiarity with bogus people, places, and things on the OCQ relative to participants lower in working memory capacity, but only in the ego threat condition. No differences in over-claiming were observed in the absence of ego threat. In Study 2, participants received a mixture of positive and negative feedback about their personality characteristics after completing a bogus personality inventory. A surprise memory test at the end of the study prompted participants to remember as much of the personality feedback as they could. Participants higher in working memory capacity remembered more positive feedback, and somewhat less negative feedback, relative to participants lower in working memory capacity. The results were robust across the range of individual differences in trait self-esteem. Altogether, these findings indicate that working memory capacity, traditionally considered a 'cold' cognitive ability, facilitates self-protective responses to ego threat.

ABSTRACT #4 *Nazanin Derakshan¹ and Marius Usher^{1,2}; ¹Affective and Cognitive Neuroscience Lab, School of Psychology, Birkbeck University of London, UK, ²Tel Aviv University, Tel Aviv, Israel*; – Memory suppression has recently been proposed to account for the forgetting of experimental material, as assessed, for example, by retrieval-induced forgetting and the think-no-think tasks (Anderson & Green, 2001; Anderson & Levy, 2006). Using several ecologically designed experimental tasks, we examined if repressors (individuals who report low anxiety but high defensiveness) show more forgetting of negative experimental material (without explicit forgetting instructions). In Experiment 1, participants read stories that included self-relevant negative, positive and neutral information. Recall was assessed immediately and after a temporal delay (20mins) filled with distractor activity. Repressors, compared to controls, recalled less negative information at immediate recall but remembered an equal amount of negative information when recall was delayed. To test if this result was due to a rebound effect (Geraerts et al., 2006), or due to the fact that after the delay the participants stopped seeing the story-material as self-relevant, we conducted a second study, in which the self-relevance of the material was direct (rather than imagined). In Experiment 2, participants completed a personality test after which they were given (and repeated back) bogus, but direct, positive and negative feedback on their performance. The memory for the feedback was then tested after a distractor filled interval (20 mins). This time, we found that even after the delay, repressors remembered less of the negative feedback than members of the other groups. This suggests that repressors are better skilled at suppressing negative material, consistent with the proposal that suppression is an important mechanism of memory forgetting.

Symposia Session A3

INTERPERSONAL TRUST: NEW APPROACHES TO ITS FUNCTIONAL VALUE IN RELATIONSHIPS

Friday, February 6, 9:45 – 11:00 am, Meeting Room 13 -16

Chairs: *Paul Van Lange, VU University of Amsterdam, The Netherlands; Jeff Simpson, University of Minnesota*

Speakers: *Paul Van Lange, Jeff Simpson, Bulent Turan, John Holmes*

Summary: Although definitions differ, one key component of interpersonal trust is feelings or beliefs in the honesty and good intentions of another person, which should contribute to the growth and stability of most relationships. The way in which trust operates in social interactions and relationships, however, remains inadequately understood. The present symposium adopts a new, dynamic perspective

on interpersonal trust and its functions for relationships. Rather than assuming that trust reflects a relatively stable state or trait, we suggest that trust is subject to considerable variability – so much so that it is appropriate to talk about the “plasticity of trust.” The first paper suggests that generosity feeds trust, and that some level of trust is essential for effectively coping with unintended errors and misunderstandings to maintain cooperative interactions (Van Lange & Klapwijk). The second paper suggests that temporal fluctuations in how partners perceive each other may undermine trust and, in turn, close relationships (Simpson, Campbell, & Kashy). The third paper also assumes plasticity in trust, focusing on the knowledge structures that people use during the formation of trust (Turan & Horowitz). The final paper focuses on the influence of subtle scripts and priming in understanding efforts at enhancing a partner’s dependence on the relationship, thereby fostering greater trust (Holmes & Murray). Together, these papers provide novel evidence for both the plasticity of trust and its key role in fostering cooperative interactions and healthy relationships.

ABSTRACTS

OVERCOMING “NOISE” AND MISUNDERSTANDINGS: THE FUNCTIONALITY OF GENEROSITY AND TRUST

Paul A.M. Van Lange & Anthon Klapwijk, VU University Amsterdam, The Netherlands – “What goes around, comes around.” Many sayings and proverbs convey conventional wisdom that the key function of generosity is that people will “pay you back” some time. While there is some evidence for this mechanism, we suggest another, less well-recognized function of generosity – the building of interpersonal trust. We advance the argument that one’s own generosity feeds the partner’s trust, which is essential in coping with so-called “noisy” situations in which unintended errors may occur, especially when intended actions are more cooperative than actual actions (e.g., not responding to an email due to a network breakdown). We describe two novel, experimental studies in which we manipulated the partner’s behavior (as being generous or reciprocal), and noise (absence or presence of unintended errors) in a social dilemma task. Findings of two studies revealed that noise undermined cooperation, trust and impressions of benign intent, and genuine helping (i.e., giving actual money with no possibility of reciprocation by the partner). However, such undermining effects of noise were substantially weaker or even absent when the partner behaved in a generous (versus reciprocal) manner – that is, by behaving somewhat more cooperatively than the participant did. These findings add credence to the claim that the ultimate functions of generosity may be rooted not only in “getting it back” but also in building trust – an inherently interpersonal mechanism that is essential to the functioning, and survival, of human relationships, because it helps reduce and overcome noise and misunderstandings.

FLUCTUATIONS IN RELATIONSHIP EVALUATIONS AND INTERPERSONAL BEHAVIOR IN ROMANTIC RELATIONSHIPS: THE ROLE OF DYADIC TRUST

Jeffrey A. Simpson, University of Minnesota, Lorne Campbell, University of Western Ontario, Deborah A. Kashy, Michigan State University – Little is known about how temporal fluctuations of relationship perceptions within individuals are associated with relational processes that destabilize relationships, or why some people are more likely to experience greater fluctuations than others. To examine these processes, we had a sample of long-term dating couples participate in a 14-day diary study that assessed each partner’s daily perceptions of his/her partner/relationship. Following the diary period, each couple was also videotaped trying to resolve the most important unresolved problem from the diary period. As predicted, (a) individuals who trusted their partners less reported more variability in perceptions of the relationship during the diary period; (b) greater variability in relationship perceptions predicted more negative and less positive behavior during the conflict resolution task (rated by observers) as well as greater self-

reported distress; (c) individuals who trusted their partners less also behaved less positively and more negatively during the conflict task and reported less distress; and (d) links between trust and these conflict task measures were partially mediated by the degree of variability of relationship perceptions in the diary task. These findings are discussed in terms of how temporal fluctuations in perceptions of partners/relationships are likely to undermine relationships.

TRUSTING A PARTNER TO “BE THERE” WHEN NEEDED *Bulent Turan and Leonard M. Horowitz, Stanford University* – How do people know whether they can trust a partner to “be there” for them at times of stress? We examined two related knowledge structures that help people process information relevant to making such judgments about attachment figures. (a) Applying prototype methodology, we identified indicators that people use to predict whether a potential partner will be supportive. Using these indicators, we constructed a measure of individual differences in knowledge. The Knowledge of Indicators (KNOWI) Scale applies signal detection methods to assess each participant’s ability to discriminate good from poor indicators. We demonstrated that the KNOWI predicts performance on a laboratory task: Participants interacted with a confederate who described a problem, revealing subtle cues that a boyfriend will not be supportive. High-scoring participants on the KNOWI Scale recognized these cues more readily. (b) A second relevant knowledge structure, the attachment script, describes the prototypic sequence of events when one partner provides support for another. We assessed individual differences in the accessibility of this script using animated film clips: Geometric figures enacted the sequence of events in the attachment script, and participants’ descriptions of the animations were coded to reflect how well they recognized the script. Accessibility of the script helped participants organize otherwise ambiguous stimuli in the animations into a meaningful story and showed expected effects on information processing and memory. In addition, script accessibility was correlated with knowledge of indicators of supportiveness, suggesting that the two knowledge structures are components of a broader internal working model of attachment and trust.

BECOMING INDISPENSABLE: FOSTERING PARTNER DEPENDENCE AS TRUST INSURANCE

John G. Holmes, Sandra L. Murray, University of Waterloo University at Buffalo SUNY – A model of a trust-insurance system is proposed to examine how low and high self-esteem people cope with the interdependence dilemma posed by feeling inferior to a romantic partner. Feeling inferior automatically activates “if-then” contingencies that link inferiority to the exchange script (i.e., partner qualities must be evenly traded if a relationship is to be successful). Anxieties created by the implications of this exchange script then activate reparative efforts to secure a partner’s dependence through contributing more to the relationship. That is, when trust that a partner intrinsically values the self is in doubt, the person becomes motivated to engage in compensatory behavior consisting of making oneself invaluable through instrumental actions. A daily diary study of newlyweds demonstrated that on days when people felt inferior, they did more for their partners, which indeed resulted in partners feeling more satisfied. Two experiments that primed the exchange script directly also support the model. Overall, when implicitly primed, the exchange script heightened worries about being inferior and motivated behavioral efforts to increase the partner’s dependence regardless of self-esteem. When consciously deliberated, the exchange script only elicited dependence-promotion for low self-esteem people.

Symposia Session A4

WHY, WHEN, AND HOW WE MAKE COMPARATIVE JUDGMENTS

Friday, February 6, 9:45 – 11:00 am, Meeting Room 10-12

Chairs: Daniel Gilbert, Harvard University; Karim Kassam, Harvard University**Speakers:** Thomas Mussweiler, Karim Kassam, Christopher Hsee, Nathan Novemsky

Summary: The pleasure or pain that our experiences produce depends not only on the experiences themselves but also on other things we have experienced in the past, could have experienced in the present, or might still experience in the future. Shoppers compare one product to another, diners compare their meals to those they've had before, graduate students compare the schools at which they are studying to the schools that might someday hire them, and Olympians compare their medals to those that are hanging around the necks of the athletes beside them. Why, when and how we compare are complex questions, and this symposium brings together research that examines them and uncovers their implications for well-being and decision-making. Mussweiler and Epstein discuss the cognitive efficiency of comparative judgment; Kassam and colleagues discuss the circumstances under which people make different kinds of comparisons; Hsee discusses the distinction between comparative and absolute judgments; and Novemsky and Simmons discuss the role of context in comparative judgment.

ABSTRACTS

IS COMPARISON INEVITABLE? ON THE UBIQUITY AND EFFICIENCY OF COMPARATIVE THINKING. Thomas Mussweiler, University of Cologne, Germany, Kai Epstein, University of Cologne, Germany – Comparisons may be an inevitable element of human information processing. In fact, it has been demonstrated that comparisons influence human judgment, affect and behavior across a variety of classic psychological paradigms and phenomena. We will suggest that comparisons are so ubiquitous because of the efficiency of comparative thinking. More specifically, comparative thinking may hold important efficiency advantages in that it allows people to make a judgment or decision more quickly and use less processing resources for it without being less accurate. The results of three experimental studies are consistent with this notion. A first experiment demonstrates that participants who are procedurally primed to engage in comparative thinking are faster in making a critical judgment and have more residual processing resources available for a secondary task. A second experiment shows that comparative thinking speeds up complex decision making without a loss in accuracy. The results of a final study show that these efficiency advantages of comparative thinking result because participants in a comparative thinking mode make more use of readily accessible information about the judgmental standard. These findings suggest that comparative thinking may be inevitable because it serves as an all purpose heuristic that saves scarce cognitive resources.

MOTIVATION AND CAPACITY IN THE SELECTION OF COMPARISON STANDARDS. Karim S. Kassam, Harvard University, Carey K. Morewedge, Carnegie-Mellon University, Daniel T. Gilbert, Harvard University, Timothy D. Wilson, Harvard University – Gains may be valued by comparing them with alternatives that are present at the time the comparison is made or with alternatives that are absent at the time the comparison is made. We offer a two-stage model in which people (a) initially make “present comparisons,” and (b) subsequently make “absent comparisons” when they have the cognitive resources and motivation to do so. This model predicts that when a present comparison is favorable (“What I got is better than what I didn't get”) people will be unmotivated to make a subsequent absent comparison; but when a present comparison

is unfavorable (“What I got is worse than what I didn't get”) people will be motivated to make a subsequent absent comparison (“But at least what I got is better than what I had”). Three experiments supported the model. People who won the greater of two dollar amounts were equally happy when they won \$5 (instead of \$3) as when they won \$3 (instead of \$1); but people who won the lesser of two dollar amounts were happier when they won \$5 (instead of \$7) than when they won \$3 (instead of \$5). As predicted, the latter effect disappeared when cognitive load prevented people from making absent comparisons.

WHETHER HAPPINESS IS RELATIVE OR ABSOLUTE DEPENDS ON WHETHER IT IS ABOUT MONEY, ACQUISITION, OR CONSUMPTION

Christopher Hsee, University of Chicago Graduate School of Business – Many have argued that the relationship between external events and happiness (hedonic experience) is relative; others claim it is absolute. To explore this issue we distinguish three types of happiness: the happiness derived from money (monetary experience), from acquiring an item (acquisition experience), and from consuming an item (consumption experience). Using both laboratory and field data we show that monetary and acquisition experience is relative but consumption experience can be absolute. We further distinguish consumption as being inherently evaluable (such as the temperature of bathwater) or inherently inevaluable (such as the size of a diamond), and find that inherently evaluable consumption experience is absolute, while inherently inevaluable consumption experience is relative. These findings yield both theoretical implications for whether preferences are inherent or constructed and social implications for how to increase happiness across generations.

FROM LOSS AVERSION TO LOSS ACCEPTANCE: HOW GAMBLING CONTEXTS UNDERMINE LOSS AVERSION

Joseph Simmons, Yale School of Management, Nathan Novemsky, Yale School of Management – One of the most robust findings in decision making is that people weight negative options more heavily than equivalent magnitude positive options (i.e. people display loss aversion). Except for very small amounts, people are unlikely to choose gambles that offer equivalent chances of loss and gain of a fixed amount. This finding stands in sharp contrast to the fact that millions of people gamble in casinos. To reconcile these empirical realities, we note that what constitutes a very small amount depends on the alternatives. We suggest that gambling contexts encourage comparisons of potential wagers to much larger wagers, making those wagers feel small, thereby decreasing loss aversion and increasing people's willingness to gamble. In a series of studies, we show various context effects that increase gambling by making a fixed wager amount seem small.

Symposia Session A5

ELECTORAL AFFINITIES: THE MOTIVATIONAL UNDERPINNINGS OF IDEOLOGICAL ORGANIZATION, PREFERENCES, AND VALUES

Friday, February 6, 9:45 – 11:00 am, Meeting Room 18-19

Chairs: Jaime L. Napier, New York University; Hulda Thorisdottir, Princeton University**Speakers:** Christopher M. Federico, Ariel Malka, Hulda Thorisdottir, Jaime L. Napier

Summary: Social psychologists have recently begun to document numerous ways in which individuals adopt political attitudes and beliefs. In particular, a growing body of evidence suggests that social-cognitive motives have a substantial impact on citizens' ideologies. We bring together the latest directions in this research, with a specific focus on how social-cognitive motives, including needs to evaluate, identity consistency, and threat reduction, influence ideological preferences. We first explore the motivational factors that lead people to organize their attitudes on the left-right ideological dimension. Federico and

Mataczynski demonstrate that people with a high need to evaluate are more likely to hold ideologically constrained belief systems, and this is especially true when politics is made salient. Malka and Krosnick illustrate the motivational impact that political self-identification has on the formation of new political attitudes. They show that once a person identifies as “liberal” or “conservative,” he/she becomes more likely to adopt attitudes espoused by elites who share his/her self-label. The second half of the panel explores the situational factors that motivate adherence to specific ideological values. Thorisdottir finds that threat heightens the motivation to reach cognitive closure, and this leads to a preference for conservative (vs. liberal) ideology because of the control and certainty inherent in conservative beliefs. In line with this, Napier and Jost focus on how the threat of inequality results in increased adherence to conservative beliefs that rationalize inequality. Further, they find that those who rationalize inequality are happier than those who do not, especially in highly inegalitarian societies.

ABSTRACTS

MOTIVATION AND THE USE OF IDEOLOGY: CONTINGENT EFFECTS OF THE NEED TO EVALUATE ON IDEOLOGICAL CONSTRAINT

Christopher M. Federico, University of Minnesota, Lisa Mataczynski, CIGNA Health Solutions – Social and political psychologists have long been interested in the antecedents of ideological constraint, i.e., the extent to which citizens’ issue attitudes are aligned with their overall left-right self-placement or with one another. Most research on constraint has focused on variables related to information or ability, such as political expertise. However, we focus on a generalized motivational variable: the need to evaluate, or the motivation to form impressions of various objects as “good” or “bad.” We hypothesize that the need to evaluate should increase the judgmental utility of abstractions like ideology: for those who wish to evaluate many objects, ideology should be particularly useful as a general device for coming to conclusions about various political topics. However, we also argue that this effect should be more pronounced when the political domain is made salient; when politics is not salient, ideology should be less relevant to the goals of those high in the need to evaluate. In sum, we predict that the need to evaluate should increase ideological constraint when the politics is made salient. Using an experimental manipulation of the salience of the political domain, Study 1 confirmed this hypothesis: results indicated that the relationship between the need to evaluate and increased constraint was stronger when politics was made salient. In turn, Study 2 replicated this finding with data from the 2004 National Election Study using an individual-difference measure of the extent to which politics was chronically salient for survey respondents. Implications for the study of ideological constraint are discussed.

CONSERVATIVE-LIBERAL SELF-LABEL AND RESPONSIVENESS TO IDEOLOGICAL CUES

Ariel Malka and Jon A. Krosnick Stanford University – Conservative-liberal self-label is a commonly measured variable in surveys of American political attitudes. It is correlated with a diverse range of political attitudes, including those in the social welfare, cultural (e.g., abortion), and foreign policy domains. Many social scientists treat this self-label as an indicator of an underlying “ideology,” or a comprehensive worldview with organic relevance to a diverse range of political attitudes. In contrast, we presently test the hypothesis that identifying as conservative vs. liberal leads people to adopt stances on new issues that they learn are consistent with the identity that they have adopted. In Study 1, conservative-liberal self-label, measured in a nationally representative sample in 2000, predicted unique variance in preference for invading Iraq, measured in 2002, independently of both substantive conservative-liberal ideology as well as partisan identity. Thus merely considering oneself conservative or liberal, independent of one’s substantive political orientation and one’s party affiliation, may influence the formation of attitudes on new political issues. In Study 2,

we experimentally tested the role of cue-taking in the relationship between conservative-liberal self-label and stance on a newly politicized issue. Using a large nationally representative sample, we found that cues indicating that it is either “conservative” or “liberal” to support abolition of American farm subsidies influenced the relationship between pre-assessed self-label and attitude about farm subsidies. Moreover, this effect was equally strong across levels of education and interest in politics. We discuss the implications of these findings for the determinants of political attitude structure.

CLOSED MINDEDNESS AS A MEDIATOR BETWEEN THREAT AND POLITICAL CONSERVATISM

Hulda Thorisdottir, Princeton University – In four experiments, research and theorizing from several areas within political psychology are brought together to propose and test a causal chain from perceptions of threat to political attitudes. Threat leads people to experience uncertainty and lack of control, a condition that people find aversive and are highly motivated to alleviate. The quest to re-establish certainty and control results in increased motivation to reach cognitive closure. Therefore, it is hypothesized that when threatened, people will similarly be motivated to latch onto social and political attitudes that provide the easiest way of restoring certainty and control. It is argued that because of the emphasis conservatism places on resistance to change and conformity, it is more likely than liberalism to offer people the readily available means to restore a sense of control and certainty. The experiments assess and provide support for the main hypothesis that threat makes people more closed-minded, which in turn leads them to gravitate toward attitudes related to, or synonymous with, political conservatism. Studies 1 and 2 show that when people think about previous instances in which they felt threatened, their degree of closed-mindedness increases, and they perceive the world as more dangerous. Importantly, the effects of threat on perceptions of a dangerous world are mediated by closed-mindedness. Study 3 shows that by directly inducing cognitive load, people will see the world as more dangerous. In Study 4, a subtle threat induction leads to increased self-reported conservatism, and the relationship is mediated by closed-mindedness.

POLITICAL CONSERVATISM AS A RESPONSE TO INEQUALITY

Jaime L. Napier and John T. Jost, New York University – In this research we drew on the notion that conservative ideology serves a palliative function to explore whether the threat of increasing societal inequality will motivate individuals to adopt more conservative values. Evidence from four studies supports the notion that conservative beliefs serve to maintain relatively high subjective well-being during times of increasing inequality. In three studies using nationally representative data from the U.S. and nine additional countries, we found that right-wing (vs. left-wing) orientation is associated with greater subjective well-being and that the relationship between political orientation and subjective well-being is mediated by the rationalization of inequality. Further, we find that the palliative function of conservatism is especially strong in highly inegalitarian nations. In our third study we find that increasing economic inequality (as measured by the GINI index) over the past 30 years has exacerbated the ideological gap with respect to happiness, apparently because the meritocratic beliefs inherent in conservative (vs. liberal) ideology provide a buffer against the negative hedonic effects of economic inequality. In a final longitudinal study using data from 30 countries, we find that when a country’s citizens respond to worsening material conditions by increasing in conservatism, national happiness does not decline. This suggests that conservative beliefs are motivated in part by efforts to maintain relatively high subjective well-being during times of societal decline.

Symposia Session A6

DOING WELL BY WANTING TO DO GOOD: PERSONAL BENEFITS OF PROSOCIAL MOTIVATION

Friday, February 6, 9:45 – 11:00 am, Meeting Room 20-21

Chair: Michael Poulin, University at Buffalo**Speakers:** Jennifer Crocker, Amy Canevello, Stephanie Brown, Michael Poulin

Summary: Social scientists generally assume that people strive to maximize their own well-being. However, theorists from Adam Smith to David Sloane Wilson have speculated that humans also desire to improve the well-being of others. How central are such prosocial, or other-focused, motivations in the human motivational repertoire? The fulfillment of key motives tends to yield benefits for individuals' health, happiness, and flourishing. Is this the case for prosocial motivation, as well? Four talks explore different positive consequences of engaging in care or compassion. Two talks will focus on the role of compassionate versus self-image goals. Crocker, Webb, and Canevello will present research linking compassionate goals to improved academic achievement among African-American students, and Canevello and Crocker will discuss the role of compassionate goals in relationship quality. Two other talks will focus on the stress-buffering role of the human caregiving system. Brown, Brown, and Smith will examine the stress-buffering role of caring for others on mental health, and Poulin and Brown will present data linking caregiving with reduced mortality. Although these talks emerge from different theoretical backgrounds, they converge on the idea that prosocial motivations may have unique adaptive advantages for individuals—and thus, that such motivations may be a significant part of human nature.

ABSTRACTS**AFRICAN-AMERICAN STUDENTS' ADJUSTMENT TO COLLEGE: EFFECTS OF COMPASSIONATE AND SELF-IMAGE GOALS**

Jennifer Crocker, University of Michigan, Felecia Webb, University of Michigan, Amy Canevello, University of Michigan – Studies of the experiences of racial and ethnic minorities overwhelmingly focus on barriers posed by stereotypes and prejudice. Targets of stereotyping and prejudice often feel caught “between a rock and a hard place;” actions that smooth relationships with outgroup members have costs for the self. Taking the existence of these barriers as a given, we asked what minority students groups can do to create a more positive experience. We hypothesized that self-image goals undermine, and compassionate goals enhance, the experience of minority students on predominantly White campuses. Forty-eight African-American freshmen completed 22 surveys in their first semester. When self-image goals were high, participants felt more anxious, stressed, and marginally more depressed. When compassionate goals were high, belonging increased, self-regulation improved, and participants felt less anxious, depressed, and stressed. Furthermore, goals one day predicted some outcomes 3-4 days later, controlling for the first day's outcome. Chronic self-image goals predicted increases in anxiety, depression, and stress, decreases in self-esteem, decreases in learning-oriented achievement goals, and increases in ego-involved achievement goals over the first semester of college. Compassionate goals predicted increases in learning from failure goals. Fall semester compassionate goals predicted higher grades and self-image goals predicted lower grades controlling for high school GPA both semesters, albeit marginally. These results demonstrate the power of self-image and compassionate goals to create one's experience, and suggest that shifting from self-image to compassionate goals may provide a useful tool for minority students, despite the existence of multiple barriers.

MAKING US GOOD: THE ROLES OF COMPASSIONATE AND SELF-IMAGE GOALS IN CREATING RESPONSIVENESS AND RELATIONSHIP QUALITY

Amy Canevello, University of Michigan, Jennifer Crocker, University of Michigan – Perceived partner responsiveness is a core principle in creating close, satisfying relationships. But where does responsiveness begin? Can one partner's compassionate goals lead to relationships characterized by high responsiveness, improving relationship quality for both people? In Study 1, we tested whether goals predict responsiveness to and from roommates. One hundred fifteen freshmen roommate pairs completed pretest, posttest and 10 weekly measures of responsiveness to and from roommates and compassionate and self-image goals for their roommates across their first semester. Students' weekly compassionate and self-image goals predicted a cycle of responsiveness to roommates and perceived responsiveness of roommates within weeks, from week to week in lagged analyses, and across the semester (i.e., from pretest to posttest). In Study 2 we replicated the associations between goals and responsiveness, tested implications for both roommates' relationship quality. Sixty-five freshmen roommate pairs completed pretest, posttest, and daily measures of responsiveness to and from roommates, compassionate and self-image roommate goals, and relationship quality across three weeks in their first semester. Students' goals predicted cycles of responsiveness, which then contributed to their relationship quality. Students' goals and responsiveness also had implications for roommates - students' goals predicted change in how responsive their roommates perceived them to be, and roommates' relationship quality. These findings suggest that compassionate goals create upward spirals of responsiveness that ultimately enhance relationship quality for both people and self-image goals create downward spirals of responsiveness that undermine both people's relationship quality.

CARING AND LOSS: HELPING OTHERS PROMOTES ADJUSTMENT TO BEREAVEMENT

Stephanie Brown, University of Michigan, Michael Brown, Pacific Lutheran University, Dylan Smith, University of Michigan – Dominant theories of close relationships are grounded in notions of self-interest and suggest that individuals maintain relationships to satisfy their own needs and obtain benefits. A new evolutionary theory of altruism—selective investment theory (SIT)—suggests the opposite conclusion, raising the possibility that social bonds are designed to help individuals override self-interest so that they can help and promote the well-being of another person (Brown & Brown, 2006). This “other-focused” perspective on close relationships generates a different way to view bereavement: It suggests that the loss of a loved one can also mean the loss of a target for one's own helping behavior. If this is true, then helping behavior during bereavement could be salutary. Using archival data from the Changing Lives of Older Couples (CLOC) sample, we found that among individuals with high grief, helping behavior (providing instrumental support to others) predicted an accelerated decline in depressive symptoms for the helper following spousal loss. A link between giving help and recovery from depression was independent of other social support variables, health, and demographic factors. These results will be discussed in terms of their implications for social contact effects on health and well-being.

CARING AND LONGEVITY: HELPING OTHERS, STRESS BUFFERING, AND MORTALITY

Michael Poulin, University at Buffalo, Stephanie Brown, University of Michigan – Over the past decade, a growing literature has documented apparent benefits to the health and well-being of those who engage in prosocial behavior, including increased longevity and decreased mortality (see Post, 2007 for an overview). Nonetheless, the underlying mechanisms for this link remain elusive. One possibility is that certain types of prosocial behavior involve the activation of the human caregiving motivational system, which leads to a buffering of the physiological stress response. While the caregiving system is most commonly recognized for its role in parental care, selective investment theory (SIT) proposes that it may be active in any situation in which

a person has a state of interdependence with or trust in a person in need (Brown & Brown, 2006). We set out to test the role of the caregiving system in predicting longevity using archival data on a nationally-representative sample of older adults: the AHEAD cohort of the Health and Retirement Study (HRS). At baseline, individuals in the study completed assessments of helping behavior, recent stressful life events, and several other measures, including cynicism—the opposite of a general sense of trust. Subsequently, respondents were followed for seven years or until their death. Consistent with the implications of SIT, results indicated that having provided help to another person in the past year buffered the association between life stress and mortality, but only among those low in cynicism (high in trust). Activation of the human caregiving system over time may lead to better health, including a longer life.

Symposia Session A7

THE PLEASURES AND PERILS OF GOAL PURSUIT: MANAGING OBSTACLES, SET-BACKS, AND FAILURES

Friday, February 6, 9:45 – 11:00 am, Meeting Room 22-23

Chair: Michael F. Steger, Colorado State University

Speakers: Michael F. Steger, Ty Tashiro, Ken Sheldon

Summary: Human activity is centered largely around goals, and a voluminous literature has established that setting and achieving personally valued goals helps determine well-being. Less research has examined what people should do when they encounter obstacles, set-backs, or failures in their goal pursuit. The prevailing opinion would seem to be that people should persevere. However, any potential benefits of perseverance may depend on how people react to obstacles and negative feedback in their goal pursuit. Three talks address this theme. Steger reports data from two daily process studies indicating that perseverance toward goals, even in the face of obstacles, appears adaptive and associated with well-being. Tashiro's translational research on failing to meet goals in Couples Cognitive Behavior Therapy analogue studies indicates that experiencing guilt and shame is relatively common after goal failure, and that helping couples transform shame responses into guilt responses is more adaptive. Another dilemma people face when they fail to attain a goal is whether to keep their "nose to the grindstone" by focusing on the immediate tasks at hand or whether to keep their "eyes on the prize" by focusing on the importance of what they are trying to accomplish overall. Sheldon reports on data that indicate that people should also re-engage with more proximal sub-goals, rather than attempt to reinvigorate by focusing on their more distal goal. Together these talks suggest ways in which people could be encouraged to persist through set-backs in their goal pursuit.

ABSTRACTS

PERSEVERANCE AND WELL-BEING Michael F. Steger, Colorado State University – Persistence or goal perseverance is regarded as an important outcome of suitable goal pursuit within self-efficacy and self-determination theories. Alternatively, perseverance toward goals that are unlikely to be accomplished may unhealthy, and disengagement from quixotic goals seems adaptive. Two daily process studies tested whether perseverance was associated with greater or lesser well-being. Participants in Study 1 (n = 103) completed 21 days' worth of daily reports, including an item measuring persevering toward goals in the face of obstacles, measures of daily well-being, and measures of how much time participants spent alone vs. with other people. Controlling for conscientiousness, on days when people persevered, they also reported greater life satisfaction, meaning in life, and positive affect. Thus, the value placed upon perseverance appears appropriate. Ideally, however, people should persevere toward their goals because of appetitive motivations, such as feeling that perseverance is interesting, challenging, or exciting.

Therefore, a second study was conducted to assess whether people's attitudes toward perseverance were predictive of well-being. Study 2 (n=102) replicated Study 1 results using a 28-day internet-based method. In addition, participants who generally felt that persevering was more interesting and exciting reported greater well-being. Taken together, there were substantial indications that perseverance is associated with greater well-being. Perseverance may reflect healthy self-efficacy beliefs and the appetitive motivations postulated by self-determination theory.

SHAME, GUILT, AND FAILING YOUR PARTNER IN COUPLES THERAPY

Ty Tashiro, Colorado University-Boulder – Although social psychological research on goals is voluminous and provides robust evidence regarding causal mechanisms that improve goal attainment, surprisingly little of this research has informed goal setting in clinical therapy settings. Directive therapies such as Cognitive-Behavioral Therapy use goal setting as an integral part of each session, but no applied research of which we are aware has examined if failure to achieve goals in psychotherapy can become contraindicated (make patients worse through intervention). Failing to attain all of the weekly goals during the course of psychotherapy is not necessarily problematic, but experiencing unmitigated shame following failure could lead to contraindication of goal setting treatment components. Two translational research studies assessed the results of goal failure in Couples Cognitive-Behavioral Therapy analogue studies and whether therapists can teach patients to reduce feelings of shame and replace them with adaptive feelings of guilt. In Study 1, Actor-Partner Interdependence Model analyses suggest that a tendency to experience guilt instead of shame is associated with more adaptive attributions to the self, fewer maladaptive attributions to the partner, and these attributions are associated with more satisfying relationships. In an experimental design in Study 2, brief interventions designed to replace feelings of shame with healthy guilt reactions suggest that even failure to attain goals can provide a useful mechanism for improving cognitive and affective reactions in couples seeking therapy.

EYES ON THE PRIZE OR NOSE TO THE GRINDSTONE? THE IMPORTANCE OF MAINTAINING A PROXIMAL GOAL FOCUS AFTER SETBACKS

Ken Sheldon, University of Missouri-Columbia – Momentary failures and proximal setbacks are part of every goal pursuit. When they occur, should we re-vitalize ourselves by "keeping our eye on the prize," or re-focus ourselves by "keeping our nose to the grindstone?" More technically, sub-goal feedback can be construed in terms of either the sub-goal or the linked distal goal. What are the mood and motivation effects of construing feedback in one way versus the other? Two experiments show that evaluating negative feedback in terms of one's distal goal is risky. Study 1's 2x2 design (n = 118) manipulated feedback framing level (distal task goal/proximal block-goal) and feedback valence (success/failure) during a five-block verbal skills task. Compared to the other cells, distal failure participants increased over time in negative mood and decreased in positive mood and expectancy. Study 2 was an 8 week longitudinal experiment throughout which participants (n=113) were asked to evaluate their current progress only on the primary goal (class grade goal) or on its linked sub-goal (weekly study hours goal), and success or failure varied naturally. When progress was lacking, participants in the primary goal condition experienced the largest decreases in mood and expectancy. These studies provide new support for key postulates of Carver and Scheier's control theory and Vallacher and Wegner's action identification theory, suggesting that optimal self-regulation involves keeping one's attention at a lower level of the action hierarchy when difficulties occur.

Symposia Session A8

MOTIVATIONAL NEUROSCIENCE: THE SOCIAL BRAIN IS NOT HARD-WIRED

Friday, February 6, 9:45 – 11:00 am, Meeting Room 24-25

Chairs: Mina Cikara, Princeton University; Susan T. Fiske, Princeton University**Speakers:** William A. Cunningham, Mina Cikara, Christine Cox, David M. Amodio

Summary: Social cognitive neuroscience has garnered a great deal of attention both in the field and in the popular press in the last decade. One critique of this research objects to the implication that social cognition processes are hard-wired and inflexible. While neuroscience contributes to understanding how people make sense of themselves and others, we social psychologists recognize that many social cognitive and affective processes reflect top-down influences of goals and situational factors. This symposium aims to highlight emphatically social neuroscience that homes in on how context and motivational states moderate "automatic" psychological processes at the earliest stages (i.e., at attentional and neural levels), as well as some of the behavioral consequences of those processes. Cunningham will discuss how evaluative goals in impression formation influence the relationship between valence and activity in the amygdala, a region previously thought to respond selectively to negative social information. Cikara will describe how sexist motivations predict neural and behavioral markers of instrumental, as opposed to social, processing of sexualized female targets. Cox will discuss the way contextual cues and external motivations to be unprejudiced interact to predict memory for black and white targets' faces and correlated brain activity. Amodio will present work demonstrating that the motivation to avoid being prejudiced predicts more successful intergroup responses, ironically by tuning ERP-assessed attention to racial cues. Current word count: 218

ABSTRACTS

AFFECTIVE FLEXIBILITY: EVALUATIVE PROCESSING GOALS SHAPE AMYGDALA ACTIVITY William A. Cunningham, Ohio State University, Jay Van Bavel, Ohio State University, & Ingrid Johnsen, Ohio State University – Although early research implicated the amygdala in automatic processing of negative information, more recent research suggests that it plays a more general role in processing the motivational relevance of various stimuli, suggesting that the relation between valence and amygdala activation may depend on contextual goals. This study provides experimental evidence that the relation between valence and amygdala activity is dynamically modulated by evaluative goals. During functional magnetic resonance imaging, participants evaluated the positive, negative, or overall (positive plus negative) aspects of famous people. When participants were providing overall evaluations, both positive and negative names were associated with amygdala activation. When they were evaluating positivity, positive names were associated with amygdala activity, and when they were evaluating negativity, negative names were associated with amygdala activity. Evidence for a negativity bias was found; modulation was more pronounced for positive than for negative information. These data suggest that the amygdala flexibly processes motivationally relevant evaluative information in accordance with current processing goals, but processes negative information less flexibly than positive information.

FROM SUBJECTS TO OBJECTS: SEXIST MOTIVATIONS AND INSTRUMENTAL PROCESSING OF SEXUALIZED WOMEN Mina Cikara¹, Chris P. Said¹, Jennifer L. Eberhardt², Susan T. Fiske¹; ¹ Princeton University, ² Stanford University – Objects become instrumental when they are useful for an active goal (e.g., food when hungry). This research investigates whether looking at sexualized people activates instrumental

processing, and whether this sort of processing undermines the typical course of social cognition. We examine whether motivational salience (i.e., sexualization) and ambivalent sexism modulate processing of and subsequent recall for male and female targets. Twenty-one heterosexual men viewed 180 ms exposures of scantily-clad and fully-clothed men and women during an fMRI scan. Afterwards, we administered separate surprise recall tasks for targets' faces and bodies, and we assessed participants' hostile and benevolent attitudes toward women. In the recall task, neither clothing nor gender significantly determined participants' ability to recall faces they had seen in the scanner. However, participants were significantly better at recalling bikini-clad female bodies (with the heads removed), than they were at recalling the bodies of fully-clothed men and women or scantily-clad men. Neuroimaging data demonstrated that memory for sexualized women's bodies correlated with activation in a motor network associated with object manipulation-enacting movements using action-related objects; greater activity in this network predicted better recall for sexualized women's bodies. We did not observe this memory-motor relationship for other targets. Furthermore, hostile sexism predicted deactivation of right mPFC in response to looking at bikini-clad women, suggesting that more hostile attitudes predict less mentalizing for sexualized women, consistent with viewing them less socially.

I WANT MY MIND OFF STEREOTYPES, BUT STEREOTYPES ARE ON MY MIND: MOTIVATION TO NOT BE PREJUDICED MODERATES MEMORY FOR OUTGROUP FACES IN A NEGATIVE STEREOTYPIC CONTEXT Christine Cox¹, Chad Forbes^{1,2}, Lee Ryan¹, & Toni Schmader²; ¹Cognition and Neuroimaging Laboratories, University of Arizona ²Social Identity Lab, University of Arizona – Priming negative Black stereotypes can have profound effects on perceptions, cognitions and affective reactions towards novel Black category members, particularly when one's motivation to not be prejudiced is derived from external factors (EMNP; Amodio, Devine, & Harmon-Jones, 2008). Little is known however about how motivational states interact with context to affect consequences of cognitive processes, such as memory for novel in-group and out-group faces. Stimuli that are either negatively-valenced or semantically-congruent with the context produce better subsequent memory, so people with a heightened susceptibility to negative Black stereotypes (high EMNP), may demonstrate better memory for novel Black faces when placed in a context that primes these stereotypes. To test this hypothesis, two studies presented White participants with subliminal and supraliminal images of White and Black faces while manipulating affective and stereotypic aspects of the context via exposure to violent misogynistic rap (VMR), nonviolent rap, or death metal. Study 1 revealed that individuals high in EMNP exhibited enhanced recognition memory for subliminally-presented Black faces on a surprise memory test only when they were exposed to VMR during encoding. An additional fMRI study, which used a similar paradigm, revealed activation in brain regions critical for memory processing (e.g., the hippocampus) unique to subliminally-presented Black faces in VMR. Hippocampus activity in turn was positively correlated with EMNP only. Together, these findings suggest that externally-derived motivations may differentially affect processing of outgroup-members, specifically when they are encountered in a context that makes negative stereotypes salient.

ON THE BRAIN OF THE MOTIVATED PERCEIVER: ACTION CONTROL THROUGH MOTIVATED ATTENTION TO RACE David M. Amodio, New York University – Successful self-regulation involves motivation to control one's response as well as attention to cues that control is required. To date, little research has examined the coordinated activity of these two processes as they operate in vivo. We examined the coordinated roles of motivation and attention using electroencephalography (EEG) and event-related potentials (ERPs) as White American subjects completed the weapons identification task. This task required the inhibition of stereotype-consistent responses following

the presentation of Black (vs. White) faces. We examined early ERPs in response to Black vs. White face onset as an index of perceptual attention to race, and frontal EEG asymmetry as an index of approach motivation during the task. Across subjects, Black faces elicited larger ERPs than White faces just 200 ms post-onset, indicating an early attentional bias, and this effect predicted better response control. However, the influence of motivation on the attention-behavior relationship differed between low- and high-prejudice subjects. For low-prejudice subjects, a pattern of greater approach-related frontal EEG predicted better response control (i.e., less stereotyping), and this effect was mediated by enhanced ERP responses to race. Among high-prejudice subjects, these variables were unrelated. These results suggest that motivation to respond without prejudice tunes early attention to racial cues, which in turn promotes more successful control of intergroup responses. More broadly, this research shows how a social neuroscience approach can be used to examine the coordinated effects of social motivation and early visual attention on the regulation of action. Current word count: 241

Symposia Session A9

OH SNAP! THE MENTAL MECHANICS AND ACCURACY OF SNAP JUDGMENTS BASED ON PHYSICAL APPEARANCE

Friday, February 6, 9:45 – 11:00 am, Meeting Room 7-9

Chairs: Laura P. Naumann, University of California, Berkeley; Christopher Y. Olivola, Princeton University

Speakers: Nicholas O. Rule, Laura P. Naumann, Katherine Hansen, Christopher Y. Olivola

Summary: Social interactions are often shaped by first impressions. Research has shown that people spontaneously and rapidly infer dispositional traits from people's physical appearance, and that these inferences impact the decisions they make in a variety of important domains, including mate choice, politics, business, and law. A crucial question, then, is whether and when these appearance-based inferences are accurate. This symposium explores the influence of one of the most accessible sources of information—physical appearance—on observers' first impressions. The first two presentations explore the processes by which observers use appearance-based cues to make snap judgments and provide evidence that these judgments hold some degree of accuracy. Rule and Ambady examine the neural and behavioral processes underlying snap judgments—from first perception to accurate final judgment. Naumann and Vazire examine how different components of physical appearance (clothing, posture, facial expression) contribute to the accuracy of snap judgments. The next two presentations explore the darker side of appearance-based social judgments by presenting evidence that one's appearance can hinder the accuracy of first impressions. Hansen and Ames present novel evidence that physical attractiveness biases the interpretation of behavioral cues during initial encounters. Olivola and colleagues show that reliance on physical appearance can lead observers to neglect other, more valid cues. These talks shed light on the processes underlying snap judgments of personality and factors influencing accuracy. Together, these findings provide the groundwork for understanding when we should – and shouldn't – trust first impressions, and how accuracy might be improved.

ABSTRACTS

SNAP TO SUCCESS: ACCURATE JUDGMENTS FROM NONVERBAL BEHAVIOR

Nicholas O. Rule & Nalini Ambady, Tufts University – Quick and reflexive “snap” judgments have been found to lead to accurate judgments of behavior and personality across various domains. For instance, inferences of personality from the faces of Chief Executive Officers accurately predict their companies' financial perfor-

mance and rapid judgments of men's faces accurately predict their sexual orientation. Here we examine the various cues that lead to such accurate judgments and how the mind and brain employ these cues in deriving fast and accurate impressions of others. We do so by investigating the behavioral and neural underpinnings of accurate judgments of others based on nonverbal and appearance cues. We begin with the first perception of a person and the elemental cues that constitute the communicative medium. From there, we move through the cognitive processes that give rise to accurate judgments and how they are processed by the mind and brain. Finally, we show how these perceptions and cognitions affect behavior, resulting not only in the accurate judgment of another, but also in unintended downstream cognitive and behavioral consequences—such as stereotypical biases and prejudices. As such, we aim to illustrate a full picture of the formation of an accurate first impression: the process by which we perceive, think about, and judge other people accurately in the blink of an eye.

THINGS OFTEN ARE AS THEY APPEAR: EXPRESSION AND PERCEPTION OF PERSONALITY BASED ON PHYSICAL APPEARANCE

Laura P. Naumann, University of California, Berkeley, Simine Vazire, Washington University in St. Louis – Researchers often implicate physical appearance as an important source of information for making first impressions of personality. Despite this, little research has attempted to isolate the elements of physical appearance (e.g., clothing, facial expression, posture) from other sources of information commonly found in face-to-face interactions or short video clips (e.g., vocal content; expressive movement). How does one's appearance uniquely contribute to accurate snap judgments of personality and what appearance-based cues are valid indicators of the individual's underlying personality? In a multi-phased study, we compared the accuracy of personality judgments made from one's static physical appearance (i.e., neutral expression and standardized posture captured in a photograph) to those made from one's dynamic physical appearance (i.e., naturally-expressed facial and postural expression captured in a photograph). We demonstrated that observers' judgments agreed with one another and had some degree of accuracy for four of the Big Five personality domains purely on the basis of static physical appearance; however, accuracy improved when observers saw more dynamic aspects of physical appearance (e.g., smiling; natural posture). Next, we coded characteristics of the targets' physical appearance using cues derived from theory and empirically-based studies (e.g., smiling and Extraversion). We found that both the targets' personalities and observers' judgments correlated with these appearance-based cues (cue validity and utilization, respectively). Mediation analyses suggest that observers correctly drew upon the valid cues from targets' physical appearance when making their personality judgments. These findings suggest that physical appearance does reflect personality and is an important source of information when making first impressions.

ARROGANCE IS APPEALING AS LONG AS YOU'RE ATTRACTIVE: HOW ATTRACTIVENESS MODERATES THE IMPACT OF SELF-PROMOTION

Katherine Hansen, Princeton University, Daniel Ames, Columbia University – Why is it that some self-promoters are seen as self-assured and alluring whereas others are seen as arrogant and obnoxious? We suspect that part of the difference may be due to attractiveness. Perceptions of arrogance seem to be common and important. In a survey of real-world first impressions, we find that perceived arrogance is a leading factor in negative initial impressions. We suggest that attractiveness might moderate how self-promoting behavior is seen, such that attractive self-promoters are treated leniently whereas unattractive self-promoters are treated harshly. In a study of initial impressions based on profiles, we manipulated the extent to which self-promotion was seen as largely warranted or largely unwarranted, as well as the attractiveness of targets. Perceivers rated the unwarranted self-promoting behavior of attractive people as more appropriate and less self-serving and exaggerated than the same behavior performed by less

attractive targets. Moreover, these behavioral interpretations partly mediated the link between attractiveness and likeability. Our findings are the first we know of showing that the impact of self-promoting behavior depends on attractiveness and that this, in turn, affects first impressions. This work highlights the potential that less attractive people may be judged unduly harshly when using self-promotion.

FOOLED BY FIRST IMPRESSIONS: RE-CONSIDERING THE VALIDITY OF APPEARANCE-BASED TRAIT INFERENCES

Christopher Y. Olivola, Princeton University, Paul W. Eastwick, Northwestern University, Eli Finkel, Northwestern University, Ali Hortaçu, The University of Chicago, Dan Ariely, Duke University, Alexander Todorov, Princeton University – We present the results of 3 studies evaluating people's ability to accurately infer traits from appearances. In Study 1, we had participants engage in 4-minute dyadic face-to-face interactions, in which they tried to get to know each other. We also had naïve judges rate each participant's face on intelligence. We found that appearance-based ratings of intelligence didn't predict SAT scores (which are highly correlated with IQ scores), whereas self-reported intelligence and intelligence ratings based on 4-minute interactions did. In Study 2, we obtained a large dataset of online dating users' profiles. We had participants rate these users' photos on various personality traits and found that these ratings didn't correlate well with relevant profile characteristics (e.g., ratings of ambition didn't correlate with reported income). Finally, in Study 3, we obtained another large dataset of over 1 million appearance-based judgments from a popular website on which users try to guess each other's characteristics from their posted photos. Again, we find that people are only weakly, if at all, able to infer visually ambiguous demographic characteristics (e.g., sexual orientation) from appearances. Overall, the results of these studies suggest that appearances have worse diagnostic validity than other types of information and, furthermore, that access to information about appearances may actually undermine people's ability to predict others' characteristics. We conclude by contrasting these results with existing literature on the accuracy of first impressions, and by considering the implications of these findings for real-world social interactions in which first impressions play an important role.

Symposia Session B

Friday, February 6, 11:15 am – 12:30 pm

Symposia Session B1

NEW INSIGHTS ON SOCIAL SUPPORT PROCESSES IN CLOSE RELATIONSHIPS: INTRAPERSONAL, INTERPERSONAL, AND CULTURAL INFLUENCES

Friday, February 6, 11:15 am – 12:30 pm, Ballroom C

Chairs: Heidi Kane, University of California Santa Barbara; Nancy Collins, University of California Santa Barbara

Speakers: Margaret S. Clark, Niall Bolger, Heidi Kane, David Sherman

Summary: A large body of research suggests that social support plays an important role in helping people pursue their goals and cope with stressful life events, but we know relatively little about the factors that promote effective support-seeking and support-provision behavior in close relationships, or about the important role that social support plays in building and maintaining close relationships. This symposium brings together researchers using diverse and innovative methodologies to examine the intrapersonal, interpersonal, and cultural dynamics that influence social support processes in close relationships. Clark describes a theoretical model of social support in which relationship goals and focus of attention play critical roles in shaping one's ability to seek and provide effective social support in close relationships. Bolger and

colleagues compare two methods for studying social support in couples – diary methods and laboratory methods. Using these methods, they find important similarities and differences in the types of questions and processes uncovered by each method. Kane and colleagues report an experimental study using virtual reality technology to examine the effects of social support on stress appraisals and on the development of (and deterioration) of closeness in couples. Finally, Sherman and colleagues present a series of studies that examine cultural differences in support-seeking behavior among Asian- and European-Americans; in doing so, they highlight the virtues and liabilities of different forms of social support within particular cultural models of relationships. Taken together, these four talks present exciting new theoretical and methodological innovations for understanding the complex social dynamics that shape social support processes.

ABSTRACTS

A MODEL OF RELATIONAL GOALS, FOCUS OF ATTENTION AND SOCIAL SUPPORT

Margaret S. Clark, Yale University – Members of intimate relationships readily and almost without exception agree that their relationships should be characterized by mutual, non-contingent support of one another's welfare. They set mutual support provision as a goal for relationships and report striving to meet that goal. Yet the goal of providing and seeking appropriate support is often not reached. We suggest that variance in successful support provision in close relationships is not to be due to variance in the presence of a goal to be mutually responsive but rather in the chronic presence (or absence) of an independent goal (in one or both members of a relationship) to self-protect, which may override goals of mutual responsiveness. When trust in partners is low, people tend to have a chronic self-protective goal that results in chronic relational self-focus and, in turn, interferes with seeking support, providing support, and engaging in enjoyable activities. When trust in a partner is high, in contrast, people lack this chronic self-protective goal and have a flexible relational focus of attention. This flexibility enables them to focus on the self and to seek support when the self has a need, to focus on the partner and provide support when the partner has a need, and to focus on engaging in mutually beneficial activities when neither person has needs, which ultimately results in support for both partners (such as providing a sense of belonging, accomplishment of joint goals.) This model will be presented along with supporting data from our own and others' laboratories.

CONVERGENT EVIDENCE OF SUPPORT PROCESSES ACROSS A LABORATORY AND DAILY DIARY STUDY OF THE SAME DYADS.

Niall Bolger (Columbia University) Turu Stadler (Columbia University) Pat Shrout (New York University) Christine Paprocki Sean Lane Alexandra Suppes – Two prominent alternative approaches to understanding enacted support in close relationships is to use intensive longitudinal designs in natural settings or to examine actual interactions in the laboratory. We will report results of a hybrid study in which both members of an intimate dyad provided independent diary reports of their relationship functioning over a 28-day period and subsequently engaged in a stress and social support laboratory task. As expected there was more between-couple variability in results obtained from the diary study than from the lab study, but important consistencies across studies in support processes were also found. Implications for future research on social support in dyadic relationships will be discussed.

UNDERSTANDING THE EFFECTS OF SOCIAL SUPPORT FROM A SIGNIFICANT OTHER IN AN IMMERSIVE VIRTUAL ENVIRONMENT

Heidi Kane, Cade McCall, Nancy Collins, James Blascovich, University of California, Santa Barbara – Although it is widely assumed that support from romantic partners facilitates coping, promotes emotional well-being, and enhances relationship satisfaction, few experimental studies have demonstrated a causal link between support and these outcomes. The goal of this study was to test the impact of

experimentally manipulated support on stress appraisals, emotional well-being, and relationship experiences in romantic couples. We created a stressful task for one member of each couple using virtual reality technology. We then manipulated the non-verbal support behavior of the participants' romantic partners within the virtual world. There were three conditions: (a) high-support, (b) low-support, and (c) no partner present (control). Results revealed that individuals in the high-support condition experienced the task as less stressful than those in the control condition and marginally less stressful than those in the low-support condition. In addition, those in the high-support condition reported feeling more emotionally secure during their task and rated their partner as being more responsive to their needs. Finally, participants in the low support condition spent more time looking at their partner during their cliff-walking task and maintained greater physical distance from their partner on a subsequent, unrelated task. These findings suggest that participants in the low-support condition were more vigilant for signs of responsiveness from their partners and after an unresponsive interaction, distanced themselves from their partners on a subsequent task. Implications of these findings for understanding the effects of social support on health and well-being, and on the development (or deterioration) of closeness in couples, will be discussed.

CULTURE AND SOCIAL SUPPORT *David K. Sherman, Heejung S. Kim, University of California, Santa Barbara, Shelley E. Taylor, University of California, Los Angeles* – Are Asians/Asian Americans more or less likely to use social coping than European Americans? On the one hand, more collectivistic Asian/Asian Americans might prefer the sharing of problems; on the other hand, efforts to maintain group harmony might discourage such efforts. Study 1, a survey study, showed that Asians/Asian Americans reported using less social coping than European Americans because of the concern for disturbing social relationships. Study 2, a priming study, showed that when primed with in-group goals, Asian Americans were less willing to seek social support than when primed with out-group or self goals, but European Americans were unaffected by priming. Study 3 examined the effectiveness of different forms of social support. Social support without involving disclosure of one's problems (implicit support) was more effective for Asian Americans and social support involving active disclosure and verbal transactions (explicit support) was more effective for European Americans, in terms of both psychological and neuroendocrine responses to a stressor. Study 4 examined the effectiveness of these different types of social support in the daily lives of Koreans and European Americans using a daily diary method. Discussion centers on virtues and liabilities of different forms of social support within particular cultural models of relationships.

Symposia Session B2

PRIMING THE PRIMEVAL: INTEGRATING EVOLUTIONARY APPROACHES WITH RESEARCH ON UNCONSCIOUS MOTIVATION

Friday, February 6, 11:15 am – 12:30 pm, Ballroom D

Chairs: *Vladas Griskevicius, University of Minnesota; John Bargh, Yale University*

Speakers: *John Bargh, Jon Maner, Vladas Griskevicius, Mark Van Vugt*

Summary: A tremendous body of research demonstrates that the priming of social goals can profoundly influence our thoughts and behavior. But which goals are most powerfully connected to our social lives? And in what specific ways should we expect such goals to influence cognitive and behavioral processes? The papers in this symposium present new theory and research bridging work on goal-priming with evolutionary approaches to the mind. Integrating classic priming research with evolutionary theory, Bargh, Huang, & Ackerman present a theoretical model and supporting empirical evidence on the

potential link between nonconscious goal-pursuit structures and our evolutionary past. The next three papers build on this framework, presenting new experimental findings that use priming methods to test evolutionary hypotheses. Each paper examines a different evolutionarily relevant goal-domain, demonstrating how primes relevant to each domain influence aggression, altruism, and implicit cognition. Maner, Miller, Rouby, & Gailliot show that priming thoughts of infidelity causes a goal-directed cascade of early-stage implicit cognitive biases and perceptual attentions to guard against relationship threats. Griskevicius, Tybur, Gangestad, Perea, Shapiro, & Kenrick show that priming thoughts of status leads men and women to aggress against potential competitors in strategic and sex-specific ways. Van Vugt, Iredale, & Hardy show that priming thoughts of mating produce sex-specific and context-specific altruistic behavior toward strangers. The integrative theoretical framework and empirical papers in this symposium highlight a new wave of motivation research that bridges evolutionary perspectives with contemporary theories of goal priming.

ABSTRACTS

THE EVOLUTION OF PRIMING AND GOAL PURSUIT *John Bargh, Julie Huang, & Joshua Ackerman (Yale University)* – Striking similarities have been revealed between conscious and nonconscious forms of goal pursuit. Not only do goals produce the same outcomes whether pursued consciously or nonconsciously (i.e., via priming of the goal representation), but do so with the same phenomenal qualities (e.g., perseverance in the face of obstacles, consequences of success vs. failure for mood and future goal strength). These similarities are consistent with an evolutionary approach to goal pursuit in which environmental priming phenomena are viewed as a domain-general, functional adaptation, and in which conscious goal pursuit makes use of preexisting (unconscious) goal pursuit structures from our deep evolutionary past. For example, we show that priming the mating goal nonconsciously influences a range of (consciously made) evaluations outside of the mating domain, and priming physical concepts via actual physical experience (e.g., a warm drink, a heavy folder) influences interpersonal motivations as well as effort expenditure at the task at hand.

SIZING UP THE COMPETITION: PRIMING THE IMPLICIT COGNITION OF ROMANTIC RIVALRY *Jon Maner, Saul Miller, Aaron Rouby, & Matthew Gailliot (Florida State University)* – An impressive body of evidence shows that the activation of social goals can profoundly affect the way people think about and perceive those around them. From an evolutionary perspective, the goals having the most immediate impact on the perception of other people are likely to be those that, over the course of human history, have been closely linked to reproductive success. Although successful reproduction involves a diverse array of goals, the sine qua non of reproductive success is success in mating and, as a consequence, mating-related goals have particularly important implications for the perception of other people. This talk will present new experimental evidence that mating goals alter the way people perceive possible romantic rivals. Findings suggest that priming thoughts of infidelity causes a goal-directed cascade of implicit cognitive biases and attentions that help guard against relationship threats posed by attractive intrasexual competitors. In four experiments, priming infidelity led people – particularly those with high dispositional levels of jealousy – to attend to, to remember, and to negatively evaluate attractive rivals at implicit stages of cognition. These findings fit with growing evidence that priming mating-related goals can initiate cognitive processes aimed at helping people solve important relationship challenges. This research illustrates a new wave of motivation research that integrates evolutionary perspectives with contemporary theories of goal priming.

AGGRESS TO IMPRESS: STATUS SEEKING PRIMES AND HOSTILITY *Vladas Griskevicius (University of Minnesota), Joshua Tybur and Steven Gangestad (University of New Mexico), Elaine Perea (Arizona State*

University), Jenessa Shapiro (UCLA), Douglas Kenrick (Arizona State University) – Much evolutionarily inspired research shows that the priming of mating cues produces goal-directed perception, cognition, and behavior. But mating is only one facet of a complex social world that all people need to navigate. Individuals across different social species, for example, vie for status. Both males and females attempt to ascent status hierarchies using various context-specific strategies. Yet little research has examined whether—and how—the priming of status and prestige cues might influence behavior. The current research examined how priming status goals influenced men's and women's aggression. Comparative biologists have frequently observed links between aggression, status, and mating in other animals. In a series of experiments, we examined the effects of priming status and mating motives on men's and women's aggression. We find that each type of goal-prime influenced aggression in a manner consistent with predictions from theories of sexual selection and differential parental investment. For men, status motives increased direct aggression (face-to-face confrontation) relative to a control condition. Men's aggression was also boosted by mating motives, but only when observers were other men. For women, both status and mating motives increased indirect aggression (e.g., socially excluding the perpetrator). Although neither status nor mating motives increased women's direct aggression, women did become more directly aggressive when motivated to compete for scarce resources. These context- and sex-specific effects on human aggression contribute to a broader understanding of status motivation and the functional nature of aggressive behavior.

PRIMING HAWKS INTO DOVES: MATING GOAL SALIENCE FOSTERS MALE HELPING

Mark Van Vugt, Wendy Iredale, & Charlie Hardy (University of Kent) – There are important sex differences in helping. Whereas women's helping is more private and more often directed towards kin and friends, for example, men's helping is more public and more often directed toward strangers (e.g., bystander emergency intervention). Sex differences are difficult to explain with traditional evolutionary theories of altruism. Here we entertain the possibility that male helping acts as a signal to impress females. This hypothesis stems from an integration of costly signaling theory and sexual selection theory, added with insights from social psychology. In a series of experiments, we tested whether it is possible to turn "hawks" into "doves" by priming people with mating goals. An impressive body of priming research has revealed that subtle, environmental cues can trigger a diversity of automatic goal-driven behaviors. Evolutionary social psychologists assume that stimulus primes that are linked to reproductive goals in ancestral environments elicit specific (often automatic) adaptive responses. We find that the implicit activation of mating goals affects the decisions of men and women differently in line with their different reproductive interests. We find that when primed with a mating goal (i.e., an opposite sex observer), men became more generous toward strangers, whereas female generosity was unaffected by this prime. In addition, a mating prime induced male competition for female attention, leading to increased levels of public generosity (competitive altruism; Hardy & van Vugt, 2006). We discuss these findings in light of opportunities for testing evolutionary psychology hypotheses with priming methods.

Symposia Session B3

CORE MOTIVES FOR WORLDVIEW DEFENSE: MAKING THE ABSURDITY AND FINALITY OF LIFE BEARABLE

Friday, February 6, 11:15 am – 12:30 pm, Meeting Room 13-16

Chairs: Kees van den Bos, Utrecht University; Diederik A. Stapel, Tilburg University; Leonard L. Martin, University of Georgia; Steven J. Heine, University of British Columbia

Speakers: Kees van den Bos, Leonard L. Martin, Steven J. Heine, Diederik A. Stapel

Summary: This symposium focuses on core motives that lead people to engage in processes of worldview defense. Motives we discuss include uncertainty, death, psychological growth, meaning maintenance, and cultural and control-oriented processes. All presentations examine the hypothesis that people are cultural animals whose primary interest is to fuel the belief that the world is a predictable and safe place, hence making the absurdity and finality of life bearable. Specifically, Van den Bos and Yavuz reveal when uncertainty management processes may be more important in understanding cultural worldview defense than terror management concerns. Martin, Burgin, and Shirk show that, if given the chance, people like to drop worldviews they feel they have to adhere to. Especially when undergoing life transitions, people's tendency for psychological growth may lead them to emphasize intrinsic values, rather than values imposed by a predominant culture. Heine and Proulx uncover that when meaning systems are threatened, people may respond by affirming alternative meaning systems that are unrelated to the meaning system initially threatened. Fluid compensatory processes thus show the functional interchangeability of meaning frameworks. Stapel reveals that people's culture-based defense systems are more automatically instigated than self-defense systems. Thus, culture defense may be more primary than self-interest, even in the Western world. Taken together, the presentations in this symposium provide an overview of current conceptual insight into cultural worldview defense, present the findings of various novel experiments, and all make progress toward a united account of the social psychology of core motives pertaining to human worldview defense.

ABSTRACTS

SOCIAL PSYCHOLOGICAL PROCESSES AND CULTURAL VALUES PERTAINING TO THE DIFFERENTIAL IMPACT OF UNCERTAINTY AND MORTALITY SALIENCE ON CULTURAL WORLDVIEW DEFENSE

Kees van den Bos, Utrecht University, Hayal Yavuz, Hacettepe University – In this paper, we aim to obtain more insight into the differential effects that uncertainty and mortality salience may have on people's reactions to events that violate or bolster their cultural norms and values. Specifically, results of several experiments show that both mortality and uncertainty salience influence people's reactions to violations and bolstering of their cultural worldviews, yielding evidence for both terror and uncertainty management theories. Interestingly, the majority of our experiments reveal that uncertainty salience has a bigger impact on people's reactions than mortality salience, suggesting that, at least sometimes, the former may be a more important antecedent of cultural worldview reactions than the latter. Findings further suggest that uncertainty salience did not instigate death-thoughts whereas cultural worldview reactions were stronger among mortality salient participants who thought of uncertainty as a result of the mortality salience manipulation than mortality salient participants who did not think of uncertainty following this manipulation. These effects were found on people's reactions to fair and unfair events, essays that were positive or negative about students' universities, messages that were positive or negative about basic rights of Turkish women, and on size estimates of cultural heroes (vs. neutral persons). Interestingly, Muslim participants show stronger effects of uncertainty (as opposed to mortality) salience whereas Christian participants show stronger effects of mortality (as opposed to uncertainty) salience. Taken together, the findings reveal new insight into social psychological processes and cultural antecedents of the differential impact of uncertainty and mortality management processes pertaining to cultural worldview defense.

SOME WORLDVIEWS ARE NOT WORTH DEFENDING: THE LIBERATING EFFECTS OF LIFE TRANSITIONS

Leonard L. Martin, Chris J. Burgin, and Steve Shirk, University of Georgia – Individuals can hold worldviews because they want to or because they feel they have to. For example, individuals who pursue long-term goals according to the

rules may find it comforting to believe in a just world. Individuals who grow up in a competitive, materialistic culture, on the other hand, may hold the belief that the world is hostile and competitive—even if they would prefer not to think of the world in those terms. We believe that individuals may defend the former, but will drop the latter if given the chance. What would constitute a chance to drop one's imposed worldviews? A life transition. During life transitions individuals are not in their previous situation, but they are also not yet in their new situation. They are betwixt and between. So, they have no reason to maintain worldviews imposed on them by either situation. We tested this hypothesis in three studies. Generally, we measured the endorsement of personal as opposed to cultural values in students who wrote about a life transition. For example, students wrote about their current college life, being two years or two weeks immediately after their graduation. The latter reflects the transition period, and it is in this condition that participants placed more emphasis on personal, intrinsic values, especially ones that conflicted with cultural values. These results help make sense of real-life wake-up calls in which events such as a close brush with death lead individuals to experience psychological growth as a result of re-ordering their worldviews.

KAFKA IN THE LAB: ON THE DOMAIN-GENERAL NATURE OF DEALING WITH MEANING MAINTENANCE THREATS *Steven J. Heine and Travis Proulx, University of British Columbia* – According to the Meaning Maintenance Model, human beings naturally assemble mental representations of expected associations (e.g., schemas, scripts, paradigms, worldviews) and these mental representations constitute the meaning systems that make our lives make sense (Heine, Proulx, & Vohs, 2006; Proulx, 2007; Proulx & Heine, 2006). When meaning systems are threatened, people often respond by affirming alternative, unrelated meaning systems through a process termed fluid compensation. In this presentation we discuss the results of a series of recent experiments, which provide the first empirical evidence to test the domain-general nature of people's responses to meaning threats. Specifically, we document fluid compensatory responses (participants become more critical of someone who insults their country and derogate a lawbreaker) when participants discuss feelings of personal alienation, complete a rigged questionnaire suggesting that one's life is pointless, evaluate surrealist art and literature or consider dissonant aspects of their self-concept, compared with those in control conditions. Taken together, these studies significantly broaden the scope of what has been considered "meaning" in the social psychological literature, and demonstrate the functional interchangeability of meaning frameworks.

CULTURE BREEDS CONTROL AND THAT IS WHY PEOPLE LIKE IT BETTER THAN THEMSELVES *Diederik A. Stapel, Tilburg University* – In a first series of experiments I argue that a core motivation that is underlying traditional inductions of uncertainty, negative self-esteem, negative mood, and mortality salience is the striving for predictability and control and that because of this all these manipulations increase the need for cultural worldview defense. Then I present a series of experiments that suggest that when the need for predictability and control is high, culture-repair may occur at the cost of self-repair. For example, in one study I found that people who have just received negative feedback enjoy culture-verifying information ("the world is a safe place") more than self-repair information ("you are a nice person"), whereas the opposite was true for positive feedback and neutral feedback participants. Finally, I present a series of cognitive load studies suggesting that people's culture-defense system is more easily and readily ignited and more automatic than their self-defense system. Only when people are sufficiently motivated and able to think "of" and "about" their own interests may they engage in self-repair at the expense of culture-repair. When this is not the case, then their choices and behaviors are geared towards defending their culture rather than themselves. Together, these studies suggest that people are cultural animals whose primary

interest is to fuel the belief that the world a predictable, and safe place because this makes the absurdity and finality of life bearable. Self-interest comes second—even in the Western world.

Symposia Session B4

TURN UP THE VOLUME: NEW DIRECTIONS IN RESEARCH ON FACTORS AMPLIFYING PREJUDICE

Friday, February 6, 11:15 am – 12:30 pm, Meeting Room 10-12

Chairs: *Claire E. Ashton-James, University of British Columbia*

Speakers: *Allen R. McConnell (Miami University), David B. Miele (Northwestern University), Claire E. Ashton-James (University of British Columbia), Joshua Correll (University of Chicago)*

Summary: As society becomes more conscious of the normative incorrectness of prejudice, the impact of prejudice on everyday judgments, decisions, and behaviors becomes more covert and perhaps more insidious. The research presented in this symposium shows that implicit attitudes that underlie behavioral expressions of prejudice have considerable impact despite motivation to overcome bias, and these nonconscious attitudes can be expressed most strongly in situations where the consequences are especially devastating. Allen McConnell presents research (with Robert Rydell) demonstrating that group memberships affect implicit attitude formation even when perceivers are engaged in effortful processing, and that diminished processing resources amplify the relation between these implicit attitudes towards minority groups and discriminatory behavior. In exploring the origins of implicit attitudes, David Miele (with Andrew Todd and Jennifer Richeson) shows that people who are conditioned to experience fear in response to an outgroup will rationalize these feelings by generating fear-consistent attitudes towards the outgroup (i.e., they must be dangerous), suggesting that negative stereotypes often serve to justify preexisting feelings of animosity towards an outgroup and therefore are the result rather than the cause of prejudice. Claire Ashton-James (with Jessica Tracy) explores the role of emotions in prejudice further, showing that different forms of pride (hubristic versus authentic) exacerbate and attenuate prejudice respectively. Finally, Joshua Correll (with Bernadette Park and J. Allegra Smith) present controversial findings that colorblind strategies for reducing prejudice and discrimination are less effective than multicultural strategies that highlight group diversity in conditions of intergroup conflict. In sum, this work reveals a range of understudied factors that amplify our often subtle intergroup attitudes and resultant discriminatory behavior.

ABSTRACTS

ON THE ORIGINS AND IMPLICATIONS OF IMPLICIT ATTITUDES TOWARD MEMBERS OF STIGMATIZED AND PRIVILEGED SOCIAL GROUPS *Allen R. McConnell, Miami University; Robert Rydell, Indiana University* – Many people are members of social groups that, based on societal norms, are stigmatized (e.g., being African-American) or valued (e.g., being physically attractive). Prevailing models (e.g., Fiske & Neuberg, 1990) would anticipate that such group membership cues would affect impression formation under low motivation conditions, but not much when considerable impression formation effort is expended. However, past work has focused on explicit attitudes. We assumed such cues would affect implicit attitude formation strongly because implicit attitudes are especially sensitive to associative knowledge (e.g., Rydell et al., 2006). In three studies, we demonstrated that group membership cues affected implicit attitude formation even when perceivers engaged in effortful processing, yet only impacted explicit attitude formation when other target information was ambiguous in nature. We showed consistent effects for targets presented as members of negative (e.g., overweight, African-American) and positive (e.g., physically

attractive) groups. In addition, we examined how implicit attitudes toward minority groups predicted behavior toward group members. Although typically implicit attitudes are most predictive of spontaneous behaviors (e.g., McConnell & Leibold, 2001), we found they predicted deliberative actions for those in a positive mood, presumably because such affective states increase heuristic processing. Although dissociations between explicit and implicit attitudes may exist under many conditions in predicting deliberative and spontaneous behaviors, respectively (e.g., Dovidio et al., 2001; Rydell & McConnell, 2006), diminished processing resources appears to amplify the influence of implicit attitudes even for effortful judgments as well, suggesting a broader role for implicit attitudes in the prediction of intergroup behavior.

STEREOTYPES OUT OF THIN AIR. THE EFFECT OF NEGATIVE EMOTIONS ON PERCEPTIONS OF NOVEL OUTGROUPS.

David B. Miele, Northwestern University; Andrew R. Todd, Northwestern University; Jennifer A. Richeson, Northwestern University – Cognitive approaches to intergroup relations have tended to assume that negative stereotype content serves as the primary cause of prejudice (c.f., Park & Judd, 2005). This assumption is at odds, however, with the position held by many early theorists (e.g., Allport, 1954), that stereotypes often serve to justify preexisting feelings of animosity towards an outgroup and, therefore, are the result rather than the cause of prejudice. Although interest in this alternative perspective has been rekindled (e.g., Crandall & Eshleman, 2003), there exists little direct evidence for or against it. To address this gap, we conditioned participants to experience fear in response to a novel outgroup and then examined whether they would rationalize their incidental feelings of fear by making stereotypical judgments about the outgroup (i.e., they must be dangerous). Specifically, participants were introduced to two minimal outgroups, one of which was associated with fear-inducing images (e.g., snakes) in a subliminal conditioning paradigm. Participants subsequently completed a lexical-decision task in which they were first presented with either a photograph of a member of the conditioned outgroup or with a photograph of a member of a non-conditioned control outgroup, then asked to make word-nonword judgments regarding 1) danger-relevant stereotypes (e.g., violent, aggressive), 2) danger-irrelevant negative stereotypes (e.g., dirty, vulgar), and 3) neutral traits. As predicted, fear conditioned faces facilitated responses to danger stereotypes relative to both danger-irrelevant negative stereotypes and neutral traits. The results suggest, therefore, that emotion (i.e., fear) can lead to stereotyping out of thin air.

PRIDE AND PREJUDICE: ON THE DIVERGENT SOCIAL IMPLICATIONS OF HUBRISTIC AND AUTHENTIC PRIDE

Claire E. Ashton-James, University of British Columbia; Jessica L. Tracy, University of British Columbia – Prejudice is often motivated by a need for self-other differentiation, dominance, and self-affirmation (Fein & Spencer, 1997; Guimond, Dambrun, Michinov, Duarte, 2003; Tajfel, 1982). Thus, factors that increase one's need for self-differentiation, dominance, and self-affirmation are likely to increase intergroup biases. Recent research has identified two forms of pride, authentic and hubristic. Hubristic pride is experienced when one obtains social status or prestige through inauthentic means such as social dominance, group membership, or self-promotion, while authentic pride is experienced when one earns social status and prestige through individual hard work and respectable action (Tracy & Robins, 2007). Three studies tested the hypothesis that hubristic pride would exacerbate prejudice and discrimination against outgroup members, while authentic pride would decrease outgroup derogation and ingroup favoritism. Study 1 measured the relationship between dispositional tendencies to experience hubristic pride, and scores on the Modern Racism Scale. Study 2 measured the impact of induced emotional states (authentic pride vs. hubristic pride vs. neutral) and group membership (Asian vs. Caucasian) on evaluative judgments of ingroup and outgroup populations. Study 3 measured the impact of authentic and hubristic pride on punitive judgments of in-group or out-group members.

Together, the results of these studies support the hypothesis that hubristic pride increases ingroup favoritism and outgroup derogation, while authentic pride reverses these biases.

COLORBLIND AND MULTICULTURAL PREJUDICE REDUCTION STRATEGIES IN HIGH-CONFLICT SITUATIONS

Joshua Correll, University of Chicago; Bernadette Park, University of Colorado; J. Allegra Smith, University of Colorado – The current research examines colorblind and multicultural prejudice-reduction strategies under conditions of low and high interethnic conflict. Replicating previous work (e.g., Wolsko, Park, Judd, & Wittenbrink, 2000), both strategies reduced prejudice when conflict was low. But when conflict was high, only the colorblind strategy reduced prejudice (Studies 1 & 2). Interestingly, the reduction in bias for colorblind participants seemed to reflect suppression of antagonistic attitudes toward the outgroup. When prejudice was assessed more subtly (with implicit measures), colorblind participants demonstrated bias equivalent to multicultural participants (Study 2). And, after a delay, colorblind participants showed a rebound, demonstrating greater prejudice than their multicultural counterparts (Study 3). Similar effects were obtained when ideology was measured rather than manipulated (Study 4). We suggest that conflict challenges the tenets of a colorblind ideology (predicated on the absence of group differences) but not those of a multicultural ideology (which acknowledges group difference).

Symposia Session B5

WHERE DOES CULTURE COME FROM? NOVEL APPROACHES TO UNDERLYING REASONS OF CULTURAL DIFFERENCES IN HUMAN PSYCHOLOGY

Friday, February 6, 11:15 am – 12:30 pm, Meeting Room 18-19

Chairs: *Ayse K. Uskul, Queen's University Belfast; Shinobu Kitayama, University of Michigan*

Speakers: *Ayse K. Uskul, Shinobu Kitayama, Heejung S. Kim, Randy Thornhill*

Summary: The last two decades of research in cultural psychology has documented the great extent of cultural variation in psychological processes ranging from social to basic cognitive ones. What is still rather unknown is why such cultural differences exist. Although a limited number of lab studies have attempted to address the 'why', naturalistic observations have been rather rare and speculative. The symposium brings together a novel set of studies which adopt creative designs and combine psychological approaches with approaches from other disciplines (anthropology, history, genetics, epidemiology) to tackle the underlying reasons of observed cultural differences in psychological functioning. First Uskul will present data on cognitive differences among farming, fishing, and herding communities in Turkey that share an ethnic, regional, and religious background but differ on the level of social interdependence fostered by the type of ecological and economic characteristics of the communities. Second, Kitayama will discuss the potential roots of American individualism in relation to the voluntary settlement hypothesis by comparing Hokkaido Japanese, who have a similar settlement history to North Americans, to mainland Japanese and European Americans. Third, Kim will examine the role of genes in interaction with cultural background in producing the culturally divergent ways of use of social support by bringing evidence from Koreans and European Americans. Finally, Thornhill will present data on the relationship between regional prevalence of pathogens and cultural indicators of collectivism and individualism by drawing on epidemiological data and the findings of worldwide cross-national surveys of individualism/collectivism.

ABSTRACTS

ECOCULTURE AND DIFFERENCES IN HOLISTIC COGNITION: EVIDENCE FROM FARMERS, HERDERS, AND FISHERMEN IN THE BLACK SEA REGION OF TURKEY *Ayşe K. Uskul, University of Essex* – It has been hypothesized that interdependent (versus independent) social orientations breed more holistic (versus analytic) cognitions. If so, farming and small-scale fishing, which require a greater degree of cooperation and, thus, represent a more interdependent mode of subsistence than does herding, may encourage a more holistic mode of cognition. To test this hypothesis we compared responses to cognitive tasks measuring categorization, reasoning, and attention by members of herding, fishing, and farming communities at the Turkish Black Sea coast while keeping age, educational background, and gender breakdown constant across groups. When asked to identify two of three items that go together (e.g., glove, scarf, hand) farmers and fishermen were more likely than herders to use relational themes (glove and hand) over categories (glove and scarf). Likewise, when asked to judge which of two groups a target stimulus belongs to, farmers and fishermen were more likely than herders to use overall similarities over a formal rule. Similarly, in an attention task, farmers and fishermen were more capable than herders of taking contextual information into account in a perceptual judgment task, but they were less capable than the herders of ignoring such information in a comparable task. One strength of this work is that it examines communities with similar ethnic, national, and linguistic characteristics and yet vary in the crucial variable of social interdependence. This design feature suggests that social interdependence is a likely underlying reason for cultural differences in cognition rather than any of the myriad differences that characterize different cultural groups.

VOLUNTARY SETTLEMENT AND THE SPIRIT OF INDEPENDENCE: EVIDENCE FROM JAPAN'S "NORTHERN FRONTIER" *Shinobu Kitayama, University of Michigan* – Informed by various social science perspectives on cultural change, we have proposed that American individualism owes importantly to voluntary settlement by Europeans in the formative years of the United States. This settlement was motivated initially by a quest for religious freedom and later more by a pursuit of personal wealth. Moreover, the subsequent expansion of the territory to the west must have also fostered the ethos of independence. Although this hypothesis is difficult to test in North America because of myriad confounding socio-historical factors, it does suggest that there should be elements of independent agency even outside of North America as long as there is a relatively recent history of voluntary settlement. We have therefore examined residents of Japan's northern island (Hokkaido) as a natural experiment for testing the voluntary settlement hypothesis. Hokkaido was extensively settled by ethnic Japanese from the 1870's for several decades. Many of the current residents of Hokkaido are the descendents of the original settlers from this period. As predicted, Japanese socialized and/or immersed in Hokkaido were nearly as likely as European Americans in North America to commit a dispositional bias in causal attribution, to associate happiness with personal achievement, and to show a personal dissonance effect wherein self-justification is motivated by a threat to personal self-images. In contrast, these marker effects of independent agency were largely absent for non-Hokkaido residents in Japan. Implications for the theories of cultural maintenance and cultural change are discussed, and some promising directions for future research suggested.

CULTURE, GENETICS AND SOCIAL SUPPORT *Heejung S. Kim, University of California, Santa Barbara* – Research has identified a genetic basis for the extent to which people are reactive to stressful events. For instance, individuals homozygous for the short allele (s/s) of serotonin transporter promoter polymorphism (5-HTTLPR) have shown greater symptoms of depression when they are facing high levels of stress, compared to individuals with a long allele (s/l or l/l). Yet, studies have also

found that there are cultural differences in how individuals cope with their stressors. That is, Asians/Asian Americans are less willing to use social coping than European Americans in dealing with their stressors. Bridging these two bodies of findings, the present study examined how specific genes are linked to the psychological proneness to stress reactivity and how culture interacts with the specific genes to produce culturally divergent ways in which people use social support. Participants in the study were Koreans and European Americans college students and community members. They completed a packet of questionnaire that measured their stress experience and their use of different types of social coping. They also provided saliva samples for genotyping for 5-HTTLPR. Results showed that there was a predicted cultural difference in social coping, but that culture of participants significantly interacted with genotypes. Cultural divergence in the use of social coping was greater among participants with s/s genotype than participants with the long allele. This pattern of results supports the idea that genes would influence psychological predispositions, and culture would moderate the behavioral outcomes of such predispositions.

PARASITE PREVALENCE MAY CAUSE CROSS-CULTURAL VARIATION IN COLLECTIVISM/INDIVIDUALISM AS WELL AS IN LANGUAGE AND RELIGION DIVERSITY AND DEMOCRATIZATION *Randy Thornhill and Corey L. Fincher, University of New Mexico* – Pathogenic diseases impose selection pressures on the social behavior of host populations. In humans, many psychological phenomena appear to serve an anti-pathogen defense function. One broad implication is the existence of cross-cultural differences in human cognition and behavior contingent upon the relative presence of pathogens in the local ecology. We focus on one fundamental cultural variable: individualistic versus collectivist values. We suggest that behavioral manifestations of collectivism (e.g. ethnocentrism, conformity, xenophobia) can inhibit the transmission of pathogens; and so we hypothesize that collectivism (compared with individualism) will more often characterize cultures in regions that have higher prevalence of pathogens. Drawing on epidemiological data and the findings of worldwide cross-national surveys of collectivism/individualism, our results support this hypothesis: the regional prevalence of pathogens has a strong positive correlation with collectivism and a strong negative correlation with individualism. The correlations remain significant even when controlling for potential confounding variables. Consistent with our general model of relative parasite stress driving human values' diversity, we show too that other major aspects of cultural diversity (religion and language number and democratization) are related to the collectivism/individualism dimension and likewise to parasite prevalence across the globe.

Symposia Session B6**CONSERVATION PSYCHOLOGY: SOCIAL AND PERSONALITY RESEARCH ON ENVIRONMENTAL PROBLEMS**

Friday, February 6, 11:15 am – 12:30 pm, Meeting Room 20-21

Chairs: *Amara Brook, Santa Clara University; Irina Feygina, New York University*

Speakers: *Irina Feygina, Susan Clayton, Noah J. Goldstein, Amara Brook*

Summary: Most environmental problems, ranging from global warming to biodiversity loss to water pollution, are at least partially caused by human behaviors. Decisions to drive more or less fuel-efficient cars, to spray pesticides or garden organically, to live in a suburb or in a city, and even to support political solutions to environmental problems or not, have a major impact on the quality of the environment. Consequently, widespread human behavioral changes will be necessary in order to address environmental problems. Social and personality psychologists are ideally qualified to contribute solutions to these

problems because of our understanding of individual and situational causes of human behavior. In addition, environmental problems present compelling attitudinal and behavioral puzzles that can inspire research on basic social and personality processes and provide opportunities to test boundary conditions of our theories in the field. Increasing numbers of social and personality psychologists are becoming involved in this exciting and important area of research. This symposium features a sampling of research that simultaneously contributes to understanding and addressing environmental problems, and advances social and personality theory. Areas of research represented include identity, contingent self-worth, system justification, and social norms. The research featured in this session illustrates how environmental conservation presents an ideal opportunity to explore social and personality processes, and contribute solutions to some of society's most important behavioral challenges.

ABSTRACTS

THE EFFECT OF SYSTEM JUSTIFICATION TENDENCIES ON ENVIRONMENTAL ATTITUDES AND BEHAVIORS *Irina Feygina, New York University, John Jost, New York University, Rachel Goldsmith, Mount Sinai School of Medicine* – Attempts to take direly needed action to address environmental destruction and climate change often encounter apathy, denial, and resistance. Findings from system justification theory suggest this may be due to people's motivation to defend and bolster the socioeconomic system in order to reduce anxiety and uncertainty and maintain a sense of order and justice. Many environmental problems are caused by core aspects of the system, including industrial practices and socio-political institutions, and acknowledging them challenges perceptions of the system as legitimate, beneficial, and stable. Therefore, justifying the system may require denying or minimizing environmental realities. Four studies, conducted among various populations, support this hypothesis. Engagement in social and economic system justification was related to greater denial of a possible ecological crisis and limits to industrial growth, and less concern about maintaining balance within and respecting the constraints of nature. Similarly, endorsement of various system-justifying ideologies, such as opposition to equality, was negatively associated with pro-environmental attitudes. These attitudes translated into less willingness to take pro-environmental action or bear personal or economic costs for environmental protection. Differences in system justification tendencies helped explain greater denial of environmental realities among conservatives compared to liberals, among those with a stronger national identity, among men compared to women, and among less educated respondents. Exposure to messages that downplay the seriousness of environmental problems led to increased system justification, and may explain the widespread success of campaigns to undermine efforts to curb environmentally harmful practices. Implications of a social-psychological analysis of environmental attitudes are discussed.

EXPANDED IDENTITY AND SUPPORT FOR ENVIRONMENTAL PROTECTION *Susan Clayton, The College of Wooster* – Research suggests that a sense of connection to elements of the natural environment, such as animals, is important in predicting support for environmental protection. This sense of connection can be considered as the first step in an environmental identity, or a conception of oneself as a part of the natural environment. Although there are individual differences in the strength of environmental identity, particular locations may provide an opportunity to strengthen or enhance the salience of that identity. The social context, defined by the behavior and responses of others, is also important in facilitating or discouraging an environmental identity. Study 1 surveyed 514 visitors to four zoos about their perceptions of animals, their concern for the environment, and their environmental identity. Results showed that, consistent with previous research, environmental identity was strongly related to environmental concern and rated importance of environmental behaviors; it was also correlated

with a perception of the animals' similarity to humans. Zoo members scored higher on environmental identity than did non-members. In a second study, observations of 265 visitors' behavior at the zoo exhibits demonstrated several ways in which visitors constructed a perception of similarity between humans and animals. Results are discussed in terms of the ways in which zoo visits enable visitors to create a connection to the animals, which may translate into a broader sense of environmental identity and greater support for environmental protection.

NORMS-BASED MESSAGING: AN UNTAPPED POWER SOURCE FOR ENVIRONMENTAL ACTION *Noah J. Goldstein, UCLA, Robert B. Cialdini, Arizona State University, Vladas Griskevicius, University of Minnesota* – Social norms, which refer to what most people do (descriptive social norms) and what most people approve/disapprove (injunctive social norms), are remarkably powerful in directing human action. Studies in several environmental contexts (e.g., home energy conservation, household recycling, hotel conservation efforts) show that persuasive communications that employ social norms-based appeals for pro-environmental behavior are superior to those that employ traditional appeals. Of theoretical interest, in a pair of studies assessing various social norms-based appeals, those social norms grounded in common situational circumstances, which we label provincial norms, were most effective. For example, hotel guests were most likely to reuse their towels if informed that the majority of previous guests who had stayed in their particular room had done so. Similarly, college students in a large university computing commons were most likely to spend additional time answering an environmental survey if told that the majority of students who had sat at their particular computing station had done so.

ENVIRONMENTAL CONTINGENCY OF SELF-WORTH AND ECOLOGICAL FOOTPRINT FEEDBACK *Amara Brook, Santa Clara University, Jennifer Crocker, University of Michigan, Ashley Graham, Santa Clara University* – Although most people claim to care about protecting the environment, many fewer act consistently with this concern. One individual difference variable that may affect the extent to which people act to protect the environment is how much people base their self-esteem on environmentalism. People who have invested self-esteem in an area of life are motivated to succeed in that domain in order to experience the high self-esteem and positive emotions associated with success, and avoid the low self-esteem and negative emotions associated with failure. The present research developed a scale measuring environmental contingency of self-worth (CSW), and evaluated its effects on environmental behavior. In Study 1, environmental CSW was both stable over time, and strongly predicted engagement in pro-environmental behavior. Studies 2-3 evaluated the effects of environmental CSW in conjunction with a popular environmental behavior change intervention, Ecological Footprint feedback. Proponents of this feedback hope that negative information about past behavior will encourage people to behave more sustainably. In the present studies, environmental CSW predicted pro-environmental behavior only after negative Ecological Footprint feedback, not after positive or no feedback. Furthermore, negative Ecological Footprint feedback promoted pro-environmental behavior only for people who highly based self-esteem on environmentalism. For people who did not base self-esteem on environmentalism, negative EF feedback had neutral to negative effects on environmental behavior. We discuss theoretical and practical implications of these findings.

Symposia Session B7

NEW PERSPECTIVES ON MULTICULTURAL EXPERIENCES: IMPLICATIONS FOR CREATIVITY, IDENTITY, AND PERFORMANCE

Friday, February 6, 11:15 am – 12:30 pm, Meeting Room 22-23

Chairs: William Maddux, INSEAD; Adam Galinsky, Northwestern University**Speakers:** Angela K.-y Leung, William W. Maddux, Carmit T. Tadmor, Chi-Ying Cheng

Summary: Because of increasing globalization, more and more individuals are coming into contact with different cultures. But what are the important psychological effects that multicultural experiences have on individuals, and what implications and ramifications – especially for creativity, job performance, and identity – can we expect as a result of this “flattening world?” This symposium investigates these questions by bringing together a diverse set of methodologies and approaches across a varied set of theoretically and practically important outcome measures. The first two talks explore how multicultural experiences affect creativity. Leung and Chiu show that creative performance and processes (such as idea sampling) are enhanced following multicultural exposure, but certain contextual and individual difference factors can facilitate or hinder these effects. Maddux and Galinsky provide correlational and experimental evidence that living in foreign countries can facilitate creativity, but only when individuals adapt themselves while abroad. The last two talks explore the impact of biculturalism on creativity and performance. Tadmor demonstrates that biculturals (individuals who highly identify with two cultures) achieve greater levels of managerial performance-related success, and are more creative than non-biculturals, with these effects mediated by biculturals’ greater levels of integrative complexity. Finally, Cheng shows that the relationship between bicultural identity and creativity is robust across culture, gender, and professional identities, and is strongest when the creative task is matched with the individuals’ identities. Overall, these results suggest that multicultural experience and integration of multiple identities can have the serendipitous effects of enhanced creativity and increased work-related success.

ABSTRACTS

ABSTRACT #1 *Angela K.-y Leung, Singapore Management University; Chi-yue Chiu, University of Illinois, Urbana-Champaign* – Among the many psychological benefits of having diverse cultural experiences, one that is widely recognized (but insufficiently studied) is multicultural individuals’ ability to be more facile at creative problem-solving and generation of novel ideas. With ample opportunities to acquire new concepts, multicultural navigators may be more adept at synthesizing seemingly unrelated knowledge from different cultures, and thus become more creative. In 4 studies, we seek to offer empirical evidence for such creative benefits of multicultural experiences. In Study 1, we hypothesized that situations that afford exposure to more than one (vs. only one) culture should induce higher levels of creative performance. As expected, we found that American participants, subsequent to being exposed to American and Chinese cultures (vs. either one culture) in a 45-minute slideshow, had better performance in creativity tests. This result highlights the causal role of simultaneous exposure to two cultures on creativity. Apart from better creative performance, multicultural individuals are also more likely to engage in some creativity-enhancing processes, one of which concerns the sampling of ideas from diverse cultures for creative idea expansion (Study 2). Further, evidence suggested that the relationship between multicultural experiences and creativity is most likely to emerge in contexts that deemphasize existential concerns (Study 3) and among open to experience individuals (Study 4). Together, our findings demonstrate a robust relationship between multicultural experiences and cre-

ativity. Furthermore, an environment that encourages openness and exploration is important for achieving a creative confluence of ideas from multiple cultural sources.

ABSTRACT #2 *William W. Maddux, INSEAD; Adam D. Galinsky, Northwestern University* – Despite considerable progress in understanding the creative process over the past several decades, one of the most common lay assumptions regarding creativity – that experiences in foreign countries such as living abroad fosters creative insights – remains largely unstudied. The current research seeks to fill this empirical gap by exploring whether experiences in foreign cultures facilitate creativity. Initial correlational studies found a reliable relationship between the amount of time individuals had lived abroad (i.e., outside their home culture) and creative problem-solving abilities; interestingly, however, travel abroad showed no predictive relationship with creativity in these studies. These effects held even when controlling for important personality factors, such as the Big Five. Further correlational investigations within a highly diverse, multinational sample demonstrated that the effect is mediated by the extent to which individuals adapt to foreign cultures while abroad. Subsequent experimental studies activated different foreign experiences among those who had lived abroad and empirically verified the causal role of living abroad and adapting to a new culture. Overall, the results suggest that living in and adapting to different cultures produces the serendipitous benefit of enhanced creative abilities. These results were found to be reliable across an array of creative tasks, including insight tasks, convergent thinking tasks, and unstructured creativity tasks, and were also found across MBA and undergraduate samples in both the US and Europe, demonstrating the robustness of this phenomenon. Implications for theory and practice will be discussed.

ABSTRACT #3 *Carmit T. Tadmor, Tel Aviv University* – Growing numbers of people are being exposed to a second culture, yet the role played by second-culture exposure in shaping socio-cognitive skills and their implications for performance have received little theoretical and empirical attention. To address these knowledge gaps, the current research investigates the relationship between acculturation strategies and integrative complexity and explores its implications for managerial performance-related success and creativity. A field study of 100 Israelis working in the United States revealed that biculturals achieved higher rates of promotion and secured more positive managerial-performance ratings than assimilated or separated individuals with these relationships mediated by biculturals’ greater levels of integrative complexity (Study 1). Extending this finding to other types of performance and ethnic groups, biculturals were also found to be more creative than assimilated and separated individuals in a sample composed of individuals from diverse national backgrounds (Study 2). The relationship between acculturation strategies and integrative complexity was replicated in a study of Asian-American college students (Study 3) and using priming manipulations to clarify the directional flow of causality between acculturation and integrative complexity, it was further shown that greater integrative complexity among biculturals is driven by acculturation pressures (Study 4). These results have important implications for multicultural experience research by demonstrating that the benefits of multiculturalism depends in part on the effective integration of one’s home and host cultures and the cognitive skills that result.

ABSTRACT #4 *Chi-Ying Cheng, Singapore Management University* – Creativity is essential for personal and professional success. The creative cognition approach suggests that the accessibility of different knowledge systems is critical to the generation of creative ideas. Integrating multiple cultural knowledge systems (e.g. fusion cuisines) has been shown as a successful strategy for creativity. However, research shows that bicultural individuals switch between cultural systems instead of applying both depending on the integration level of the two cultural identities. Current research examined the relationship between the integration of two cultural identities (broadly defined) and the individual-level creativ-

ity. Drawing from social identity research, I propose that individuals who can integrate multiple cultural identities are better at combining cultural knowledge systems associated with each cultural identity, and thus exhibit higher levels of creativity. Three studies provide evidence for the proposition. Study 1 showed that Asian American biculturals with high identity integration between their Asian and American identities exhibited higher levels of innovation in creating Asian-American fusion cuisine compared to biculturals with low identity integration. Study 2 showed that women engineers with high identity integration between their gender and professional identities were more creative than those with low identity integration. Finally, Study 3 showed that creativity among faculty members with two disciplinary affiliations is similarly related to individual differences in identity integration between their disciplinary affiliations. These findings suggest that the psychological management of multiple cultural identities affects the integration of cultural knowledge systems and individual-level creativity.

Symposia Session B8

NEURAL AND MOTIVATIONAL MECHANISMS OF EXTREMISM

Friday, February 6, 11:15 am – 12:30 pm, Meeting Room 24-25

Chair: *Ian McGregor, York University*

Speakers: *Eddie Harmon-Jones, Ian McGregor, Aaron Kay, Travis Proulx*

Summary: The research presented in this symposium illuminates self-regulatory motives and neural mechanisms that underlie ideological extremes. Harmon-Jones and Gable present research inspired by the Action-Based Model of Dissonance indicating that unequivocal commitments activate approach-motivational processes (related to left prefrontal cortical activity) and help shield individuals from distressing conflicts and uncertainties (related to anterior cingulate cortex activation). McGregor and Nash demonstrate that various threats cause reactive religious extremes and support for religious warfare, and EEG activity and goal characteristics related to approach-motivation. Moreover the reactive approach-motivation is most pronounced among people with approach-motivated dispositions and is negatively correlated with error-related anterior cingulate cortex activation. Kay and colleagues demonstrate that individuals interchangeably rely on devotion to gods or governments in order to preserve a sense of control and to quell anxiety. Proulx and Heine demonstrate that even subtle threats to perceptual meanings can cause worldview defense reactions that help relieve anxiety. This research converges on a self-regulatory view of ideological extremism: reactive extremes activate unequivocal approach-motivation and thereby quell threats and relieve anxiety.

ABSTRACTS

NEURAL MECHANISMS OF GOAL CONFLICT, APPROACH, AND WITHDRAWAL: FROM THE ACTION-BASED MODEL OF DISSONANCE TO APPROACH-MOTIVATED NARROWING OF ATTENTION *Eddie Harmon-Jones and Philip A. Gable, Texas A&M University* – Goal conflicts, uncertainties, and self threats likely arouse cognitive dissonance, which may be regulated via processes associated with cognitive dissonance reduction. This presentation will briefly review the action-based model of dissonance. Then, evidence will be presented suggesting that cognitive dissonance arousal involves general processes related to response conflict and activation of the anterior cingulate cortex, whereas dissonance reduction often involves approach motivational processes associated with “shielding” the intention and activation of the left prefrontal cortex. The “shielding” process and its association with left prefrontal cortical activation will be discussed in light of recent evidence on the effects of approach motivation on myopic attention. That is, experiments will be presented that have shown that approach motiva-

tional states cause a narrowing of attention, and this effect of approach motivation on narrowed attention is mediated by activation in the left prefrontal cortex. Discussion will focus on the benefits of organizing these findings within the framework of cognitive dissonance theory.

NEURAL AND MOTIVATIONAL MECHANISMS OF RELIGIOUS EXTREMISM

Ian McGregor and Kyle A. Nash, York University, Toronto, ON Canada – Dozens of experiments now indicate that a wide variety of threats (e.g., mortality, failure, rejection, dissonance, loss of control, loss of meaning, and system threat) cause ideologically extreme reactions. Here we present empirical support for an Extremism as Goal Regulation (EAGR) view of why ideological extremes are rewarding. The EAGR view is grounded in the Gray and McNaughton (2000) goal theory of anxiety, and in models of goal regulation that position abstract ideals as high-level goals. We view religious and ideological extremes as displacement ‘goals’ that, when vigorously approached, can reliably capture motivational attention and thereby insulate people from anxious threat-vigilance. Results from one set of experiments indicate that the same threats that have caused ideological extremes in past research also cause religious zeal and willingness to support religious warfare. Results from another set of experiments indicate that the same threats also cause patterns of neural activity and personal goal characteristics related to exaggerated approach motivation. In both sets of studies dispositional tendencies related to approach-motivation, including Self-Esteem, Promotion Focus, Action Orientation, and BAS-Drive catalyzed the defensive reactions. Finally, neural activity related to approach motivation (left-frontal EEG) negatively correlated with conflict-related neural activity (ERN) in the anterior cingulate cortex. Together these results help explain why religious and ideological extremes are rewarding in the face of threats. They may activate approach-motivation processes and thereby quell anxious preoccupation with threats (cf., McGregor, Gailliot, Vasquez, & Nash, 2007).

COMPENSATORY CONTROL AND THE MOTIVATED DEFENSE OF GOD AND GOVERNMENT

Aaron C. Kay, David A. Moscovitch, and Kristin Laurin, University of Waterloo, Waterloo ON Canada – Although Western psychology has traditionally pointed to perceived personal control as a crucial underlying factor in human motivation, we propose, in the spirit of equifinality, that beliefs in personal control are but one pathway for affirming the more universal belief that things, in general, are under control (that is, that events do not unfold randomly or haphazardly, see Antonovsky, 1979). From this perspective, beliefs in personal control and beliefs in certain external sources of control, such as God or the government, should serve as substitutable means for protecting one’s perception of order and non-randomness in the world (Rothbaum et al., 1982) and for guarding against the anxiety that perceptions of randomness and chaos can engender. Several studies testing this notion will be presented. In the first set of studies, it will be demonstrated that manipulations which lower people’s feelings of personal control increase people’s faith in external systems, such as Gods or governmental institutions. Mediators of this effect, such as defensiveness and explicit anxiety, will also be presented. In the second set of studies, the hydraulic relation between beliefs in God and support for governmental systems will be demonstrated. That is, using both experimental and longitudinal designs, it will be shown that experimental manipulations or naturally occurring events that lower faith in one of these external systems (e.g., the government) lead to subsequent increases in faith in the other (e.g., God). Implications for the psychological and socio-cultural underpinnings of religious faith and phenomena of system justification will be discussed.

MEANING AFFIRMATION FOLLOWING A PERCEPTUAL ANOMALY: THE CASE OF THE CHANGING EXPERIMENTER

Travis Proulx and Steve Heine, University of British Columbia, Vancouver BC Canada – The Meaning Maintenance Model (MMM; Heine, Proulx, & Vohs, 2006; Proulx & Heine, 2006) posits that threats to meaning frameworks (i.e., scripts, schemas, worldviews) prompt people to compensate

by affirming unrelated meaning frameworks. To test this, we exposed participants to an implicitly perceived perceptual anomaly in an attempt to prompt an explicit affirmation of their cultural worldview (Proulx & Heine, in press). Participants in a “Changing Experimenter” condition were exposed to a change blindness manipulation whereby one experimenter was secretly switched with another experimenter as the participant filled out a series of questionnaires. Even though the vast majority of participants did not consciously notice this switch, participants in the “Changing Experimenter” condition were subsequently more punitive in their views towards criminals than participants in a control condition where no experimenter switch took place. A second study investigated whether this compensatory meaning affirmation was prompted by unconscious arousal evoked by the implicit awareness of the meaning threat. Following from a “misattribution of affect” experimental paradigm, participants witnessed the changing experimenter and then consumed a placebo herbal extract. Those who were informed that the placebo caused side effects of arousal no longer demonstrated the heightened moral belief affirmation as they misattributed their arousal to the placebo. In contrast, those who were not informed of such side effects demonstrated heightened moral belief affirmation. The results demonstrate the functional interchangeability of meaning frameworks in meaning maintenance efforts, and highlight the role of unconscious arousal in prompting people to maintain meaning.

Symposia Session B9

INCREMENTAL VALIDITY OF NARRATIVES AS PREDICTORS OF PSYCHOLOGICAL HEALTH

Friday, February 6, 11:15 am – 12:30 pm, Meeting Room 7-9

Chair: Jennifer Lodi-Smith, Center for BrainHealth, University of Texas at Dallas

Speakers: Laura A. King, M. Pasupathi, Jonathan M. Adler, Jack J. Bauer

Summary: One of the primary aims of psychology as a science is determining the individual differences that predict psychological health. A substantial proportion of the research capital in this area within the field of personality psychology has been dedicated to understanding how questionnaire based, self-report measures of personality relate to overall well-being. However, over the past decade, another domain of personality has emerged as an important indicator of psychological health. Specifically, the stories individuals tell about their life experiences provide insight not only into who they are but also into how they are doing and where they are going. The talks in the current symposium provide a substantive base of evidence for the argument that narratives predict positive psychological outcomes above and beyond more commonly assessed measures of personality. Further, the talks in this symposium present this evidence within a variety of stories from a diverse set of participants across a wide array of studies including correlational, experimental, applied, and longitudinal studies. The talks in the current symposium outline the importance of using questionnaire based self-report measures of personality in concert with individual differences in narratives to obtain a robust and complete picture of psychological health in adulthood.

ABSTRACTS

MEANINGFUL AND MEANINGLESS LIVES: NARRATIVES, TRAITS, AND MEANING IN LIFE Laura A. King, Kris L. Mescher, & Joshua A. Hicks - University of Missouri, Columbia – Stories are often portrayed as units of meaning. Yet, the actual role of narratives in the experience of meaning in life has received little attention. Are aspects of stories of meaningful life events related to the experience of meaning in life apart from other individual differences? In present study, 562 college students completed questionnaire measures of traits and meaning in life and gen-

erated narratives of meaningful life experiences. Narratives were coded for a variety of content dimensions, including intimacy, achievement, power, redemption, and contamination and language use was examined using a computerized strategy. While meaning in life was predicted by extraversion, agreeableness, conscientiousness, and emotional stability, narrative dimensions (particularly intimacy and redemption) predicted meaning in life controlling for these traits. In contrast to traits, narrative data lend themselves to qualitative study. Among the narratives of individuals who rated their lives as meaningless, unique references to social betrayal, indications of narcissistic preoccupation, and emotional ambivalence were found. In contrast, among individuals who rated their lives as highly meaningful, reference to religious themes and nuanced perspectives on the mental lives of others were observed. Comparing stories with identical plots (e.g., personal accomplishments, death of a loved one) demonstrates the ways that personality, both in terms of traits and as meaning-making process, influences the creation and content of narratives that become part of the life story. While both traits and narrative variables predict meaning in life, the richness of narratives allows for a multitude of analytic tools in the exploration of human uniqueness.

THE INCREMENTAL PREDICTIVE POWER OF NARRATING ON WELL-BEING INDICATORS

M. Pasupathi, University of Utah – Researchers have argued for the importance of narrative processes above and beyond personality traits for creating and maintaining well-being. Personality traits clearly predict well-being, even for structural aspects of personality like self-concept clarity. A traits-only picture, however, is both incomplete and static in nature. The present study, examined the incremental predictive power of narrating personal experiences over self-concept clarity for standard measures of well-being. In Study 1, 210 college students completed a measure of self-concept clarity and reported on the extent to which they had narrated a variety of recent experiences to others for entertainment and meaning-seeking purposes. Well-being was assessed with the PANAS and the Satisfaction with Life Scale. Self-concept clarity significantly predicted positive affect, negative affect, and satisfaction with life. However, students who reported more retelling of an event to entertain others reported more positive affect and more satisfaction with life, after controlling for self-concept clarity. In Study 2, 84 students were randomly assigned to write about a recent self-discrepant experience, either for entertainment or meaning-seeking purposes. They also completed the same well-being and self-concept clarity assessments as in Study 1. The experimental entertainment goal predicted greater trait positive affect on the PANAS, after controlling for self-concept clarity. Thus, the act of narrating experiences for entertainment contributes significantly to well-being beyond a trait measure of self-concept clarity.

IN TREATMENT: THE HEALING POWER OF AGENCY IN NARRATIVES OF PSYCHOTHERAPY

Jonathan M. Adler, Northwestern University and Jesse Brown, VA Medical Center – Agency represents one of the primary motivational forces in human life, factors prominently in folk psychological accounts of human action, and has been described as a super-ordinate theme in the study of life narratives. Finding oneself in need of psychotherapy is often an agency-threatening experience and going for treatment poses a challenge to the construction of an agentic self. This talk will describe a series of three studies that focused on the relationship between agency and mental health in psychotherapy clients. In Study 1, 76 former clients wrote the story of their experiences in psychotherapy. Qualitative methods were used to inductively derive the primary themes of participants with different constellations of mental health. Agency emerged as the hallmark of those narratives told by former clients with the most desirable mental health status. Study 2 was conducted as a quantitative, hypothesis-testing replication of Study 1. Agency was shown to relate strongly to mental health variables, statistically accounting for the role of personality traits, mood at the time the narrative was written, and several other variables. In Study 3, 47 psychotherapy clients wrote narratives about their experi-

ences in treatment following their first 12 sessions. Multilevel modeling demonstrated that clients' narratives showed increased agency over the course of treatment and that these increases related to improvements in their mental health above and beyond the impact of personality traits and other variables. This series of studies suggests that the theme of agency plays a special role in the psychological functioning of psychotherapy clients.

GROWTH NARRATIVES, GROWTH MOTIVATION, AND TRAITS ARE INDEPENDENT PREDICTORS OF EUDAIMONIC WELL-BEING

Jack J. Bauer, Sunwoong Park, University of Dayton; Dan P. McAdams, Northwestern University – Findings from 5 studies demonstrate consistently that narratives of personal growth are unique among other personality measures—namely non-narrative growth motivation and big-five traits—in predicting eudaimonic well-being (measured as psychosocial maturity and well-being). Narratives dealt with: Study 1 – students' high, low, and turning points; Study 2 – adults' high, low, and turning points; Study 3 – adults' 6-page narratives of life transitions; Study 4 – students' major life goals, and Study 5 (3-year longitudinal) – students' major life goals. Narratives were coded reliably for two forms of growth: cognitive and experiential. In all 5 studies, cognitive growth narratives correlated with cognitive growth strivings or motives, trait openness (in most studies), and psychosocial maturity (either ego development or identity exploration). Also in all studies, experiential growth narratives correlated with experiential growth strivings or motives, extraversion and/or (inversely) neuroticism, and well-being. In multiple regressions of either maturity or well-being, the relevant growth narratives were independent of relevant growth strivings or motives as well as traits. In most cases, narratives, strivings or motives, and traits were independent predictors of maturity or well-being. These findings are especially noteworthy in that the narratives and non-narrative strivings and motives dealt with the same kinds of growth yet were still independent. These findings help demonstrate the unique role of narratives in eudaimonic well-being, while at the same time attesting to the multifaceted nature of the eudaimonic personality.

Symposia Session C and Presidential Address

Friday, February 6, 2:00 – 3:15 pm

Symposia Session C1: 2009 Presidential Address

CERTAINTY VS. DOUBT: WHAT CAUSES IT AND WHY DOES IT MATTER?

Friday, February 6, 2:00 – 3:15 pm, Ballroom C

Speaker: *Richard Petty, Ohio State University*

Introducer: *John Dovidio, Yale University*

Summary: What determines whether people act on their beliefs, attitudes, goals or any mental content that is simply primed? In each case, confidence in one's mental contents serves as a critical determinant of whether there is any impact. Although prior analyses have assumed that confidence or doubt in mental content stem from experiences implicating actual validity, current research suggests that confidence and doubt need not have any basis in reality. In fact, confidence can stem from misperceptions of one's knowledge as well as momentary feelings of power or emotion and simple bodily movements. Nonetheless, regardless of the source, momentary feelings of confidence can magnify the impact of mental contents, whatever they might be, whereas momentary doubt undermines or even reverses the impact of mental contents. This talk explores the many antecedents of confidence versus doubt and examines the impact of confidence versus doubt on a diversity

of social psychological phenomena. In a series of studies it is shown that momentary feelings of confidence or doubt can determine whether attitudes guide behavior, whether thoughts cause persuasion, whether goals are followed or not, and whether primes affect perceptions of the self as well as judgments of others.

Symposia Session C2

NARCISSISM AS ADDICTION TO STATUS AND SUPERIORITY: TEMPERAMENTAL AND INTERPERSONAL BASES

Friday, February 6, 2:00 – 3:15 pm, Ballroom D

Chair: *Zlatan Krizan, Iowa State University*

Speakers: *Joshua Foster, Zlatan Krizan, Carolyn C. Morf, Laura E. Buffardi*

Summary: Overt narcissism is a personality syndrome that reflects beliefs in one's superiority and entitlement. This constellation of beliefs leads to self-promotion that has been implicated in manipulative, exploitative, and aggressive behavior which often has considerable social costs. Whereas the notion of narcissism originates in the psychoanalytic tradition, modern personality and social psychological research has increasingly refined psychologists' conceptualization of narcissism. This symposium integrates cutting-edge research revealing that narcissism has distinct temperamental and interpersonal bases that co-determine the unique set of narcissistic personality tendencies. On one hand, narcissism is rooted in a motivational orientation focused on reward seeking, often accompanied by impulsive behavior. This emphasis reveals temperamental bases of narcissism, and illuminates relations with related traits such as psychopathy and sensation seeking. On the other hand, narcissism has a distinct social manifestation that distinguishes it from related traits that might share a similar temperamental core. Much of narcissists' behavior is myopically focused on attainment of status and superiority, often leading to antisocial behavior when such a quest is threatened. This emphasis helps reveal why narcissists' initial positive impressions often turn to negative ones, why narcissists employ close relationships as vehicles for self-aggrandizement, and why narcissists seem insensitive to communal considerations. In sum, whereas interpersonal factors illuminate social goals that drive narcissistic self-enhancement, temperamental factors account for the "addictive" style of narcissistic self-enhancement strategies.

ABSTRACTS

HAVING FUN WHILE GETTING RICH: NARCISSISM AND APPROACH-ORIENTATION ACROSS CONTEXTS

Joshua Foster, Tiffany Misra, & Josh Goff (University of South Alabama) – Prior research from our lab demonstrates that overt narcissism is characterized by high approach motivation coupled with low avoidance motivation. Put simply, narcissists are more strongly motivated by reward than punishment. In this talk, we present findings from studies that demonstrate this dispositional pattern across multiple independent contexts (e.g., interpersonal and financial). In one study we found that narcissists report goals for their social relationships that emphasize the promotion of positive social outcomes rather than the prevention of negative outcomes. These "friendship goals" of narcissists were entirely mediated by their underlying motivational dispositions. In another study, we found that narcissists exhibit aggressive financial investment strategies. For example, they reported being more likely to invest money into volatile stocks rather than stable bonds. These aggressive investment strategies of narcissists were also completely mediated by their underlying motivational dispositions. The results of these studies and additional completed and ongoing research will be discussed in terms of how approach-avoidance motivation may serve as a powerful theoretical device for uncovering and explaining the positive and negative sides of narcissistic personality.

BETTER THAN MY FRIENDS AND FAMILY: SOCIAL COMPARISON TENDENCIES AMONG NARCISSISTS Zlatan

Krizan (Iowa State University); Brad J. Bushman (University of Michigan) – Whereas narcissists generally have high self-esteem, their emotional reactivity to threat and frequent inter-personal hostility distinguishes them from others with high self-worth. We hypothesized that such paradoxical features of narcissism are related to narcissists' vested interest in comparative status more broadly, and to perceptions of superiority more specifically. In order to explore the role of comparison tendencies for narcissistic personalities, 190 students recalled their last four social comparisons, after which they indicated the nature of the comparison target and dimension together with emotional reactions and outcomes of the comparison (e.g., feeling better or worse off). Moreover, they made direct comparisons between themselves and each comparison individual on agentic attributes. Finally, they completed personality measures of general social comparison frequency. In general, results indicated that social comparison plays an important role for manifestations of narcissism. First, unlike self-esteem, narcissism was associated with higher frequency of social comparisons generally, and downward comparisons specifically. Second, regardless of their self-esteem, narcissists consistently thought they were more intelligent, had higher social and leadership skills, were more athletic and had a better sense of humor than comparison others they recalled (most of which were partners, friends, and family members). Third, narcissism, but not self-esteem, was associated with feeling better off following comparisons. Finally, narcissism was related to less anxiety and depression following comparisons, but not to less hostility. The results of this and other ongoing research in our labs will be used to discuss the unique importance of status-relevant social comparisons for narcissistic self-regulation.

THE USE OF ROMANTIC RELATIONSHIPS IN THE CONSTRUCTION OF THE NARCISSISTIC SELF Carolyn C. Morf &

Loredana Torchetti (Institute of Psychology, University of Bern, Switzerland) – Narcissists' relationships remain a puzzle. Paradoxically, while narcissists depend on relationships for building and affirming their grandiose self-views, their behaviors often undermine this goal: narcissists show off, compete with and dismiss or dominate others, often even aggressing against them. To examine how relationship mechanisms contribute to the construction of the narcissistic self, 90 romantic couples completed a 2-week daily-diary study, reporting on their own and partners' support-giving motives and behaviors. Daily relationship satisfaction, mood, and well-being were also assessed. Results provided evidence that narcissists employ their close relationships as vehicles for self-aggrandizement. First, narcissists reported more egoistic motives for their care-giving; they supported their partners in order to look good or to receive something in return. Narcissists, however, also perceived more egoistic motives in their relationship partners. Second, narcissists' relationship satisfaction was dependant on receiving overvaluation from their partners. Narcissists were more satisfied with their relationships to the degree that their partner admired them, was proud of them, and made them feel they are better than others. Interestingly, obtaining affirmation was more important than not being devalued. Feeling put down or devalued by their partner had no differential effect on high relative to low narcissists' relationship satisfaction, although high narcissists did become more angry. Narcissists were also more satisfied with their relationships in so far their partners responded actively and constructively to narcissists' positive experiences or accomplishments. Paradoxically, again, high narcissists generally reported receiving less support of this type than did low narcissists.

NARCISSISM AND SELF-PRESENTATION ON SOCIAL NETWORKING WEBSITES Laura E. Buffardi & W. Keith Campbell

(University of Georgia) – How do narcissists interact in online social networks (e.g., Facebook.com)? Previous research has revealed that narcissists are highly linked in social networks, post self-promoting content,

and are viewed as agentic and narcissistic by peers (Buffardi & Campbell, in press). In two studies, we examined two additional questions about narcissists in online communities: 1. Do narcissists use social networks to regulate their positive self-images? 2. Do narcissists' self-presentations lead to them being viewed as more desirable in an online community? In Study 1 we collected self-reports of narcissism, ratings of participants' use of Facebook features to fulfill communal and agentic self-regulatory goals, and ratings of participants' enjoyment of Facebook. As predicted, narcissists posted wallposts and pictures for agentic reasons and preferred Facebook friends with agentic qualities. There was no overall relationship between narcissism and enjoyment of Facebook; instead, bootstrapping analyses revealed that narcissism predicted enjoyment of Facebook only when it was mediated by agentic self-regulation via wall-posting. In Study 2, participants viewed two fabricated Facebook profiles featuring either males or females. Whereas one of the profiled individuals appeared more communal, the other appeared more agentic. Participants rated how much they would like to be Facebook friends with each individual. Results showed a relative preference for communal Facebook friends, but this preference was smaller for narcissistic participants. Additionally, narcissistic self-presentation was valued most highly by males rating female profiles, and valued least by males rating males. Implications for narcissistic self-presentation on social networking websites are discussed.

Symposia Session C3**SECOND GENERATION QUESTIONS IN ADULT PERSONALITY DEVELOPMENT**

Friday, February 6, 2:00 – 3:15 pm, Meeting Room 13-16

Chairs: Erik E. Nofle, Wake Forest University; William Fleeson, Wake Forest University

Speakers: Erik E. Nofle, Robert F. Krueger, Franz J. Neyer, Jennifer Pals Lilgendahl

Summary: Recent years have yielded many advances in personality development research, including evidence for genetic and environmental bases of traits (Bouchard & Loehlin, 2001), connecting early temperament to adult personality traits (Graziano, 2003), demonstrating personality trait stability across the adult lifespan (McCrae & Costa, 1994), and predicting important life outcomes from traits (Ozer & Benet-Martinez, 2006). However, until recently, most work has conceptualized personality traits in adulthood as relatively static and stable. New meta-analytic evidence demonstrates that there are sizable, normative mean-level trait changes across the adult lifespan (Roberts, Walton, & Viechtbauer, 2006). This suggests that personality is more dynamic in adulthood than once thought, and that development progresses along a similar path for many people, but not all people. Now it is time for addressing second generation questions, which move from a description of how personality changes to an understanding of the processes, origins, and outcomes of personality development. First, researchers are analyzing personality changes beyond that which is revealed on standard trait questionnaires, by assessing personality in multiple ways, including mean levels of trait-relevant behavior (how individuals act on average) and personality variability (how much individuals' actions vary in their daily lives). Second, researchers are specifying antecedents and outcomes of adult personality change, and the consequences of deviating from normative paths of development. Finally, researchers are beginning to elucidate the processes underlying both normative and non-normative change. To address these second generation questions, the present symposium draws upon behavioral genetic, social cognitive, trait, and narrative approaches to personality development.

ABSTRACTS

ADULT DEVELOPMENT OF BEHAVIORAL VARIABILITIES AND CENTRAL TENDENCIES. Erik E. Nofle and William Fleeson (*Wake Forest University*). – The current research examines how central tendencies and variabilities of Big Five trait-relevant behavior develop across the adult lifespan, and is important for at least three reasons. First, we investigate personality development across the adult lifespan, but in terms of behavior distributions (i.e., averages and variabilities) rather than in terms of one-time trait questionnaire scores. Second, we investigate the development of behavioral variability specifically, which has been argued to be an important, albeit seldom-studied individual difference. Third, the current research tests whether previous findings of surprisingly large variability in an individuals' behavior were artifacts of using college student samples (Fleeson, 2001). Three studies investigated 3 adult groups: young adults (18-25 years), middle-aged adults (35-55 years), and retirees (65-80 years). Three questions were posed: Does variability change with age? Does the sizable variability in young adulthood persist throughout the lifespan? Do behaviors demonstrate the same developmental trends as those observed using trait questionnaires? In two studies, we used experience-sampling, in which participants used palm pilots to report on their current behavior multiple times per day for one or two week spans. In a third study, we assessed participants' behavior in a set of semi-structured lab interactions with both target and observer ratings. Results showed, for all adult groups, a sizable amount of intraindividual variability in behavior, more than the variability between people. Furthermore, intraindividual variability developed in a theoretically-compelling manner. Developmental differences in behavior averages were mostly similar to those revealed through trait questionnaires, but differed in a few interesting ways.

THE HERITABILITY OF PERSONALITY IS NOT A CONSTANT: BIOMETRICAL MODERATION AND THE ETIOLOGY OF PERSONALITY. Robert F. Krueger and Kristen C. Kling (*Washington University in St. Louis*). – Much discussion has focused on the meaning and interpretation of the heritability statistic in personality research, that is, the ratio of genetic to total variance in personality. Our recent research on the etiology of individual differences in personality indicates that a single, overall heritability statistic is, in many cases, too general. Research fitting biometrical moderation models, where the heritability of a personality construct can vary continuously as a function of another variable, such as a perceived environment, shows biometrical moderation to be common. That is, for many personality constructs, an overall heritability statistic averages across diverse circumstances that act to dampen or enhance genetic and environmental contributions to specific constructs. We will discuss the implications of this research for conceptualizing both the meaning of heritable contributions to personality and the nature of adult personality development.

PERSONALITY DEVELOPMENT AND SOCIAL (DE-)INVESTMENT IN EMERGING ADULTHOOD Franz J. Neyer (*Universität Potsdam*), Judith Lehnart (*Universität Potsdam*), and Jacquelynne Eccles (*University of Michigan*). – One of the most important developmental tasks during Emerging Adulthood is to find a long-term relationship partner. The "social investment principle" of personality development predicts that engaging in such a normative social role is related to personality maturation, whereas de-investment should be related to non-normative development. Using data from the Michigan Study of Adolescent and Adult Development, we compared personality development over 8 years of N=161 "partnership beginners" and N=64 "singles". Transition to a romantic relationship was related to a decrease in depression, whereas self-esteem development was differentially related to relationship experiences for males and females. The results replicate findings from Neyer and Lehnart (2007) and provide further evidence for the "social investment principle". In addition, strong declines in self-esteem over 8 years

were found for male singles but not for female singles suggesting devastating effects of "social de-investment" especially for the male subgroup.

NARRATIVE IDENTITY IN ADULTHOOD: DYNAMIC PROCESSES AND DEVELOPMENTAL PATHWAYS. Jennifer Pals Lilgendahl (*Haverford College*). – According to a growing body of research, a central challenge of adulthood is to construct and maintain a sense of narrative identity – a coherent and storied understanding of who you are, how you came to be that person, and where you are headed in your imagined future (McAdams, 2001; Singer, 2004). Narrative identity may be viewed as one component of personality, interacting with traits, characteristic adaptations, biology, and culture (McAdams, & Pals, 2006). In this talk, I will highlight several empirical findings which suggest that narrative identity processing – how adults interpret the meaning of past events in relation to the present self (e.g., as causing growth) – may play a critical role in adult personality development. These findings, which will demonstrate the following points, come from longitudinal and cross-sectional samples that span young, middle, and late adulthood and utilize specific event narratives as well as the life story as a whole. First, individual differences in narrative identity predict developmental outcomes beyond what traits are able to explain. Second, narrative identity may operate as a mechanism of development, both as a mediator of the influence of traits and as a predictor of personality change over time. Third, the recall of memories that have come to define narrative identity (high and low points) may serve distinct developmental functions at different stages of adulthood. I will conclude with a discussion of ideas for how future research may provide a clearer picture of the causal role of narrative identity in pathways of adult personality development.

Symposia Session C4**UNDERSTANDING IDENTITY: CULTURAL SYMBOLS AS SHAPERS AND INDICATORS OF RACIAL IDENTITY**

Friday, February 6, 2:00 – 3:15 pm, Meeting Room 10-12

Chairs: Shantal Marshall, Stanford University; Mathew Jackson, UCLA

Speakers: Matthew Jackson, Tiffany Brannon, Phia S. Salter, Shantal R. Marshall

Summary: Soon after Senator Barack Obama announced that he would enter the race for the Democratic nomination for presidency, a discourse began questioning whether or not he was "Black enough" to represent the African American community. Evidence was brought to either side that included biology but more importantly for our purposes, also brought up his experiences, and the cultural products surrounding him. Did he listen to Black music? Did he live near other Blacks? Did he go to a Black church? While we do not try to answer this question, this situation brings to the fore the idea that a person's racial identity does not simply reside in their phenotype, but also in the cultural symbols that they choose to have around them in their daily lives. This symposium brings together research that investigates how racial identity is formed and conveyed through culturally understood symbols – or representations – as well as how differing representations of racial identity can have profoundly different effects on our understanding of racial identity. An important theme that runs throughout the presentations is that representations of race do not exist in isolation, but are often in relation to a representation or cultural symbol that is meant to represent a different racial group. In other words, although our work begins from different questions, our answers converge on the idea that racial identity is relative to other groups, with cultural symbols and representations as the tools individuals use to form and share their identities with others.

ABSTRACTS**USING MUSIC TO CONVEY SELF-DEFINING CHARACTERISTICS**

Matthew Jackson and Phillip A. Goff, University of California, Los Angeles – Three studies examined the use of music (specifically Rap) to convey self defining characteristics. In the first study, participants filled out a survey measuring attitudes about various genres of music and the people who listen to each genre. Rap music was rated as a specifically “Black genre” of music. However, all people who listen to Rap music – even those who were not Black – were rated as more masculine and stereotypically Black. In the second study, white male undergraduates listened to either Rap or Rock music while preparing for a conversation with a female undergraduate on the topic of love and relationships. Despite the higher popularity of Rock music, participants felt more confident going into the conversations when listening to rap music. Further, male participants more readily associated themselves with the concepts of masculinity and blackness when listening to Rap music. In a third study, participants chose to listen to rap music over rock in social situations where hyper-masculinity was valued, but not in social situations where hyper-masculinity was devalued nor in leadership situations. Again, participants more readily associated themselves with the concepts of masculinity and blackness when listening to Rap music. The findings speak to the likelihood that racial characteristics are transmittable rather than located within a particular group of people.

DEFINING AFRICAN AMERICAN SELFHOOD AS BICULTURAL: HOW AFRICAN AMERICAN AND EUROPEAN AMERICAN CULTURE INFLUENCES IDENTITY IN AFRICAN AMERICANS

Taquesha S. Brannon, University of California, Los Angeles; Tiffany Brannon, Stanford University; Valerie Jones, Stanford University; Hazel Rose Markus, Stanford University – In the classic poem *Heritage*, Harlem Renaissance poet Countee Cullen beckons the question ‘what is Africa to me.’ This quest to understand the importance and relevance of Africa to the identity of African-Americans is echoed in the ‘concern’ that psychologist Wade Nobles outlines in a review of research on the Black self-concept. Specifically, Nobles writes “the concern here is with what kind of cognitive organization exists as a function of the African world-view jibing and/or colliding with the American (Western) world-view” (1973). Notably, this question of the importance of an African, as well as an American (Western), world-view in the construction of self for African-Americans has largely been unresolved in the field of cultural psychology. The present paper proposes a theoretical conceptualization that argues that an accurate and holistic examination of the African-American self-concept requires a bicultural frame. This argument is presented in the context of a review of psychological literature, as well as historical texts. The proposed conceptualization is empirically tested using the phenomenon of frame-switching, alternating between two or more cultural frames (Hong, Morris, Chiu & Benet-Martínez, 2000). Specifically, frame-switching is investigated using cooperation in a Prisoner’s Dilemma game (Study 1) and endorsement of independent and interdependent speeches in the context of a mainstream and African-American graduation ceremony (Study 2). Consistent with previous work on other ethnic group, both studies yield significant interactions between context (African-American, mainstream American or neutral) and observed cultural orientation (independent versus interdependent), $p < .05$. The implications of the conceptualization and results are discussed.

REPRESENTATIONS OF BLACK HISTORY AND IDENTITY AS INSTRUMENTS OF LIBERATION AND OPPRESSION

Phia S. Salter and Glenn Adams, University of Kansas – The cultural psychological concept of mutual constitution refers to the dynamic resonance between structures of mind embodied in the brain and inscribed in cultural worlds. We apply this concept to the relationship between perceptions of racism in US society and representations of Black History (BH), which provide the narrative structure for collective identity. In Study 1, we con-

sidered how representations implicit in mainstream American artifacts reflect the preferences and understandings of White Americans. We asked 47 undergraduates to rate 12 BH month displays from high schools with majority White American students (84-92%) and majority Black American students (43-96%). As hypothesized, White undergraduates indicated that displays from ‘White’ schools were more desirable (attractive) and better reflected previous understandings of BH (familiarity) than did displays from ‘Black’ schools. In Study 2, we examined the consequences of engagement with different representations of the historical past (and therefore collective identity). We randomly assigned 39 White American participants to rate the familiarity of historical facts in one of three conditions: celebratory representations of BH, critical representations that emphasize historical experiences of racism, and a control condition. Participants exposed to critical BH representations perceived greater racism in US society and indicated greater support for policies designed to ameliorate racial inequality than did participants in the other two conditions. Together, these studies suggest that mainstream constructions of history and identity constitute intentional worlds that privilege particular representations of the past and reproduce the status quo by undermining support for change.

WHAT’S YOUR FAVORITE MUSIC? HOW MUSIC PREFERENCES CUE RACIAL IDENTITY

Shantall R. Marshall and Jennifer L. Eberhardt, Stanford University – This research begins to investigate how music preferences can be used and understood as markers of identity, and in particular, racial identity. Social psychologists have tended to concentrate on the negative stereotypes associated with music, specifically rap music (Johnson et al, 2000; Rudman and Lee, 2002). However, how music preferences are used to cue identity has yet to be examined. First, we used a popular online social network – Facebook – to investigate whether people strategically choose which music preferences to display publicly depending on whether the music is associated with their own racial group. Next we tested reactions to targets who were either White or Black and who prefer music either associated with their racial group or with a different racial group (rock or rap). Finally, we lead participants to believe that a future interaction partner had been given the wrong musical preference information on which to form their impressions, and measured how well they believed the other person knew them and how well they believed the interaction would go. The findings suggest that music is used as a symbol to cue their racial identity, an important part of their identity especially for college students, and that people negatively sanction individuals who identify with music associated with a different racial group. This work has implications for the social psychological study of identity, specifically how identities are formed and conveyed through music preferences, as well as other types of cultural symbols in popular culture.

Symposia Session C5**USING NEUROIMAGING TO UNDERSTAND THE LINKS BETWEEN SOCIAL PROCESSES AND HEALTH**

Friday, February 6, 2:00 – 3:15 pm, Meeting Room 18-19

Chair: Naomi I. Eisenberger, UCLA

Speakers: Avgusta Shestyuk, Tor D. Wager, Naomi I. Eisenberger, Peter Gianaros

Summary: The past thirty years of research have repeatedly demonstrated that social processes have a profound effect on health. Social stressors, ranging in severity from public speaking to losing a spouse, have all been shown to take a physiological toll, triggering physiological stress responses, which, if repeatedly activated, are thought to contribute to negative health outcomes. Indeed, social processes are so important for health that social isolation is a major risk factor for morbidity and mortality, on par with other risk factors including smoking and high blood pressure. Still, the mechanisms that underlie

these relationships are not well understood. Most theoretical models of how social processes impact health involve an appraisal mechanism that determines when an event is deemed stressful and triggers downstream stress responses, which over time can negatively impact health. Few studies, however, have examined the psychological mechanisms that translate social stressors into physiological or health outcomes. In this symposium, we will use tools from cognitive neuroscience to gain leverage into the neurocognitive mechanisms that underlie the robust connections between our social world and our health. The first two talks will explore the neural correlates that link social-evaluative threat with neuroendocrine (Shestyuk) and autonomic (Wager) responses to better understand how social stressors trigger physiological responses. The third talk will examine whether social pain-related neural circuitry plays a role in neuroendocrine and immunological responses known to influence health (Eisenberger). The final talk will use structural and functional neuroimaging to explore the well-known relationship between socioeconomic status and health (Gianaros).

ABSTRACTS

HIGHER CORTICAL REGULATION OF PERIPHERAL ACTIVATION IN RESPONSE TO SOCIAL EVALUATIVE THREAT

Avgusta Shestyuk, University of California, Berkeley – Psychosocial stress has been implicated in the etiology and exacerbation of a number of diseases (inflammation, cancer). Mechanisms of this interaction remain largely unexplored. One potential pathway is through the activation of the hypothalamic-pituitary-adrenal (HPA) axis and release of stress hormone cortisol, which has systemic effects on the body. Subjective perception and endocrine activation in response to social stress is dependent on neural mechanisms that interpret elements of the social environment and instantiate individual's beliefs and appraisals. Animal research suggests that cortisol release is triggered by the hypothalamus, which receives afferent projections from the medial (MPFC) and lateral prefrontal cortices (LPFC). Limited human work has been done to examine which brain areas modulate HPA activation, specifically in response to social evaluation. Here we present human lesion and fMRI studies to answer this question. In particular, lesions to the orbitofrontal cortex (OFC) seem to abolish normally observed increases in cortisol in response to a modified Trier Social Stress Task, in which participants are asked to give a short speech and perform mental arithmetic in front of a panel of judges. Imaging results support the role of the OFC in HPA activation and extend these findings by showing enhanced activation of the hypothalamus, MPFC, and lateral orbitofrontal cortex during math performance under social evaluation relative to a non-evaluative condition. These results suggest that regions of MPFC and LPFC, implicated in self-monitoring and emotion regulation, respond to social evaluative threat, contributing to the subjective perception of stress and modulation of HPA activation.

CORTICAL-SUBCORTICAL PATHWAYS MEDIATING SOCIAL EVALUATIVE THREAT: THREE STUDIES IN NORMAL AND RESILIENT INDIVIDUALS

Tor D. Wager, Columbia University – Threats to status and self-esteem are among the most potent generators of negative emotions and physiological threat responses in humans. The ventromedial prefrontal cortex (VMPFC) plays an important role in human and animal emotion, but its precise contributions to the generation and regulation of emotional responses are just beginning to be elucidated. We used fMRI to measure brain activity and brain-heart connectivity during a social evaluative threat (SET) task that elicited strong negative emotions in human subjects ($n = 26$). Five findings converge on the idea that human VMPFC is a critical region in the generation of physiological threat responses: First, VMPFC activity correlates with individual patterns of heart-rate increases during the SET task. Second, VMPFC-heart correlations are stronger during the SET task than at rest. Third, individuals low in a measure of trait resilience showed increased

activation in rostral VMPFC. Fourth, the VMPFC was the only brain area to maintain sustained elevated activity throughout the duration of the stressor task. Fifth, VMPFC was inversely coupled with ventral striatum, which showed greater activity in resilient individuals. Two additional studies, one with BOLD fMRI imaging and one with non-BOLD arterial spin labeling imaging, confirm and extend these results, and collectively suggest that a midline axis involving VMPFC, brainstem, and deep cerebellar nuclei mediate autonomic responses to acute social threat.

EXAMINING THE NEURAL MECHANISMS THAT LINK SOCIAL PAIN WITH NEUROENDOCRINE AND IMMUNE RESPONSES

Naomi I. Eisenberger, UCLA – Though it is well-known that stressors that threaten survival can elicit physiological stress responses in order to mobilize physiological resources to fight or flee the stressor, it is not known why social stressors, such as social evaluation or social rejection, elicit these same stress responses. Escaping a predator requires a significant amount of energy; however, it is less clear why being evaluated or rejected by a group of one's peers would require the same amount of energy. Based on the hypothesized overlap between the neural systems that support physical and social pain (Eisenberger & Lieberman, 2004), it is possible that physiological stress responses, originally triggered by the possibility or presence of physical harm will also be triggered by the possibility or presence of social harm. In this talk, I will review evidence to suggest that physical and social pain rely on shared neural circuitry. I will then review two neuroimaging studies that will examine some of the consequences of this shared neural circuitry for physical health correlates. Specifically, I will address the following questions: 1) What are the neural correlates that underlie the relationship between socially painful experience and neuroendocrine stress responses? 2) Can the experience of social support reduce the activity of these neural regions and thus these negative physiological effects? And 3) Can immune system activation, which has been shown to increase physical pain sensitivity, also increase social pain sensitivity, making depression more likely?

NEUROBIOLOGICAL PATHWAYS LINKING PERCEIVED SOCIAL STANDING AND HEALTH

Peter Gianaros, University of Pittsburgh – The perception of holding a low social standing, termed low subjective social status, is a putative source of life stress that is associated with risk for several chronic health conditions. This presentation reviews three neuroimaging studies of the structural and functional neural correlates of individual differences in personal and parental subjective social status, as assessed by the MacArthur Subjective Social Status Scale (Adler et al., 2000). This scale is a pictorial 'social ladder' on which individuals place an 'X' on the rung corresponding to where they perceive themselves or their parents to stand relative to others according to income, education, and occupational prestige. In two structural neuroimaging studies of middle-aged and older adults, low personal subjective social status was found to covary with reduced grey matter in the anterior cingulate cortex (ACC), a limbic area implicated in regulating emotions and controlling the autonomic and hypothalamic-pituitary-adrenal (HPA) stress response axes. In a functional neuroimaging study of young adults, low parental subjective social status—an indicator of early social disadvantage—was found to covary with greater amygdala reactivity to threatening facial expressions. Similar to the ACC, the amygdala plays instrumental roles in regulating emotions and controlling the autonomic and HPA axes. Across studies, none of the findings were explained by confounding variation in dispositional emotionality, recent symptoms of depression and anxiety, or 'objective' socioeconomic indicators (e.g., educational attainment, income). Collectively, these findings may provide insight into the neurobiological pathways linking perceived social standing with health over the lifespan.

Symposia Session D
Friday, February 6, 3:30 – 4:45 pm

Symposia Session D1**COMFORTABLY NUMB?: LINKING EMOTION REGULATION TO INTERPERSONAL FUNCTIONING AND CULTURE**

Friday, February 6, 3:30 – 4:45 pm, Ballroom C

Chairs: *Oliver P. John, University of California, Berkeley; Tammy English, University of California, Berkeley***Speakers:** *James Gross, Oliver P. John, Tammy English, Joshua S. Eng*

Summary: This symposium focuses on emotion regulation, a topic of increasing interest to both social and personality psychologists. As the recently published *Handbook of Emotion Regulation* shows, considerable progress has been made but much remains to be learned about what emotion regulation is, how it changes over time, and what effects different kinds of emotion-regulatory processes have on important life outcomes. In the first talk, James Gross will summarize his process model of emotion regulation and experimental research focused on two core processes, cognitive reappraisal and emotional suppression. This experimental approach provides causal conclusions and insight into underlying brain mechanisms. However, as will be argued by Oliver John in the second talk, it needs to be complemented by an individual-difference approach that provides information about how people regulate their emotions in everyday life. Two longitudinal studies show that individuals' use of particular strategies can change both across contexts and across age and that emotional and social outcomes differ depending on the emotion-regulation process used. The third talk (English) will focus more closely on the social effects of different emotion-regulation processes in both early and later adulthood, examining potential mediators. Consistent with theory, three studies show that suppression is linked to negative social functioning throughout adulthood, and inauthenticity mediates this effect. The fourth talk (Eng) examines cultural differences in habitual emotion regulation, measured at both the global and the emotion-specific levels. Three studies provide converging evidence for a nuanced picture of how East-Asians and Westerners regulate particular emotions using particular regulatory processes.

ABSTRACTS**TOWARD A PROCESS CONCEPTION OF EMOTION REGULATION: EXPERIMENTAL EVIDENCE FOR SEPARABLE EMOTION REGULATORY PROCESSES**

James J. Gross; Stanford University – Since the early 1990s, there has been a 5-fold increase in citations to emotion regulation during each successive 5-year period. Popularity is a wonderful thing, but there remains an unfortunate degree of confusion about what emotion regulation is (and isn't), how it changes over time, and what effects – if any – different types of emotion regulation have on important life outcomes. In this talk, I describe a process model of emotion regulation that my colleagues and I have found useful in organizing the experimental findings related to emotion regulation and generating new hypotheses for research. This model is premised on the idea that emotions unfold over time, and that different forms of emotion regulation may preferentially target different points in the emotion-generative processes. Using this conceptual framework as a backdrop and focusing on cognitive reappraisal and emotional suppression as core processes, I describe recent experimental findings in four domains: (1) the developmental trajectory of emotion regulation, (2) the affective consequences of different forms of emotion regulation, (3) their distinctive neural correlates, and (4) the clinical implications of different forms of

emotion regulation (with a focus on social anxiety disorder). I argue that these findings provide evidence for separable emotion regulatory processes, and consider what these findings suggest may be emerging priorities for research on emotion regulation.

INDIVIDUAL DIFFERENCES IN EMOTION REGULATION: CONTEXT, AGE, AND SOCIAL EFFECTS

Oliver P. John; University of California, Berkeley – Experimental research on emotion regulation allows researchers to make strong causal statements; however, it cannot provide information about how people regulate their emotions in everyday life. Therefore, the experimental approach needs to be complemented by an individual-difference approach combined with longitudinal research. This talk first reviews how individual differences in the habitual use of two major emotion-regulation processes (cognitive reappraisal and emotional suppression) are defined and measured with the Emotion Regulation Questionnaire (ERQ). We then present two longitudinal studies that show that individuals' use of particular strategies can change both across contexts and across age. One study examined the transition from high school to college and showed that, when faced with a new and unfamiliar context, individuals increase their use of suppression to regulate their emotions. Moreover, both their base-line use of emotion regulation (i.e., prior to the transition) and their subsequent "reactive" use (i.e., the increase due to the transition) independently influenced both emotional and social outcomes up to the end of the first year in college. In terms of more general age trends, however, the habitual use of emotion regulation strategies tends to shift to a healthier pattern across adulthood; both cross-sectional and retrospective data converge to show that from age 20 to age 60, the use of suppression decreases while the use of reappraisal increases. Thus, individual differences in emotion regulation are best conceptualized as relatively specific process variables that are sensitive to effects of context and development.

EMOTION REGULATION AND SOCIAL FUNCTIONING IN ADULTHOOD: TESTING MEDIATORS OF THE NEGATIVE SOCIAL CONSEQUENCES OF SUPPRESSION

Tammy English and Oliver P. John; University of California, Berkeley – Recent theory and research on emotion regulation suggests that suppression (but not reappraisal) may lead to negative social outcomes. However, little is known about the mechanisms underlying these effects and how these processes unfold across adulthood. In three studies, we examined how habitual use of suppression relates to social functioning in young adults (Studies 1 and 2) and older adults (Study 3). We focused on three potential mediators of the effect of suppression on social functioning: (a) reduced expression of positive emotion; (b) the subjective experience of inauthenticity; and (c) affectively based adjustment problems (e.g., lower life satisfaction). In Study 1, habitual use of suppression predicted lower relationship satisfaction, and this effect was fully mediated only by authenticity. These findings were replicated in Study 2, using a different aspect of social functioning (loneliness) and alternate indicators of the mediators. Study 3 tested the long-term social consequences of emotion regulation efforts in late adulthood, when emotion regulation skills may have improved, using a 10-year longitudinal design. Consistent with Studies 1 and 2, habitual suppression use at age 61 predicted less social support even a decade later (at age 70), and authenticity mediated this effect. Overall, these results demonstrate that the adverse impact of suppression on social functioning is robust and persistent, and suggest that the negative interpersonal consequences of suppression are not simply due to reduced expression of positive emotion or lower overall adjustment. Instead, these effects emerge because habitually suppressing emotion arouses feelings of inauthenticity within the individual.

CULTURE EFFECTS ON EXPRESSIVE SUPPRESSION AND THE MEDIATING ROLE OF SELF-CONSTRUAL

Joshua S. Eng; University of California, Berkeley – What factors give rise to individual differences in emotion regulation? One likely candidate involves differential acculturation experiences. Three studies tested this hypothesis in several samples

of European Americans and East Asians. Study 1 examined cultural differences in habitual reappraisal and suppression among groups who varied in their acculturation to European American versus East Asian culture. Whereas no differences emerged for reappraisal, group differences in suppression provided evidence for systematic acculturation effects, such that greater exposure to European American culture predicted less frequent use of suppression as an emotion regulation strategy. To rule out the possibility that these findings were due to self-report biases, Study 2 replicated them with peer-reports. Study 3 began to delineate the exact nature of the culture-suppression link by examining the habitual suppression of specific emotions and testing the potential mediating role of self-construal. As predicted, cultural differences were found for the suppression of positive but not negative emotions: European Americans suppressed all positive emotions less frequently than did East Asians, with pride showing the largest effect size. Culture differences in both global suppression and positive-emotion suppression were mediated by independence but not interdependence. Taken together, these findings suggest a nuanced picture of emotion regulation differences between European Americans and East Asians: (1) they are limited to particular regulation strategies (i.e., suppression); (2) they are limited to one type of emotion valence (i.e., positive); and (3) they are explained primarily by the greater importance placed on independence (or authentic self-expression) in European-American than East-Asian culture.

Symposia Session D2

WHAT IS IMPLICIT ABOUT IMPLICIT ATTITUDES?

Friday, February 6, 3:30 – 4:45 pm, Ballroom D

Chairs: Kate A. Ranganath, University of Virginia; Colin Tucker Smith, University of Virginia

Speakers: Bertram Gawronski, Keith Payne, Colin Tucker Smith, Laurie A. Rudman

Summary: Early theorizing about implicit attitudes defined them as evaluations that people are unwilling (Dovidio & Fazio, 1992) or unable (Greenwald & Banaji, 1995) to report. Most interpretations of “unable” to report refer to a lack of introspective access to the evaluations. However, there is considerable variation in the extent to which implicit measures of attitudes correspond to explicit measures of attitudes. This suggests either that implicit measures may not capture implicit attitudes as defined, that the “unwilling” feature is more important than “unable” in the definition, or that clarification is needed concerning what it means to be “unable” to report an implicit attitude. The goal of this symposium is to bring together theoretically diverse empirical perspectives on the “implicitness” of implicit attitudes. The talks presented each address the relationship between implicit and explicit attitudes and what that means for implicit measurement and the implicit attitude construct. Gawronski distinguishes between different aspects of attitudes that may be conscious or unconscious and describes the implications for our understanding of implicit attitudes. Payne proposes that removing motivational and methodological obstacles may increase the correspondence between implicit and explicit attitude measures, suggesting that they may not be as far outside of awareness as early conceptions suggest. Taking this perspective, Smith describes methods for self-report that increase the correspondence between implicit and explicit attitudes, suggesting that “standard” self-report items may underestimate the reportability of implicit reactions. Finally, Rudman describes differential sources as a potential cause of dissociation or correspondence between implicit and explicit attitudes.

ABSTRACTS

ARE IMPLICIT ATTITUDES UNCONSCIOUS? *Bertram Gawronski, The University of Western Ontario* – A widespread assumption in recent research on attitudes is that self-report measures reflect conscious, “explicit” attitudes, whereas indirect measures reflect unconscious, “implicit” attitudes. This assumption is based on the methodological fact that indirect measures, by definition, do not require conscious introspection for the assessment of attitudes. However, from a logical perspective, this does not imply that indirect measures indeed assess unconscious attitudes. The latter is an empirical question that needs to be tested as such. In the present talk, I will distinguish between three different aspects of attitudes that may be conscious or unconscious: (a) the origin of a given attitude (source awareness), (b) the attitude itself (content awareness), and (c) the influence of that attitude on information processing and behavior (impact awareness). Using empirical evidence from my own lab to illustrate the three kinds of awareness, I will argue that (a) people may lack conscious awareness of the origin of their attitudes, but that lack of source awareness is not a distinguishing feature of indirectly assessed versus self-reported attitudes, (b) there is no evidence that people lack conscious awareness of indirectly assessed attitudes per se, and (c) there is evidence showing that, under some conditions, indirectly assessed (but not self-reported) attitudes can influence information processing and behavior outside of conscious awareness. Implications for the concept of “implicit attitudes” are discussed.

IMPLICIT ATTITUDES: CONSCIOUSLY REPORTABLE YET UNCONTROLLABLE

Keith Payne, University of North Carolina - Chapel Hill – What is implicit about implicit attitudes? An early assumption that implicit tests reveal unconscious attitudes has gathered little evidence. In fact, I will review evidence that when motivational and methodological obstacles are removed, people can explicitly report their implicit attitudes with great accuracy. There is evidence, however, that implicit tests can assess attitudes which influence behavior without awareness. These cases are interesting primarily because lacking awareness of influence undercuts the ability to control that influence. I will argue that the most interesting feature of implicit attitudes is that they are automatic – that is, their influence is unintended and often uncontrollable. As with other impulsive tendencies, awareness may not bestow control. I will propose a framework, based on research with the Affect Misattribution Procedure, for empirically isolating the specific components (e.g., intent, deliberation) that distinguish implicit and explicit attitudes.

INCREASING IMPLICIT AND EXPLICIT ATTITUDE CORRESPONDENCE BY ASKING THE RIGHT QUESTIONS

Colin Tucker Smith, Brian A. Nosek, University of Virginia – The extent to which implicit and explicit attitudes correspond varies widely across individuals and topics. Part of the distinction can be explained by features of the attitude such as attitude strength, and reporting context, such as self-presentation (Nosek, 2005). Another possible factor is the way in which we assess the constructs. If we ask participants the right questions – questions relating more closely to aspects of the associative networks assessed more directly by implicit measures – we may find that participants can self-report attitudes more related to their implicit evaluations than was initially thought possible. In a first study, we found that asking participants to self-report the quality of their “gut reactions” with regard to gay and straight people led to a greater correspondence with three implicit measures of the same topic than when they self-reported the quality of their “actual feelings.” In a second study, when participants focused on the affective portions of their attitudes toward gay and straight people we observed stronger implicit and explicit attitude correspondence as compared to when participants focused on cognitive portions of those attitudes. In sum, rather than implicit measures tapping a construct that is entirely inaccessible to self-report, we may be able to structure the

reporting process to enable participants to report on the quality of their relatively automatic reactions. In turn, this process may help us shed light on the implicit attitude construct itself.

COMPARING SOURCES OF IMPLICIT AND EXPLICIT ATTITUDES Laurie A. Rudman, Julie E. Phelan, Rutgers University –

Response latency measures have yielded an explosion of interest in implicit attitudes. Although they have most often been differentiated from explicit attitudes on methodological grounds (emphasizing the uncontrollability of implicit measures), theoretical explanations for their distinction suggest that both types of attitudes are legitimate, but they stem from different sources (e.g., Gawronski & Bodenhausen, 2006; Greenwald & Banaji, 1995; Rudman, 2004; Wilson, Lindsey, & Schooler, 2000). Less forthcoming have been systematic investigations of the sources of implicit attitudes. We will present four experiments designed to compare affective sources to cultural status beliefs that, in concert, suggest that affective sources are more powerful than cultural beliefs. By contrast, explicit attitudes were influenced by affective sources when they were formed *de novo*, but were otherwise more informed by accuracy concerns, consistent with dual systems theories (e.g., Gawronski & Bodenhausen, 2006). Manipulating and comparing sources afforded the ability to predict implicit-explicit convergence (robust when sources were similar, but weak when they diverged) and to investigate source effects on implicit attitude-behavior relationships, which were generally (but not always) stronger when affective in nature. Taken together, the evidence points less to the unconsciousness of implicit attitudes and more towards their involuntary operation when response latency measures are performed. Because people can better control their explicit responses, they are able to filter out information viewed as irrelevant to the judgment at hand (Strack, 1992) – including emotions and self-partisanship, which may be excluded from self-reports while relatively inescapable as sources of implicit attitudes.

Symposia Session D3

THE NEED FOR POSITIVE SELF-REGARD IS A HUMAN UNIVERSAL: MULTI-METHOD EVIDENCE OF TACTICAL SELF-ENHANCEMENT AND SELF-ESTEEM FUNCTIONING

Friday, February 6, 3:30 – 4:45 pm, Meeting Room 13-16

Chair: Lowell Gaertner, University of Tennessee

Speakers: Susumu Yamaguchi, Chester Chun-Seng Kam, Lowell Gaertner, Huajian Cai

Summary: “The need for positive self-regard . . . is not a universal, but rather is rooted in significant aspects of North American culture.” Heine et al. (1999) based their provocative argument on the stronger positive skew and higher mean level of self-esteem in North America than in Japan and the apparent absence in Japan of self-enhancing social comparisons that are frequent in North America. The purpose of this symposium is to provide a needed platform to integrate converging evidence from multiple methods and multiple cultures that the need for positive self-regard is alive and well in East Asia. The symposium consists of four speakers. Susumu Yamaguchi will present meta-analytic and archival data from Western and Eastern cultures demonstrating that self-esteem and self-evaluation evidence functional equivalence across cultures in their associations with wellbeing and achievement. Chester Kam will present three studies employing two divergent assessments of self-enhancement both of which demonstrate that Beijingers and Hong Kongers self-enhance tactically by positively distinguishing self from others on culturally valued communal traits more so than on lesser valued agentic traits. Lowell Gaertner will present data from Taiwan demonstrating that such tactical self-enhancement is positively associated with psychological adjustment such that better adjusted

Taiwanese manifest a stronger tendency to positively distinguish self from others on attributes of higher than lower importance. Huajian Cai will present three studies demonstrating that cultural norms facilitate tactical self-enhancement with the empirical example that adherence to the Eastern norm of modesty enhances implicit self-esteem.

ABSTRACTS

FUNCTIONAL EQUIVALENCE OF SELF-ESTEEM AMONG WESTERN AND EAST-ASIAN CULTURES Susumu Yamaguchi,

University of Tokyo, Japan, Lin Chunchi, University of California, Berkeley, Hiroaki Morio, Sapporo University, Japan, Taichi Okumara, University of Tokyo, Japan – Heine et al. (1999) asserted that the functionality of self-esteem is not universal and instead is culturally heterogenous. We examined the validity of such a claim in two studies. Study 1 meta-analytically synthesized approximately 1,000 published and unpublished studies on Japanese self-esteem. Results indicated that self-esteem, as measured by self-report (typically with the Rosenberg Self-Esteem Scale), is positively associated with mental health (such as lower depression, lower anxiety, higher psychological well-beings) and higher self-evaluation. These results replicate the findings of similar studies conducted in North America. Study 2 used data from the Trends in International Mathematics and Science Study 2003 to assess the association between self-evaluation and actual math and science achievement among 4th and 8th graders in Western cultures (Australia, Canada, England, New Zealand, United States) and East Asian cultures (Japan, Korea, Hong Kong, Taiwan). Hierarchical linear modeling indicated that (a) at the level of the individual, self-evaluation is positively associated with achievement scores in both Western and Eastern cultures and (b) at the level of the culture, cultures with lower mean self-evaluation evidence higher achievement. Both studies indicate that self-esteem functions similarly across cultures while its expression is regulated by cultural values, such that cultural value of modesty is associated with higher achievement in math and science.

DO CHINESE SELF-ENHANCE? CONVERGING EVIDENCE FROM SOCIAL COMPARISON AND TEMPORAL APPRAISAL PARADIGMS Chester Chun-Seng Kam, University of Western Ontario,

Canada, Anne Wilson, Wilfrid Laurier University, Canada, Elaine Perunovic, University of New Brunswick, Canada, Michael Harris Bond, Chinese University of Hong Kong, China Xuan Zhang, Peking University, China, Xiaolin Zhou, Peking University, China – A debate exists in the literature on whether individuals from collectivist cultures tend to self-enhance, and continuing methodological concerns have contributed to this lack of consensus. In addition, much of the research on this topic has been conducted with Japanese participants. Chinese participants were recruited for the current research. The present studies aim to test whether Chinese participants self-enhance and whether such self-enhancement is domain-specific. In particular, we examine whether Chinese are more likely to self-enhance on communal than agentic dimensions. Study 1 with Beijing students and Study 2 with Hong Kong students showed that participants rated themselves more favorably than an acquaintance and a random university student on communal traits. Study 3, revealed that Chinese participants showed a systematic temporal appraisal bias, judging positive relational experiences to be subjectively closer and negative relational experiences to be more remote than acquaintance’s events (Study 3a) or close other’s events (Study 3b). In addition, Study 3 directly showed that Chinese self-enhancement involves a motivational component. Importantly, throughout three studies, we found that Chinese participants were less likely to self-enhance on agentic traits and achievement-related events than communal and relational ones. With the advantage of converging findings from two different methodologies (temporal appraisal and social comparison), the present studies supported Chinese self-enhancement.

TACTICAL SELF-ENHANCEMENT AND PSYCHOLOGICAL ADJUSTMENT IN EASTERN CULTURE: BETTER-ADJUSTED TAIWANESE SELF-ENHANCE ON PERSONALLY-VALUED ATTRIBUTES

Lowell Gaertner, University of Tennessee, Constantine Sedikides, University of Southampton, UK, Kirk Chang, University of Cumbria, UK – Our earlier research demonstrates that members of Western and Eastern cultures share the strategic tendency to self-enhance tactically, which enables a favorable sense of self while avoiding the disdain and social censure that greets unabated self-aggrandizement. Members of both cultures positively distinguish self from others on personally valued attributes but not on lesser valued attributes (Sedikides, Gaertner, & Vevea, 2005, 2007ab). We examined in the current research whether such tactical self-enhancement is related to psychological adjustment in Eastern culture. Sixty undergraduates at Taiwanese universities made better-than-average judgments of self vs. others (i.e., self-enhancement) on 14 attributes, rated the personal importance of those attributes, and completed measures of psychological adjustment (depression, perceived stress, wellbeing, and satisfaction with life). Consistent with the argument that the self-enhancement motive is relevant to human functioning in Eastern cultures (as has been demonstrated in Western cultures; Taylor et al., 2003), better adjusted participants manifested a stronger tendency to self-enhance (i.e., regard self as superior to peers) on attributes of higher than lower personal importance. These data attest to the view that self-enhancement is a universal human motive that is expressed tactically and are at odds with the assertion that self-enhancement is a uniquely Western phenomenon.

MODESTY AT THE SERVICE OF SELF-ENHANCEMENT: EMPIRICAL EVIDENCE FROM CHINA

Huajian Cai, Sun Yat-Sen University, China, Constantine Sedikides, University of Southampton, UK, Jonathon D. Brown, University of Washington, Chenjun Wang, Sun Yat-Sen University, China – In the East, modesty is a cultural mandate. Modesty may discourage overt expressions of self-enhancement (in conformity to culture), but it may nevertheless bolster implicitly the self. We tested this idea among Chinese undergraduate students. Being modest was associated with low explicit self-esteem, but also with high implicit self-esteem (Studies 1 & 2). Not being modest led to high explicit self-evaluations, but also to a decrease in implicit self-esteem (Study 3). Taken together, the findings point to the universality of self-enhancement and, more importantly, explicate how members of collectivistic cultures self-enhance tactically.

Symposia Session D4

MOTIVATING PROSOCIAL BEHAVIOR: NEW PERSPECTIVES ON COOPERATION, RECIPROCITY, AND HELPING

Friday, February 6, 3:30 – 4:45 pm, Meeting Room 10-12

Chair: Daniel C. Molden, Northwestern University

Speakers: Brian P. Meier, Daniel C. Molden, Mario Mikulincer, Mark Snyder

Summary: Recognizing and responding to the needs of others are fundamental components of social behavior and have long been examined by social scientists. Previous research has frequently investigated what motivates these types of prosocial behaviors, but has largely focused on either the genuinely altruistic or fundamentally self-serving aspects of these motivations. This symposium aims to extend past work by expanding the analysis of behavior such as helping, cooperation, and reciprocity to include other motivations that might also drive such actions. Beginning with an analysis of prosocial cognitions, Brian Meier will describe studies in which people chronically high in agreeableness or who have had agreeable thoughts temporarily primed better regulate aggressive behaviors when provoked. Moving to an

analysis of prosocial actions, Daniel Molden will first describe studies in which people either chronically or temporarily motivated by maintenance (i.e., prevention) versus attainment (i.e., promotion) act more cooperatively in social dilemmas and display greater reciprocity in bargaining games. Mario Mikulincer will then describe cross-cultural studies in which American and Israeli students' chronic or temporarily-primed attachment security predicts their willingness to help someone in distress. Concluding with an analysis of prolonged prosocial commitments, Mark Snyder will present a model of people's sense of community and describe laboratory and field studies that demonstrate precisely how such community motivates volunteerism. Thus, utilizing a variety of theoretical perspectives and experimental methods, this symposium will shed new light on the types of chronic and temporary motivations that inspire a wide range of prosocial thoughts and actions.

ABSTRACTS

BRINGING OUT THE AGREEABLENESS IN EVERYONE: USING A COGNITIVE SELF-REGULATION MODEL TO REDUCE AGGRESSION

Brian P. Meier, Gettysburg College, Benjamin M. Wilkowski, University of Wyoming, Michael D. Robinson, North Dakota State University – Exposure to stimuli or situations associated with aggression can activate hostile thoughts in memory. These thoughts have been shown to cause aggressive behavior in a number of contexts. Research has shown, however, that individuals high in agreeableness are less susceptible to this hostile thought-aggression sequence. Individuals high in agreeableness appear to recruit helpful thoughts in hostile contexts, a strategy that is likely successful in controlling aggressive behavior. For example, aggression-related cues (e.g., words like "argue") have been shown to activate hostile thoughts in memory for participants low in agreeableness, but they activate pro-social or helpful thoughts in memory for participants high in agreeableness. The present work tests the causal relationship between helpful thoughts and reduced aggression. Eighty-one participants were randomly assigned to an experimental training condition in which hostility-related prime words were followed by target words that had a helpful meaning, or to a control condition that did not involve such pairings. Participants then engaged in a laboratory aggression task that involved assigning levels of aversive noise to an ostensible opponent. Participants in the experimental condition were less aggressive in this task compared to participants in the control condition. Additional findings revealed that participants in the experimental condition took longer to select aversive noise levels, a finding that implicates the potential involvement of self-regulation processes. In general terms, the experiment reveals that a brief cognitive manipulation targeting processes thought to underlie aggression control, the activation of helpful thoughts in hostile contexts, was causally effective in reducing aggression.

MOTIVATIONS FOR PREVENTION OR PROMOTION DURING SOCIAL EXCHANGES: EFFECTS ON COOPERATION, RECIPROCITY, AND ALTRUISM

Daniel C. Molden, Gale M. Lucas, Samantha Topper, Northwestern University, J. Keith Murnighan, Kellogg School of Management, Northwestern University – People must often decide whether to pursue their own interests above those of others. Much previous research has focused on how specific prosocial or self-serving motivations guide decisions to behave cooperatively or selfishly in these types of circumstances. Moving beyond this research, the present studies examined how broader motivations for security and maintenance (i.e., prevention) or growth and attainment (i.e., promotion) might also influence such decisions. Whereas concerns with prevention have been found to produce a focus on protecting against losses and meeting obligations, concerns with promotion have been found to produce a focus on achieving gains and fulfilling aspirations. Thus, whereas prevention-focused motivations may strengthen consideration of the losses incurred and social obligations violated by pursuing one's own interests above others',

promotion-focused motivations may strengthen consideration of the personal gains possible through such less-cooperative choices. These hypotheses were confirmed across six studies in which prevention-focused individuals (a) contributed more to limited communal resources in a public goods dilemma, (b) returned more to an “investor” who had transferred money to them during a trust game, and (c) even transferred more money to an anonymous partner with whom there would never be any contact during a dictator game than did promotion-focused individuals. Moreover, these results held whether such motivations were chronic or temporarily activated and whether interactions were limited to a single instance or were repeated. These findings therefore suggest that people’s broader motivational concerns during social interactions may have as profound an influence as their specific prosocial or self-serving motivations.

ATTACHMENT AND PROSOCIAL BEHAVIOR: EFFECTS OF AUGMENTED ATTACHMENT SECURITY ON COMPASSION AND ALTRUISTIC HELPING

Mario Mikulincer, Interdisciplinary Center, Herzliya, Israel, Phillip R. Shaver, University of California, Davis – We will present findings from three studies examining the extent to which attachment security is associated with heightened volunteerism, compassion, and altruistic behavior among American and Israeli undergraduates. In a correlational study, self-reports of attachment anxiety and avoidance were associated with less frequent engagement in voluntary philanthropic activities and less altruistic reasons for volunteering. In two laboratory studies, we subliminally or supraliminally primed participants with the name of a security-providing attachment figure, the name of another familiar individual who did not serve attachment functions, or the name of a mere acquaintance. The security prime, but not the other two primes, increased compassion and willingness to help a distressed person. Moreover, dispositional avoidant attachment was associated with being less compassionate and less willing to help. Dispositional attachment anxiety was associated with greater personal distress in response to another’s person’s suffering but not with greater willingness to help. Overall, the results support the theoretical link between attachment and caregiving behavioral systems, and the effects are remarkably consistent across societies. They fit with additional evidence from studies we have conducted on gratitude and forgiveness, suggesting that many kinds of prosocial behavior are facilitated by attachment security.

HELPING AND PROSOCIAL ACTION: THE TIES THAT BIND INDIVIDUALS AND COMMUNITIES

Mark Snyder, University of Minnesota, Allen M. Omoto, Claremont Graduate University, Shigehiro Oishi, University of Virginia, Alexander J. Rothman, University of Minnesota – When and why do individuals engage in actions that are beneficial to other people and to their communities? In this presentation, we will examine the roles of connections to other people and to community in promoting helping and prosocial action. First, we will present a theoretical analysis of the construct of psychological sense of community and, then, we will review empirical evidence illustrative of the links between community and diverse forms of helping and prosocial action. First, cross-sectional and longitudinal field studies of volunteerism as a form of prosocial action (by Omoto and Snyder) indicate that connections to community promote volunteer helping which, in turn, builds closer community ties and promotes other forms of prosocial action. Building on these findings, recently completed field-based experimental interventions designed to create a psychological sense of community (conducted in California and Minnesota by Omoto and Snyder), indicate that psychological sense of community enhances psychological functioning, promotes healthy behaviors, and stimulates involvement in one’s community. Then, we will address the question of what features of communities are particularly conducive to helping and prosocial action, and review the results of a series of studies (conducted in the field and in the laboratory by Oishi, Rothman, and Snyder) indicating that one such key feature is the residential stability of communities, which promotes identi-

fication with, and action for the benefit of, one’s community. Finally, we will consider the theoretical and practical implications of the mutual interplay of individuals and their communities in generating helping and prosocial action.

Symposia Session D5

WHY DO I EVEN HAVE THAT?? – INTERDISCIPLINARY PERSPECTIVES ON THE RELATIONSHIP BETWEEN PEOPLE AND THEIR STUFF

Friday, February 6, 3:30 – 4:45 pm, Meeting Room 18-19

Chair: *Stephanie D. Preston, University of Michigan, Department of Psychology*

Speakers: *Samuel D. Gosling, Russell Belk, Stephanie D. Preston, Randy O. Frost*

Summary: Material goods significantly impact human life – from simple hunting tools to wireless communication devices, our lives are shaped by the objects we create. Despite the ubiquity and significance of material goods, little empirical research has examined the psychology of “stuff” – when and why people acquire and keep particular items and how these choices mirror their personalities, thoughts and feelings. Substantial research on clinical hoarding has demonstrated a clear link between excessive hoarding and anxiety, but little is known about the drivers of normal acquisition, or how mechanisms for deciding to acquire something differ from deciding to discard it. Traditional economic theory predicts that such decisions maximize utility; i.e., they make the most money or anticipate future need. However, the objects people hold most dearly are worth little money and not often used, instead reflecting one’s identity, family history, and ideals (e.g. old records in the attic or heirloom furniture in the garage). Thus, people’s representations for their material goods are deeply personal, emotional, and complex – a fact that we are just now beginning to study scientifically. By understanding our relationship to stuff, we can better understand basic psychological mechanisms of emotion, decision-making, and resource allocation while addressing common societal problems such as pathological hoarding, consumerism, and material waste. This symposium provides an integrative perspective on the meaning of stuff in people’s lives, including both qualitative and quantitative evidence from personality psychology (Sam Gosling), marketing (Russell Belk), biological and cognitive psychology (Stephanie Preston), and clinical psychology (Randy Frost).

ABSTRACTS

MATERIAL REFLECTIONS OF PERSONALITY *Samuel D. Gosling, Department of Psychology, University of Texas at Austin* – People are deeply connected to their stuff. Some stuff is used to make deliberate statements to others and the self about one’s attitudes, values, and self-views (identity claims); examples include bumper stickers on cars and slogans on t-shirts. Other stuff is used to affect how a person thinks and feels (thought and feeling regulators); examples include framed photos of family members in a wallet, songs assembled on an ipod playlist, and fragrant candles in the bathroom. Still other stuff is just an inadvertent consequence of one’s everyday actions (behavioral residue); examples include a messy desk or a pair of skis in the closet. We hypothesize that the type of object, its state, and location offer clues to the psychological function of the object and, thus, the behavior and personality of the owner. In a series of studies we measured participants’ personalities, and compared perceptions of people based on their possessions with attributes of the possessions. We examined stuff found in living spaces and offices, and on ipods, bodies, and Facebook profiles, to examine the extent to which a person’s stuff holds clues to what he or she is like. The results reveal strong links between people and their things and show

that different contexts provide windows onto different traits. For example, bedrooms provide good information about Openness but a Facebook profile is a better source of Extraversion information. Findings are discussed with regard to theories from material culture on the instrumental and symbolic function of things.

THE TYRANNY OF POSSESSIONS: CONTROL, CLUTTER, CHAOS, AND HOME ORGANIZERS Russell Belk¹; Joon Yong Seo²; Eric Li¹; ¹York University, ²University of Utah – While common and largely innocuous, clutter can become overwhelming and embarrassing, being seen as defiling filth (“please pick up your crap!”) and as a triumph of disorder over order. In the past decade, a professional organizing industry has emerged in the United States to de-clutter homes, offices, computers, and personal calendars. We collaborated with one such organizer and their clients to explore the meanings of clutter and control. We accompanied organizers during client interventions and interviewed clients to examine attachments to possessions and the changes produced by de-cluttering. Clients were largely middle-aged, middle-class, females seeking practical and therapeutic help to redefine possession and meaning, to rebuild their homes and lives. The creation of clutter involved a long and gradual accumulation of possessions, with varying degrees of emotional meaning. Collections, photo albums, books, clothes, furniture, and mementos were closely connected to the informants’ memories, histories, and identities. But these comforts could lead to frustration and panic during traumatic life events like birth, death, marriage, divorce, retirement, and moving. At such junctures, and when asked to “clean up,” the disorganized possessions assumed metaphors of waste, feces, and dirt, and resulted in the feeling that the things controlled the individual rather than the reverse. “Clutter” is a dynamic concept that changes depending on the state of the home and the life of the individual; clutter can acquire associations that are both bodily and emotional – associations that must be addressed to regain control over possessions.

TO EACH HIS OWN: AN EXPERIMENTAL INVESTIGATION INTO DECISIONS ABOUT EVERYDAY OBJECTS Stephanie D. Preston, Department of Psychology, University of Michigan – Animal “hoarding” is viewed as a normal, adaptive way to meet one’s needs while human “hoarding” is viewed as an abnormal behavior that requires remediation. To unify these constructs, we assume that hoarding evolved from the need, normally-distributed in the population, to procure resources; some individuals overutilize this strategy (Hoarders), others underutilize it, and most are in between. We tested nonclinical participants on our Object Decision Task (ODT) where individuals acquire and discard everyday goods, and correlated performance with measures of personality and psychopathology. In a series of three behavioral experiments, we found: 1) Normal individuals vary widely in the number of items they naturally acquire and discard. 2) Similar to clinical hoarders, nonclinical participants who keep the most (Acquirers) have higher levels of hoarding, anxiety, depression, obsessions, and indecisiveness; they also overestimate how useful objects are and feel more responsible for them. 3) Individuals who take moderate amounts of stuff (Intermediates) can be further classified by the types of items they prefer (e.g., aesthetic versus practical). 3) People who keep the least (Spartans) place more value on their appearance, monetary value and beauty. In an fMRI version, we found great overlap in the neural substrates for acquiring and discarding, involving regions responsible for integrating affect and cognition. Decisions to acquire objects for personal use (rather than profit) preferentially activated the midline self network, demonstrating the personal nature of these decisions. Decisions about stuff are normal and adaptive, require both emotion and cognition, and are linked to differences among individuals.

EXCESSIVE ACQUISITION IN HOARDING Randy O. Frost¹; David F. Tolin^{2,3}; Gail Steketee⁴; Kristin E. Fitch²; Alexandra Selbo-Bruns¹; ¹Department of Psychology, Smith College, ²The Institute of Living, ³Yale University School of Medicine, ⁴Boston University School of Social Work – Compulsive hoarding is defined as “the acquisition of and failure to discard large numbers of possessions.” It is a known disorder associated with substantial health risk, impairment, and economic burden; however, little research has examined the separate components of this definition. In particular, the role of acquisition (as opposed to discard) is of great theoretical interest because it is unknown whether hoarding results, within and across individuals, from excessive acquisition, insufficient discarding, or both. The present study examined the role of acquisition in hoarding. Participants were 878 individuals who self-identified with hoarding and 665 family informants (not matched to hoarding participants) who completed an internet survey. Among hoarding participants who met the criteria for clinically significant hoarding, an important role for acquisition was found as 61% also met the criteria for a diagnosis of compulsive buying and approximately 85% reported excessive acquisition. Moreover, family informants indicated that nearly 95% of hoarders exhibited excessive acquisition. Those who acquired excessively also had more severe hoarding with an earlier onset and more work days impaired by hoarding; they also experienced more symptoms of obsessive-compulsive disorder, depression, and anxiety. Two forms of excessive acquisition were identified (buying new items and acquiring free items), each contributing independent variance in the prediction of hoarding severity and related symptoms. Excessive acquisition does play an important role in compulsive hoarding, being involved in the vast majority of cases and being associated with worse outcomes, perhaps because acquisition requires the individual to actively contribute to their condition.

Symposia Session D6

DESIRE AND CONTROL: SITUATIONAL AND RELATIONSHIP INFLUENCES ON SEXUALITY

Friday, February 6, 3:30 – 4:45 pm, Meeting Room 20-21

Chairs: Kathleen D. Vohs, University of Minnesota; Roy F. Baumeister, Florida State University

Speakers: Emily A. Impett, Kathleen D. Vohs, Roy F. Baumeister, Gurit E. Birnbaum

Summary: Some theorists have regarded sex drive as a constant, driving force, but in fact sexual urges and restraints depend heavily on social factors. This symposium will explore situational and relationship influences on sexual impulses and controls. Two authors will present work on how sexual motivations can be enhanced (Impett, Vohs), whereas two will discuss factors that tend to inhibit sex drive (Baumeister, Birnbaum). To wit, declining sexual desire is a problem in many relationships, but Impett will present her recent work (from JPSP) showing that by taking a general approach motivation toward one’s relationship (e.g., wanting fun or growth) couples can resist what is typically a long-term decline in sexual desire. Frequent mismatches between partners’ sexual desires create the basis for Sexual Economics Theory (from PSPP), which forms the basis for the studies Vohs presents. This work tests when sexual images appeal and when they backfire as a way to understand momentary sexual attitudes. Restraint of sexuality is the focus of Baumeister’s presentation, which includes new international data on the cultural control of female sexuality as well as laboratory studies (from PSPB) of self-regulation of inappropriate sexual responses. Birnbaum closes out the symposium by noting that although the attachment system develops within individuals long before the sexual system does, the sexual system nonetheless serves attachment-related goals. Empirical evidence shows that the linkage between attachment style and sexual responses is strongest under relationship threat. In short, predicting sexual waxing and waning requires an understanding of social and relational influences.

ABSTRACTS**FUELING THE FLAME: APPROACH RELATIONSHIP GOALS AND SEXUAL DESIRE**

Emily A. Impett, University of California, Berkeley – It is well known that even the best of relationships typically undergoes precipitous declines in sexual intimacy over time. A set of three studies of individuals in dating relationships was designed to test the hypothesis that individuals who adopt approach relationships goals (i.e., goals focused on obtaining positive experiences such as fun, growth, and development) will avert this trend and sustain high levels of sexual desire over time. Study 1 was a six-month longitudinal study with bi-weekly assessments of sexual desire. Studies 2 and 3 were two-week daily experience studies with daily assessments of sexual desire. Results showed that approach relationship goals buffered against declines in sexual desire over time and promoted sexual desire during daily sexual interactions. Approach sexual goals mediated the association between approach relationship goals and daily sexual desire. Individuals with strong approach goals experienced even greater desire on days with many positive relationship events, and experienced less of a decrease in desire on days with many negative relationships events than individuals who were low in approach goals. Consistent with recent findings about the fluidity of women's sexual desire, the association between approach relationship goals and sexual desire was stronger for women than for men. This research represents a new theoretical direction in the application of approach-avoidance motivational theory to the study of sexuality and has important implications for therapists who wish to promote healthy sexual functioning in long-term relationships.

WHEN WILL WOMEN TOLERATE GRATUITOUS SEXUAL IMAGES?

Kathleen D. Vohs, University of Minnesota, Darren Dahl, University of British Columbia, Jaideep Sengupta, Hong Kong University of Science and Technology – Sex Economics Theory analyzes heterosexual interactions in terms of a social exchange in which men constitute the demand for sex and women the supply (based on typically greater male desire). In kind with social exchange analyses, men's greater desire for sex leads them to offer to exchange resources (e.g., attention, affection, money, status, respect, commitment) to induce women to behave sexually. Women, hence, should be sensitive to men's resource offerings in sexual contexts. This prediction was tested by studying men's and women's spontaneous reactions to advertisements that use sex to sell; sexually gratuitous images provide a platform from which to understand momentary sexual attitudes. Across four studies, women disliked sexual ads – except when the ad could be interpreted in terms of resources offered by men to women. In Study 1, a sexually gratuitous ad depicted the product being sold (a woman's watch) in the context of a man giving a woman a gift. In Study 2, women were primed with the idea of a man offering relational commitment to a woman, and then viewed a sexually gratuitous ad. The next experiments tested boundary conditions and found that women's attitudes toward sex-based ads were unaffected by primes of a woman offering resources to a man (Study 3) or couple-level sharing of resources (Study 4). Men, in contrast, showed robust and positive attitudes toward sexual ads. These studies support the notion that women understand sex as being linked to an exchange of resources between a man and a woman.

SOCIAL CONTROL OF SEXUALITY: PERSONAL, INTERPERSONAL, AND CULTURAL RESTRAINTS

Roy F. Baumeister, Florida State University – All known cultures control sexuality. This talk begins with a quick overview of the cultural suppression of female sexuality, based on a published literature review, and proceeds to survey and laboratory data. One investigation merged two sources: an international online sex survey (N=41 countries and over 317,000 respondents) and separate rating of nations on gender equality by the World Economic Forum. One influential theory has been that men have historically oppressed women in order to take advantage of them sexually, inso-

far as women who lack resources and opportunities would be more willing to become mistresses, prostitutes, and otherwise sexually available partners to men. If so, the men's exploitation of women appears to have been self-defeating. Greater gender equality was associated with greater sexual activity on all four measures: average number of sexual partners, incidence of one-night stands, age of first intercourse, and advocacy of premarital abstinence. Following this, I present laboratory experiments linking self-control to sexual restraint. When self-control was low, either because of low trait level or because of resource depletion, participants had more inappropriate sexual thoughts and expressed more willingness to engage in forbidden sex. In a final study measuring live sexual activity in the laboratory, resource depletion and impaired self-control led couples to engage in more extensive sexual activity. Impaired self-control had larger effects when impulsive desires and inner conflicts were strongest. Thus, sexual control at the individual level depends on self-regulatory capabilities.

SEX UNDER ATTACK: AN ATTACHMENT PERSPECTIVE ON THE EFFECTS OF RELATIONSHIP THREAT ON SEXUAL EXPRESSIONS

Gurit E. Birnbaum, Interdisciplinary Center (IDC) Herzliya; Yanna J. Weisberg and Jeffrey A. Simpson, University of Minnesota, Twin Cities Campus – The attachment system is the earliest developing social behavioral system within humans. As such, it shapes the regulatory functioning of the later-developing sexual system. Nevertheless, behaviors characteristic of the sexual system serve attachment-related goals (e.g., closeness) primarily in situations that call for distress regulation, which activate attachment behaviors (e.g., proximity seeking). We will present research demonstrating the contribution of the sexual system to regulating reactions to relationship threat, which is an attachment-related stressful event; we will also show that these reactions are moderated by attachment orientation. In three studies, participants imagined relationship threatening or non-relationship threatening scenes and then rated or described their desire to have sex (Study 1), reasons for engaging in sex (Study 2), and what is it that they desire to do (i.e., the sexual fantasies aroused in them; Study 3). Results indicated that relationship threat prompted both enhancement and relationship-based motives, suggesting that people use sex to both maintain their self-esteem and repair the threatened relationship. Anxiously-attached people were least likely to be motivated by hedonistic reasons, possibly reflecting their difficulties in enjoying sex when flooded with relationship worries. Avoidant individuals were least likely to desire their partner but, at the same time, most likely to desire intimacy, implying that threat may expose their insecure nature and denied needs for proximity. These findings suggest that sexual expressions constitute a unique route by which people cope with threats, which manifest the personal and interpersonal goals that are most likely to be challenged.

Symposia Session D7**WHAT'S SO BAD ABOUT BIN LADEN'S SWEATER? NEW RESEARCH ON THE MORAL PSYCHOLOGY OF PURITY AND CONTAMINATION**

Friday, February 6, 3:30 – 4:45 pm, Meeting Room 22-23

Chairs: *Jonathan Haidt, University of Virginia; Gary D. Sherman, University of Virginia*

Speakers: *Gary D. Sherman, David A. Pizarro, Simone Schnall, Paul Rozin*

Summary: Social cognition is increasingly understood to be embodied. This is especially evident in the moral domain. As Rozin showed over 20 years ago, people tend to use physical purity as a metaphor for moral purity (Rozin, Millman, & Nemeroff, 1986). For example, people will refuse to wear a sweater that belongs to someone they deem evil (e.g., Hitler) often citing concerns that it has been morally tainted (Rozin, Markwith, & McCauley, 1994). More recently, research has greatly

expanded upon this earlier work and demonstrated that there is a pervasive blurring of the physical-moral boundary, as reflected in (a) the moralization of the body (e.g., diet, smoking, body piercing), and (b) the embodiment of morality (e.g., desiring physical cleansing when feeling morally dirty; Zhong & Liljenquist, 2006). In this symposium, we present four lines of research exploring the role that physical purity and related forms of embodiment play in morality. Sherman presents research suggesting that the asymmetrical interplay between the colors black and white (black spoils white but not vice versa) may provide an embodied grounding for ideas of moral purity. Pizarro presents research demonstrating that disgust—the ultimate purity emotion—influences attitudes toward homosexuality. Schnall presents research suggesting that physically cleansing oneself may make others seem more morally pure (it reduces the severity of moral judgments). Finally, Rozin discusses the precarious nature of purity, how people make sense of their contagion concerns, and some special cases in which purity resists contamination (e.g., sacred land).

ABSTRACTS

THE COLOR OF SIN: THE BLACK-WHITE SPECTRUM AS A METAPHOR FOR MORAL PURITY Gary D. Sherman, University of Virginia, Gerald L. Clore, University of Virginia – Being immoral is often likened to being physically unclean. Being unclean or otherwise impure is, in turn, associated with blackness. People see black as a potent impurity that can contaminate whiteness (Adams & Osgood, 1973; Williams & Roberson, 1967). Thus, the black-white spectrum embodies the laws of negative contagion, providing a readymade metaphor for moral purity. This may explain the tendency to associate good and evil with white and black, respectively. In three studies, we examined whether these immorality-blackness associations (a) can operate implicitly, (b) are malleable, and (c) are related to purity concerns. In a Stroop color-word task, participants identified the font color of words that appeared in either black or white font. As predicted, the color of immoral words (e.g., sin) was identified faster when in black font than when in white font, and vice versa for moral words (Studies 1 and 2). In Study 2, a manipulation that primed immorality (hand-copying an unethical statement) also primed black (it made participants faster at identifying the color of black words) and altered the magnitude of the Stroop effect. Finally, those who had strong immorality-blackness associations rated cleaning products—especially self-cleaning products—as highly desirable (Study 3). These findings suggest that the tendency to use the black-white spectrum to represent morality may be due to its ability to represent not only the duality of good and evil but also the asymmetrical interplay whereby evil spoils good but good does not purify evil.

DISGUST AND IMPLICIT BIAS AGAINST HOMOSEXUALITY

David A. Pizarro, Cornell University, Yoel Inbar, Cornell University – Anti-homosexual rhetoric is often framed as a violation of purity and fueled with the language of disgust. But does a tendency to experience disgust predict negative attitudes towards gays? Across three studies, we demonstrated a reliable link between disgust and a bias against homosexuality. In the first two studies, we demonstrated that a dispositional proneness to disgust ("disgust sensitivity") is associated with an implicit disapproval of homosexuality and homosexual behavior. Study 1 took advantage of the fact that people are more likely to describe a behavior as intentional when they see it as morally wrong (Knobe, 2003). The more disgust sensitive participants were, the more likely they were to describe an agent whose behavior had the side-effect of causing gay men to kiss in public as having intentionally encouraged gay men to kiss publicly (despite the fact that the overwhelming majority of participants did not explicitly think it wrong to encourage gay men to kiss in public). Study 2 demonstrated that the more disgust sensitive participants were, the more they showed unfavorable automatic associations with gay people as opposed to straight people (as measured by an Implicit Association Test).

Study 3 manipulated disgust in the laboratory through the use of a noxious odor. Participants exposed to the foul odor were more likely to report negative attitudes toward homosexuality on a feeling thermometer, and reported greater opposition to gay marriage.

WITH A CLEAN CONSCIENCE: CLEANLINESS REDUCES THE SEVERITY OF MORAL JUDGMENTS

Simone Schnall, University of Plymouth, Jennifer Benton, University of Plymouth, Sophie Harvey, University of Plymouth – Many cultures equate physical cleanliness with moral and spiritual purity. For example, many religious practices require engaging in physical cleansing, such as washing parts of one's body. Haidt and colleagues (e.g., Haidt & Joseph, 2007) have proposed that the notion of purity (vs. pollution) constitutes a basic moral intuition that developed from the need to safeguard oneself from potentially harmful substances. According to this approach, disgust evolved as an emotion to protect the body from germs, parasites and spoiled food, but then was extended to social and moral domains (Rozin, Haidt & McCauley, 2000). As a consequence, people often report finding immoral acts disgusting. Indeed, recent research has demonstrated that incidental feelings of disgust can influence moral judgments and make them more severe (Schnall, Haidt, Clore & Jordan, in press). Two experiments will be presented to demonstrate that making salient the notion of physical purity can have the reverse effect, and make moral judgments less severe. After having the cognitive concept of cleanliness activated (Experiment 1), or after physically cleansing themselves after experiencing disgust (Experiment 2), participants found certain moral actions to be less wrong than participants who had not been exposed to a cleanliness manipulation. Presumably because human beings aim to distinguish themselves from other animals, they attempt to place themselves close to higher spiritual beings by being physically and morally pure. Because of its potential to lead people to regard moral actions as pure and good, cleanliness might indeed feel as if it were next to godliness.

PURITY: HARD TO OBTAIN AND EASY TO LOSE

Paul Rozin, University of Pennsylvania – Purity is an ideal of perfection. It implies no defect, out of innumerable possible defects. This is why it is hard to achieve and so easy to lose: a single defect destroys it. Defects (and positive features) can be material, spiritual, or associative. Most individuals probably have two or three models of contagion in their heads, and each type can be moderated in different ways. In this talk, I will discuss the dynamic interplay between positive and negative forces of several kinds, particularly in the context of contagion and negativity bias. I will also discuss cases in which purity may have some resistance, e.g., the case of contamination resistance of sacred land.

Symposia Session D8

SOCIAL-DEVELOPMENTAL INTERSECTIONS IN INTERGROUP PROCESSES AND RELATIONS

Friday, February 6, 3:30 – 4:45 pm, Meeting Room 24-25

Chairs: Evan P. Apfelbaum, Tufts University; Kristin Pauker, Tufts University

Speakers: Evan P. Apfelbaum, Adam Rutland, Joshua Aronson, Melanie Killen

Summary: This symposium assembles four diverse programs of research that capture emerging trends in the study of intergroup processes and relations through an integrated social-developmental lens. We present recent findings that demonstrate how consideration of intersections between social and developmental psychology can offer novel insight on issues including intergroup interaction, self-regulation, racial achievement gaps, and prejudice. Apfelbaum, Pauker, and colleagues begin by discussing a developmental anomaly regarding children's tendency to frankly acknowledge versus strategically avoid race, possibly indicating the onset of a key transition in human social development. Rutland and Fitzroy then investigate the moderating roles

of social perspective taking and social norms in 5-11 year old children's developing capacity to self-regulate their explicit prejudice. Aronson follows by examining the emergence of a tendency among minority children to avoid challenge in academic settings so as not to confirm negative stereotypes, which may set the stage for the widely-reported ability gap between White and minority children. Finally, Killen utilizes a social-developmental framework to explore children's and adolescents' explicit judgments regarding exclusion and the display of implicit bias when interpreting interracial contact. Above all, these talks are intended to stimulate greater dialogue and scholarly exchange between social and developmental lines of research. Not only can such collaboration be fruitful for the theoretical advancement of the field, but it can also provide insight on the practically important questions of how and when real-world interventions aimed at reducing intergroup conflict and inequity may be implemented.

ABSTRACTS

LEARNING (NOT) TO TALK ABOUT RACE: AN ANOMALY IN SOCIO-COGNITIVE DEVELOPMENT

Evan P. Apfelbaum, Kristin Pauker, Nalini Ambady, Samuel R. Sommers, Tufts University & Michael I. Norton, Harvard Business School – As any parent who has experienced the social discomfort of a child unselfconsciously and publicly pointing out a stranger's race can attest, talking about race—even in the context of an accurate, diagnostic physical description—is often considered normatively inappropriate. It is clear, though, that children become aware of social categories such as race at a very young age and become increasingly facile at social categorization as they grow older. However, at some point children learn that describing others on the basis of skin color comes with the risk of appearing prejudiced and might elicit social sanctions. We explored 8-11-year-old children's tendency to frankly acknowledge versus strategically avoid race in a basic categorization task in which the acknowledgment of racial difference facilitates performance. Results indicate that after approximately 10 years of age, social concerns regarding the acknowledgment of race override the traditional developmental trajectory of improved performance on categorization-based tasks. Though older children exhibit superior performance on a race-neutral version of the task, their tendency to avoid acknowledging race hinders objective success when race is a relevant category. Such differences coincide with the point at which children possess both knowledge of norms regarding prejudice and the cognitive capacity to regulate behavior, suggesting the onset of an important transition in human social development.

SELF-REGULATION AND PREJUDICE DEVELOPMENT IN CHILDHOOD

Adam Rutland & Sarah Fitzroy, University of Kent – Previous studies have demonstrated that young children develop the ability to self-regulate their explicit prejudice (Rutland et al., 2005; 2007). Little, however, is known regarding the social and cognitive processes important to the development of such self-regulation. Two experimental studies were conducted to investigate the role of social perspective taking and social norms in the inhibition of racial prejudice in 5-11 year old white British children. Study 1 (n = 85) showed 5-11 year old children with low social perspective taking ability showed more explicit outgroup positivity when held publically accountable. Whereas the explicit outgroup positivity of children with high social perspective taking ability was unaffected by an accountability manipulation. Study 2 (n = 236) extended the previous study and demonstrated that this effect was moderated by 6-9 year old children's awareness of ingroup norms about prejudice expression. Only children with an anti-prejudice ingroup norm and low in social perspective taking ability demonstrated more explicit outgroup positivity when made accountable. Taken together these studies suggest the development of social perspective taking and awareness of anti-prejudice ingroup social norms are important moderators of prejudice regulation in childhood.

FROM VULNERABILITY TO LOW ABILITY *Joshua Aronson, New York University* – Over 300 published experiments demonstrate that students targeted by negative ability stereotypes perform less well in testing situations that confront them with these stereotypes. Moreover, longitudinal studies show that students who measure higher in their self-reported vulnerability to negative stereotypes obtain lower grades. Thus the phenomenon of "stereotype threat" (Steele & Aronson, 1995) has been frequently cited as a factor in the ability gap between minority students and their white counterparts. But how does a situational sense of stereotype threat contribute to real differences in ability over time? I propose that one key process is the avoidance of challenge, which protects students from confirming negative stereotypes but which can stunt intellectual growth. In one experiment to be reported, young minority students (4th, 5th, and 6th) grade were tested under stereotype threatening and non-stereotype threatening conditions. In addition to examining age related differences in test performance, I examined students selection of items to be included on an upcoming test. Minority students exposed to stereotype threatening instructions chose significantly easier items to solve than did their white counterparts. These effects of challenge avoidance did not emerge until the 6th grade, precisely when stereotype threat effects on test performance emerged. Moreover, these effects were moderated by students' theories of intelligence; minority students who believed that their intelligence could grow with hard work did not avoid challenge under stereotype threat conditions. These results will be discussed in the context of a larger model of how stereotypes impede intellectual development.

EXPLICIT JUDGMENTS AND IMPLICIT BIAS REGARDING INTERRACIAL CONTEXTS: DEVELOPMENTAL EVIDENCE

Melanie Killen, University of Maryland – In this paper, I will discuss our integrative approach for investigating children's and adolescents explicit judgments and racial bias regarding interracial social encounters. Drawing on social psychological theories of exclusion (Abrams & Rutland, 2008), aversive racism (Dovidio & Gaertner, 2004), and intergroup contact (Tropp & Prenovost, 2008), my lab has examined how children and adolescents evaluate interracial exclusion, and when they display implicit bias when judging interracial exchanges in school contexts. Our approach has used the Social Cognitive Domain Model (Smetana, 2006; Turiel, 2006), a developmental theory for examining the emergence of social cognition in childhood, to study intergroup attitudes. Generally, we have found that analyses of explicit judgments indicate that children and adolescents reject racially biased decisions using moral reasoning (fairness, equality, justice) and support racially biased decisions using social-conventional (conventions, traditions, customs) and psychological (autonomy, individual prerogatives) justifications. Specifically, this pattern varies depending on the context, the relationships, and the status and identity of the participants making these judgments. Regarding implicit bias, young children are more likely to use race to attribute negative intentions than are older children, but this varies, again, according to the context, and to the identity and status of the participants responding to the social encounters. I will describe recent empirical studies, focusing on explicit judgments about interracial exclusion, and implicit bias regarding attributions of intentions based on race. The findings will be discussed in light of our integrative developmental and social psychological framework, and for implications for interventions to reduce prejudice.

Symposia Session D9

WHEN SYSTEMS FAIL, LEGITIMIZING BELIEFS PREVAIL: THE BELIEF IN A JUST WORLD, SYSTEM JUSTIFICATION AND SOCIAL DOMINANCE ORIENTATION IN RESPONSE TO INEQUALITY

Friday, February 6, 3:30 – 4:45 pm, Meeting Room 7-9

Chairs: *Jojanneke van der Toorn, New York University; John T. Jost, New York University***Speakers:** *Robbie M. Sutton, Laurie T. O'Brien, Jojanneke van der Toorn, Jim Sidanius*

Summary: This symposium seeks to bring together several distinct but related theoretical perspectives on beliefs that justify existing inequality between groups and individuals. It also aims to examine factors that determine and qualify the relationship between these beliefs and their consequences for the maintenance of the status quo. Sutton distinguishes between believing that the world is just for the self vs. others. He finds that both types of beliefs are underpinned by distinct motives and that perceived justice for the self predicts physical and psychological health, whereas perceived justice for others predicts legitimization of the status quo. O'Brien and Blodorn show that the legitimizing effects of meritocracy beliefs are contingent on group membership. They find that for Whites in post-Katrina New Orleans, meritocratic ideology is negatively associated with perceptions of racism, whereas for Blacks meritocracy beliefs are associated with increased confidence in their ability to cope with racism. Van der Toorn, Tyler, and Jost demonstrate that psychological dependence contributes to the legitimization of authority through a process of system justification. Consistent with social dominance theory, Sidanius reports findings from studies of legal systems, which indicate that the control of these systems by members of dominant social groups helps to legitimize and maintain the structural integrity of group-based social hierarchy in society. Taken together, the current symposium illustrates how efforts to preserve the status quo can be influenced by several factors, including features of a system or hierarchy, group identity, and the target of the legitimizing beliefs.

ABSTRACTS**WHEN WORLDS DIVIDE: BELIEFS THAT THE WORLD IS JUST TO THE SELF VERSUS OTHERS AND THEIR IMPLICATIONS FOR LEGITIMIZATION**

Robbie M. Sutton, University of Kent, Canterbury, U.K. – “The belief in a just world” (BJW) has been regarded as a double-edged sword that confers psychological benefits but promotes the legitimization of illegitimate social practices. It has also been regarded as an outcome of “the justice motive” – a deep-seated desire to believe in justice that develops in childhood. In contrast, the present studies suggest that different types of just-world belief have different consequences and serve different motives. In particular, the belief in a just world for self (BJW-self) is psychometrically distinct from, and only moderately correlated with, the same belief for others (BJW-others). BJW-self but not BJW-others predicts physical health, psychological adjustment and confident planning. Conversely, BJW-others but not BJW-self predicts legitimization of the status quo (e.g., by derogating the poor). Similarly, BJW-others appears uniquely to be underpinned by epistemic motives, responding to the need for cognitive closure in experiments and correlational studies. Not only are these spheres of BJW functionally independent; they are sometimes functionally antagonistic to each other. For example, delinquent intentions among at-risk youths, values associated with the enhancement of self at the expense of others, and the desire for vengeance as opposed to forgiveness are each negatively related to BJW-self but positively related to BJW-others. BJW-others therefore appears to help individual actors legitimize their own self-serving behavior, whereas BJW-self delegitimizes it. The study of legitimization benefits

from taking into account the interplay between these two types of justice belief and the different motives that they serve.

SYSTEM JUSTIFICATION IN THE FACE OF DISASTER: MERITOCRACY BELIEFS AND PERCEIVED RACISM AMONG BLACK AND WHITE COMMUNITY RESIDENTS OF POST-KATRINA NEW ORLEANS

Laurie T. O'Brien and Alison Blodorn, Tulane University – The present research examines system justification among 249 New Orleans residents (53% Black) and focuses on meritocracy beliefs, conceptions of racism, and perceived racism in Katrina-related events. People who endorse meritocracy beliefs think that people are rewarded based on their effort and talent. Because they lead people to view both the fortunate and the disadvantaged as deserving of their fates, meritocracy beliefs can serve a system justification function. Longitudinal research with Whites suggests that meritocracy beliefs discourage people from conceptualizing racism as an institutionalized phenomenon (O'Brien et al., 2008). This failure to conceptualize racism in institutionalized terms reduces the amount of racism that people perceive in society. Among White community residents in the present sample, meritocracy beliefs were negatively associated with institutional conceptions of racism and perceived racism in Katrina-related events. Furthermore, the relationship between meritocracy beliefs and perceived racism was mediated by institutional conceptions of racism. Compared to Whites, Blacks were more likely to conceptualize racism as an institutionalized phenomenon and perceived more racism. Although Black residents endorsed meritocracy beliefs just as strongly as Whites, for Blacks meritocracy beliefs were unrelated to institutional conceptions of racism and perceived racism. Instead, for Blacks meritocracy beliefs were associated with increased desire to rebuild a more tolerant city and increased confidence in their ability to cope with racism. This research suggests meritocracy beliefs may serve different functions for Whites and Blacks. Furthermore, compared to Whites, Blacks living in post-Katrina New Orleans showed less evidence of system justification.

JUSTICE OR JUSTIFICATION? THE EFFECT OF PSYCHOLOGICAL DEPENDENCE ON PERCEIVED LEGITIMACY

Jojanneke van der Toorn, Tom R. Tyler, and John T. Jost, New York University – Legitimacy is an important source of power for authorities because it enables them to gain voluntary deference from their followers. The effects of procedural justice and outcome favorability on perceptions of legitimacy in organizations and societies are already well established. The present research reports four studies demonstrating the existence of another, distinct motivation underlying legitimacy, namely, the motivation to justify existing authority relations. People engage in system justification to alleviate the sense of unpredictability and loss of control they experience due to psychological dependence. In two cross-sectional studies and two panel-studies, we found that psychological dependence stimulates the motivation to justify authorities. Dependence on an authority affected legitimacy perceptions in terms of increased trust and confidence in the authority, empowerment of the authority, and deference to the authority. These findings suggest that both the justice motive and the motivation to justify the status quo affect the perceived legitimacy of an authority. That is, perceptions of legitimacy increase not only when authorities exercise fair procedures or deliver favorable outcomes, but also when subordinates are psychologically dependent on these authorities. This research further illustrates how legitimacy is not only a basis of power, as has previously been suggested, but that power can also lead to legitimacy through the mechanism of system justification. These findings are an example of “distortion from the bottom-up”, which arises from the powerless and is yet another reason why social change is not prevalent and social hierarchy is maintained. Implications for the study of power are discussed.

UNDER COLOR OF AUTHORITY: TERROR, LEGITIMIZED INTERGROUP VIOLENCE, AND “THE LAW”

Jim Sidanius, Harvard University – While instances of inter-communal violence are common, what is not as readily appreciated is the widespread extent and ferocity of the intergroup violence that is channeled through legal and criminal justice systems. Given the fact that the legal and criminal justice systems are disproportionately controlled by members of dominant rather than subordinate social groups, social dominance theory argues that a substantial portion of the output of the criminal justice system can be seen as a form of intergroup violence, the function of which is to maintain the structural integrity of group-based social hierarchy.

Symposia Session E and Campbell Award Address

Friday, February 6, 5:00 – 6:15 pm

Symposia Session E1: Donald T. Campbell Award Address**CHANGING THE WORLD LIKE A SOCIAL PSYCHOLOGIST**

Friday, February 6, 5:00 – 6:15 pm, Ballroom C

Recipient: *Carol Dweck, Stanford University*

Introducer: *Claude Steele, Stanford University*

Summary: I will propose that social psychologists are poised, more than anyone else, to address pressing real-world issues. I will show how our theories, our way of framing questions, our modes of conceptual analysis, and our methods make us ideal knowledge gatherers and social problem-solvers, and I will illustrate these points with research from classic social psychology, from social cognition, and from judgment and decision making. I will end by exploring the social forces within our field that push for or against research of this nature.

Symposia Session E2**PERSONALITY NEUROSCIENCE: EXPLORING THE BIOLOGY OF TRAITS**

Friday, February 6, 5:00 – 6:15 pm, Ballroom D

Chair: *Colin G. DeYoung, University of Minnesota*

Speakers: *Jan Wacker, Brian W. Haas, Jennifer Guinn Sellers, Jacob B. Hirsh*

Summary: Personality neuroscience rests on the premise that personality traits are associated with regularities in brain function. It is increasingly possible to study the biological correlates of traits using a wide variety of neuroscientific methods. This symposium showcases a number of methods being used to advance personality neuroscience, including functional magnetic resonance imaging (fMRI), resting-state and event-related electroencephalography (EEG), hormone assays, and pharmacological manipulation. The research presented highlights the complexity of the links between biology and personality. Personality neuroscience is moving beyond models that assume a single biological parameter might be responsible for a single broad trait across situations. Presentations center around two broad trait domains, Extraversion (related to sociability, positive emotion, leadership, and dominance) and Neuroticism (related to anxiety, depression, irritability, and negative emotion). Within these broad trait domains, however, the presentations demonstrate the considerable complexity that personality neuroscience must take into account. Themes emphasized include: (1) the need to examine lower-level personality traits, which may differ in their biological substrates even within one domain – for example, agentic

Extraversion may have different neural correlates than affiliative Extraversion; (2) convergence and divergence between self-reported traits and biological markers – for example, testosterone levels may predict leadership behavior better than self-reported dominance in some situations but not others; (3) the fact that associations between biological processes and traits vary according to context and stimulus conditions – for example, Neuroticism may be associated with greater cortical reactivity to uncertainty but not to specifically negative stimuli.

ABSTRACTS**AGENTIC EXTRAVERSION AND DOPAMINE: EVIDENCE FROM PHARMACO-EEG STUDIES IN HEALTHY VOLUNTEERS**

Jan Wacker, Mira-Lynn Chavanon, & Gerhard Stemmler Philipps, Universitaet Marburg – A current theory holds that the agency facet of Extraversion (agentic E) is based on dopaminergically modulated individual differences in incentive motivation. We recently identified a simple index of resting electroencephalographic (EEG) activity that is both related to agentic E and sensitive to pharmacological manipulations of central dopamine activity: Under placebo, agentic E correlated with more posterior (versus anterior) EEG theta activity, whereas after administration of a selective dopamine D2 receptor antagonist (sulpiride, 200 mg) a completely reversed association was observed. Measuring the resting EEG in two larger samples (study 1: N=109; study 2: N=56) we have now not only replicated this association, but also demonstrated that it is quite specific to the theta and sub-theta frequency range (1-6 Hz) and that it generalizes to a closely related trait (sensitivity of Gray’s behavioral approach system) hypothesized to be also related to incentive motivation and brain dopamine. In a third study (N=80) we used three different doses of the D2 receptor antagonist. Conceptually replicating our earlier findings, we again observed that the pharmacologically induced changes in our simple EEG index differed between participants high versus low in agentic E. Taken together these converging findings from four independent studies suggest that the topography of resting EEG delta and theta activity is a useful measure for further probing the dopaminergic basis of agentic E in humans.

FROM PERSONALITY TO PSYCHOPATHOLOGY: NEUROTICISM AND BRAIN REACTIVITY TO EMOTIONAL STIMULI

Brian W. Haas^{1,2}, Allan L. Reiss¹, & Turhan Canli²; ¹Center for Interdisciplinary Brain Sciences Research, Stanford University School of Medicine ²Stony Brook University – High neuroticism is known to be associated with an increase in emotional reactivity and with greater vulnerability to many forms of psychopathology. In our research, we used fMRI to study how trait neuroticism in healthy volunteers is associated with changes in brain responses to emotional stimuli. In Experiment A, we investigated fMRI responses to an emotional conflict task in two brain regions known to be involved in vigilance (amygdala) and mood and attention (subgenual anterior cingulate (AC)). We found that higher scores of neuroticism (N = 29) were associated with greater reactivity in the amygdala and subgenual AC when responding to emotionally conflicting trials compared to emotionally congruent trials (p<.005). Additionally, the relationship between neuroticism and fMRI response was driven to a greater degree by the anxiety (N1) facet compared to the depression (N3) facet. In Experiment B, we investigated the time course of brain reactivity to emotional facial expressions in a brain region (medial prefrontal cortex (Med-PFC)) known to be involved in emotional evaluation and rumination. We found that higher scores of neuroticism (N = 36) were associated with greater sustained MedPFC response to sad facial expressions (p<.005). These studies provide evidence of a neural substrate of neuroticism that renders those who score high in this trait to be particularly sensitive to emotional conflict and to process sad emotional stimuli for a prolonged period of time. This neural endophenotype may play a critical role in how vulnerability to psychopathology is manifested in highly neurotic individuals.

TESTOSTERONE AND DOMINANCE: HORMONES AS MARKERS OF PERSONALITY

Jennifer Guinn Sellers, Green Mountain College – Hormones are one of a growing suite of biological indicators of personality. In the specific case of testosterone, we see how a hormone is able to satisfy standard requirements of traditional personality measures – namely, stability over time, convergent validity and discriminant validity. After presenting research on the psychometrics of testosterone, I will then move on to its role in predicting dominance strivings. When both men and women are in status relevant situations, testosterone affects a wide range of variables, e.g., cognitive functioning, physiological arousal, implicit attention to threat, language use, as well as leadership motivation. Interestingly, testosterone does not exert a constant effect on behavior, but rather it is a situation-contingent variable. In situations when status can be gained or lost, testosterone level is a powerful predictor of behavior and leadership motivation. Outside of these situations, however, it appears that self-reported dominance is the leading determinant. I will present research showing when self-reported dominance predicts leadership motivation, and contrast it with those situations in which testosterone predicts leadership motivation. I will also present data which give a glimpse of some of the affective consequences for those individuals whose self-reported dominance and testosterone levels are disharmonious – namely those individuals who are high in testosterone and low in self-reported dominance or low in testosterone and high in self-reported dominance.

NEUROTICISM AND THE NEURAL RESPONSE TO UNCERTAINTY

Jacob B. Hirsh & Michael Inzlicht, University of Toronto – Individuals differ in the extent to which they respond negatively to uncertainty. While some individuals feel little discomfort when facing the unknown, others find it aversive. We examined neurophysiological responses to uncertainty using an event-related potential (ERP) framework. Forty-one participants completed a time-estimation task while their neural activity was recorded via electroencephalography. The feedback-related negativity (FRN), an evoked potential linked to the Anterior Cingulate Cortex and peaking approximately 250 ms after the receipt of feedback information, was examined under conditions of positive, negative, and uncertain feedback. The magnitude of these responses was then analyzed in relation to individual differences in Neuroticism. As expected, and in line with previous research, a larger FRN was observed after negative feedback compared to positive feedback for all participants. For individuals who scored highly on trait Neuroticism, however, uncertain feedback produced a larger neural response than did negative feedback. Furthermore, the magnitude of the FRN following uncertain feedback was significantly correlated with Neuroticism, such that neurotic individuals demonstrated a stronger neural response to uncertainty. The results are discussed in terms of affective responses to uncertainty among neurotic individuals, along with potential mechanisms for the observed effects.

Symposia Session E3

HEDONIC ADAPTATION

Friday, February 6, 5:00 – 6:15 pm, Meeting Room 13-16

Chair: *Carey K. Morewedge, Carnegie Mellon University*

Speakers: *Carey K. Morewedge, Leif D. Nelson, Peter A. Ubel, Richard E. Lucas*

Summary: Just as people adapt to the brightness of light, the loudness of sound, and the intensity of pressure, people adapt to favorable and unfavorable hedonic experiences. Hedonic adaptation—a reduction in the intensity of affective experience—has a pervasive influence throughout our personal and social lives. From the lesser pleasure we derive from eating a second cookie than we did from eating the first, to the diminished pain felt from chronic illness and disabilities, hedonic adaptation affects the pleasure we derive from life and our ability to cope

with pain. While much is known about the basic perceptual and physiological processes that allow us to adapt to sensation, less is known about which kinds of hedonic experiences we most readily adapt to and why we adapt to those experiences. In this symposium, we examine the scope of and processes involved in hedonic adaptation, and compare lay and scientific beliefs about adaptation with empirical data about experience. The first two talks illustrate how top-down (Morewedge) and bottom-up processes (Nelson) influence pleasant and aversive hedonic experiences. Nelson, Ubel, and Lucas then examine the kinds of experiences people adapt to most readily and experiences people have more difficulty adapting to, and contrast lay and scientific beliefs with laboratory and longitudinal data.

ABSTRACTS

THOUGHT FOR FOOD: TOP-DOWN PROCESSES MODERATE SENSORY-SPECIFIC SATIATION

Carey K. Morewedge, Carnegie Mellon University Young, Eun Huh, Carnegie Mellon University, Joachim Vosgerau, Carnegie Mellon University – In the domain of food consumption, it has been shown that consumption of a specific food leads to a decrease in liking of that food without diminishing liking of foods not consumed (i.e., sensory-specific satiation). Whereas extant research on adaptation and satiation has examined the effect of prior consumption on the propensity to engage in subsequent consumption, the present research focused on the effect of top-down processes (i.e., imaginary consumption) on actual subsequent consumption. If imaginary consumption acts as a substitute for the sensory experience of consuming a food, imagining consuming a food should, like actual consumption of the food, lead to a decrease in its subsequent actual consumption. We tested this prediction against the alternative hypothesis that imaginary consumption of a food would whet one's appetite to consume more of the food (as would also be predicted by mere exposure effects and sensitization). Research participants imagined eating M&M's one-at-a-time or imagined performing other similar actions (e.g., putting M&M's into a bowl, inserting quarters into a laundry machine, or eating similar candy). After the mental imagery task, participants were given a bowl filled with 40g of M&Ms and instructed to sample them so that they could rate them in a taste test. We surreptitiously measured how many grams of M&Ms participants ate. Participants who imagined eating a larger number of M&Ms ate significantly fewer M&Ms than participants who imagined eating a smaller number of M&Ms, whereas performing alternative mental imagery tasks had no effect on subsequent consumption.

ADAPTATION AND DISRUPTION OF HEDONIC EXPERIENCE

Leif D. Nelson, University of California, San Diego, Tom Meys, New York University, Jeff Galak, New York University – People adapt to most hedonic stimuli, so if adaptation can be disrupted, stimuli can be experienced more intensely. We show that, despite ubiquitous beliefs to the opposite, simple disruptions can make positive experiences more pleasant and can make negative experiences more aversive (Studies 1 and 2). Furthermore, we show that these findings are not due to simple contrast effects: An unpleasant disruption and a pleasant disruption are equally effective at intensifying experience (Studies 3 and 4). We observe these findings across a variety of stimuli (e.g., irritating noises, likeable songs, pleasant massages), but we also show that the effects extend to the much more familiar consumption of television. We demonstrate that, although people uniformly seek to eliminate commercial disruptions from the television viewing, the presence of advertisements increases enjoyment (Studies 5-7). Finally, a pair of studies hone in on the specific role of adaptation by showing that these effects are reduced or eliminated for people who are slower to adapt (Study 8) and for stimuli that do not lead to adaptation (Study 9). Overall these studies indicate that the structuring of experience can meaningfully alter hedonics, but perhaps most interestingly, under some circumstances, people seem to structure experiences that minimize pleasure and maximize irritation.

MISIMAGINING THE UNIMAGINABLE: HOW AFFECTIVE FORECASTING ERRORS LEAD TO MISVALUATION OF HEALTH STATES

Peter A. Ubel, University of Michigan, George Loewenstein, Carnegie Mellon University, Dylan Smith, University of Michigan, Heather Pond Lacey, Bryant University – Judgments about the hedonic impact of future events are prone to forecasting errors—a belief that a change in circumstance will have a larger influence on well-being than it actually does. Yet, in order to make effective decisions, people need to evaluate how objective circumstances—e.g. a health condition—will influence their well-being. We present four studies that highlight how people's valuations of health states can be biased by affective forecasting errors, caused by a failure to account for hedonic adaptation. Studies 1 and 2 show that affective forecasting errors influence both patients' and general public's valuations of several chronic diseases. We find longitudinal evidence of mispredicting and misremembering how such diseases influence well-being. Study 3 shows that the general public not only underestimates the impact of mental illness on well-being, but also places less value on preventing such illnesses than on preventing physical disabilities, even after adjusting for forecasting errors. As a consequence, they are much less willing to pay for a unit of improvement in well-being related to avoiding a mental illness than for a unit related to a disease like diabetes.

INTERPRETING EVIDENCE ABOUT ADAPTATION TO LIFE CIRCUMSTANCES

Richard E. Lucas, Michigan State University – In subjective well-being research, there is tension between those who believe that well-being judgments are constructed in a relatively intuitive manner and those who believe that counterintuitive processes guide these judgments. Those interested in developing theories of well-being—including most social psychologists—often emphasize the latter because counterintuitive findings often provide stronger tests of underlying theories than do relatively intuitive, commonsense findings. But this may bias researchers in the direction of accepting relatively rare but intriguing counterintuitive findings, even when more mundane, commonsense findings are more robust. This appears to have occurred within research on adaptation. Psychologists have downplayed evidence showing that well-being measures are responsive to life circumstances and emphasized evidence that people adapt even to the most extreme events. Although it is true that people are resilient and that they often mispredict the effect that life circumstances have on well-being, these two findings do not mean that adaptation has occurred. In fact, associations with major life circumstances are often some of the largest effects that are found in social psychological research. In this talk, I will focus on well-being research from three domains: income, health, and marriage. Data from large, nationally representative surveys show that life events and life circumstances within these domains can have large associations with well-being measures. These relatively intuitive findings will have important applied and theoretical implications, even though they might not be as interesting as counterintuitive findings showing that people can be wrong about the causes of their well-being.

Symposia Session E4**A NEW LOOK ON SPONTANEOUS TRAIT INFERENCES ABOUT PERSONS AND GROUPS**

Friday, February 6, 5:00 – 6:15 pm, Meeting Room 10-12

Chairs: Leonel Garcia-Marques, University of Lisbon; David L. Hamilton, University of California, Santa Barbara

Speakers: David L. Hamilton, Rita Jerónimo, Tânia Ramos, Mário Ferreira

Summary: In the last twenty years, research on spontaneous trait inferences (STIs) has played a central role in the development of Social Cognition and Social Psychology. This proposal intends to contribute to this trend by attempting to broaden the domain of the study of STIs. In this vein we will research that extends the study of STIs to the behaviour

of groups, examines the role of STIs in the development of intentional impression formation processes, explores the consequences of the inhibition of STIs and tries to overcome an apparent discrepancy between STIs and impression formation paradigms. Thus in the first presentation, David L. Hamilton will show how just as we perceive individuals engaging in various actions, we also regularly perceive groups engage in behaviours and subsequently perform STIs about groups (STIGs). In the second presentation, Rita Jerónimo will show person memory models can benefit from the consideration of the role played by STIs. In the third presentation, Tania Ramos will contend that stereotype-based expectancy can inhibit the trait inference from an inconsistent behaviour but can also foster other inferences that could explain the behaviour in a different way. In the fourth presentation, Mário Ferreira will explore the phenomenological differences between intentional and spontaneous trait inference and highlight the role that impression monitoring processes play in spontaneous trait inferences. In addition, he will attempt to overcome an apparent discrepancy that arises when we consider the literatures on spontaneous trait inferences and on impression formation

ABSTRACTS**FROM GROUP ACTIONS TO GROUP DISPOSITIONS: SPONTANEOUS TRAIT INFERENCES ABOUT GROUPS?**

David L. Hamilton, University of California, Santa Barbara, Debbie Ko, University of California, Santa – People make spontaneous trait inferences (STIs) regularly, without intention, and without awareness. All research has studied STIs based on behavioral information about individual stimulus persons. We also perceive groups engage in behaviors, but there have been no studies of spontaneous trait inferences about groups (STIGs). Such inferences are important in understanding social perception. As STIs contribute to the emerging impression of an individual, STIGs would contribute to a developing group impression (stereotype) of a group. We tested whether perceivers make STIGs based on group actions. To compare STIs and STIGs, the same behaviors were used for individual and group targets. Ps were shown stimuli, each presenting a photo of one person (individual condition) or photos of four persons (group condition), with a behavior sentence known to imply a trait. Later each photo was paired with a trait that was implied by the behavior performed by that target (matching condition) or was implied by a different target's behavior (mismatch condition). Ps indicated whether the trait word was in the sentence that had described that target in the first phase. False recognitions were compared in a 2 (individual/group target) × 2 (implied match vs. mismatch) design. Ps made false recognitions to a comparable degree in both the individual and group conditions. Importantly, for both targets, Ps made more false recognitions for the matching than for the mismatching items. These results substantiate that Ps made STIs about both individual and group targets, to comparable degrees, and they constitute the first demonstration of STIGs.

TRAIT ENCODING INHIBITION AND ITS IMPACT ON IMPRESSION FORMATION

Rita Jerónimo, Lisbon University Institute, Leonel Garcia-Marques, University of Lisbon, C. Neil Macrae, University of Aberdeen, David L. Hamilton, University of California, Santa Barbara – The present work explores the cognitive mechanisms underlying the processing of expectancy-congruent and incongruent behaviors in impression formation. In previous studies we have been demonstrating that, when forming an impression about a person, a default process of behavior's trait encoding takes place (see also, Uleman, Newman, & Moskowitz, 1996). More importantly, we have also demonstrated that this usual encoding of behaviors in terms of their correspondent traits is inhibited for expectancy-incongruent behaviors as a result of the previous activation of an expectancy about the target of the impression (see also, Wigboldus, Dijksterhuis, & van Knippenberg, 2003). In the studies to be presented the consequences of this trait encoding inhibition of the expectancy-incongruent behaviors for the emergence of the incongruity effect

(Hastie & Kumar, 1979) are evaluated in impression formation. More particularly, in two studies we demonstrate that when that inhibition is circumvented by making correspondent traits for incongruent behaviors' encoding available, either supraliminally (Experiment 1) or subliminally (Experiment 2), the incongruity effect ceases to occur. The central role of the trait inference inhibition process in impression formation is highlighted in that it accounts for both the incongruity effect and the coherent nature of personality impressions.

THE CONTEXTUAL-DEPENDENT NATURE OF SPONTANEOUS TRAIT INFERENCES *Tania Ramos, Lisbon University Institute, Leonel Garcia-Marques, University of Lisbon, David L. Hamilton, University of California, Santa Barbara* – Recent research has been focused in testing the automaticity of spontaneous trait inferences (STIs) (e.g., Todorov & Uleman, 2003). We argue that this process is better conceptualized as cognitively malleable. In the present studies, we used the recognition probe paradigm (Uleman et al., 1996), in order to explore the influence of previous knowledge on STIs. In study 1, we tested whether a stereotype would inhibit STIs from inconsistent behaviors (Wigboldus et al, 2003) and facilitate spontaneous situational inferences (SSIs). Results show that the percentage of STIs was lower for stereotype-inconsistent behaviors. Also, participants took more time to reject the situational probe for stereotype-inconsistent behaviors, which provide some evidence for the occurrence of SSIs. Thus, the activation of a stereotype influences the occurrence of STIs and SSIs. In study 2, we replicated study 1, with behaviors more reactive to the situation. Results only showed differences for SSIs. As expected, SSIs were more likely for stereotype inconsistent behaviors. These results indicate that, depending on the behaviors provided, SSIs could be stronger than STIs, which puts into question the predominance of STIs in social perception. In study 3, we showed that STIs are not only influenced the activation of strong mental structures (i.e., stereotypes), but the presentation of merely one behavior is enough to facilitate or inhibit subsequent trait inferences. Such pattern is in line with a view of the STIs process as malleable to the context. Taken together, our studies contribute to a more flexible view of STIs.

ABSTRACT #4 *Leonel Garcia-Marques, University of Lisbon, Tania Ramos, University of Lisbon and Lisbon University Institute, David L. Hamilton, University of California, Santa Barbara* – We suggest that what makes spontaneous trait inferences different from intentional inferences is that the same inferential process (activation) is closely monitored in the latter but not in the first case. Monitoring is expected to occur under impression goals, allowing explicit access to inferred traits. When such goals are replaced by some other specific goals (e.g., memory) the attentional scope is redirected to other aspects of the stimuli. When such goals are pursued under cognitive overload, the monitoring capacity is expected to be reduced. In both cases, the spontaneously inferred traits are likely to influence behavior only implicitly. Using an adapted version of the False Recognition Paradigm (Todorov and Uleman, 2002), we manipulated processing goals (study 1) and cognitive resources (study 2). Participants read 24 trait implying behavioural descriptions (including the trait or not). The test phase was a forced choice paradigm that presented each of the initial description with and without the trait. In agreement with previous research, spontaneous trait inferences led to high levels of false recognitions. However, Impressions (compared to Memory instructions) decreased false recognitions of implied traits but only when cognitive resources were available. A third study, using a paradigm similar to the one proposed by Hamilton, Katz & Leirer (1980), further supported our activation-monitoring hypothesis by showing that trait clustering at free recall only happened for Impressions (intentional inferences) but not for Memory (spontaneous inferences) supporting the notion that participants have explicit access to the traits in the first but not in the latter case.

Symposia Session E5

SPSP TRAINING COMMITTEE SYMPOSIUM: THE JOY AND FRUSTRATION: HAVING, DEVELOPING, TESTING, AND PRESENTING RESEARCH IDEAS IN PERSONALITY AND SOCIAL PSYCHOLOGY

Friday, February 6, 5:00 – 6:15 pm, Meeting Room 18-19

Chair: Theresa K. Vescio, Pennsylvania State University

Speakers: Lisa Feldman Barrett, Susan T. Fiske, Wendy Berry Mendez, Sanjay Srivastava, Theresa K. Vescio

Summary: The SPSP Training Committee is sponsoring a symposium designed to help inform and entertain conference participants at various stages of their careers about issues in finding, developing and testing research ideas in social and personality psychology. From the advanced graduate student to the established professor, research ideas are the backbone of much of what we do. Yet, identifying, developing, and testing research ideas are associated with a host of challenges, from the practical to the inspirational. With this symposium we seek to illuminate how these challenges can become opportunities and offer some guidelines for pursuing and presenting research as we progress through the different stages of our careers. Specifically, within the context of their own research, the members of the panel will discuss sources of research ideas, elaborate on strategies for developing and testing research, and provide advice for where to look, how to hone, and how to present research ideas so that others can easily see their interest, import and fund-worthy nature. The symposia will conclude with an invited address that unveils some rules of psychological writing that when broken by others raises our eyebrows while we proceed to break them ourselves. Both new and established researchers should benefit from the insights of the panel members.

ABSTRACTS

PUTTING THE BRAIN IN BRAINSTORM: DEVINING AND DESIGNING IDEAS IN THE SCIENCE OF THE MIND

Lisa Feldman Barrett, Boston College – Many personality and social psychologists are interested in social neuroscience as a means to consider and understand social and affective aspects of human behavior. In this talk I will outline the ways in which neuroscience and social science can come together to provide complementary insights and a deeper understanding human behavior. I will also provide suggestions to assure productive integrations that result in scientific advancement.

TRAVELS FROM A RESEARCH IDEA TO A PROGRAM OF RESEARCH TO A THEORY OF SOCIAL MOTIVATION AND BEHAVIOR

Susan T. Fiske, Princeton University – Research ideas come from varied sources and one can learn how to make theory from an accumulation of interesting research ideas. New theories aim to fill a gap in existing explanations. Good theories posit causal relations, attempt coherence, form a good narrative, aim for parsimony, are testable, prove fertile, and solve problems. Theories' sources can be intellectual, personal, group, or worldview. As long as the theory is stated logically, any source can be heuristic. In this talk, I will point to factors that one may want to keep in mind as you work to integrate and explain relations among findings as you move toward theory development.

WHAT I KNOW NOW THAT I WISH I WOULD HAVE KNOWN THEN

Wendy Berry Mendez, Harvard University – To examine coping and stress, intergroup interactions, and biological psychology, I use a multi-method approach and study people across the full scope of human development from infants to octogenarians. This approach has allowed me to understand the development of stereotyping and biases, and the influence of stress on decision-making in a broader and deeper manner. In this talk, I will consider the research ideas that inspired my work and

the varied tools I use to examine the research ideas. In particular, I will focus attention to the things I have learned as an Assistant Professor that I wish I would have known when I was a graduate student, post-doctoral research assistant, or new Assistant Professor.

MAKING PROGRESS IN THE HARDEST SCIENCE

Sanjay

Srivastava, University Oregon – Relative to graduate students, newly-minted assistant professors have much less time to think about, plan and develop research. It's surprising but true: professors have a larger teaching load, a broad (and odd) range of service, a research lab to manage, and many other legitimate demands on their time. However, having research ideas and translating them into testable hypotheses is the key to success. In addition, being a successful personality and/or social psychologists requires the identification of interesting research ideas and the ability to identify the core component of an interesting idea that can be examined empirically. In this talk, we will consider how to approach this task, while assuring that you pursue the work of greatest interest to the self.

FRESH PERSPECTIVES ON SOCIAL ISSUES, MESSY RESEARCH IDEAS AND THE EXPERIMENTAL 2 X 2: HOW, WHEN, AND WHY THEY SHOULD COME TOGETHER

Theresa K. Vescio,

Pennsylvania State University – Many personality and social psychologists seek to study issues of interest (and perhaps personal import). When we are able to do so from novel vantage points, there is the potential to have a meaningful contribution. In many instances, however, the more novel perspectives are associated with messy research ideas. In this talk, I will consider ways of simplifying ideas that stem from larger interests (e.g., social justice concerns) into simple hypotheses that can be tested with basic experimental paradigms. I will consider the benefits and limitations of such an approach and provide some tips I have learned from others regarding how to simplify the complex.

Symposia Session E6

WHEN SUBJECTS DECEIVE: STUDYING IMMORAL BEHAVIOR IN THE LABORATORY

Friday, February 6, 5:00 – 6:15 pm, Meeting Room 20-21

Chairs: *Jessica S. Cameron, Stanford University; Benoît Monin, Stanford University*

Speakers: *Jessica S. Cameron, Jennifer Jordan, Nina Mazar, Cynthia Lonsbary*

Summary: What causes or licenses immoral behavior? Psychologists have studied extensively how individuals react to unethical acts, but they can learn even more about the causes of this type of behavior by actually making it happen in the laboratory. This symposium unites four panelists who have watched participants lie, cheat and steal – and who have thereby isolated some of the factors that elicit these behaviors. These four talks will present new findings in moral psychology, with a special emphasis on the methods and practices that enable researchers to observe actual immoral behavior in the laboratory. First, Cameron, Miller and Monin show that we cheat more when we fear that something we deserve may be taken away from us. Jordan, Mullen and Murnighan demonstrate that we cheat more after reflecting on our own past moral actions, as well as on other people's past immoral actions. Mazar and Ariely show that we cheat more after we are forced to face the fact that we have already been dishonest, which makes us adopt a "what the hell" attitude to future temptations. Finally, Lonsbary presents the counterintuitive finding that we cheat more in domains that we care about than in those that we don't care about, and discusses some of the advantages and pitfalls of studying cheating in the laboratory.

ABSTRACTS

THE DARK SIDE OF SUCCESS: WHEN WE CHEAT TO ACHIEVE WHAT WE THINK WE DESERVE

Jessica S. Cameron, Stanford University, Dale T. Miller, Stanford University, Benoît Monin, Stanford University – Sometimes life seems unfair. When people's notions of what they deserve do not align with what others tell them they have earned, we propose that rather than lowering their expectations to align with their rewards, individuals will become more likely to cheat in order to obtain that to which they feel entitled. In two sets of studies using difficult anagrams, we looked at the role that deservingness plays in cheating. In the first set of studies, we demonstrated that participants trying to avoid a loss were more likely to cheat (by exaggerating the number of anagrams solved) than were those trying to secure an equivalent gain, and that this tendency was accentuated when success was just outside their grasp. In the second set of studies, we found that high expectations of success licensed individuals to cheat (by taking more time than allotted) when they found that they could not measure up to their lofty expectations via honest effort alone. We discuss how a high starting point, a near-miss, and a past record of success all lead individuals to think that they should succeed, and thus make them feel entitled to certain outcomes. It is this very sense of entitlement that we hypothesize licenses people to cheat when honest success is not forthcoming.

THE DEVIL WITHIN AND THE SAINTS AROUND: THE CONTINGENT INFLUENCE OF MORAL ACTIONS

Jennifer Jordan, Northwestern University, Elizabeth Mullen, Stanford University, J. Keith Murnighan, Northwestern University – This investigation seeks to resolve the empirical discrepancy in how past moral actions influence the morality of subsequent behavior. Research on moral credentials indicates that moral action liberates one to engage in subsequent immoral action (Monin & Miller, 2001) and immoral action creates the need for moral penance to atone for one's sins (Liljenquist & Zhong, 2006). Whereas, descriptive norms suggest that (im)moral action encourages similar behavior because it signals normative acceptability (Cialdini, Reno, & Kallgren, 1990; Larimer, Turner, Mallett, & Geisner, 2004). The current study focuses on whether individuals consider their own or others' past moral behavior as a determinant of subsequent moral behavior. We predict that reflecting on one's own actions produces behavioral reactance, whereas, focusing on others' actions produces imitation. Participants (152 undergraduates) were randomly-assigned to conditions in a 2 (moral/immoral) x 2 (self / other) experimental-design. Participants completed a computerized math task, which, they were told, contained a bug that caused the correct answer to appear if they did not hit the spacebar quickly enough. Results demonstrated that participants in the moral-self and immoral-other conditions were more likely than their other and self counterparts to cheat (e.g., allow the answer to appear; begin cheating sooner in the task). These findings replicate the moral credentials effect (Monin & Miller, 2001), the descriptive norms effect (Cialdini et al., 1990), and provide evidence for a moral penance effect. They suggest that to facilitate moral behavior, people should be reminded of their past transgressions and their peers' virtuous behavior.

TEMPORAL INFLUENCES ON CHEATING BEHAVIOR: THE "WHAT THE HELL" EFFECT

Nina Mazar, University of Toronto, Dan Ariely, Duke University – We investigate the dynamics of people's decisions to cheat over time by proposing the idea of a "What the Hell" effect. The idea is that people, who consider themselves as honest, exert cognitive self-control over multiple temptations to cheat; thus, they only cheat once in awhile and by an amount that causes no threat to their self-concept. If, however, they overstretch this leeway unintentionally, they have to face the truth about themselves being dishonest, which in turn causes them to give up self-control and cheat all the way. Finally, people fear that they might lose self-control. Therefore, when given a choice between a situation in which there exists a temptation to cheat and one without

any such temptation, people are more likely to avoid the tempting situation. This decision is true even if the tempting situation offers higher pay-offs than the non-tempting situation, if being honest. Data from two studies support the hypotheses.

THERE AND BACK AGAIN: A RESEARCHER'S JOURNEY IN STUDYING DISHONESTY *Cynthia Lonsbary, St. Lawrence University* – Studying socially undesirable behavior can be particularly challenging due to methodological and ethical reasons, and partly due to the complex nature of such behavior. The aim of this talk is to be a springboard for creative thought about how to overcome some of the broader methodological and ethical issues in order to conduct good science in this area. For example, cheating may occur as a function of the environment (e.g., social norms), the task (e.g., too difficult or boring), and of the person (e.g., intrinsic motivation and performance beliefs). This study illustrates a condition in which intrinsic motivation for accomplishment predicts a greater likelihood of cheating. Seventy-eight undergraduates completed measures of intrinsic and extrinsic academic motivation, and task orientation (feeling successful after working hard) vs. ego orientation (feeling successful when demonstrating intelligence and abilities). Participants and a confederate completed ten difficult anagrams with instructions to work alone. Analyses revealed a significant interaction such that participants with higher intrinsic motivation for accomplishment were more likely to cheat by asking the confederate for answers, especially when they had a higher ego orientation. Thus, defining success as demonstrating one's abilities may interfere with the positive outcomes of intrinsic motivation. Additionally, high ego-orientation plus intrinsic motivation toward accomplishment may present cheating as a means to obtain pleasure from performing well. The researcher's experiences while conducting this study will also be used to highlight some of the difficulties in obtaining actual behavioral samples of socially undesirable phenomena.

Special Session

Saturday, February 7, 8:15 – 9:30 am

Special Session 3

ENTERING THE ACADEMIC MARKETPLACE: ADVICE FROM EXPERTS

Saturday, February 7, 8:15 – 9:30 am, Meeting Room 24-25

Hosted by the American Psychological Association

Summary: What is the "right" academic job, and what does it take to land it? This workshop is designed to introduce graduate and postdoctoral students to the nuts and bolts of pursuing an academic career. Five questions and others regarding the professoriate will be discussed. Expert panelists will share their insights, with plenty of opportunity for discussion.

Chair: Heather Kelly, PhD, APA Science Directorate, Senior Legislative & Federal Affairs Officer

Panelists: Monica Biernat, University of Kansas; Jessica Tracy, University of British Columbia; Jeff Simpson, University of Minnesota; Robert Krueger, Washington University; John Dovidio, Yale University

Symposia Session F

Saturday, February 7, 9:45 – 11:00 am

Symposia Session F1

GROUP MORALITY

Saturday, February 7, 9:45 – 11:00 am, Ballroom C

Chairs: Jesse Graham, University of Virginia; Azim F. Shariff, University of British Columbia

Speakers: Jonathan Haidt, Azim F. Shariff, John T. Jost,

Summary: Psychologists have almost always approached morality as an individual-level phenomenon: a set of skills, values, or knowledge structures within a single head that determine how an individual will treat other individuals, for example, in prisoner's dilemmas, bystander situations, or stories about runaway trolleys. This individual focus fits well with mainstream evolutionary moral theory, which since the 1960s has focused on kin selection and reciprocal altruism. But new thinking about human evolution (Wilson, 2002; Richerson and Boyd, 2005) points to the long history and adaptive importance of intergroup competition. And new thinking in moral psychology (Haidt & Graham, 2007) suggests that the moral domain may be quite broad in most cultures, encompassing virtues related to group cohesion such as loyalty, respect, and physical and spiritual purity. This session examines what moral psychology would look like if we took groups seriously as emergent entities. Many social phenomena and institutions relevant to morality – such as religion, politics, prejudice and ideology – only make sense when a group-level perspective is adopted. Our individual speakers will each tackle one of these pieces by presenting new empirical research that underscores the importance of looking beyond the individual mind in order to fully understand how human beings think about virtue and vice. Presentations will address controversies from evolutionary debates about group selection to normative considerations of the risks and benefits of group-level moral concerns. The three presentations will be followed by a roundtable debate and discussion moderated by the symposium chair, followed by questions from the audience.

ABSTRACTS

GROUP MORALITY, EVOLUTION, AND CULTURE *Jonathan Haidt, University of Virginia* – The moral domain varies across cultures and political ideologies. Western societies, and political liberals within those societies, generally construct "individualizing" moralities built upon two psychological foundations: harm/care, and fairness/reciprocity. Traditional societies, and social conservatives within Western societies, generally construct more groupish or "binding" moralities built upon all five psychological foundations, including the two already mentioned plus ingroup/loyalty, authority/respect, and purity/sanctity. After supporting this basic descriptive claim, I will offer an explanation of why most moralities are groupish moralities. I will suggest that human morality must be understood as a product of gene-culture co-evolution, and that a crucial portion of that co-evolutionary process involved group-level competition during the last ten thousand years, during which time tribalism, war, and the dynamics of empire shaped human cultures and perhaps genes. Finally, I will consider prescriptive implications of this descriptive story. If human minds were "prepared" to construct and enjoy groupish, five-foundation moralities, might the enlightenment project of constructing a two-foundation morality that privileges individual rights face serious obstacles? I will acknowledge the extraordinary danger posed by authoritarian forms of groupishness, but will also suggest that a utilitarian social engineer or policy maker would want to take a Durkheimian perspective and incorporate some conservative insights about the benefits of cohesive groups, authoritative roles, and anti-utilitarian ideals of sacredness.

GROUP MORALITY AND RELIGION: HOW GODS MAKE US GOOD*

Azim F. Shariff, University of British Columbia – I will present research on religious prosociality (RP) - the concept that religion facilitates immediately costly behaviors among individuals for the benefit of others. All religions encourage RP, and recent empirical work demonstrates that it is indeed a potent force. However, rather than being universally extended, a surfeit of research suggests that RP is a much more bounded phenomenon that is discriminately extended and highly context-sensitive. Existing research from across the social sciences will be reviewed to show that, far from being a default code of behavior, RP is evoked only in specific situations, such as when religion is made salient, or where reputational concerns are particularly acute. In addition, new data will be presented which demonstrate how ingroup preference and outgroup derogation effects are uniquely powerful in religious contexts, suggesting that RP is a much more tribal, than universal, affair. This pattern of results is weighed against different, often competing, theories about the evolutionary origins of religious belief and ritual. A case will be made for religion being best understood as a collection of largely group-level cultural adaptations, rather than genetic adaptations, or 'viruses of the mind'. Together, these lines of theoretical and empirical research will clarify what role religion plays in human morality, what are its limitations, and what – if any – are its alternatives.

GROUP MORALITY AND IDEOLOGY: LEFT AND RIGHT, RIGHT AND WRONG

John T. Jost, New York University – Since the time of the French Revolution, the political left has generally supported social change in the direction of increased egalitarianism, whereas the right has opposed it. In this talk, I will summarize several lines of research showing that right-wing (i.e., conservative) ideology continues to be more strongly associated with system-justifying motives and consequences, in comparison with left-wing (and, in the U.S., liberal) ideology. I will order over chaos, and hierarchy over equality; (b) show heightened favoritism for advantaged over disadvantaged groups with respect to implicit and explicit attitudes; (c) score higher on various measures of system justification; (d) endorse specific opinions, including opinions about global warming, that reflect resistance to change and are motivated by system justification needs; and (e) are happier, because they are less troubled by the degree of economic inequality in society. Recently, Haidt and Graham have proposed that system justification is beneficial to society as a whole and that leftists should embrace right-wing moral intuitions concerning the importance of adhering to ingroup, authority, and purity norms. This is an intriguing argument, but there are several problems with it, including a failure to distinguish between moralizing and morality and an underappreciation of the threat of authoritarianism. From a system justification perspective, there are clear drawbacks to the individual and society that come from elevating conformity, tradition, and hierarchy to the status of moral principles.

Symposia Session F2**HEALING A SKINNED KNEE WITH A KISS ON THE CHEEK: FLEXIBILITY IN RESPONDING TO SELF THREAT**

Saturday, February 7, 9:45 – 11:00 am, Ballroom D

Chair: A. David Nussbaum, University of Waterloo, Stanford University

Speakers: Phil Shaver, Steven Spencer, Clayton Critcher, A. David Nussbaum

Summary: People are remarkably resilient in the face of adversity. Over the past 50 years, social psychology has repeatedly refashioned its take on the psychology of defense, increasingly appreciating the flexibility people have in selecting from their arsenal of "defensive strategies" to assuage the sting of a psychic threat. The current symposium seeks both to: a) demonstrate new bounds to this defense flexibility, and b) provide insight into why such flexible strategies are

indeed effective. Shaver and Mikulincer stress that resources used to buffer the effects of threat exist not only within the person, but in interpersonal relationships. They find that secure attachments allow people to accept threatening feedback. Next, Spencer and colleagues highlight the social nature of self-affirmations. They find that affirming domains that people share with significant others is especially effective in reducing defensiveness. The final two talks offer insight into why flexible strategies are indeed effective. Critcher and Dunning present research suggesting that affirming threat-unrelated identities expands the contents of the working self-concept, leading threats to be construed more narrowly and feelings of self-worth to be determined more globally. Finally, Nussbaum and Dweck examine how flexibility in self-theories moderates the impact of threats. One's general self-theory about the fixed or changeable nature of an identity changes the meaning of a threat—from an indelible mark of incompetence to an impetus for improvement. In combination, these talks strike an optimistic chord, demonstrating how flexibility allows people to accept and learn from threats.

ABSTRACTS**THE POSITIVE EFFECTS OF THE SENSE OF ATTACHMENT SECURITY ON EMOTION REGULATION AND MENTAL HEALTH IN ADULTHOOD**

Phillip R. Shaver, University of California, Davis, Mario Mikulincer, Interdisciplinary Center, Herzliya, Israel – Past work on psychological defense has often stressed the role that personal resources, such as self-esteem (i.e., valued self characteristics), play in securing the self against threat. In our talk, we will conceptualize the sense of attachment security as an inner resource and will present theory and research on the positive effects that this resource has on emotion regulation and mental health in adulthood (e.g., Mikulincer & Shaver, 2005a). In particular, we will review recent laboratory studies aimed at boosting the sense of attachment security by experimentally activating mental representations of loving and caring relationship partners (a process we call "security priming"). We will show that security-priming interventions have beneficial effects on positive mood; inhibit post-traumatic stress symptoms (e.g., trauma-related thoughts); reduce symptoms of eating disorders symptoms (e.g., intrusion of food-related thoughts, disturbances in body perception); and promote more constructive ways of coping with threatening events. Finally, we will discuss previously unaddressed issues concerning the mechanism underlying the beneficial effects of security-priming interventions. The power of reminders of this interpersonal resource further demonstrates the flexibility with which self threats can be confronted.

THE ROLE OF CLOSE OTHERS IN SELF-AFFIRMATION PROCESSES

Steven J. Spencer, University of Waterloo – Calling to mind personally relevant values helps one to cope with threats to unrelated aspects of one's identity. We propose that the security functions of these values derive power not only from one's own personal value system, but from the value systems of significant others in one's life. Two studies are described in which shared values—those valued both by the self and by a significant other—are particularly potent sources of self-affirmation. In one study, when a relationship partner shared a value with his or her partner, affirming this value was particularly effective in reducing threats to the relationship. In a second study, when Asian Canadians wrote about a value that they shared with their parents, their cognitive dissonance was particularly likely to be reduced. In combination, these studies demonstrate the flexibility with which the self can draw on both internal and social sources of meaning in restoring integrity to the self. In a third study we examined how self-affirmation and self-esteem interact to influence positive other-directed affect—which has recently been found to play a potentially mediating role in reducing defensiveness (Crocker, Niiya, & Mischkowski, in press)—as a response to thinking about important values. High self-esteem people evidenced uniformly

positive other directed affect, but low self-esteem people had large increases in other directed affect after writing about an important value. Together this research suggests the important (and at times interactive role) that both close others and the self play in self-affirmation processes.

AFFIRMATIONS PROVIDE PERSPECTIVE: REDUCING DEFENSIVENESS BY EXPANDING THE WORKING SELF-CONCEPT

Clayton R. Critcher and David Dunning, Cornell University – Despite more than a quarter-century of demonstrations that self-affirmations reduce the threat posed to unrelated aspects of one's identity, it remains unclear how affirmations accomplish this. We propose that self-affirmations expand the contents of the working self-concept, thereby providing a broader perspective on the self. Threats capture attention, though affirmations allow one to "take a step back," leading a threat to seem narrower than it would otherwise. In Study 1, participants affirmed in a non-academic domain did not trivialize the importance of their academic major, although they did see their major as a smaller part of who they were. In Study 2, participants completed an extremely difficult intellectual test for which failure was virtually assured. Control participants' depressed feelings of self-worth were predicted quite narrowly, by how skilled they believed themselves to be on such tests. Affirmed participants maintained perspective, retaining elevated feelings of self-worth that were entirely predicted by their chronic self-esteem, whereas their perceptions of test performance exerted no effect. In Study 3, some participants merely completed a "perspective circle," drawing wedges on a circle—which represented their self-concept—to reflect the size of both a threatened and an unrelated, valued identity. The exercise eliminated a defensive attribution style in explaining failure, and its success did not depend on whether participants trivialized the threat (by drawing a smaller wedge). The "affirmations as perspective" framework explains why affirmations shift threat construal (without prompting trivialization), how self-worth is buffered, and suggests the crucial ingredients for an effective affirmation exercise.

MANAGING SELF-ESTEEM: IMPLICIT THEORIES AND RESPONSES TO NEGATIVE FEEDBACK

A. David Nussbaum and Carol S. Dweck, Stanford University – In response to threatening feedback, people often restore self-esteem defensively. The current research examines how people's implicit theories (Dweck, 1999) influence this response. We predicted that entity theorists, who believe that intelligence is fixed, would respond defensively to negative feedback because it would be taken as an indication of their fixed intelligence. In contrast, we predicted that incremental theorists, who believe that intelligence is malleable, would respond by trying to improve. Furthermore, we predicted that both responses would allow for self-esteem repair within its implicit theory framework. In Study 1, participants were primed with either an entity or incremental theory, then received negative feedback on a novel task. Those primed with an incremental theory responded by engaging in upward social comparisons, while those primed with an entity theory engaged in downward social comparisons. In Study 2, following mixed feedback, entity participants returned to a task that they had already succeeded on, while incremental participants returned to a task with which they had difficulty. In both studies, incremental participants looked for opportunities for improvement and entity theorists looked for ways to negate the negative feedback. Study 3 replicated the previous results and demonstrated that the different strategies chosen by entity and incremental participants (and only those strategies that were theory-consistent) were successful in restoring self-esteem. These results suggest that there are two mechanisms for self-esteem repair in the face of a skill deficit – psychological adjustment and further learning – and that each is more likely and useful within different conceptions of ability.

Symposia Session F3

AFFECT AS INFORMATIONAL FEEDBACK IN GOAL PURSUIT

Saturday, February 7, 9:45 – 11:00 am, Meeting Room 13-16

Chair: *Edward Orehek, University of Maryland*

Speakers: *Charles S. Carver, Edward Orehek, Grainne Fitzsimons, Ruud Custers*

Summary: The authors in this symposium present theory and research that illustrate how the impact of goals on behavior is shaped by the experience of affect. In the first talk, Carver demonstrates that affect can serve as information about the rate of progress in goal pursuit. When success feedback is given, positive affect is experienced and the actor slows down. When failure feedback is given, negative affect is experienced and the actor speeds up. In the second talk, Orehek shows that positive affect leads to decreased goal activation when competing goals are present because it serves as information that sufficient progress has been made, allowing the actor to re-allocate resources to the competing goals. However, positive affect leads to increased goal activation when competing goals are absent because it serves as information that the actor is on the right track. In the third talk, Fitzsimons shows the impact such goal competition has on experiences related to the focal goal, finding that negative affect is experienced when the focal goal is pursued at the expense of competing goals. In the fourth talk, Custers demonstrates that when negative affect is co-activated with a goal, the actor avoids behaviors associated with the goal. Collectively, the talks in this symposium provide evidence demonstrating the importance of affect as informational feedback in goal pursuit. Affect is used as information suggesting the appropriate rate of movement towards goals, activation level of goals, resources to be allocated to goals, and whether behaviors should be approached or avoided.

ABSTRACTS

DO PEOPLE COAST WHEN THEY'RE HAPPY ABOUT THEIR TASK EFFORTS?

Charles S. Carver, Dan Fulford, & Sheri L. Johnson, University of Miami – We tested how people respond to positive feelings about their ongoing success at a given task. Participants worked at a timed task in which they counted the frequency with which a total of 2 dots appeared above or below a lower case p in a string of ps and ds with varying dot configurations. After the first and second blocks of a 3-block task, subjects received either feedback that they had performed exceptionally well, feedback that they had done poorly, or a neutral communication. Performances (items attempted within the time block and items correct) were assessed in each block. After success feedback, participants reported more positive affect; the number of items attempted on the final block fell (i.e., they slowed down) but accuracy improved. After failure feedback, participants reported more negative affect; the number of items attempted on the final block rose (i.e., they tried harder) but accuracy deteriorated. Blood pressure data were collected during the task but have not yet been analyzed.

POSITIVE AFFECT AND GOAL ACTIVATION: THE INFLUENCE OF COMPETING GOALS

Edward Orehek, University of Maryland – Goals are conceptualized as stored knowledge structures that can vary in their activation level at a given moment (Bargh, 1989; Kruglanski, 1996). Once a goal has been adopted, the actor monitors the progress that has been made towards the goal. Current theorizing about the impact of positive affect as informational feedback in goal pursuit suggests (1) positive affect can serve as a signal indicating that sufficient progress towards a goal has been made (Carver & Scheier, 1998), but also (2) positive affect can serve as a signal indicating that commitment to a goal should be maintained (Clare et al., 2001). When an individual infers that significant progress has been made, the goal is deactivated, but when an individual

infers that commitment to the goal should be maintained, goal activation is increased (Fishbach & Dhar, 2005). The demand for resources from competing goals should motivate the individual to infer progress on the focal goal when positive affect is experienced, leading to goal deactivation. When competing goals are not present, the individual should infer commitment to the focal goal when positive affect is experienced, leading to increased goal activation. As expected, the experience of positive (vs. neutral) affect led to lesser goal activation when competing goals were present, but greater goal activation when competing goals were absent.

AFFECTIVE CONSEQUENCES OF GOAL CONFLICT Grainne M. Fitzsimons, Sook Ning Chua, John G. Holmes, University of Waterloo – Once committed to a given goal, goal pursuers are known to adopt goal-protective strategies, viewing alternatives more negatively and focusing on implementation of the goal at hand (Gollwitzer, 1990). However, goal pursuers do not always have the option of maintaining exclusive focus on one goal. Often, goal pursuers must recognize potential conflicts among their goals, and strive to resolve these conflicts and balance their goal pursuits. The current research examines the affective consequences of such goal conflicts, and the role of affect in shaping subsequent goal-directed behavior. In several studies, when faced with conflicts between personal goals (i.e., goals for fitness and academic achievement) and interpersonal goals (i.e., goals for friendship and romantic relationship maintenance), participants responded (as would be expected) by moving towards the temporarily or chronically more important goal. However, as we hypothesized, this conflict-induced commitment shift was accompanied by a cost for the chosen goal: Participants showed increased negative affect towards the goal or the target of the goal. For example, committed romantic partners who were led to believe that the pursuit of a romantic relationship could conflict with academic achievement goals responded by increasing commitment to their romantic relationship; at the same time, however, they felt increased negativity and ambivalence towards their romantic partners. We hypothesize that negative goal-directed affect will result from conflict-induced commitment shifts, and furthermore, that it serves as a cue to the goal pursuer of the existence of a conflict, helping remind the goal pursuer of the neglected goal.

NEGATIVE AFFECT AND NONCONSCIOUS AVOIDANCE GOALS Ruud Custers, Utrecht University, The Netherlands – Goals are widely defined as desired states. The mounting literature on nonconscious goal-pursuit demonstrates that priming desired behaviors motivates people to reduce the discrepancy between their current state and the behavioral state (i.e. engage in that behavior), even though they are not aware of the origin of their motivation. Earlier work from our lab has revealed that the motivational power of these primed behavioral goals is determined by the extent to which the primed behavior representation is associated with positive affect, which signals that the behavior is desired (Custers & Aarts, 2005). However, people sometimes also strive to avoid undesired states. Although there is some evidence to suggest that such avoidance goals can operate outside conscious awareness, little is known about how those goals are represented and when they motivate behavior. In the present talk, several experiments are presented that look into the role of negative affect in nonconscious avoidance motivation. It is already known that negative affect that is co-activated with a behavior representation ceases motivation to engage in that behavior to the extent that its representation is associated with positive affect (Aarts, Custers, & Holland, 2007). However, in the present line of research it is demonstrated that when negative affect is co-activated with a behavior representation outside people's awareness (making use of subliminal priming), people work harder to avoid that behavior when 1) they are already engaged in that behavior, or 2) they anticipate engaging in the behavior. Differences with basic approach/avoidance responses are discussed.

Symposia Session F4

RISK REGULATION: SELF-ESTEEM, SOCIAL GOALS, AND THEIR CONSEQUENCES

Saturday, February 7, 9:45 – 11:00 am, Meeting Room 10-12

Chair: Jessica J. Cameron, University of Manitoba

Speakers: Rebecca T. Pinkus, Lisa Jaremka, Justin V. Cavallo, Jessica J. Cameron

Summary: Although intimate relationships can be a source of life satisfaction (e.g., Lucas et al., 2003) and a contributor to mental (e.g., Berscheid & Reis, 1998) and physical well-being (e.g., Stinson et al., 2008), relationships are inherently risky and sometimes downright threatening. Romantic partners can outshine, devalue, neglect, or even reject each other, making continued relational investments a leap of faith. People differ in how they tend to resolve this conflict between connectedness goals and self-protection. According to a recent risk regulation model proposed by Murray et al (2008), those lower in self-esteem (LSEs) resolve this internal conflict by favoring self-protective goals whereas those higher in self-esteem (HSEs) favor connectedness goals. The present symposium will discuss experimental research that demonstrates the consequences of risk and threat using diverse manipulations and outcome assessments. Two talks will focus on this process in terms of relational consequences. Pinkus and Murray examine the relational consequences of public social comparisons, in comparison to private social comparisons, for LSEs and HSEs in ongoing relationships. Jaremka, Collins, Bunyan, and Sherman demonstrate that self-affirmation can eliminate destructive relationship consequences for LSEs after experiencing a self threat in the context of their relationships. The remaining two talks will extend beyond the context of ongoing romantic relationships. Cavallo, Fitzsimons, and Holmes examine how relationship threats have consequences for risk-taking behaviors in multiple domains outside of the relationship. Finally, Cameron and Stinson investigate the perceptual and behavioral consequences of social risk for LSEs and HSEs in the context of relationship initiation.

ABSTRACTS

THE IMPACT OF PUBLIC VS. PRIVATE SOCIAL COMPARISONS TO A ROMANTIC PARTNER Rebecca T. Pinkus & Sandra L. Murray (University at Buffalo) – Social comparisons to one's romantic partner are common in daily life; individuals respond positively or negatively to such comparisons, depending on various contextual factors (e.g., comparison direction, domain relevance; Pinkus et al., 2008). A potentially important contextual factor concerns which member(s) of the couple knows about the comparison: Public comparisons are those in which both the individual and the partner are aware of the comparison outcome, whereas private comparisons are those in which only the individual is aware of the outcome. Individuals low in self-esteem (LSEs) should be more threatened by public comparisons to their partner (regardless of direction) because imagining their partner making comparisons might activate anxieties about deservingness (Murray et al., 2008). Because LSEs view their partner more positively than they view themselves, they feel inferior (Murray et al., 2005) and should respond negatively to the possibility that their partner might be judging them. In contrast, individuals high in self-esteem (HSEs) should feel that they match their partner's worth, and not become concerned by a single instance of comparison. Participants imagined either an upward or downward comparison scenario that was either public or private. LSEs reacted less positively to public comparisons than HSEs: they experienced less love, trust, and felt less connected to their partner when the comparison was public than private. Thus, LSEs' perceptions of the contingent nature of felt security were salient, and their chronic feelings of inferiority to their partner influenced their reactions to the public comparisons. Implications for the risk regulation model are considered.

THROUGH THE LOOKING GLASS DARKLY – ALWAYS? HOW SELF-AFFIRMATION MAY STOP SELF-DOUBTS FROM BECOMING RELATIONSHIP INSECURITIES

Lisa Jaremka, Nancy Collins, Deb Bunyan, & David Sherman (University of California Santa Barbara) – Research suggests that individuals with low self-esteem (LSE) feel insecure in their relationships in part because they believe their partners see them as negatively as they see themselves. This work has shown that, when presented with self-threats, LSE individuals psychologically distance themselves from their partners in an effort to protect themselves from anticipated rejection, whereas those with high self-esteem (HSE) draw closer to their partners. Can this pattern be altered or are LSE individuals destined to turn self-doubts into relationship insecurities? Self-affirmation theory proposes that one way that people can cope with threats to the self is by affirming their worth in domains that are central to their personal identity. Prior research shows that self-affirmation can reduce defensive reactions to psychological threats, but this process has not been studied in romantic relationships. Thus, the goal of the current research was to bring together these two distinct literatures. Participants were randomly assigned to three conditions: threat plus control writing (TC), threat plus affirmation writing (TA), and no-threat control (NTC). Results suggest that the self-affirmation manipulation did indeed reduce defensive reactions to self-threat. For example, in the TC condition, participants with LSE were more likely than those with HSE to distance themselves from their partner – they became less committed to their relationship and made more pessimistic predictions about the future of their relationship. However, in the TA condition, this difference was eliminated. These results suggest that self-affirmation may be one way to reduce defensive, self-protective responses to threat within close relationships.

TAKING CHANCES IN THE FACE OF RELATIONSHIP THREAT: THE ROLE OF APPROACH MOTIVATION IN THE RISK REGULATION SYSTEM

Justin V. Cavallo, Grainne M. Fitzsimons, & John G. Holmes (University of Waterloo) – Murray, Holmes, & Collins (2006) have proposed the existence of a regulatory system that allows people to resolve internal conflict between the motive to seek intimacy with romantic partners and the motive to protect oneself from potential rejection. The present research investigates the possibility that this highly specialized risk regulation system is inherently linked to a more fundamental regulatory system that governs general motivational orientations. Specifically, we propose that when faced with interpersonal risk, high self-esteem people bolster their global approach orientation whereas people with low self-esteem deemphasize approach goals. These broad motivational responses allow high self-esteem people to pursue connectedness goals in the face of relationship threat but inhibit such behavior in low self-esteem people. However, such general motivational shifts can affect cognition and behavior in non-relationship contexts as well. Results from three studies provide support for this hypothesis. Following a manipulation of relationship threat (vs. control), high self-esteem participants reported stronger chronic approach goals (Study 1) and made riskier decisions about partaking in potentially hazardous recreational activities (Study 2) and when evaluating financial investments (Study 3). These results reflect a heightened focus on positive outcomes that is characteristic of approach motivation. In contrast, low-self esteem people reported weaker approach motives and became more conservative in their decision making, demonstrating an inhibition of approach goals when interpersonal risk is salient. Taken together, these results suggest that the risk regulation system may have developed from a motivational system that governs risk-taking more broadly.

RISK REGULATION DURING RELATIONSHIP INITIATION: SELF-ESTEEM AND MOTIVATED PERCEPTIONS OF ACCEPTANCE

Jessica J. Cameron (University of Manitoba) & Danu Anthony Stinson (University of Waterloo) – Social risk elicits self-esteem differences in signature social motivations and behaviors during the relationship initiation

process. In the present research, the authors tested the hypothesis that lower self-esteem individuals' (LSEs) motivation to avoid rejection leads them to self-protectively under-detect acceptance from potential romantic partners, whereas higher self-esteem individuals' (HSEs) motivation to promote new relationships leads them to over-detect acceptance. In Study 1, social risk increased activation of avoidance goals for LSEs on a word-recall task, but increased activation of approach goals for HSEs, as evidenced by their increased use of likeable behaviors. In Study 2, single men interacted with a highly attractive and accepting female confederate, and LSEs perceived less acceptance than HSEs. In Study 3, single male participants watched a prerecorded video of a highly attractive and accepting female confederate. When told that the confederate was going to decide if she wanted to meet the participant again at a later date, LSEs perceived less acceptance and behaved in a less likable manner than HSEs. However, in all three studies, when social risk was reduced or eliminated, these self-esteem differences were eliminated on avoidance goals (Study 1), perceptions of acceptance (Studies 2 and 3), and social behavior (Study 3). Under risky conditions, LSEs' self-protective orientation inhibits the likelihood of forming social bonds, creating actual rejection experiences and ultimately undermining their sense of self-worth. However, HSEs' approach towards relationships enhances the likelihood of forming social bonds, creating real acceptance and maintaining a sense of self-worth.

Symposia Session F5

WHAT DO PEOPLE WANT TO FEEL? EXPLORING MOTIVES IN EMOTION REGULATION

Saturday, February 7, 9:45 – 11:00 am, Meeting Room 18-19

Chair: *Maya Tamir, Boston College*

Speakers: *Maya Tamir, Jeanne L. Tsai, Joanne V. Wood, Agnetta Fischer*

Summary: Most research in emotion regulation is based on the assumption that people are motivated to increase pleasant emotions and decrease unpleasant emotions. Recent research, however, suggests that this may not always be the case. This symposium will include 4 talks that examine what people try to achieve as they regulate their emotions. The talks provide an expansive overview of novel research programs that examine motives in emotion regulation and how they differ as a function of concurrent goals (Tamir), culture and age (Tsai), personality (Wood, Stager, & Whittington), and gender (Fischer & Evers). Specifically, Tamir will present evidence showing that people are motivated to experience emotions that they expect to be useful for goal pursuit, even if unpleasant to experience. Tsai will present evidence showing that people are motivated to experience emotions that are culturally valued. Wood, Stager, and Whittington will demonstrate that people are motivated to experience emotions that they believe they deserve to feel, focusing on differences in self-esteem. Finally, Fischer and Evers will demonstrate that people are motivated to display emotions that would lead to positive social appraisals. Taken together, these lines of research highlight the importance of identifying what people want to feel - a question that has received little attention to date, for understanding emotion regulation.

ABSTRACTS

WHAT WILL I GET OUT OF IT? EXPECTED UTILITY AND PREFERENCES FOR ANGER

Maya Tamir, Boston College – Most research in emotion regulation has been guided by the pleasure principle, according to which people always want to maximize pleasure. In contrast, this research demonstrates that what people want to feel can depend on utility, such that people sometimes want to feel useful emotions, even if they are unpleasant. To test this hypothesis, I examined whether people would want to feel angry when they anticipate a context in which anger can be useful. Examining the impact of anger experience

on the outcomes of a negotiation, the current findings show that anger can be useful for successful confrontation. People who intended to confront (vs. collaborate with) another were most likely to lead their partner to concede to their demands when they were angry (vs. happy). Second, consistent with predictions, when people intended to confront another, they wanted to increase their anger in preparation for the confrontation. Third, consistent with a utilitarian approach and predictions of value-expectancy models (e.g., Fishbein & Ajzen, 1975), preferences for anger were mediated by the expected utility of anger. These findings demonstrate that, similar to other forms of self-control, people are motivated to experience emotions that would maximize long-term benefits.

IDEAL AFFECT ACROSS THE LIFE SPAN: SIMILARITIES AND DIFFERENCES BETWEEN EUROPEAN AMERICANS AND CHINESE AMERICANS

Jeanne L. Tsai, Stanford University – Previous studies reveal that culture shapes how people ideally want to feel (i.e., their “ideal affect”), with American culture valuing high arousal positive states (HAP; excitement, enthusiasm) more than Chinese culture. These studies, however, focused on college students and preschool children. Therefore, we examined how culture and age influence ideal affect in a community sample of 234 European Americans (EA) and 237 Chinese Americans (CA) between the ages of 20-80. Participants completed measures of global ideal affect (“How much would you ideally like to feel X on average?”). A subsample also completed measures of momentary ideal affect (“How much would you ideally like to feel X right now?”) at 5 randomly selected times a day for 7 days. We predicted that: (1) EA middle-aged (40-59 y.o.) and older (60-80 y.o.) adults would value HAP more than CA middle-aged and older adults, and (2) across cultural groups, older adults would value HAP states less than would their younger counterparts. As predicted, culture and age influenced ideal HAP at the momentary level: EA valued HAP more than CA across age groups, and older adults valued HAP less than younger adults across cultural groups. At the global level, however, age differences in ideal HAP emerged for CA only. Even though EA older adults wanted to feel HAP less than their younger counterparts at a momentary level, their global ideal HAP was similar to that of their younger counterparts. These findings suggest that for Americans, ideal aging is associated with feeling excited.

IT'S MY PARTY AND I'LL CRY IF I WANT TO: SELF-ESTEEM DIFFERENCES IN POSITIVE AND NEGATIVE AFFECT REGULATION

Joanne V. Wood, University of Waterloo, Pamela Stager, Queens University, Elizabeth J. Whittington, University of Waterloo – Everyone wants to be happy. Although this statement is widely believed by psychologists and laypeople alike, research reveals that it is not equally true of everyone. When they are unhappy, people with low self-esteem (LSEs) are less motivated than people with high self-esteem (HSEs) to feel better. When they are happy, LSEs are less motivated than HSEs to savor their happiness, and even have some desire to dampen it. These self-esteem differences exist even when Extraversion and Neuroticism are controlled. What mechanisms underlie self-esteem differences in mood regulation? One possibility is that LSEs feel relatively undeserving of happiness. We present experiments involving mood inductions, manipulations of the self-relevance of the mood (e.g., personal accomplishment or sensory pleasure), and manipulations of personal deservingness (e.g., reminders of personal rejection). Results indicate that (1) LSEs feel less deserving of positive outcomes and of positive moods than do HSEs; (2) feeling relatively undeserving diminishes LSEs', but not HSEs', motivation to repair sad moods; and (3) LSEs even show desires to dampen pleasure due to causes relatively irrelevant to the self. Feeling undeserving may stem from self-verification and sociometer-related motives. These results point to self-esteem, along with Extraversion and Neuroticism, as personality dimensions important to emotion regulation, and have further implications for the emotion regulation and self-esteem literatures.

SOCIAL APPRAISALS AS SOURCES OF EMOTION REGULATION:

THE CASE OF ANGER *Agneta Fischer, University of Amsterdam, Catherine Evers, Utrecht University* – Anger is not only a frequently occurring emotion, but also a frequently regulated emotion. There are various ways in which we display our anger, from offensive, physical aggression, to constructive criticism or completely ignoring a person. The way in which we regulate the display of our anger depends on the intensity and reason for our anger, but also on the way in which we appraise the social consequences of our anger displays. These social appraisals tell us how others will feel or behave if we would show our anger. In this talk several studies will be reported, providing evidence that social appraisals affect the way in which we express our anger and explaining why men and women express their anger differently in different social contexts. In general, negative social appraisals are associated with the more covert and indirect expression of one's anger, whereas positive social appraisals are related to more overt and direct anger displays. More in particular, the stronger negative social appraisals reported by women, predict their more powerless and indirect anger expressions. Social appraisals also take into account the relationship with the target of one's anger, but they affect men's and women's anger regulation in different ways. Women appraise the social implications of their anger as more positive in intimate relations, resulting in more direct and antagonistic anger displays, whereas in contrast men's positive social appraisals are stronger in less intimate contexts. The role of social appraisals, relative to other motives in emotion regulation will be discussed.

Symposia Session F6

CULTURAL AND DEVELOPMENTAL SOCIAL NEUROSCIENCE APPROACHES TO THE SELF AND SOCIAL COGNITION

Saturday, February 7, 9:45 – 11:00 am, Meeting Room 20-21

Chair: *Joan Y. Chiao, Northwestern University*

Speakers: *Shihui Han, Rebecca Ray, Jennifer Pfeifer, Joan Chiao*

Summary: Since the 19th century, the study of culture and biology across multiple time scales has primarily occurred as separate enterprises, a divide often referred to as the ‘two cultures’ of intellectual inquiry. However, recent theoretical and methodological advances in cultural psychology and human neuroscience have created a novel opportunity for scientists to bridge these two lines of inquiry. This symposium highlights cultural and developmental social neuroscience research investigating how culture influences neural processes underlying the self and social cognition across ontogenetic and situational time scales. Shihui Han will discuss evidence of cultural influences on neural representations of the self in Chinese and Western adults. Rebecca Ray will discuss the role that individual differences in attachment play in shaping neural representations of the self in children. Jennifer Pfeifer will present findings that illustrate cultural and developmental influences on neural representations of directed versus reflected self appraisals in Chinese and American adolescents and young adults. Joan Chiao will discuss evidence of dynamic cultural influences on neural substrates of self and social cognition in Caucasian-Americans, native Japanese and bicultural Asian-Americans. Ultimately, by integrating theory and methods of cultural psychology and human neuroscience, we may gain greater specificity in our understanding of the bidirectional relationship between culture and biology: the influence of culture on brain function and the role that neurobiological mechanisms play in sustaining culture within and across generations.

ABSTRACTS

NEURAL STRUCTURE OF THE CHINESE SELF *Shihui Han, Beijing University* – Social psychological studies suggest that psychological structures of the self are different between Westerners and East Asians. Westerners view the self as an identity that is separated and distinct from others (the independent self) whereas East Asians emphasize the fundamental connections between people in social contexts (the interdependent self). In accordance with the cultural difference in psychological structure of the self, our recent brain imaging studies showed evidence for overlap of the neural structure (i.e., the medial prefrontal cortex (MPFC)) of self and close others (e.g., mother) in Chinese but not in Westerners, providing neuroimaging evidence that culture shapes the functional anatomy of self representation. In addition, we showed that whether the neural structure of the self includes close others in Chinese depends on the relationships between the self and others. While the neural structure of the Chinese self includes mother, less overlap in neural substrates was observed between the self and father and no evident for overlap was observed between the self and a good friend. The neuroimaging results are congruent with subjective ratings of the closeness of the relationship between the self and others. Taken together, our brain imaging finding suggest that social interactions between individuals play a pivotal role in modulation of the neural structure involved in self and other representation and may contribute to the cultural difference in both psychological and neural structure of the self.

INDIVIDUAL DIFFERENCES IN NEURAL BASES OF SELF IN CHILDREN *Rebecca Ray, Vanderbilt University* – Recent research has shown that the MPFC and PCC are recruited to process information about one's self and close others. However, the neural bases of self-referential and close other processing in children, is not as well known. Furthermore, individual differences in attachment have not been investigated as possible modulators of activation. The present studies demonstrate the substantial overlap in regions of MPFC, ACC and PCC when adults and children engage in self- and close other-referential processing; however, a region of rACC shows greater activation when processing information about oneself in adults, and further, is modulated by attachment. Finally, differences in this region are also associated with preferential memory for self or mother encoded information in children. These studies suggest that accessing representations of self and close others involves many common brain regions, however, the rACC may particularly sensitive to the representation that is most emotionally salient at each developmental period.

NEURAL SYSTEMS SUPPORTING REFLECTED AND DIRECT SELF-APPRAISALS: DEVELOPMENTAL AND CROSS-CULTURAL STUDIES *Jennifer H. Pfeifer¹, Jared Lessard², Carrie L. Masten³, Larissa Borofsky³, Mirella Dapretto⁴, Matthew D. Lieberman³, Andrew J. Fuligni³, & Chuansheng Chen²* ¹Dept. of Psychology, University of Oregon; ²Dept. of Psychology and Social Behavior, University of California, Irvine; ³Dept. of Psychology and ⁴Ahmannson-Lovelace Brain Mapping Center, University of California, Los Angeles – Classic theories about self-development suggest an important contribution to self-perception is derived from how we believe others view us, commonly referred to as reflected self-appraisals. A growing number of fMRI studies have probed the neural systems supporting direct self-reflection, but very few have attempted to examine what additional regions may be engaged by taking others' perspectives on the self. We explored cultural and developmental factors influencing brain activity during direct and reflected self-appraisal processes in two fMRI studies. Both studies utilized early adolescent and young adult samples for developmental comparisons across two age groups; one study was conducted in Los Angeles and the other in Beijing. During direct self-appraisals in the American sample, adolescents demonstrated greater activity than adults in networks relevant to self-perception (medial prefrontal and parietal cortices) and social perspective-taking

(dorsomedial prefrontal cortex, temporoparietal junction, and posterior superior temporal sulcus) – suggesting adolescent self-construals may rely more heavily on others' perspectives about the self. Meanwhile, results from the Chinese sample helped qualify whether the American developmental trajectory, characterized by decontextualization of self-views, occurs to a lesser degree in cultures that are more relationally or collectively oriented. Activity in medial prefrontal and parietal cortices was also enhanced when American adolescents took the perspective of someone more relevant to a given domain (i.e., best friend/social domain and mother/academic domain). The data from Chinese adolescents illuminated how cross-cultural differences in the influence possessed by family members and peers in academic and social domains affects the neural correlates of reflected self-appraisals.

DYNAMIC CULTURAL INFLUENCES ON NEURAL SUBSTRATES OF SELF AND SOCIAL COGNITION *Joan Y. Chiao, Northwestern University* – Individualism and collectivism refer to cultural values often used to explain differences in how individuals from Western and East Asian cultures construe themselves and their relation to the world. Individualists perceive themselves as stable entities, autonomous from other people and their environment, while collectivists view themselves as dynamic entities, continually defined by their social context and relationships. Here we used functional magnetic resonance imaging (fMRI) in four experiments to examine the static and dynamic influences of individualism and collectivism on neural substrates of self and social cognition. In Experiment 1, we used cross-cultural neuroimaging to show that neural activity within the anterior rostral portion of medial prefrontal cortex (MPFC) during general versus contextual self judgments positively predicts how individualistic or collectivistic a person is across cultures. In Experiment 2, bicultural individuals primed with either an individualistic or collectivistic orientation showed greater activation within MPFC and posterior cingulate cortex (PCC) during general relative to contextual self judgments, respectively. In Experiment 3, bicultural individuals primed with either an individualistic or collectivistic orientation showed differential responses within ventral and dorsal MPFC during implicit self judgments in a manner consistent with their cultural prime. In Experiment 4, degree of individualism and collectivism correlated with degree of MPFC activity during a perspective-taking task. Taken together, these findings demonstrate how activity within cortical midline structures are modulated by the cultural values of individualism and collectivism and highlight the importance of culture in shaping neurobiological mechanisms underlying self-relevant social cognition.

Symposia Session F7**SOCIAL BONDS: EMERGING CONNECTIONS AND DISCONNECTIONS**

Saturday, February 7, 9:45 – 11:00 am, Meeting Room 22-23

Chairs: *Jennifer R. Daniels, University of Connecticut-Storrs; Kerry L. Marsh, University of Connecticut*

Speakers: *Michael J. Richardson, Kipling D. Williams, Jennifer R. Daniels*

Summary: People need people. That is a theme common across almost all forms of psychological research, even beyond social psychology. Many researchers study social bonds of one form or another, whether that bond is classified as a friendship, a dyad or a work group. In this panel, research is presented from a variety of perspectives on how social bonds, at their very basic level, are made and broken and the consequences for the people that are make up those bonds. First, Michael Richardson presents research on the creation of social bonds. Specifically, how synchronized movements can actually lead to developing rapport between two strangers. In addition, he presents work on the impact that autism spectrum disorder can have on an individual's ability to

synchronize with other people. Next, Kipling Williams begins our look at the psychological aftermath that occurs when a breaking of social bonds occurs. From the model of ostracism, Williams presents new data on the reactions of those who are targets of social rejection and whether their subsequent responses are prosocial or antisocial. Finally, Jennifer Daniels offers research on the social rejection process from the perspective of the person who is breaking the social bonds. The rejecter has typically been seen as a person who benefits from this behavior. However, when recalling that people need people, it becomes less surprising that the person who rejects is negatively impacted by the breaking of social bonds.

ABSTRACTS

SOCIAL PSYCHOLOGICAL CONSTRAINTS ON THE EMERGENCE OF INTERPERSONAL SYNCHRONY *Michael J. Richardson*

Colby College Department of Psychology – In the performance of everyday social behavior an individual often synchronizes his or her movements with the movements of another individual. Although such synchrony is often intentional and overtly controlled through physical contact (e.g., when dancing) interpersonal synchrony can also occur unintentionally in cases where an interaction is less physical and more psychological in nature (e.g., when walking and talking). That is, the movements of visually or verbally interacting individuals can become synchronized even when the interactional goal does not explicitly require synchronous movement. Researchers from the field of human movement science have previously identified the stable patterns of synchrony that occur between interacting individuals and, in turn, have successfully modeled the physical dynamics and informational couplings that underlie such synchrony. However, in contrast to the research on the related, yet qualitatively different, phenomena of ‘mimicry’, little research has attempted to identify how interpersonal synchrony influences or is influenced by social psychological constraints. Here we present data from a number of recent research projects aimed at uncovering the relationships that might exist between the physical dynamics of interpersonal synchrony and the social psychological aspects of an interpersonal interaction. Specifically, these projects examined how the strength of unintentional synchrony relates to feelings of rapport and liking, the perceived in-group status of a co-actor, and the perceived competitiveness of a co-actor. We also present data that demonstrates how children diagnosed with autistic spectrum disorder display different patterns of synchrony than typically developing children.

EFFECTS OF OSTRACISM *Kipling D. Williams, Purdue University* – Williams first summarizes his program of research on the immediate and delayed effects of ostracism—being ignored and excluded. Initially, ostracized individuals recoil with a uniformly negative and painful response, irrespective of social or individual difference factors that should logically moderate ostracism’s impact. Allowing time for reflection, reactions to ostracism are moderated by a variety of factors, and are aimed at fortifying threatened needs of belonging, self-esteem, control, and meaningful existence, leading to either pro- or anti-social responses. In this talk, Williams presents new data using a variety of measures aimed at examining the phenomenology of being ostracized.

REJECTION FROM THE OTHER SIDE: THE PSYCHOLOGICAL IMPACT OF REJECTING OTHERS *Jennifer R. Daniels, University of Connecticut* – Most often when studying social rejection, research is done and hypotheses formed from the perspective of the person being rejected. The person doing the rejecting has less often been studied and then the act of rejecting has been found psychologically beneficial. However, when one considers the social connection between two people as a joint condition, the social disconnection that occurs during ostracism can be seen as having negative consequences for both people. In this model, the rejecter must be as affected as the rejected when the joint social connection is broken, no matter who initiated the break. We have new data that

shows the rejecter as actually having a stronger negative experience than the person being rejected. Participants in a computer controlled online chat were placed in conditions in which they were included positively, included negatively, rejected or rejected another participant. Participants were measured on the four basic psychological needs (need to belong, self esteem, meaningful existence and control) that are typically affected during social disconnection. Those in the included conditions were both higher than those in either of the social disconnection conditions. As seen in previous studies, people that were rejected had significantly negatively affected psychological needs when compared to those included. Surprisingly, the people who ostracized another person were most negatively affected by the disconnection with the lowest levels of the four basic psychological needs. In addition, these participants expressed the highest levels of desire to be connected with the person they thought they were rejecting.

Symposia Session F8

TEMPORAL INTERPERSONAL EMOTION SYSTEMS: THE "TIES" THAT FORM RELATIONSHIPS.

Saturday, February 7, 9:45 – 11:00 am, Meeting Room 24-25

Chair: *Emily Butler, University of Arizona*

Speakers: *Emilio Ferrer, Emily Butler, Jean-Philippe Laurenceau, Lisa Diamond*

Summary: Contemporary theories frame emotion as an intra-personal system comprised of subcomponents such as experience, expressive behaviors, and physiology that interact over time to give rise to emotional episodes. What is missing is the fact that many emotional episodes occur in the context of a social interaction or an ongoing relationship. When this happens the result can be conceptualized as an inter-personal emotion system in which the subcomponents of the emotional response interact not only within the individual but across the partners as well. Many processes that fit this conceptualization have been studied (e.g. mimicry, contagion, empathy) but recent advances in theory, measurement, and analytic techniques have given rise to a wave of new research that goes far beyond earlier work in breadth and depth. In this symposium we present 4 examples of such research, with a focus on synchrony (the covariation of observations from multiple emotion channels within or between persons) and coupling (the influence of one person’s emotion cycles on a partner). We show how these core temporal parameters of interpersonal emotion systems can be operationalized, are impacted by one partner’s purposeful emotion regulation, contribute to dyadic homeostasis, and are predictive of important outcomes ranging from physiological stress responses to relationship stability. By framing emotion as an interpersonal system this research offers new insight into fundamental processes at the heart of relationships and suggests strategies for untangling the complex mechanisms by which relationships contribute to health and well-being.

ABSTRACTS

EMOTIONAL FIXATIONS: A NEW APPROACH FOR STUDYING AFFECTIVE PROCESSES WITHIN COUPLES *Emilio Ferrer*

University of California, Davis Joel Steele, University of California, Davis, David A. Sbarra, University of Arizona – Using data from 131 couples who provided self-reported mood ratings over 60 days, this paper describes a new method and statistical algorithm for understanding the degree of emotional synchrony between two members of a romantic relationship. A key component of the algorithm is the degree of within-person (intraindividual) variability in day-to-day emotional experiences. The algorithm identifies periods of emotional stability (called fixation points) and the amplitude of daily fluctuations. The patterns of stability and variability are quantified at the individual and dyad level, and we illustrate ways in

which the algorithm can be used to describe the emotional dynamics of couples, where each member of the dyad experiences their own fluctuations and fixation periods. A metric of dyad-level emotional synchrony is computed by inspecting and quantifying the degree of overlap in fixation periods within the couple. These individual and dyadic indices of emotional stability variability were then used to predict the status of the dyads one year later. The length of fixation overlaps (i.e., periods of common stability in the emotions of both individuals in the dyad) was a significant predictor of whether couples had broken-up or remained together at follow-up. The paper discusses the implications of these findings for understanding the emotional dynamics of romantic relationships and the specific ways in which the theoretical constructs of synchrony, coregulation, and emotional attunement may be operationalized for empirical study.

OPTIMISTIC REAPPRAISAL AND THE INTERPERSONAL SYNCHRONY OF EMOTIONAL EXPERIENCE. *Emily A. Butler, University of Arizona, James J. Gross, Stanford University* – Optimistic reappraisal (OR) entails thinking about an event in a way that emphasizes the positive aspects of a situation. Prior research has shown that OR can produce a positive hedonic state for the individual, but little is known about its interpersonal effects. To address this question we asked previously unacquainted young women to watch an upsetting documentary war film and then discuss it. In the OR group ($n = 26$ dyads) one woman in each dyad was secretly asked to “look on the bright side and focus on anything positive” during the conversation. In a control group ($n = 36$ dyads) the women discussed the film without further instructions. Afterwards, participants watched the video of their own conversation and used a rating dial to report their recalled emotional experience, ranging from positive through negative, with 1-second resolution. Synchrony was operationalized as the extent to which one partner’s rating dial predicted the other partner’s over time, controlling for correlated intercepts and autoregression. As predicted, synchrony was present in the control group when the target person’s dial was in the negative range, but not when it was in the positive. This likely reflects mutually empathic responding regarding the film’s distressing content. In contrast, in the OR group both partners reported more positive experience overall and synchrony was present in the positive range, but not the negative. These findings demonstrate that OR can be socially contagious, increasing and synchronizing positive emotional experience in both partners of a dyadic interpersonal system.

MUTUAL REGULATION OF DAILY AFFECT IN MARRIAGE: A DYNAMICAL SYSTEMS APPROACH *Jean-Philippe Laurenceau, University of Delaware, Steven M. Boker, University of Virginia* – Advances in the modeling of longitudinal multivariate data have facilitated dynamic systems modeling of social and behavioral phenomena. One type of dynamic system reflects self-regulation—the process by which a system maintains equilibrium by responding to information about change in the state of the system. Recent work has modeled daily affect in individuals as a function of dynamical parameters akin to a thermostat regulating temperature. In the present work, we conceptualize marital dyads as coupled dynamical systems and we model a self-regulating affect process in each individual partner as well as a dynamic coupling between those processes. Analyses were conducted on a sample of 95 couples who were married for an average of 9.32 years ($SD = 9.50$, range = .17 - 52.5). Data were collected using a daily-diary sampling method whereby each spouse independently completed a structured diary assessing day-to-day variation in positive and negative affects each evening for 42 consecutive days. Variability in daily affect was hypothesized to be a function of an oscillating process (trajectory) over time reflecting regulation of affect with respect to a stable equilibrium level. Consistent with the view of close relationships reflecting interdependence and mutual influence, it was also hypothesized that husband and wife affect processes would demonstrate dynamic coupling whereby one spouse’s

affect levels influence the other spouse’s. Moreover, we allowed for asymmetric coupling across husbands and wives. Results demonstrate both within-partner and asymmetrical between-partner regulation of both positive and negative daily affect.

EFFECTS OF PHYSICAL SEPARATION ON COUPLING BETWEEN PARTNER’S CYCLES OF POSITIVE AND NEGATIVE AFFECT OVER A THREE-WEEK PERIOD *Lisa M. Diamond, University of Utah, Jonathan Butner, University of Utah* – In this presentation we use daily diary data on positive and negative affect collected from 34 couples over a three-week period to examine coupling between partners’ affective cycles. Coupling represents the degree to which each partner’s emotional cycle influences the other’s cycle, and it is assessed by applying a dynamical systems statistical model to the daily diary ratings of each partner’s positive and negative emotions. We timed the diary assessments so that they began approximately 10 days before the separation was to begin, allowing us to examine emotional coupling before, during, and after the physical separation. Consistent with our expectations, we found that the degree to which the homebound partner’s positive emotion cycle was pulled by (i.e., coupled to) his/her partner’s cycle declined during the separation, $t = 1.93$, $p = .06$, but coupling was reestablished upon reunion, showing no significant difference from pre-separation, $t = 1.47$, $p = ns$. The changes experienced by the traveling partner, however, varied notably from person to person; demonstrating that certain individuals easily re-established their normal pattern of emotional coordination after the physical separation, whereas others did not. There was also variability across couples in the direction of influence: Some individuals become more influenced by their partners during the separation, whereas others become less influenced. Lastly, we also found less effective stress regulation (i.e., higher cortisol reactivity and slower recovery) among individuals who showed less emotional coupling during the separation episode (for positive emotion) and the reunion episode (for negative emotion).

Symposia Session F9

ATTRACTED TO CONFLICT: MALIGNANT SOCIAL RELATIONS AS A DYNAMICAL SYSTEM

Saturday, February 7, 9:45 – 11:00 am, Meeting Room 7-9

Chair: Robin R. Vallacher, Florida Atlantic University

Speakers: Peter T. Coleman, Andrzej Nowak, Larry Liebovitch, Robin R. Vallacher

Summary: Conflict is inherent in the fabric of human experience at all levels of social reality, from dyadic interactions to international relations. Conflict can serve important functions (e.g., problem-solving, construction of a shared reality, adaptation to changing circumstances), but it can also degenerate into a dysfunctional scenario that resists attempts at resolution. Traditional motives such as enlightened self-interest, achievement, and self-esteem fail to explain this maladaptive tendency. Dynamical systems theory offers an integrative and heuristic perspective with which to recast the fundamental processes of conflict. This approach emphasizes the press for coherence in individual minds and social groups that progressively links the elements comprising the mind or group by positive feedback loops. The resultant coherent state functions as a fixed-point attractor for individual and collective thoughts, feelings, and behavior. Dynamic processes serve to assimilate new information and events, even those that contradict the attractor, and to resist influences that perturb the attractor. But the dynamical approach also suggests scenarios by which conflicts can be transformed into benign or positive social relations. The papers in this symposium, representing the scholarship of four members of The International Dynamics of Conflict Project, each employ the metaphors, methods, and models of dynamical systems theory to investigate basic conflict processes such as

interdependence and asymmetries of power, cooperation and competition, Deutsch's Crude Law of Social Relations, and the role of action identification processes for opening up destructive conflicts to constructive influence. New theoretical models and data from lab experiments and computer simulations will be presented.

ABSTRACTS

EXTENDING DEUTSCH'S LEGACY: THE EFFECTS OF POWER ASYMMETRIES AND INTERDEPENDENCE ON CONFLICT DYNAMICS AND OUTCOMES

Peter T. Coleman, Teachers College, Columbia University, Lan Bui-Wrzosinska, Warsaw School of Social Psychology, Andrzej Nowak, Warsaw University, Katharina Kugler, Naira Musallam, Adam Mitchinson, and Christine Chung, Teachers College, Columbia University – Amidst the vast literature on social conflict, there are a few basic theoretical models that have helped advance the understanding and practice of constructive conflict resolution. Among these, one of the most important and influential is Deutsch's theory of conflict resolution. Based on his earlier work on cooperation and competition in groups, it specifies the basic conditions and processes involved in constructive versus destructive conflict. However, the original formulation of the theory assumed equal power of the parties in conflict. Thus, the dynamics and outcomes observed in a majority of the empirical studies supporting it occurred under conditions of relatively equal power between the parties. The assumption of equal power therefore constrains both the theoretical scope and practical implications of the theory. Although there have been important advances in research on the dynamics of asymmetries of power and conflict, the findings in this area have been replete with contradictions and have resulted in a good deal of conceptual confusion. This paper presents three studies investigating a new social-psychological model of the dynamics of power and conflict. The model builds on the works of Lewin, Deutsch, and Kelly and Thibaut on interdependence, and of McClelland on social power. The studies presented in this paper include an exploratory study of survey data on how conflict behaviors differ when negotiating across different levels of power, and two experimental studies that test hypotheses derived from the theoretical model.

FROM CRUDE LOW TO PRECISE FORMALISM: IDENTIFYING THE ESSENCE OF CONFLICT INTRACTABILITY

Andrzej Nowak, Warsaw University, Morton Deutsch, Teachers College, Columbia University, Wieslaw Bartowski, Warsaw School for Social Psychology, Sorin Solomon, Hebrew University – Despite intense research on intractable conflicts, their dynamical properties are not well understood, and in many respects they appear paradoxical. The defining characteristic of intractable conflicts is stability and resistance to intervention, yet this stability is maintained by underlying volatile dynamics. The dynamical systems approach provides tools to understand how high stability can emerge from dynamics. This paper examines which features of intractable conflict may be explained by the dynamical implantation of one of the most general laws in the social domain, the Crude Law of Social Relations formulated by Morton Deutsch. Results of computer simulations show that the Crude Law applied to describe individual interactions produces rich dynamics at the group level with many emergent properties that were not anticipated to result from the crude law. Its dynamics resemble autocatalytic dynamics of exponential growth, characteristic for many growth processes. When the growth involves negative elements, under certain conditions conflicts may escalate to intractability, the conflict forms a self-sustaining system, and captures the dynamics of the society where it exists. Many features of intractable conflicts are reproduced by the model. The results of simulations also suggest that local conditions may be critical for conflicts to reach the level of intractability and indicate possible scenarios for transformation of intractable conflicts. The article also shows how models built in the tradition of dynamical minimalism can

turn general psychological theories into precise formal models which exhibit many emergent properties.

CAN EQUATIONS TELL US SOMETHING NEW ABOUT PEOPLE IN CONFLICT?

Larry Liebovitch, Robin R. Vallacher, Jay Michaels, Vincent Naudot, Florida Atlantic University – Mathematical models can be used in social psychology to better understand the logically necessary consequences of a given set of assumptions and to make quantitative predictions that can be empirically tested. We extended the marriage model of Gottman et al. to describe conflicts between two or more actors, which could be individuals or groups. The state of each actor depends on its own state in isolation, its previous state in time, its inertia to change, and the positive feedback (cooperation) or negative feedback (competition) from the other actors. The results of the mathematical analysis of the dynamics of these nonlinear ordinary differential equations are consistent with the observations by Deutsch that in cooperative-cooperative interactions both actors "swim or sink together" and that in competitive-competitive interactions "one actor swims while the other sinks". Analysis of our model predicts the new result that one actor alone can gain an advantage in a competitive-competitive interaction by temporarily switching his or her strategy to cooperate and that the stronger the feedback between the actors, the shorter should be the duration of their switch to gain this advantage. We show how we are testing this prediction by experiments that measure a subject's feedback in response to controlled interactions using questions of high and low emotional valence.

WHO'S TO BLAME? DECONSTRUCTION AND EMERGENCE IN JUDGMENTS OF CONFLICT SCENARIOS

Robin R. Vallacher, Susan Sullivan, Florida Atlantic University – Intuition suggests that conflict resolution entails challenging assumptions and beliefs that maintain the antagonists' negative feelings, mistrust, and hostility. This approach, however, can promote a defensive response that exacerbates rather than ameliorates the conflict. An alternative approach follows from action identification theory, which holds that mental life reflects a dynamic interplay between concerns with high-level understanding ("why" something happened) and low-level understanding ("how" something happened). Because of the press for high-level understanding, people in a lower-level state are vulnerable to higher-level representations conveyed in social influence. We propose that this vulnerability can be exploited to disassemble a stable pattern of negative judgment and set the stage for the emergence of a new high-level understanding of the conflict. To test this reasoning, participants learned about an inter-racial conflict for which responsibility was open to interpretation. Participants were induced to think about the conflict scenario either in high-level terms (its overall meaning) or in low-level terms (specific acts), or without an identification level induction. Participants then read a credible summary that blamed either the African-American or the White, or they did not read a summary. As predicted, high-level participants were not influenced by the summary, whereas low-level participants allocated blame in line with the summary they read. In the no-summary condition, participants who focused on the lower-level details allocated blame in line with their implicit (unconscious and suppressed) racial attitudes. The findings have implications for conflict resolution and suggest the conditions under which implicit attitudes (e.g., suppressed racial biases) influence overt judgments.

Symposia Session G & Keynote Addresses

Saturday, February 7, 11:15 am – 12:30 pm

Symposia Session G1: Special Keynote Session

WHAT SOCIAL PSYCHOLOGY CAN TELL US ABOUT THE 'FREE WILL' QUESTION

Saturday, February 7, 11:15 am – 12:30 pm, Ballroom C

Chair: Constantine Sedikides, University of Southampton

WHAT DOES THE 'FREE' IN 'FREE WILL' REALLY MEAN?

Speaker: John A. Bargh, Yale University

Summary: I will focus mainly on what we mean by the word 'free' within the complex concept 'free will', and by doing so hope to show that many seeming disagreements fall away when we are more careful and precise about that critical modifier. Some relevant new data concerning freedom and the self and social identity will be presented. Also, the psychological research on free will will be brought to bear on the longstanding existential question of what consciousness is for, and why we have it. In other words, the accumulating research showing that conscious processes are not needed for the operation and guidance of many higher mental processes does not justify conclusions about the ontological status of consciousness such as (a) it does not actually exist, (b) it is epiphenomenal, or (c) it does not play a unique, key role in human psychology and behavior -- it just means we need to look beyond the traditional, easy answers.

FREE WILL, CONSCIOUSNESS, AND HUMAN SOCIAL LIFE

Speaker: Roy F. Baumeister, Florida State University

Summary: The term "free will" is controversial, but the psychological processes it denotes are important adaptations for the unique demands of human social life, including culture. This evolutionarily new form of action control includes self-control (for following culture's rules) and rational choice (for negotiating culture's opportunities and constraints). Consciousness serves free will but is not, as is sometimes asserted, in direct command of action. Consciousness is the brain's input into itself. It serves an advisory function by simulating nonpresent realities, including likely outcomes of various decision options, other people's mental states, and counterfactual replays of important experiences. Its impact on behavior is indirect but often crucial for human social life.

Symposia Session G2

WHEN IS IT ADAPTIVE TO EXPECT THE BEST? THE UNIQUE AND INTERACTIVE EFFECTS OF DIFFERENT FORMS OF OPTIMISM ON WELL-BEING

Saturday, February 7, 11:15 am – 12:30 pm, Ballroom D

Chairs: Andrew L. Geers, University of Toledo; Lisa A. Neff, University of Texas at Austin

Speakers: William M. P. Klein, Lisa A. Neff, Suzanne C. Segerstrom, Andrew L. Geers

Summary: Whether optimistic expectancies help or hurt individuals faced with negative life events has been the source of much debate. Recently, researchers have argued that a fuller understanding of the consequences of optimistic expectancies may only be achieved by attending to the unique and interactive effects of different forms of optimism (e.g., dispositional, comparative, situational). Yet, to date, surprisingly few studies have examined multiple forms of optimism within a single sample. To this end, this symposium brings together

research using a variety of methodologies to examine how differing forms of optimism may influence responses to threatening information across a wide variety of life domains. First, Klein and Zajac will highlight the importance of a multi-measure approach to optimism through data collected from community samples suggesting that conditional optimism may be most beneficial for individuals coping with health issues. Second, Neff and colleagues, using both observational and daily diary data collected from married couples, will investigate the impact of both dispositional and relationship-specific optimism on relationship functioning. Segerstrom, using multiple law student samples, explores the influence of dispositional optimism and situational optimism on immunity as well as the differential moderators and mediators of those effects. Finally, Geers and colleagues will present experimental and correlational data demonstrating the interactive effects of dispositional and situational optimism when pursuing important goals such as friendship formation and intellectual achievements. Together, these talks aim to provide some clarity to the optimism literature by illuminating the precise circumstances when it may be adaptive to expect the best.

ABSTRACTS

THE MANY FLAVORS OF OPTIMISM William M. P. Klein and Laura E. Zajac, University of Pittsburgh – Optimism would seem to be a straightforward construct to define and measure. Nevertheless, the literature offers a wide variety of different measures of optimism. Importantly, the choice of measure in any given study holds clear conceptual implications for the conclusions drawn. For example, sometimes people are comparatively optimistic about a negative life event ("I'm less likely to experience it than other people are") for which they are also objectively pessimistic (i.e., believing they are at more risk than they actually are). Moreover, different measures of optimism are often only moderately or not at all related (e.g., dispositional optimism and unrealistic optimism). This state of affairs has made it difficult to determine the consequences of optimism and make sense of the literature on optimism; as an example, dispositional optimism appears to be much more beneficial than unrealistic optimism, and some studies appear to use dispositional optimism measures as a proxy for unrealistic optimism. We discuss these issues in the context of research we are conducting (with community samples) in which we include more than one measure of optimism and link it to a variety of outcomes including behavioral intentions, behavior, and processing of health messages. In one study with Type 2 diabetics, we find that conditional optimism ("if I exercise, I will reduce my risk of heart disease") is more highly related to exercise than other measures of optimism. Implications for the measurement and conceptualization of optimism will be discussed.

OPTIMISTIC EXPECTATIONS IN MARRIAGE: A RESOURCE OR VULNERABILITY FOR ADAPTIVE RELATIONSHIP FUNCTIONING?

Lisa A. Neff, University of Texas at Austin, Elizabeth F. Broady, University of Texas at Austin, and Andrew L. Geers, University of Toledo – Does holding optimistic expectations facilitate or hinder adaptive relationship functioning? Some evidence characterizes optimism as a resource that encourages positive, active coping within relationships. Yet other evidence argues optimism may leave spouses vulnerable to disappointment, as highly optimistic expectations lead to problem avoidance, and thus are unlikely to be met. Reconciling these two perspectives may involve recognizing that not all optimistic views are alike. The current study suggests that while global, dispositional forms of optimism may be associated with more adaptive relationship functioning, more focused, relationship-specific forms of optimism may be associated with poor coping behaviors. Sixty-one newlywed couples completed a twelve-day daily diary in which they reported on their daily relationship conflicts as well as their coping response to those conflicts. Couples also engaged in videotaped discussions of marital conflicts. Results of the diary data revealed that on days when wives reported behaving more negatively

toward their partner, husbands high in dispositional optimism reported engaging in more positive coping behaviors. Conversely, husbands high in relationship-specific optimism reported engaging in more avoidant coping behaviors. Wives' optimism did not moderate their responses to relationship conflicts. Analysis of the discussions revealed that husbands high in dispositional optimism displayed more positive conflict skills, particularly when the issue was highly solvable. Conversely, husbands high in relationship-specific optimism displayed worse conflict skills, especially when discussing highly important issues. No effects were found for wives. Together, results suggest that the form of optimism must be considered when examining relationship functioning.

SITUATIONAL AND DISPOSITIONAL EXPECTANCIES AND IMMUNITY: BEYOND "LITTLE" AND "BIG" OPTIMISM *Suzanne*

C. Segerstrom, University of Kentucky – Both dispositional optimism and situational optimism relate to immunity, but patterns of relation and mediators diverge. Because optimistic expectancies relate to psychosocial factors impacting immunity, such as coping and affect, one would predict positive relationships between optimistic expectancies and immunity. In two samples of first-year law students, this prediction was borne out for expectations about success in law school. Optimistic expectations associated with both in vivo and in vitro measures of immunity. Furthermore, the relationship between expectancies and immunity was within-person and mediated by positive affect. In contrast, in three samples of first-year law students, there was no main effect of dispositional optimism in predicting in vivo and in vitro measures, but there was an interaction between dispositional optimism and whether or not the student had relocated to attend law school. For relocaters, more optimism associated with higher cellular immunity. For residents, more optimism associated with lower cellular immunity. This effect was not mediated by affect. Instead, it is likely that the negative relationship between optimism and immunity in residents was related to energy and goal demands. Ecological models of immunity predict that immunity will be compromised in the context of important, alternative uses of that energy such as goal pursuit, and this mechanism may be acting in dispositional optimists. Because situational and dispositional optimism differ in several ways in their relationships to immunity (within- vs. between-person effects; main effect vs. interaction; mediation by affect vs. energy), situational optimism cannot be considered a "little" version of dispositional optimism.

WHEN DIFFERENT FORMS OF OPTIMISM COMBINE AND COLLIDE DURING GOAL PURSUIT: THE CASE OF DISPOSITIONAL AND EVENT-SPECIFIC OPTIMISM *Andrew L.*

Geers, Justin A. Wellman, and Stephanie L. Fowler, University of Toledo – Substantial research and theory implicate positive expectancies as key contributors to goal pursuit across important life domains (e.g., health-protective behavior, academics, marriage). However, two distinct conclusions are often drawn from this literature. The first conclusion, stemming in part from dispositional optimism research, is that optimism propels one into action and thus facilitates action. A second conclusion, stemming in part from the optimistic bias research (here called event-specific optimism), is that optimistic expectancies reduce concern and delay action. Although hundreds of studies have examined dispositional and event-specific optimism independently, currently there is inadequate research and theory on the more complex issues of how and when different forms of optimism intersect. We propose a three-factor model, comprising of dispositional optimism, event-specific optimism, and goal value, to clarify these relationships. The model contends that dispositional optimism leads to the active engagement of highly valued but not of low valued goals. Also, because it alleviates concern, high levels of event-specific optimism can diminish the advantageous effect of dispositional optimism during the pursuit of valued goals. Finally, for lesser valued goals, event-specific optimism does not produce the same hindering influence and may sometimes have the opposite effect—it can make low value goals

more attractive, thus increasing goal-related action. Three laboratory experiments, one field experiment, and a correlational study will be presented supporting the tenants of this model. Supplying evidence for the generalizability, the studies cut-across disparate realms of social life including friendship formation, health-protective behavior, intellectual achievement, and the confrontation of prejudice.

Symposia Session G3

INTERSECTING IDENTITIES AND EXPRESSIONS: ON THE COMBINATORIAL NATURE OF SOCIAL PERCEPTION

Saturday, February 7, 11:15 am – 12:30 pm, Meeting Room 13-16

Chairs: *Kerri L. Johnson, UCLA; Reginald B. Adams, Penn State University*

Speakers: *Kerri L. Johnson, Reginald B. Adams, Douglas Kenrick, Jonathan B. Freeman*

Summary: The prominent categories in social psychological research - emotion, race, and sex - have been studied largely independent of one another. The majority of prior research examining their intersection focused on circumstances that lead one category to dominate perception. Recently, however, a growing body of work has shed light on how social categories and their corresponding cues contextualize one another - affecting person construal and highlighting the combinatorial nature of social perception. In this symposium we bring together research focused on this nascent interdisciplinary area of social perception, examining the origins, adaptive purposes, and neurological underpinnings of combinatorial social perception. Two talks will examine the perceptual effects involved in when identities and expressions intersect. First, Johnson will demonstrate how stereotypes exert a top-down influence on perceived sex and race, resulting in profound psychological and perceptual confounds. Adams will explore bottom-up influences on person construal by comparing and contrasting the perceptual determinants of gender, race, and emotion judgments. Then, two talks will explore the distal determinants and cognitive processes involved in perceiving others when identities and cues intersect. Kenrick will provide a functional account of enhanced processing of social categories via combined cues. Freeman will explore the process of categorization, challenging discrete processing accounts of social perception and showing inherent intersection in represented social categories. This converging evidence suggests that understanding the perception of intersecting identities and expressions is essential to delineate the complexities of social perception, and it represents a critical move toward a more integrative approach to its study.

ABSTRACTS

RACE IS GENDERED: OVERLAPPING STEREOTYPES CONFOUND PERSON CONSTRUAL *Kerri L. Johnson (UCLA)* –

Social categorization has carries important social implications. Considerable research suggests that detecting cues associated with social categories triggers the activation of related knowledge structures (i.e., stereotypes). This talk proposes that perceiving social categories not only activates stereotypes, but also other social categories that happen to share stereotype content. Across 4 studies we show that the categories race and sex are psychologically confounded, and that overlapping stereotype content triggers the activation of competing social categories, ultimately affecting the efficiency of judgments. Specifically, sex categorization of a target is facilitated when the target's race category shares stereotype content with the correct sex category judgment. For example, the categories of Asian and Female and the categories of Black and Male share stereotype content (e.g., family-oriented and aggressive, respectively), and judgments of these race/sex combinations are facilitated. Sex categorization

tion of a target is impaired, in contrast, when the target's race category shares stereotype content with the incorrect sex category alternative. For example, race stereotypes of Asian Men and Black Women share content with the opposite sex category, and judgments of these race/sex combinations are impaired. These facilitation and inhibition effects were consistent for measures of judgment ease (latency of response) and cognitive activation (dynamic motor trajectory during categorization). The magnitude of these effects was predicted by IAT scores. These findings challenge prevailing theories of social categorization that assume that various social categories are perceived independently, and show, instead, that race is gendered.

FACING A PERCEPTUAL CROSSROADS: MIXED MESSAGES AND SHARED MEANINGS IN SOCIAL PERCEPTION

Reginald B. Adams (Penn State) – The human face conveys a myriad of social meaning within a finite and overlapping array of features. This talk examines social perception derived from such features within the context of the social categories they activate. Utilizing a selective attention paradigm, we found that female and male faces facilitated fear and anger recognition respectively, and vice versa. These findings are consistent with the commonly held gender-emotion stereotype. Gender and emotion, however, also share perceptually overlapping features characteristic of low versus high facial maturity. Thus, we next matched faces on facial maturity and found a direct impact of facial appearance on emotion perception, while eliminating the previously apparent gender-emotion interaction. In a similar series of studies, we found that Black and White faces also facilitated fear and anger recognition respectively, and vice versa. But, these findings are in direct violation of the commonly held race-emotion stereotype. Helping explain these results, we again found perceptual correspondence between prototypical race appearance and emotion expression. Ironically the perceptual cues used here to categorize race appear to yield conflicting messages with the stereotypes they serve to activate, indicating clear evidence of bottom-up influence. Stereotypic responses resulted, however, when matching Black and White faces on facial maturity, revealing clear top-down influence. The complex interplay of such bottom-up and top-down influences on social perception awaits future research efforts. Although intertwined—sometimes confounded, sometimes clashing—the current research indicates that when in conflict, bottom-up influences on social perception carry the day.

DO COGNITIVE BIASES FAVOR MEN OR WOMEN?

Douglas Kenrick (ASU), Josh Ackerman (Yale), D. Vaughn Becker (ASU Polytechnic) – A number of studies from our labs indicate that men and women are processed very differently. But exactly how depends on which level of processing, on whether the man or woman is attractive, angry, or a member of an outgroup, and on the motivational state of the perceiver. For example, attractive women receive selective attention, selective encoding, and are remembered with especially high accuracy. Male perceivers in a romantic frame of mind tend, however, to selectively project expressions of sexual interest onto attractive women. Attractive men, on the other hand, are selectively attended to, but only by women, who then promptly forget them. An angry expression is detected more quickly on the face of a male, and although Black men are often homogenized in the memory of White observers, this effect is reversed if those men are angry. Indeed, unexpectedly good memory for angry Black men is found despite the fact that White observers tend to look away from them. White observers in a self-protective frame of mind also selectively project anger onto neutral faces of Black men. These patterns of cognitive discrimination are far from arbitrary, but make functional sense, given the different opportunities and costs posed by men and women, depending on their attractiveness, emotional state, and group affiliation.

WILL A CATEGORY CUE ATTRACT YOU? MOTOR OUTPUT REVEALS DYNAMIC COMPETITION ACROSS PERSON CONSTRUAL

Jonathan B. Freeman (Tufts), Nalini Ambady (Tufts), Nicholas O. Rule (Tufts) – People use social categories to perceive others, extracting category cues to glean membership. Social psychological research has generally presumed that this person construal process involves idealized representations purely instantiating in and out of working memory to discretely arrive at a social categorization. Growing evidence for the continuous dynamics in real-time cognition, however, suggests that this process may involve continuous—and not discrete—changes in the salience of partially consistent representations, which are probabilistic rather than pure. To explore this, we examined social categorization in real-time by measuring the trajectory of hand movements as participants categorized either the sex or sexual orientation of typical and atypical target faces. Though judgments of atypical targets were largely accurate, online motor output exhibited a continuous spatial attraction towards the opposite category, indicating dynamic competition between multiple social category alternatives. We offer a dynamic continuity account of social categorization and provide converging evidence across both a perceptually obvious category (sex) and ambiguous category (sexual orientation). In four studies, online motor output revealed continuous dynamics underlying person construal, in which multiple simultaneously and partially active category representations gradually cascade into social categorical judgments. Such evidence is irreconcilable with discrete stage-based accounts of social perception, which presume the cognitive system pursues one and only one static representation at any given moment in time. These findings challenge prevailing notions of the pure and symbolic format of social category activation itself, instead providing evidence for the inherent intersection and overlap between represented social categories.

Symposia Session G4

NEURAL NETWORKS OF MOTIVATION: FMRI IN PERSONALITY RESEARCH

Saturday, February 7, 11:15 am – 12:30 pm, Meeting Room 10-12

Chairs: *Markus Quirin, University of Osnabrueck; Jens Pruessner, McGill University, Montreal*

Speakers: *Elliot T. Berkman, Hani D. Freeman, Jens C. Pruessner, Markus Quirin*

Summary: Historically, substantial work in personality research has been conducted using behavioral and survey measures to unravel the cognitive, motivational, and emotional processes underlying personality. Functional magnetic resonance imaging (fMRI) is a relatively new and useful tool for identifying neural systems underlying personality processes and can thus be used to improve our understanding of the complex interplay among these processes. The work presented in this symposium uses a neuroscience approach to examine the “machinery” behind individual differences in motivation such as behavioral activation and inhibition sensitivity, sensation seeking, or affiliation and achievement motives. Data from a study by Berkman and Lieberman suggest that in the course of successful goal pursuit individuals with high behavioral activation sensitivity engage different brain structures (dorsolateral PFC, ventral striatum) than individuals with high levels of behavioral inhibition (anterior cingulate, ventrolateral PFC). Freeman and Beer, combining fMRI and cortisol assessments, found that orbitofrontal cortex activity mediates the relationship between sensation seeking and cortisol responses to risky decisions, suggesting that rumination about risk constitutes a stressor for individuals low in sensation-seeking. Data by Quirin suggest that the left vs. right visual cortices are differentially active during an affiliative movie clip depending on the level of explicit vs. implicit affiliation motive,

respectively. Jens Pruessner shows that neural activations and the strength of endocrine responses to a stressor depend on the level of achievement motivation. Together, these results demonstrate how fMRI can be used to add to our understanding of the cognitive and emotional processes typically associated with motivational traits.

ABSTRACTS

BIS/BAS AND THE NEURAL SYSTEMS INVOLVED IN THE REGULATION OF GOAL PURSUIT

Elliot T. Berkman, University of California at Los Angeles, Matthew D. Lieberman, University of California at Los Angeles – How do we overcome the temptations that arise in the course of goal pursuit, and what are the neural systems underlying this process? The present line of research examines the role of the behavioral activation and inhibition systems (BAS and BIS, respectively) in the inhibition of tempting but counter-goal responses ('temptations'). Our model proposes that the BAS facilitates goal pursuit broadly, whereas the BIS relates to inhibition of temptations. On a neural level, trait BAS is hypothesized to relate to regions associated with action planning and motivation during goal pursuit, reward regions following goal attainment, whereas trait BIS is expected to relate to activation in regions involved in conflict detection and inhibition. Importantly, neural activity in these regions during goal pursuit is expected to mediate behavioral outcomes. Brain activity was measured using functional magnetic resonance imaging (fMRI) while participants completed a motivational reverse-contingency task that required regulation of goal-irrelevant prepotent responses on some trials. In support of the hypotheses, regions associated with action planning (dorsolateral PFC) and reward (ventral striatum) were associated with success across all participants, particularly for those higher in trait BAS. Likewise, regions associated with conflict detection and regulation (cingulate cortex, ventrolateral PFC) were selectively activated on trials when regulation was necessary, and particularly for participants higher in trait BIS. These results support a dynamic model of goal pursuit that involves interacting motivational and cognitive processes that are modulated by individual differences in BIS and BAS.

A HORMONE-BRAIN-BEHAVIOR APPROACH TO UNDERSTANDING INDIVIDUAL DIFFERENCES IN SENSATION SEEKING

Hani D. Freeman, University of Texas at Austin, Jennifer S. Beer, University of Texas at Austin – Low levels of sensation seeking are associated with (a) less willingness to take risks and (b) increased cortisol, a marker of stress and arousal. One remaining question is whether cortisol reflects increased stress in relation to deliberating about potential risk or the outcome of this decision-making process (e.g., the decision to reject or accept risk). In order to examine this question, participants varying in Sensation Seeking made decisions about their willingness to engage in various risk scenarios. The risk scenarios were equated for risk content (e.g., "You are offered a pill") but differed in context that was associated on average with decisions to reject the risk (e.g., "You are offered a pill of ecstasy") or accept the risk (e.g., "You are offered a pill for experimental treatment for an illness."). Brain activity was measured using fMRI and changes in cortisol were measured using saliva samples collected before and after the task. The results show that low Sensation Seeking was associated with increased cortisol after performing the task and this relation was mediated by activity in the orbitofrontal cortex, a region associated with rationale decision-making. The mediated relation held regardless of whether the risks were likely to be rejected or accepted. Together these findings suggest that what may be stressful and arousing for low sensation seekers is deliberating about risk rather than deciding to reject versus accept risk.

INDIVIDUAL DIFFERENCES IN ACHIEVEMENT MOTIVATION ARE RELATED TO GENDER DIFFERENCES IN NEURAL ACTIVATION CHANGES IN RESPONSE TO PSYCHOSOCIAL STRESS

Jens C. Pruessner, McGill University, Montreal, Canada – We have previously shown that induced failure in a mental arithmetic task in

combination with negative social evaluation can lead to responses of the Hypothalamus-Pituitary-Adrenal Axis and cortisol secretion in a functional Magnetic Resonance Imaging setting. However, across studies subgroups of responders and non-responders could be consistently observed. We hypothesized that these interindividual differences in stress responsivity to difficult mental arithmetic might be related to differences in achievement motivation, since one prerequisite of perceiving a situation as stressful is ego-involvement and perception of the task as self-relevant. We tested this hypothesis in a functional Magnetic Resonance Imaging experiment assessing individual differences in achievement motivation, and using the Montréal Imaging Stress Test to induce psychosocial stress. Replicating earlier studies, we found subgroups of responders and non-responders with respect to the cortisol increase after the stressor. Our data further suggest that neural activation patterns are significantly associated with achievement motivation, with lower levels of achievement motivation leading to smaller activation changes in response to the task. Also, there was a systematic interaction of brain activation changes and gender. In women, the typical deactivation pattern observed after stress was less pronounced, combined with smaller cortisol changes in response to the stressor. These results suggest that the stressfulness of the Montréal Imaging Stress Test might be associated with the level of achievement motivation in the individual, and that there might be systematic differences on this measure between men and women.

DOUBLE DISSOCIATION BETWEEN IMPLICIT AND EXPLICIT AFFILIATION MOTIVES IN PREDICTING FMRI RESPONSES TO ROMANTIC MOVIES

Markus Quirin, University of Osnabrueck, Germany – Previous research suggests that individual differences in explicit and implicit motives predict different kinds of behavior, namely planned versus spontaneous reactions, respectively (McClelland, Koestner, & Weinberger, 1989). Notably, the left hemisphere has been associated with analytical thinking and local perception, which typically supports planned reactions, whereas the right hemisphere has been associated with holistic thinking and global perception, which typically supports spontaneous reactions (e.g., Kuhl, 2000). We exposed male participants to romantic movies while measuring fMRI after assessing their explicit and implicit affiliation motives. We found that left occipito-temporal activation was highly significantly predicted by the explicit affiliation motive, whereas right occipito-temporal activation was highly significantly predicted by the implicit affiliation motive. Additionally, activity in the right inferior parietal cortex and the right precuneus - areas that are both implicated in empathy and mind reading - were predicted by the implicit but not the explicit affiliation motive. The present results suggest that individuals process social situations differently, even at an early perceptual level, depending on whether they are intrinsically (implicit affiliation motive) or extrinsically (explicit affiliation motive) interested in these situations.

Symposia Session G5

LEWIN'S LEGACY: SOCIAL PSYCHOLOGISTS CAN MAKE A DIFFERENCE, "IF THE THEORIST DOES NOT LOOK TOWARDS APPLIED PROBLEMS WITH HIGHBROW AVERSION"

Saturday, February 7, 11:15 am – 12:30 pm, Meeting Room 18-19

Chairs: Stephen Read, University of Southern California; Lynn Carol Miller, Annenberg School for Communication, University of Southern California

Speakers: Lynn Carol Miller, Leslie Clark, Timothy J. Strauman

Summary: Is social psychology under siege? There seems to be less basic funding for and appreciation of social psychology in big science. Whatever happened to "there is nothing so practical as a good theory"?

Well, actually, that quote from Kurt Lewin, from half a century ago, is embedded in another: "Many psychologists working today in an applied field are keenly aware of the need for close cooperation between theoretical and applied psychology. This can be accomplished in psychology, as it has been accomplished in physics, if the theorist does not look toward applied problems with highbrow aversion or with a fear of social problems, and if the applied psychologist realizes that there is nothing so practical as a good theory (Lewin, 1951, p. 169)." Kurt Lewin's full quote embraces an iterative, recursive relationship between theory and application, rather than the uni-directional influence from theory to application that social psychologists typically emphasize. Part of the value of applied work, from a theoretical perspective, is realizing that "if you want to truly understand something, try to change it." Each of the three talks today describe programs of research that systematically pursue this recursive "close cooperation" between theory and application development. The approach taken in each of these research programs suggests that by truly embracing this recursive relationship between theory and application, we can iteratively advance social psychology's legacy in theory, research, application, and practice while linking the public good to the field's long term scientific and fiscal health.

ABSTRACTS

SOCIALLY OPTIMIZED LEARNING IN VIRTUAL ENVIRONMENTS (SOLVE): TECHNOLOGY-ENABLING TEST-BEDS FOR THEORY, INTERVENTION APPLICATION, AND DISSEMINATION...AND BACK AGAIN. *Lynn Carol Miller, Stephen J. Read, Paul Robert Appleby, John L. Christensen, Charisse Corsbie-Massay, & Carlos Godoy, University of Southern California* – Socially Optimized Learning in Virtual Environments (SOLVE) (Miller, Read, Appleby, Marsella & Clark) is a funded NIH (NIAID/NIMH) program using social psychological theory (e.g., message framing, implemental intentions, social cognitive theory, etc.) and interactive technologies to effectively change risky sexual behaviors in real life for men who have sex with men (MSM). SOLVE theory addresses both more affect-based/contextualized decision-making (using affectively/physically similar virtual environments to trigger, interrupt, and alter similar real-life emotional responses) and more traditional cognitive components (e.g., attitudes, intentions, skills), with each set of factors accounting for over 10% of unique variance in future risk-taking behavior (unprotected anal intercourse 3 months later). Virtual choices map onto real choices, and predict future change in real-life risky choices – especially when individuals have made virtually risky choices and experience guilt. Past NIAID work suggested new opportunities (now funded by NIMH) for further applied advances and theory development, using technology-enabled intelligent agents and gaming environments to model each individual participant's motives, beliefs, and behavioral policies. Such intelligent models might anticipate and afford personalized web-deliverable interventions aimed at optimizing virtual, and therefore real-life risk reduction user-by-user. Achieving this applied goal requires theoretical and empirical breakthroughs in using computational modeling to understand -- and change -- the dynamics of persons and situations in social interaction. Discussed is the recursive process from theory-based intervention development to application/evaluation that spirals back to theory.

CREATING SOCIETAL SOCIAL PSYCHOLOGICAL LEGACIES: FROM THE THEORY TO PRACTICE AND BACK AGAIN *Leslie Clark, Ph.D., M.P.H. Division of Research on Children, Youth, and Families, Pediatrics; Keck Medical School, University of Southern California* – Project Aim (Adult Identity Mentoring) is a prevention program based on the Theory of Possible Selves, designed to reduce risk and promote youth development among minority adolescents in poverty. Health disparities and experiences of failure engendered by poverty accrue due to societal economic structures, crime and violence, discrimination, limited future prospects, socialization towards safety, and environmental pressures for

early initiation of risky behavior. Project AIM was based on psychosocial epidemiological data from youth and their mothers, applying a motivational self-identity theory, developmental processes, and structural contexts of delivery to youth. Project AIM has been adopted for national dissemination by the Centers for Disease Control and Prevention's "Diffusion of Behavioral Effective Intervention" (DEBI) program. First crafted for African American middle school youth, we packaged Project AIM for school and youth agency settings. Current research directions include adaptation of Project AIM for mental health service settings and outcomes, juvenile justice, gang prevention, and homeless/runaway youth. This program of research illustrates how social psychologists can iteratively advance both social psychological theory and social good. Specifically the pathways by which the theory of possible selves affects youth outcomes is challenged and expanded by translational research questions and priorities. Described in this talk are: (1) the intervention development process, (2) intervention "logic" model development, (3) behavioral trial efficacy, (4) translational science questions of feasibility, capacity, sustainability, and dissemination fidelity, and (5) social psychological theory enhancement. Research will be described throughout this process that informed and advanced theory as well as translational science and practice.

DEPRESSION AS A DISORDER OF SELF-REGULATION: A THEORY-BASED TRANSLATIONAL PERSPECTIVE *Timothy J. Strauman, Kari M. Eddington, Megan C. McCrudden, and Neil P. Jones, Duke University* – Depression is a major public health problem for which no comprehensive model of etiology, treatment, and prevention as yet exists. Despite a growing treatment literature, theory-based translational research linking behavioral processes with vulnerability to mood disorder has been limited. However, social and personality psychology have much to contribute to understanding depression. This presentation describes one program of research translating a theory-based perspective on depression as a disorder of self-regulation into diagnostic, treatment, and preventive modalities. Our research group has investigated the role of perceived failure in goal pursuit as a contributory factor in vulnerability to depression using well-validated theories from social psychology (particularly self-discrepancy theory and regulatory focus theory). Those initial findings suggested that a subset of depressed individuals are characterized by chronic perceived failure to attain promotion (ideal) goals. Based on the behavioral findings, we also have developed a functional neuroimaging paradigm to identify the impact of perceived failure in goal pursuit on responsiveness to goal cues. The fMRI paradigm is sensitive to individual differences in regulatory orientation and reliably discriminates individuals with depression (with/without comorbid anxiety) from controls. In addition, we have developed a brief structured psychotherapy for depression, self-system therapy, that draws upon this theoretical framework as well as the larger body of research concerning efficacious interventions for mood disorders. In all three sets of studies, our findings have had interesting implications for the underlying model and (hopefully) illustrate the bidirectional nature of translational research – and the wisdom behind Lewin's observation about the practicality of good theory.

Symposia Session G6

GENDER AND ACHIEVEMENT: NEW INSIGHTS INTO THE GENDER GAP IN MATH PERFORMANCE

Saturday, February 7, 11:15 am – 12:30 pm, Meeting Room 20-21

Chair: Lora E. Park, University at Buffalo, SUNY

Speakers: Lora E. Park, Diane M. Quinn, Chad E. Forbes, David M. Marx

Summary: Although women have made significant strides in society, from securing the right to vote to holding public office, when it comes to their visibility in Math, Science, and Engineering, women fall short

(National Science Foundation, 2003). Beginning in junior high school and continuing through high school and college, men perform better than women on tests of advanced mathematical ability and are more likely than women to major in math and to pursue math-related careers, such as engineering and computer science (Brown & Josephs, 1999; U.S. Department of Education, 2005). The purpose of this symposium is to discuss recent developments in our understanding of the gender gap in math achievement, and strategies that may help to reduce this gap. Lora Park proposes a model of gendered goal pursuit: whereas the desire to appear attractive and intelligent reflect compatible goals for men, these goals are likely to conflict for women, with implications for performance. Diane Quinn discusses how being in a state of self-objectification triggers a self-regulatory feedback loop among women that depletes cognitive resources and diminishes performance. The final two speakers discuss ways to reduce the gender gap in achievement. Chad Forbes discusses effects of implicit math attitudes and stereotype retraining on women's working memory and motivation to persist in math under stereotype threat. David Marx discusses conditions under which female role models may buffer women's math performance under stereotype threat. Together, these findings highlight the promise of social psychological research in understanding and reducing the gender gap in math achievement.

ABSTRACTS

ATTRACTIVE BUT NOT SMART: PARADOXICAL EFFECTS OF GENDERED GOAL PURSUIT

Lora E. Park, Melissa J. Harwin, University at Buffalo, SUNY, Amy K. Kiefer, Google, Inc. – Two goals that may be particularly salient during the college years are the goal to be intelligent, which facilitates educational and career goals, and the goal to be attractive, which facilitates social and relational goals. Interestingly, the college years are also the time when men and women show divergence in their feelings of self-efficacy and identification with math and science. Thus, studying students during this period seems particularly fruitful for understanding why some women perform well and persist in math and science, whereas others perform poorly and drop out of these fields. Our basic theoretical assumption is that endorsing gendered beliefs – that intelligence is attractive and desirable in men, but not in women – may lead women who endorse such beliefs to experience conflict when pursuing goals related to intelligence and attractiveness. In Study 1, we found that on average, college men and women believed that “men like women who are not smarter than them” and “women like men who are smarter than them.” In Study 2, participants were primed with the goal to appear either physically attractive, intelligent, or to a neutral (control) condition. Women who endorsed the gendered belief about attractiveness and intelligence and were primed with an attractiveness goal performed worse on a math test than men with this belief. Men's performance did not differ across conditions. Believing that intelligence is attractive in men, but not in women, may thus be an important factor that contributes to women's math underperformance when the goal to appear attractive is activated.

STUCK IN THE LOOP: UNDERSTANDING THE EFFECT OF STATE SELF-OBJECTIFICATION ON WOMEN'S PERFORMANCE

Diane M. Quinn, Stephenie R. Chaudoir, University of Connecticut – Self-objectification occurs when a person takes an observer's perspective on the self, specifically focusing on how one's bodily appearance is evaluated by others (Fredrickson & Roberts, 1997). During a state of self-objectification, the self is temporarily reduced from a full, complex individual to a mere object. Although both men and women experience self-objectification, research has shown that it occurs more frequently and with more negative consequences for women. Previous research has demonstrated that one of the negative effects of state self-objectification is a decrease in cognitive ability, including performance on standardized math tests (e.g., Fredrickson, Roberts, Noll,

Quinn, & Twenge, 1998; Quinn, Kallen, Twenge, & Fredrickson, 2006). To date, however, it has been unclear by what psychological process self-objectification affects performance. In the current research, we argue that state self-objectification instigates a self-regulatory feedback loop that depletes cognitive resources, thereby undermining performance. Specifically, our results show that although both men and women become more objectively self-aware of their appearance when in a state of self-objectification, women are more likely to evaluate their body and appearance negatively, presumably because they are discrepant from unattainable internalized appearance standards. Consequently, women are also more likely to report intentions to diet and exercise in order to reduce these discrepancies. Further, only women show a decrement in their performance. From a self-regulatory perspective, we suggest that these performance decrements result from women remaining in a prolonged state of negative self-focus because they are preoccupied with reducing discrepancies between their actual and ideal physical selves.

HOW RETRAINING IMPLICIT ATTITUDES AND STEREOTYPES AFFECT WOMEN'S MOTIVATION AND PERFORMANCE IN MATH

Chad E. Forbes, Toni Schmader, University of Arizona – Compared to men, women possess stronger implicit gender stereotypes and more negative implicit attitudes toward math relative to language (Nosek, Banaji, & Greenwald, 2002). We suggest that whereas implicit attitudes may predict women's motivation to persist on math-related tasks, implicit stereotypes may predict whether individuals have the necessary cognitive resources to perform optimally. To examine this dissociation, we tested how retraining women's implicit attitudes and stereotypes regarding math vs. language affected their motivation and working memory (WM) under stereotype threat (ST). Three studies used a modified IAT in which moderately math-identified women repeatedly paired the phrase, “I Like” (vs. “I Don't Like”), or the phrase, “Women are good at” (vs. “Men are good at”) with either math or language-related words in an initial task. Study 1 confirmed that continuously pairing the phrase “I Like” with “Math” increased women's implicit liking for math on a subsequent IAT. Study 2 showed that 24 hours after retraining, women who were retrained to implicitly like math vs. language exhibited greater effort on a simple math task under neutral conditions, and this increased effort predicted better math performance under ST; however, WM was unaffected by implicit attitude retraining under ST. Study 3 replicated and extended these effects by demonstrating that gender stereotype retraining increased women's WM under ST. Together, these findings suggest that whereas changing women's implicit math attitudes enhances their math motivation in stereotype threatening situations, retraining implicit gender stereotypes regarding math enhances cognitive resources needed for complex problem solving.

ON REDUCING STEREOTYPE THREAT THROUGH EXPOSURE TO FEMALE ROLE MODELS

David M. Marx, San Diego State University – Considerable research has documented the adverse effects of stereotype threat on women's math performance. Given this situation, the challenge now is to devise strategies to combat this adverse effect. Accordingly, in three experiments I examined how math-talented female role models shield women from stereotype threat. Experiment 1 showed that under threat conditions, women performed equal to men when a female role model administered a math exam, but worse than men when a male role model administered the exam. Experiment 2 revealed that merely learning about a female role model was sufficient to buffer women's math performance from stereotype threat. Specifically, when women learned about a female role model they performed as well as men, but performed worse than men when they learned about a woman who had not succeeded in math. Experiment 3 demonstrated that learning about a female role model enhanced women's math performance, but only under threat conditions – when the stereotype about women and math was activated. In the control condition, when the gender stereotype was not activated, female role models actually harmed women's math

performance. This effect occurred because women in the threat condition were focused on their group-based self (i.e., female identity), whereas women in the control condition were focused on their individual self. Thus, when an ingroup member has overcome the gender stereotype, these women felt that they too, could overcome it. In sum, female role models may be a promising strategy for increasing the recruitment and retention of women in math and science fields.

Symposia Session G7

HORMONES AND BEHAVIOR: IMPLICATIONS FOR THEORY, MEASUREMENT, AND APPLICATION

Saturday, February 7, 11:15 am – 12:30 pm, Meeting Room 22-23

Chair: Saul L. Miller, Florida State University

Speakers: James R. Roney, Steven W. Gangestad, Saul L. Miller, Robert A. Josephs

Summary: Diverse areas within the sciences demonstrate that the neuroendocrine system plays a key role in social behavior. However, theories and methods pertaining to hormonal processes have seen only limited use by social psychologists. The small body of research that has integrated a focus on hormones has provided important insight into the links between hormones and psychological processes, shedding new light on the role hormones play in human motivation, goal pursuit, social cognition, and interpersonal processes. This symposium showcases cutting-edge research pertaining to the unique role behavioral endocrinological research can play in testing and developing social psychological theories. Roney and colleagues examine functional changes in men's hormonal responses to social interactions with women. Gangestad discusses the hormonal mechanisms guiding shifts in women's mating strategies across the ovulatory cycle. Miller and Maner examine male testosterone responses to cues of female ovulation and discuss some of the possible behavioral and psychological implications. Josephs and colleagues discuss the interaction between testosterone and cortisol in shaping a broad range of behaviors, as well as the potential benefits of exploring hormone-behavior relationships among men undergoing androgen deprivation therapy. The four talks presented in this symposium highlight the benefits of integrating theories of behavioral neuroendocrinology and social psychology, and hopefully will help compel researchers to consider the use of biobehavioral methods when examining social cognition and behavior.

ABSTRACTS

HORMONAL CORRELATES OF MEN'S MATING BEHAVIOR

James R. Roney, Aaron Lukaszewski, & Zach Simmons; University of California at Santa Barbara – Males of most vertebrate species express neuroendocrine mechanisms that are activated during social encounters with potential mates. In most species examined, for instance, males exhibit rapid testosterone increases after exposure to cues from conspecific females, and recent research suggests that such responses may play functional roles in facilitating courtship and sexual behaviors. In this talk I will present a series of studies that provide evidence that human males also exhibit reactive increases in testosterone and cortisol concentrations after social interactions with women. The time-scale of these responses – as well as their correlations with measures of courtship-like behaviors – are similar to patterns found in the nonhuman literature and thus suggest that homologous brain mechanisms may regulate the human and nonhuman responses. Discussion of these studies will address individual differences in hormonal responses, possible functions of hormone increases, and also the broader role of testosterone in men's attractiveness and sexual motivation.

VARIATIONS IN WOMEN'S SEXUAL INTERESTS ACROSS THE OVULATORY CYCLE: FUNCTION, PHYLOGENETIC HISTORY, AND HORMONAL UNDERPINNINGS

Steven W. Gangestad; University of New Mexico – Research in the past decade provides compelling evidence that women's sexual preferences and interests vary across their ovulatory cycles and as a function of their fertility status. When fertile, compared to when infertile in their cycles, heterosexual women are particularly attracted to certain male features (e.g., a variety of masculine features). Women's willingness to engage in sex in certain contexts changes across their cycles as well. This talk will (1) briefly review the literature documenting these effects; (2) discuss the purported functions of these shifts (i.e., the selective pressures that shaped them); (3) argue that they represent modifications of features women share with most vertebrate females, ones that arose in deep-time evolutionary history (and hence are homologous across species); and (4) provide an overview of evidence that speaks to the hormonal mechanisms responsible for these shifts. It is argued that these phenomena represent a general evolutionary, life-history perspective on hormonal effects on behavior and other phenomena: the view that hormones are messengers within distributed communication networks that have been shaped to modulate, in an adaptive fashion, coordinated changes in suites of multiple features, a subset of which is often behavioral.

SCENT OF A WOMAN: MEN'S ENDOCRINE RESPONSES TO CUES TO OVULATION

Saul L. Miller & Jon K. Maner; Florida State University – Across many sexually reproducing species, olfaction serves as a key medium by which female reproductive states influence mating-related processes in males. Research in non-human vertebrates indicates that olfactory cues to female ovulation or estrous cause increases in males' testosterone levels and corresponding increases in mate-seeking behavior. Adaptationist perspectives suggest that, similar to other species, human males are also likely to demonstrate important hormonal and behavioral responses to female ovulation cues. In this talk, we discuss recent research examining men's hormonal responses to cues to female ovulation. Findings reveal that, similar to other species, men display increased testosterone levels after being exposed to cues to female ovulation. Moreover, this research suggests that olfaction serves as a key process by which female ovulation influences hormonal and behavioral responses in men. It is argued that these hormonal shifts reveal a functional change in men's mating-related motivations, possibly occurring outside of conscious awareness. Moreover, these hormonal changes are likely to lead to cognitive and behavioral changes designed to facilitate sexual behavior and the initiation of romantic courtship.

DOES CASTRATION DISRUPT THE HORMONE-BEHAVIOR RELATIONSHIP?

Robert A. Josephs¹, Scott Liening¹, Jacqueline J. Rivers¹, Christopher G. Beavers¹, Timothy J. Loving¹, Richard Wassersug², Ian M. Thompson³, Caroline Zink⁴, Jack van Honk⁵, & Elizabeth Glazier³; ¹The University of Texas at Austin, ²Dalhousie University, ³The University of Texas Health Science Center at San Antonio, ⁴National Institute of Mental Health, ⁵Utrecht University – Recent evidence (Mehta & Josephs, 2008) has shown that a testosterone-cortisol (T-Cort) interaction predicts dominance behavior in young adults in response to a status threat. After a social defeat, men with high basal T and low basal Cort chose to "fight" (re-challenge their opponent) whereas men high in basal T and high in basal Cort chose to "flee" (avoid a subsequent competition). Mehta & Josephs (2008) have characterized men with a high T-low Cort profile as resilient in the face of defeat. One intriguing possibility is that, as a function of their resilience, these high T-low Cort men will suffer fewer adverse effects during androgen deprivation therapy (ADT). These castrated men may show fewer cognitive deficits, less depression, and less sleep disturbance and sexual dysfunction relative to men with other hormonal profiles. The assumption driving this hypothesis is that the relationship between T-Cort and behavior will remain unchanged under ADT. Therefore, an interesting question this raises is: to what extent does

castration disrupt the relationship between basal T/basal Cort and behaviors linked to the T/Cort profile (e.g., dominance, resiliency, depression)? It is important to note that researchers have not been able to answer this and similar questions because of methodological limitations (i.e., the ethical obstacles to experimentally manipulating T and Cort levels in human participants). Therefore, we have not been able to answer fundamental questions in human behavioral endocrinology. A population undergoing ADT affords an ideal system to learn how basal hormone levels relate to social behavior in humans.

Symposia Session H and Block Award Address

Saturday, February 7, 2:00 – 3:15 pm

Symposia Session H1: Jack Block Award Address

Saturday, February 7, 2:00 – 3:15 pm, Ballroom C

THE PROCESS AND MODERATORS OF ACCURATE PERSONALITY JUDGMENT

Recipient: David Funder, University of California-Riverside

Introducer: Daniel Ozer, University of California-Riverside

Summary: Everyone would probably wish to judge personality more accurately. Accurate interpersonal appraisals are critical for clinicians and managers and for the development of interpersonal relationships. To gain knowledge about how to make better judgments, research on putative “errors” in interpersonal judgment must be complemented by research that addresses how accurate judgment can be attained. To this end, the Realistic Accuracy Model (RAM) describes accurate personality judgment as the result of a four-stage interpersonal process. First, the target of judgment must emit behavioral cues relevant to the trait to be judged; second, the cues must be available to the judge; third, the judge must detect these cues; and fourth, the cues must be correctly utilized. These four stages: relevance, availability, detection, and utilization, identify four places where accurate judgment might go awry as well as identifying possibilities for improving judgment. Empirical research has shown that factors affecting judgmental accuracy include judgmental ability (good judge), target judgmentability (good target), trait visibility (good trait), and the quantity and quality of available information (good information). Research in progress seeks to ascertain whether and how it might be possible to train people to become better interpersonal judges.

Symposia Session H2

IN HOT PURSUIT: NEW QUESTIONS AND ANSWERS IN RESEARCH ON AUTOMATIC GOAL PURSUIT

Saturday, February 7, 2:00 – 3:15 pm, Ballroom D

Chairs: Melissa J. Ferguson, Cornell University; Kathleen McCulloch, Idaho State University

Speakers: Joseph Cesario, Ran Hassin, Kathleen Mc Culloch, Ayelet Fishbach

Summary: Research over the last decade has demonstrated that people who are subtly exposed to stimuli related to a goal end up pursuing that goal without awareness or intention. But, now that behavioral effects of automatic goal activation have been established, the second generation of research on this topic is addressing fundamental questions of what qualifies as automatic goal pursuit and how it unfolds automatically. Cesario will present findings on key differences between automatic goal pursuit versus behavioral priming. These findings speak directly to how automatic goal pursuit is unique from other related constructs. Then,

Hassin will present evidence about how goal representations are updated, nonconsciously, as the goal unfolds. This work reveals the dynamic nature of automatic goal pursuit, and its flexibility in the face of a changing environment. Next, Mc Culloch will present work on the mental operations that are triggered by a goal, and compares them to the operations that unfold during the conscious pursuit of the same goal. These results identify the processes that underlie automatic goal pursuit, and demystify how the activation of a goal proceeds to related downstream behavioral and judgment effects. Fishbach will then describe work on goal processes that are effortless versus draining. These findings show how a shift in the construal of a goal-related action changes its downstream consequences in terms of replenishing or draining resources. Together, the speakers in this symposium showcase some of the pivotal new questions being posed in research on automatic goal pursuit, along with some intriguing answers.

ABSTRACTS

NONCONSCIOUS GOAL PURSUIT AND AUTOMATIC SOCIAL BEHAVIOR: IMPLICATIONS FROM THE PREPARATORY INTERACTION ACCOUNT

Joseph Cesario, Michigan State University – We have proposed that automatic behavior following social category priming results from perceivers preparing to interact with primed category members (Cesario, Plaks, & Higgins, 2006). Whereas prior models have explained automatic behavior in terms of the direct expression of activated traits and behaviors, our account suggests that such behavior is the result of a strategic (though nonconscious) preparation to interact with the target. This motivated preparatory process integrates features of the target (“Is the target strong or weak?”), perceiver (“Do I like or dislike the target?”), and situational opportunities and constraints (“Can I fight or flee?”) to determine behavioral output. In this talk, I will summarize recent research supporting this account, and discuss how consideration of all three of these input sources makes unique predictions concerning automatic motivated behavior, including the substitutability of behavioral outputs, identical behavioral output from multiple category primes, and multiple behavioral outputs from a single category prime.

THE NONCONSCIOUS UPDATING OF GOAL REPRESENTATIONS

Ran R. Hassin and Shira Zimmerman, The Hebrew University – Given the scarcity of conscious mental resources on the one hand, and the number of goals people concurrently pursue on the other, the cognitive system stands much to gain from nonconsciously updating its goal-relevant information. We suggest, therefore, that information from the environment can be non-consciously incorporated into goal-related representations. The logic is simple: We have many goals at any point in time, and goal relevant information may appear at every moment, in expected as well as unexpected contexts. Consciously noticing this information is not a trivial task, and the conscious updating of goal-related representations may also be effortful. Thus, the nonconscious updating of these representations seems necessary. We report a series of experiments that examine whether this is indeed the case. In all experiments participants were explicitly given a goal, and while they were doing an unrelated task they were subliminally presented with goal-relevant information. The results show that goal-related representations were indeed updated in accordance with this information.

TAKING A CLOSER LOOK: HOW AN IMPRESSION FORMATION GOAL UNFOLDS AUTOMATICALLY

Kathleen C. McCulloch (Idaho State University), Melissa J. Ferguson (Cornell University), Christie C. K. Kawada (Los Angeles, California), and John A. Bargh (Yale University) – Research on automatic goal pursuit has shown that the subtle exposure to words related to a goal triggers the pursuit of that goal without the person’s awareness or intention. But, how exactly does the activation of a goal in memory translate to goal-related behavioral effects? In a series of experiments, we analyzed the information processing that underlies non-

conscious impression formation at various points in the pursuit of this goal. In Experiment 1, participants who were nonconsciously primed with an impression formation goal were quicker to make trait inferences as compared with controls. In Experiment 2, trait-cues fostered better recall for behavioral sentences than semantic cues for those in nonconscious or conscious impression formation conditions, but no such advantage was found for controls. In Experiment 3, those in the nonconscious or conscious impression formation conditions, as opposed to controls, displayed better recall for impression incongruent information only if it was attributable to the actor's disposition. Hence, priming participants with a nonconscious impression formation goal facilitates trait inferences, forms associations between traits and behaviors, and enhances sensitivity to the relevancy of behavioral information to the construction of an emerging impression. These findings together suggest that an automatically activated impression formation goal has a processing advantage over spontaneous inferential processes, and appears to provide the same processing advantages as a conscious impression formation goal. These results also reveal some of the mental operations that translate the automatic activation of a goal in memory to the goal-relevant operations associated with pursuing the goal.

WHEN GOAL PURSUIT IS UNPLEASANT AND DEPLETING YET PLEASANT AND REPLENISHING *Ayelet Fishbach and Jinhee Choi, University of Chicago* – We explore how goal pursuit affects psychological resources. We propose that the same action is experienced differently, depending on whether the person construes it as instrumental to another end or as an end in itself. When an action is construed as a means to an end (i.e., “instrumental”) it is subjectively unpleasant and depleting of psychological resources. Conversely, when it is construed as an end in itself (i.e., “experiential”), it is subjectively pleasant and replenishing of psychological resources. Because instrumental actions are experienced negatively, considering more personal reasons for pursuing an action can ironically decrease the motivation to pursue the action. Five studies support these predictions. Study 1 found that gym users who listed reasons for their workout got tired and quit more quickly than those who did not list reasons. Study 2 found that considering the external benefits from solving puzzles decreased participant's subjective energy and interest in puzzles. The rest of the studies investigated the consequences of making complex choices among vacation packages (Study 3), flower bouquets (Study 4), and reading books (Study 5). These studies found that instrumental choices, which are made with an accessible goal in mind, are depleting and reduce interest in the selected product, whereas experiential choices, which are made for the sake of expressing one's preferences, are replenishing and increase interest in the selected products.

Symposia Session H3

PERCEIVING PREJUDICE

Saturday, February 7, 2:00 – 3:15 pm, Meeting Room 13-16

Chair: Kerry Kawakami, York University

Speakers: Robert Livingston, Cheryl Kaiser, Kerry Kawakami, Jennifer Eberhardt

Summary: Despite an impressive history of social psychological research on intergroup relations, we are still just beginning to understand how lay people define prejudice, how they respond to prejudice against their own group, how they censure prejudice toward other groups, and how these perceptions are influenced by naive understandings of science. The four speakers in this symposium have all proposed innovative ways of thinking about and measuring perceived prejudice. Livingston's recent work examining folk conceptualizations of racism provides strong evidence for the existence of differences between Blacks and Whites in their subjective thresholds for attributing prejudice and demonstrates how these perceptions influence support for reducing discrimination. Kaiser's work investigates how Blacks' racial identification influences

perceptions of prejudice. Importantly, this research provides new findings that highly identified minorities report more racism because they actually experience more bias. Kawakami's research, alternatively, shows that nonBlacks overestimate the degree to which they will be upset by a racial slur and reject racists. Notably, these differences between forecasted and experienced responses to prejudice are moderated by executive functioning and characteristics of the Black target. Finally, Eberhardt's work examines how lay theories related to human evolution impact our perceptions of racial inequality. When reminded of human evolution, people are more willing to accept racial inequality and endorse views that are prejudiced. These four presentations, which report new theories/data and challenge conventional ways of thinking about intergroup bias, underline the importance of utilizing a variety of approaches to gain a broader understanding of racism and explain its prevalence.

ABSTRACTS

WHAT IS “PREJUDICE?”: ASSESSING THE ACCURACY AND IMPLICATIONS OF FOLK NOTIONS OF RACISM

Robert W. Livingston, Northwestern University, Patricia G. Devine and Rebecca McGill, University of Wisconsin-Madison – This study investigated the nature and consequences of folk conceptualizations of racism. Participants were given 100 scenarios that might indicate prejudice (e.g., crossing the street when a black person approaches). Their task was to indicate the extent to which they believed the scenario to be indicative of prejudice. Other participants were randomly assigned to receive the same 100 scenarios worded in first person (e.g., I would cross the street when a Black person approaches) and indicated their agreement with these items. To assess the “objective diagnosticity” of each scenario, we correlated participants' level of agreement with each scenario with their scores on four prejudice measures. We examined (1) differences in Whites' vs. Blacks' (and White liberals' vs. White conservatives') subjective thresholds for attributing prejudice, (2) accuracy of subjective thresholds, and (3) predictive validity of subjective thresholds. Results showed that subjective thresholds did not differ between groups when scenarios were extreme, but Whites and conservatives showed a higher threshold (lower likelihood) for attributing prejudice compared with Blacks and liberals when scenarios were less extreme. Our data further suggest that the difference in threshold was due to Whites'/conservatives' lower willingness to attribute prejudice when extant, rather than a higher tendency among Blacks/liberals to attribute prejudice when absent. Finally, results showed that subjective thresholds predicted perceptions of racial progress even when controlling for anchoring on the past/future (Eibach & Ehrlinger, 2006), such that those with more narrow definitions of prejudice perceived more racial progress and showed less support for Affirmation Action.

PERCEPTION AND REALITY: WHY DO HIGHLY IDENTIFIED MINORITIES REPORT EXPERIENCING MORE PREJUDICE THAN WEAKLY IDENTIFIED MINORITIES?

Cheryl R. Kaiser, University of Washington, Jennifer S. Pratt-Hyatt, Michigan State University, Clara L. Wilkins, University of Washington, Heather M. Rieck, University of California, Santa Barbara, and Benjamin J. Drury, University of Washington – Racial minorities who are strongly identified with their group report experiencing more prejudice than their weakly identified counterparts. It is commonly assumed that the relationship between group identity and greater prejudice perceptions stems from internal psychological processes within minorities, such as their construal of negative events. However, this relationship could also stem from processes external to minorities. Specifically, we contend that strongly identified minorities report greater experiences with prejudice because Whites do not treat minorities uniformly. We hypothesized that strongly identified minorities would bear the brunt of Whites' racial prejudice. We present data showing that racial minorities' self-reported level of racial identity was detected by unacquainted Whites who simply viewed minorities' head and shoulder pho-

tographs. We then discuss several experiments demonstrating that Whites' inferences about racial minorities' identification level affected how they evaluated minorities; Whites expressed more negative attitudes toward strongly identified racial minorities than weakly identified minorities. Whites also used less inclusive language (i.e., fewer plural personal pronouns like "we") when describing interactions with the strongly identified. These effects occurred, in part, because Whites perceived strongly identified minorities as rejecting worldviews that legitimize the status hierarchy and as harboring negative attitudes toward Whites. These studies suggest that strongly identified minorities are not simply engaging in hypervigilance when they report experiencing high levels of prejudice and that weakly identified minorities are not engaging in self-deception when they report experiencing low levels of prejudice -- rather, they may be reporting on reality as they experience it.

FAULTY FORECASTS: MISPREDICTING AFFECTIVE AND BEHAVIORAL RESPONSES TO RACISM *Kerry Kawakami, Francine Karmali, York University, John F. Dovidio, Yale University, and Elizabeth Dunn, University of British Columbia* – The present research investigated reactions to prejudice against Blacks by nonBlacks. The results from four studies demonstrated that in general people's predictions regarding emotional distress and behavior in response to a racial slur differed drastically from their actual reactions. Whereas participants who imagined themselves in the situation, anticipated being very upset and distancing themselves from a person who made a racist comment, those who experienced this event did not differ from control participants who were not exposed to a racist comment. Notably, the results of a Stroop task indicated that all participants who were presented with the racial slur in comparison to the no comment condition demonstrated signs of cognitive depletion. These findings suggest controlled responding by all participants. Furthermore, the results demonstrated that the discrepancy between predicted and actual affect related to the racial slur and ostracism of the racist was influenced by the behavior of the Black target of the racists' comment. Specifically, an apology by the Black target, for the slight transgression that ostensibly induced the racist slur, reduced differences between responses by participants who experienced or imagined the situation by increasing negative affective and behavioral reactions to the racist. These findings underscore the importance of people's naïve theories related to their responses to racism and the critical differences between these theories and reality.

RACE, EVOLUTION, AND INEQUALITY *Jennifer L. Eberhardt, Shantal Marshall, and Cynthia S. Levine, Stanford University* – Lay understandings of science, although frequently overlooked, may contribute in important ways to prejudice. When people learn about human evolution, for example, they come away with an understanding: a) that Blacks are more associated with apes than Whites, b) that civilization began with an exodus from Africa, and c) that those who remained in Africa did not continue to evolve. This lay understanding of human evolution positions Blacks as less human than Whites and has serious implications for race relations. We find, for example, that when people are simply reminded of human evolution, they are less troubled by racial inequality and less interested in reducing it. In fact, reminding people of evolution not only inclines them to accept more racial inequality, but also to accept views that in most other circumstances would be considered blatant expressions of Jim Crow racism. Indeed, when viewed in the context of human evolution, such expressions may not even be considered racist at all.

Symposia Session H4

SHARING AND UNDERSTANDING THE EMOTIONS OF OTHERS: RELATIONSHIPS BETWEEN DIFFERENT FACETS OF EMPATHY

Saturday, February 7, 2:00 – 3:15 pm, Meeting Room 10-12

Chairs: *Jamil Zaki, Columbia University; Kevin Ochsner, Columbia University*

Speakers: *William Ickes, Sara Hodges, Claus Lamm, Jamil Zaki*

Summary: Empathy – the ability to share and understand the emotions of others – is critical to navigating the social world. While the last decades have seen a steady increase in research on empathy, gaining traction on this phenomenon has proven difficult. This may be due to the fact that empathy is a multifaceted construct, involving related but independent facets, such as sharing the internal states of others (affect sharing), understanding those states (empathic accuracy), and caring about or helping others (empathic concern). The relationships between these facets has often been left unclear, and research programs concentrating on isolated aspects of empathy sometimes make little contact with each other, causing difficulties in integrating theories of empathy. With this in mind, the goal of this symposium is to bring together experts on each facet of empathy, spanning behavioral, developmental, and neuroscientific approaches, with the specific aim of fostering discussion of how different facets of empathy interact. Ickes, Gleason, and Jensen-Campbell will begin by demonstrating a long-standing finding that self-report measures of affect sharing and empathic concern do not predict behavioral measures of empathic accuracy. Ickes et al. will further demonstrate that empathic accuracy, but not these other measures, predicts social adjustment in adolescents. Hodges will then describe evidence of discrepancies between sharing a social target's experiences and accurately understanding them, further underscoring the independence of these components of empathy. The following two speakers will take as a starting point the independence of these empathic components, and use neuroscience data to shed light on the cognitive mechanisms underlying each facet. Specifically, Lamm will describe how behavioral and neural indices of affect sharing can be modulated by "top-down" manipulations such as perspective taking, as well as neural systems predicting accurate responses to others' affective states. Zaki, Bolger, and Ochsner will conclude by describing how contextual and interpersonal factors, such as the expressivity of social targets, can influence the relationships between affect sharing and empathic accuracy.

ABSTRACTS

THE DEVELOPMENTAL IMPORTANCE OF EMPATHIC ACCURACY: A STUDY OF YOUNG ADOLESCENTS

William Ickes, Katie A. Gleason, and Lauri A. Jensen-Campbell University of Texas at Arlington – In a recent study, we investigated the developmental importance of empathic accuracy by examining its role in the peer relationships and personal adjustment of 116 young adolescents (5th – 8th graders). At school, the participants completed measures assessing different aspects of their peer relationships. In the lab, they completed a performance-based measure of empathic accuracy and self-report measures of personal adjustment. Their teachers and parents provided parallel assessments. The results showed that young adolescents who were good at inferring other people's thoughts and feelings were less likely to suffer from victimization by their peers. They were also less likely to experience personal adjustment problems. Finally, a series of moderation analyses revealed that empathic accuracy seems to buffer young adolescents from the negative effects of poor peer relationships on personal adjustment. When empathic accuracy was high, known peer relationship-adjustment links were not found; only when empathic accuracy was low did poorer peer relationships predict poorer personal adjustment out-

comes. Collectively, these data indicate that the ability to accurately infer other people's thoughts and feelings is an important social skill that contributes in various ways to adolescents' success in establishing positive relationships with their peers and in avoiding personal adjustment problems.

COMPONENTS OF EMPATHIC UNDERSTANDING: THE EXPERIENCE OF BEING UNDERSTOOD *Sara D. Hodges, University of Oregon* – Understanding another person's experience lies at the heart of empathy, but what exactly is meant by "understanding?" I examine three components of empathic understanding (an objective measure of perceivers' understanding of targets; perceivers' beliefs about how well they understand targets; and targets' beliefs about how well perceivers understand them) and demonstrate how each component is differentially affected by personal experience, a variable generally (but perhaps incorrectly) associated with greater empathy. College student targets who had experienced parental divorce were interviewed by another student whose parents were either divorced or not. These targets' beliefs about their interviewer's parental divorce status were also manipulated, independently of the interviewer's actual parental divorce status. Replicating past work, interviewers with personal experience (i.e., who had divorced parents) were no better than those without this experience when it came to accurately inferring the target's thoughts. However, interviewers with personal experience thought they understood targets better than interviewers without experience. Targets' ratings of how well they were understood diverged depending on interviewers' actual experiences and what targets believed about interviewers' experience. There was no effect of interviewers' ACTUAL experience (targets rated interviewers who really had divorced parents and those with non-divorced parents as equally understanding). However, targets' BELIEFS about interviewers' experiences did have an effect: Targets who believed that their interviewer had experienced parental divorce reported feeling more understood than targets who believed their interviewer had not experienced divorce. These results suggest that perceptions of similarity may play a greater role in promoting empathy than actual similarity.

THE ROLE OF TOP-DOWN PROCESSES IN MODULATING EMPATHY – A SOCIAL NEUROSCIENCE PERSPECTIVE *Claus Lamm, The University of Chicago, and University of Zurich* – Psychological research suggests that the way in which we appraise a situation largely determines our affective response to it. This also holds for the phenomenon of empathy, as witnessing the distress of others can result in a variety of vicarious responses. For example, observing the pain of others can trigger both empathic concern and personal distress, with the latter having adverse effects on prosocial behavior. This talk presents evidence from social neuroscience studies tapping into the neural underpinnings of these distinct responses and their behavioral consequences. These studies demonstrate that explicitly imagining the pain of others increases neural activation in areas coding negative affect and arousal, reflecting the heightened personal distress experienced by the observer; that areas associated with self/other distinction, self-awareness and affective evaluation are crucially involved in the contextual appraisal of aversive events experienced by others; and that neural structures related to inhibitory control, action monitoring and associative learning play an important role in overcoming egocentric response tendencies, enabling the observer to show more accurate other-oriented responses. Taken together, these studies contribute to a better understanding of the different mechanisms and pathways leading to (both accurate and inaccurate) vicarious responses.

THE INTERFACE BETWEEN SHARING AND UNDERSTANDING AFFECT: EVIDENCE FROM PERSONALITY AND BRAIN BASES OF EMPATHIC ACCURACY. *Jamil Zaki, Niall Bolger, & Kevin Ochsner, Columbia University* – The term "empathy" encompasses multiple components, includes vicariously experiencing others' affective states (affect sharing) and understanding how others feel (empathic accuracy, or EA).

Current theories suggest that sharing someone's affect should be integral to correctly understanding it. Surprisingly, however, previous research has failed to find consistent relationships between affect sharing and EA. Here, we present two studies suggesting that this non-correspondence may stem from the fact that accurate inferences about others depend on many processes, including but not limited to affect sharing. In a behavioral study, perceivers made inferences about videotaped social targets, and EA was assessed as the correspondence between these inferences and what the affect targets reported having felt. We found that perceivers' trait levels of affect sharing predicted EA, but only when targets were emotionally expressive. In a second study, we scanned perceivers using fMRI while they made inferences about target affect, and examined brain activity related to EA. We found that engagement of brain areas related to explicit inferences about others – but not those related to affect sharing – predicted EA. However, the medial prefrontal cortex, a central accuracy-related brain region, was functionally connected with affect-sharing related structures (e.g., the anterior insula and amygdala) while perceivers inferred affect from targets, suggesting that perceivers flexibly utilize affect sharing as a source of information when trying to identify targets' internal states. Overall, these findings suggest that affect sharing and EA are related, but that interpersonal and cognitive contexts must be taken into account when searching for these relationships.

Symposia Session H5

HURTING THE ONES WE LOVE: SOCIAL PSYCHOLOGICAL PERSPECTIVES ON VIOLENCE BETWEEN INTIMATE PARTNERS

Saturday, February 7, 2:00 – 3:15 pm, Meeting Room 18-19

Chairs: *Erica B. Slotter, Northwestern University; Eli J. Finkel, Northwestern University*

Speakers: *Eli J. Finkel, Joseph A. Vandello, Erica B. Slotter, Ximena B. Arriaga*

Summary: Observers are frequently bewildered by the high rates of violent behavior between romantic partners. Every year, one in six couples experiences at least one act of intimate partner violence (IPV). How could individuals deliberately hurt those very people with whom they have chosen to merge their lives, even those whom they have promised "to love and to cherish until death do [them] part"? This symposium examines IPV from the perspectives of both the perpetrator and the victim. First, Finkel introduces and presents evidence for his process-oriented, I-Cubed Model of IPV Perpetration, which (a) categorizes the risk factors for such perpetration into instigating triggers, violence-impelling forces, or violence inhibiting forces, and (b) identifies how these risk factors combine to determine whether an act of IPV will transpire. Second, Vandello demonstrates in a study of over 50 nations that a cultural emphasis on female purity is associated with a greater prevalence of male perpetrated IPV. Third, Slotter employs experimental procedures to reveal that relationship commitment becomes increasingly important in helping would-be perpetrators restrain impulses toward IPV as the severity of the provocation increases. Finally, Arriaga and colleagues look at relationship commitment from the victim's perspective, demonstrating (a) that commitment can also serve the unfortunate function of keeping individuals in relationships where their partner is violent toward them, and (b) that strongly committed victims erroneously believe that they would be particularly distraught if their relationship were to end (an affective forecasting error).

ABSTRACTS**THE I3 (I-CUBED) MODEL OF INTIMATE PARTNER VIOLENCE PERPETRATION: INTRODUCTION AND INITIAL EVIDENCE**

Eli J. Finkel, Northwestern University – Although scholars have identified dozens of risk factors for intimate partner violence (IPV), little conceptual work has explored the interplay among them, and “theory and research on relationship violence remain uncohesive” (Berscheid & Regan, 2005, p. 52). This presentation borrows from diverse literatures to introduce a coherent framework for organizing the risk factors for IPV perpetration and for identifying how these risk factors combine to determine whether an individual will perpetrate IPV. This framework, called the I3 (I-Cubed) Model of IPV Perpetration, identifies three central questions researchers must ask regarding a given interaction between romantic partners to determine whether IPV will transpire. First, does at least one partner experience strong Instigating triggers? Second, does that partner experience strong violence-impelling forces? And third, is that partner characterized at that time by weak violence-inhibiting forces? If the answer to all three questions is yes, then the individual is likely to perpetrate IPV. After introducing the I3 Model, the speaker will present results from the first studies—both experimental and longitudinal—designed to test it.

CULTURAL DIFFERENCES IN FEMALE PURITY AND THEIR CONNECTION TO INTIMATE PARTNER VIOLENCE

Joseph A. Vandello, University of South Florida – In traditional cultures where social and economic successes are largely dependent on family reputation, a strong emphasis is often placed on moral purity, particularly for women. Women play a crucial role in determining a family's social status through marriage and the alliances it creates, and thus families can increase or tarnish their reputations through the marriage prospects of their women. I propose that norms stressing female “purity” (defined as the avoidance of bodily or spiritual pollutants) arise as a solution to protect and enhance women's, and therefore their families', social reputations. Moreover, I propose that cultures that value female purity are also more likely to allow intimate partner violence (IPV) as a punishment for women who violate purity norms. In this talk, I explore cross-cultural variation in the emphasis placed on female purity, and its links with IPV against women. Using nations as the unit of analysis, I created an index of female purity based on the dimensions of sexual chastity, temperance, and piety. Cultural differences in female purity are associated with a greater prevalence of male-perpetrated IPV, based on self-report surveys from over 50 nations. In addition, in cultures that emphasize female purity, women tend to have lower status and fewer rights. Discussion will connect purity to conceptually related work (e.g. benevolent sexism) and argue that individual-level approaches to understanding IPV can be complemented by cultural-level approaches.

RELATIONSHIP COMMITMENT AS A VIOLENCE-INHIBITING FORCE IN CONFLICTUAL INTERACTION WITH A ROMANTIC PARTNER

Erica B. Slotter, Northwestern University – During conflictual interaction, individuals experience violent impulses toward romantic partners with alarming frequency. When these impulses arise, how do individuals override them to refrain from enacting violent behavior? The present research employs experimental procedures to test whether relationship commitment increases the likelihood that individuals will override their violent impulses after they are severely (but not mildly) provoked by their partner. Study 1 examined individuals' verbalized tendencies toward intimate partner violence (IPV) while they psychologically immersed themselves in a simulated situation (presented by trained actors) in which their romantic partner provoked them mildly, moderately, or severely. Results revealed that although participants' physically violent verbalizations increased as the partner provocation became more severe, this increase was substantially smaller to the degree that participants were highly committed to their relationship. Study 2 examined par-

ticipants' tendencies toward IPV after they immersed themselves in either the mildly or severely provoking simulated situations from Study 1. IPV was operationalized as participants' use of pins to stick voodoo dolls representing their romantic partner. Results revealed that participants were more violent toward their romantic partner after listening to the severely provoking relative to the mildly provoking scenario, but that this increase was substantially smaller to the degree that participants were committed to their relationship. Overall, the results suggest that individuals' psychological commitment to their relationship helps them inhibit violent behaviors when their romantic partner has severely provoked them.

INTIMATE PARTNER VIOLENCE VICTIMS: PERCEPTIONS OF THE PAST AND FORECASTS OF THE FUTURE

Ximena B. Arriaga and Nicole M. Capezza, Purdue University, Wind Goodfriend, Buena Vista University, JulieAnn Miller, Purdue University – Understanding what victims of intimate partner violence (IPV) experience requires an appreciation for the power of the relational situation. Despite being the target of physical and/or psychological aggression, some victims remain committed to their relationship. Are these victims crazy? This research suggests the answer is no, and that the social psychological forces that operate on individuals to keep them committed to a violent partner are pervasive and robust. This talk examines commitment and violent dating relationships. Committed victims make more positive attributions about past violent incidents than less committed victims, suggesting that victims may remain committed by downplaying violence (supporting consistency theories). This tendency to see negative partner acts positively – a relationship maintenance tendency well documented among nonvictims – has limits and may not occur in particularly violent relationships. In addition to seeing the past in a positive light, some victims see the future in ways that support remaining in the relationship. Committed victims forecasted feeling worse if their relationship were to end than the actual feelings of individuals who were no longer dating a violent partner.

Symposia Session H6**EXPLORING THE IRRATIONAL: ANTECEDENTS AND CONSEQUENCES OF MAGICAL BELIEFS AND SUPERSTITIONS**

Saturday, February 7, 2:00 – 3:15 pm, Meeting Room 20-21

Chair: *Lysann Damisch, University of Cologne*

Speakers: *Jennifer A. Whitson, Jane L. Risen, Lysann Damisch, Carol J. Nemeroff*

Summary: Irrational beliefs and superstitions pervade the daily routines of many people. Yet little is known thus far about the precise conditions and processes leading to the development of superstitions as well as their effects on subsequent thought and behavior. In this symposium, we will focus on both the antecedents and consequences of magical beliefs and superstitions, examining how these beliefs emerge, as well as their effects, once established, on pro-social behavior, task performance, and even physiological functioning. Whitson and Galinsky demonstrate that lacking control motivates pattern perception, leading to the detection of spurious patterns that foster the development of superstitions and illusory correlations. Risen and Gilovich identify behaviors that are associated with the irrational belief in tempting fate and demonstrate that the tendency to engage in those behaviors is diminished when people are concerned with the possibility of tempting fate. Damisch and Mussweiler provide evidence for a causal relationship between superstitions and task performance, arguing that greater perceived self-efficacy facilitates performance after a good luck related superstition had been activated. Finally, Nemeroff, Hoyt, and DeAngelo investigate the effects of magical contagion beliefs on self-perceived health and biological markers of stress and immunity, and identify

specific personality variables as moderators of these effects. Together, these papers significantly advance the study of irrational beliefs and superstitions, demonstrating how these beliefs are formed as well as their downstream effects on important aspects of everyday life.

ABSTRACTS

VOICES IN THE STATIC: THE FALSE PERCEPTION OF PATTERNS IN THE NOISE OF EVERYDAY LIFE Jennifer A. Whitson, University of Texas, Austin, Adam D. Galinsky, Northwestern University – To successfully navigate the environment, individuals must quickly and accurately derive patterns from the complexity of life. Five experiments investigated whether lacking control causally increases pattern perception, especially the false perception of patterns. The experiments used three different manipulations of lacking control: primed through a recall task (Studies 1 and 5), experimentally manipulated through a concept identification task but prior to measuring patterns (Studies 2 and 3), or manipulated within the context of pattern perception (Experiment 4). In Study 1, participants who recalled a time when they didn't have control formed more superstitions than participants who recalled being in control. In Study 2, participants who received random, non-contingent feedback in an identification task were more likely to perceive patterns in the Snowy Pictures Task in those pictures that were modified to only contain noise and no actual image. Study 3 used a standard illusory correlation paradigm but in a financial domain, and manipulated sense of control by describing the stock market environment as either uncertain and uncontrollable or certain and controllable. Results showed that the volatile environment led to participants to form more illusory correlations. Additionally, we demonstrated that this increased pattern perception is a motivational state by measuring the need directly (Study 4) and by showing that the lack of control ? pattern perception causal link is reduced by affirming the self (Study 5). Although these many, disparate forms of pattern perception are typically discussed as separate phenomena, the current results suggest there is a common motive underlying them.

PROMOTING VALUED BEHAVIOR THROUGH A SHARED BELIEF IN TEMPTING FATE Jane L. Risen, University of Chicago, GSB, Thomas Gilovich, Cornell University – It is an irony that so many people who don't believe in fate refuse to tempt it. In past work, we examined an underlying cognitive mechanism for the belief that it is bad luck to "tempt fate." We found that actions that tempt fate elevate the perceived likelihood of misfortune because such painful possibilities are automatically called to mind and, once entertained, they gain fluency and are seen as more likely to occur. The current set of studies situates this cognitive process in the social world. We ask: What types of actions are thought to tempt fate? Do people avoid those actions when the notion of tempting fate is salient? And, by extension, does the belief in tempting fate lead to positive, pro-social behaviors? Study 1 was designed to examine the conceptual structure of this culturally-shared belief. Using hierarchical cluster analysis, we found that "hubris" and "needless risk" composed the initial behavior clusters associated with the term tempting fate. A second set of studies was designed to examine whether the idea of tempting fate promotes pro-social behavior. We found that when people were primed with the shared belief in tempting fate, they avoided behaviors associated with the belief. For example, we found that after participants filled out a tempting fate scale, they displayed less presumptuousness and hubris compared to those not primed. The tendency to "restrain" displays of hubris for primed participants was similar for those who indicated an explicit belief in tempting fate and those who did not.

KEEP YOUR FINGERS CROSSED! THE INFLUENCE OF SUPERSTITIOUS BELIEFS ON TASK PERFORMANCE Lysann Damisch, University of Cologne, Thomas Mussweiler, University of Cologne – Despite their seeming irrationality, superstitious beliefs and behaviors occur frequently and persistently. This is especially true among students and athletes, who are often confronted with important performance tasks. In the present research, we aimed to explore the possible benefits of superstitious beliefs. Specifically, we suggest that superstitions exert a causal influence on subsequent motor and cognitive performance. Results of Studies 1 and 2 demonstrate that participants' performance is enhanced after the implementation of a good luck superstition (e.g. crossed fingers; a "lucky" ball), compared to a bad luck superstition or no superstition. This effect was observed even when the activation of the superstition was accomplished by the mere subliminal presentation of words related to good luck or bad luck. Moreover, our data suggest that these performance enhancements can be explained by greater feelings of confidence toward the current task. In Study 3, participants primed with good luck reported more task-specific self-efficacy than did those primed with bad luck. This difference in experienced self-efficacy mediated the effect of superstition activation on subsequent performance in a Tetris game. In this regard, our findings contribute to a greater understanding of superstitions and their effects on psychological as well as behavioral consequences. Indeed, our results suggest that instead of snidely smiling at superstitious rituals it would be advisable to encourage them, as they might yield that necessary extra point in an exam or athletic competition.

MAGICAL MINDS, MOBILIZED BODIES Carol J. Nemeroff, University of Southern Maine (formerly Arizona State University), Michael Hoyt, UCLA (formerly Arizona State University) LeAnna DeAngelo, Independent Researcher, Colorado – Positive effects of pharmacologically inert compounds, termed "placebos," have long been recognized. The inverse result, "nocebo," occurs when inert compounds evoke negative health consequences. Placebos are often intentionally maximized in traditional healing approaches, and nocebos are invoked in certain magical practices; in these contexts they generally operate according to the sympathetic magical principles of contagion and similarity (Frazer, 1890/1959). Magical contagion beliefs are also common among modern, educated, Western adults (e.g., Nemeroff & Rozin, 2000). This study investigated placebo and nocebo effects in relation to magical contagion beliefs, using a bogus viral cold challenge paradigm. Participants were exposed to a biologically inert substance (saline nose drops) after being led to believe the substance was a viral preparation from one of three sources: a morally neutral source (virus bank), a morally positive interpersonal source (local hero), and a morally negative interpersonal source (local ex-convict). Outcome measures, collected over 4 days, were self-reported symptoms of an upper respiratory infection, and salivary levels of cortisol (the "stress hormone") and s-IgA (a marker of nonspecific immunity). Primary goals were to determine whether beliefs about virus source would produce measurable effects on perceived cold symptoms, and whether biological markers would follow the same pattern as perceptions. All outcome measures mirrored participants' beliefs about the source. Symptoms, cortisol, and sIgA levels were all higher in the negative source condition, demonstrating the ability of magical beliefs to affect self-perceived health and physical functioning. Several personality variables were found to moderate the placebo/nocebo effects, particularly on immune mobilization.

Symposia Session I
Saturday, February 7, 3:30 – 4:45 pm

Symposia Session I1
**UNDERSTANDING AND BRIDGING THE GREAT DIVIDE:
TOWARD A UNIFIED SOCIAL AND PERSONALITY
PSYCHOLOGY**
Saturday, February 7, 3:30 – 4:45 pm, Ballroom C
Chairs: *Jessica L. Tracy, University of British Columbia; M. Brent Donnellan, Michigan State University*
Speakers: *Jessica L. Tracy, William B. Swann, Harry T. Reis, Brent W. Roberts*

Summary: Few topics within psychology are as divisive as the debate between researchers who emphasize dispositional sources of behavior versus those who emphasize situational factors. This is one of the distinctions thought to underlie the split between social and personality research, and is often accompanied by a difference in methodological practices and the relative value attached to counter-intuitive findings and external versus internal validity. In this symposium, we hope to clarify the differences and similarities between social and personality psychology, and generate a roadmap for a more complete integration of the two subfields. Specifically, Tracy and her colleagues will provide much needed data on the veracity of stereotypes about social and personality research practices. Swann will use identity fusion theory and findings to illustrate how social and personality researchers can retain their unique characteristics even within the context of their emerging symbiosis. Reis will explain how purely situational or dispositional approaches produce impoverished theories, and argue that the dominant theories in an integrated discipline should adopt an approach that explicitly combines both perspectives. Finally, Roberts will take a broad view, examining the philosophical and political worldviews typically ascribed to social and personality psychologists. He will suggest ways in which these perceptions may contribute to the separation and even occasional antagonism between the two subfields. Collectively, these provocative talks will highlight historical divides that persist to the present day, and chart an approach to the study of thoughts, feelings, and behavior that incorporates the best of both social and personality psychology.

ABSTRACTS
**THE PRACTICE OF SOCIAL-PERSONALITY PSYCHOLOGICAL
SCIENCE: SEARCHING FOR CRONBACH'S TWO STREAMS**

Jessica L. Tracy, University of British Columbia; Richard W. Robins, University of California, Davis; & Jeffrey W. Sherman, University of California, Davis – In 1957, Lee Cronbach used his APA Presidential Address to draw attention to what he viewed as a major problem for field: a divide between “two streams” of scientific psychology, which he labeled “experimental” and “correlational.” Fifty years later, many social-personality researchers keenly feel the presence of this divide, and find that Cronbach’s labels aptly fit the distinction between research practices in the two sub-disciplines. However, it is not clear whether these perceptions are accurate, or are based on stereotyped notions about each area. We addressed this question by surveying editors and editorial board members of social and personality journals (N = 159), asking about research practices (e.g., designs, assessment methods, statistics) and theoretical perspectives (e.g., the relative importance of internal vs. external validity; person vs. situation approaches), and stereotypes about these practices. The results provide a normative picture of the practice of psychological science within personality and social psychology. Specifically, we found that: (a)

although personality and social researchers tend to use many of the same approaches, methods, and procedures, they nonetheless show moderate to large mean differences in each of these domains, as well as in their overarching theoretical aims and perspectives; (b) despite these methodological and philosophical differences, there are few differences in the research topics each subgroup focuses upon; (c) the average differences between the two subgroups largely conform to dominant stereotypes; and (d) the structure of social-personality research practices can be characterized as having two independent factors, which closely correspond to Cronbach’s (1957) two streams.

**IDENTITY FUSION: ALL CAN BE VICTORS IN THE EMERGING
SYMBIOSIS OF SOCIAL AND PERSONALITY PSYCHOLOGY**

William B. Swann, University of Texas, Austin – Swann and Seyle (2005) presented evidence that the subfields of social and personality psychology have morphed over the last several decades. As a result, most members of the younger generation of psychologists are more appropriately considered “social-personality” or “personality-social” psychologists rather than members of either category. When two identities become fused in this way, it is tempting to assume that one identity is eclipsed by the other. In fact, this “hostile take-over” model of group identification is specifically endorsed by the dominant theory of group identity, self-categorization theory. We contest this assumption, arguing instead that people can become fused with a group while their original identities remain salient and motivationally potent. Data are presented to support this proposition. These findings suggest that the emerging symbiosis of personality and social psychology can result in fused identities that retain the integrity of the original identities of each subfield.

**SOCIAL AND PERSONALITY PSYCHOLOGY: YOU CAN'T HAVE
ONE WITHOUT THE OTHER**

Harry T. Reis, University of Rochester – Endless debate has surrounded the question of which has more influence on behavior: dispositions or situations. Although most researchers subscribe to the mantra that both matter, the overwhelming majority of theories and studies in the field adopt one or the other perspective. In other words, few theories take the interaction of dispositional and situational factors as the starting point for conceptual analysis. I will use the example of Interdependence Theory to illustrate my thesis that situational and dispositional factors cannot be understood absent of each other. My basic premise is that situational factors affect behavior only insofar as they afford opportunities for certain dispositional factors to be operative. Similarly, dispositional factors influence behavior only when situations make them relevant. Thus, situations and dispositions are best understood as being conditional upon each other (an idea that is more complex than, but consistent with, the basic P x E model that most researchers accept). Theories in social and personality psychology are therefore under-specified if focused only on situations or dispositions. My presentation will use numerous examples from the literature, some of which explicitly examine this idea. More important, though, I will show how researchers' implicit theories about situational and dispositional influences are often part of the premise and operations (“lab lore”) of studies. In other words, most researchers tacitly subscribe to the basic model for which I advocate without making it part of their theories. Deliberate attention may improve the validity and generalizability of our theories.

**IDEOLOGY, METHOD, AND THE SEEMINGLY INTRACTABLE
CONFLICT BETWEEN PERSONALITY AND SOCIAL
PSYCHOLOGICAL WORLDVIEWS**

Brent W. Roberts, University of Illinois, Urbana-Champaign – In the absence of an overarching paradigm or theoretical model for psychology, personality and social psychologists often reveal their assumptions about human nature through their emphasis on correlational or experimental methods. Moreover, the perceived ideologies tied to correlational and experimental methods are not equally desirable. Choosing a correlation approach often presumes that there are immutable factors within people that cause their behavior and that can-

not be manipulated. This position is ineluctably linked to conservatism, right-wing authoritarianism, and eugenics. Conversely, an experimental approach often presumes that the behavior can be shaped by circumstances, and thus holds the potential for showing how human beings can be made better. This position, more in line with enlightenment and humanistic philosophies, is viewed more positively within academic circles because it is intrinsically liberal, hopeful, and optimistic about human nature. Coupled with the fact that experimental approaches allow researchers to infer causality, the experimental approach will always be viewed as more desirable. These methodological choices, which often reflect ideology preferences more than a scientifically informed understanding of human nature, will continue to influence the relationship between personality and social psychology until a unifying theory of human nature is developed. This, as yet, unidentified theory has the potential to move psychological science beyond a myopic focus on method to testing issues which are relevant to concepts related to human nature, and by doing so eliminate the persistent conflicts between personality and social psychologists.

Symposia Session I2

HOW DOES EMOTION MODULATE INTERGROUP RELATIONS? FROM BASIC PROCESSES TO GROUP-BASED RETRIBUTION AND GOVERNMENT POLICIES

Saturday, February 7, 3:30 – 4:45 pm, Ballroom D

Chairs: Nilanjana Dasgupta, University of Massachusetts–Amherst; David DeSteno, Northeastern University

Speakers: Jennifer Kubota, Nilanjana Dasgupta, Brian Lickel, Aarti Iyer

Summary: Since the heyday of frustration aggression and scapegoating theories, social psychologists have recognized that intergroup relations are inextricably linked to perceivers' emotions. In subsequent decades investigations of the synergy between emotion and intergroup relations has expanded in innovative directions ranging from emotion modulation of micro-level basic processes implicated in intergroup cognition to macro-level processes involved in intergroup conflict and retribution. The four programs of research in this symposium cover this broad spectrum. Given that emotional expressions signal people's intentions, Kubota and Ito argue that outgroup members' negative emotional expressions are viewed as signaling threat, thereby generating stereotypic appraisals of them in a fraction of a second, as measured by behavioral tasks and electrophysiological measures (ERP). Dasgupta and DeSteno show that perceivers' own incidental emotions can exacerbate implicit outgroup prejudice, but only if the threat signaled by the emotion highlights pre-existing stereotypes of the target outgroup. ERP evidence suggests that this emotion modulated outgroup bias is guided by selective attention and disrupted control. At a macro level, Lickel and colleagues focus on the role of negative emotions in escalating intergroup conflict and retribution. They find that provocation-driven anger makes perceivers judge the entire group (rather than individual provocateurs) as an appropriate target for retribution because anger increases perceptions of outgroup cohesiveness. Finally, Iyer demonstrates that historical wrongdoings arouse distinct emotions depending on how they are framed to majority group members. Different negative emotions, in turn, also predict perceivers' support or denouncement of specific types of government policies directed at outgroups.

ABSTRACTS

SMILING BIAS AWAY: THE ROLE OF RACE AND EMOTION IN WEAPON IDENTIFICATION Jennifer Kubota & Tiffany A. Ito, University of Colorado Boulder – The purpose of this research is to examine how implicitly activated racial bias can be attenuated or exacerbated by emotional expression. Using a sequential priming task, participants viewed pictures of Black and White faces posing angry, happy, and neu-

tral expressions that primed guns or tools. We replicated previous results, finding faster and more accurate responses to guns following Black neutral than White neutral primes. Of importance, angry primes exacerbated the effect, and happy primes attenuated it. In fact, racial bias was eliminated following happy primes. One possible explanation for the attenuation in bias following happy primes is that approach-related tendencies primed by happy expressions disrupt threat-related racial associations. If this is the case, we would expect on-line differences in how faces are processed as a function of both race and expression, which we tested with event-related potentials in a subsequent study. The error-related negativity (ERN) component is sensitive to errors in responding and has been used to gauge neural responses to stereotypical errors (e.g., making errors to tools after Black primes). Consistent with behavioral results, ERNs were increased when errors were made on Black-tool trials when faces were angry, but this effect was not observed with happy expressions. This suggests that happy expressions changed threat-related associations online during responding. Together, these results show that the same individual can activate different semantic associations, based on relatively subtle changes in appearance, and that a feature present in many everyday encounters (a smile) can succeed in reducing racial bias.

A TALE OF EMOTION SPECIFICITY: THE INFLUENCE OF DISCRETE INCIDENTAL EMOTIONS ON IMPLICIT PREJUDICE

Nilanjana Dasgupta, University of Massachusetts – Amherst; David DeSteno, Northeastern University – We examined whether specific emotions, even when aroused by incidental situations, can spill over to distort implicit appraisals of outgroups. For unknown groups, any negative emotion relevant to intergroup conflict produced implicit outgroup bias (Experiment 1). However, for known groups, the influence of emotion was remarkably nuanced: incidental feelings increased implicit prejudice only if the emotion was applicable to the outgroup stereotype. Disgust (but not anger) increased implicit bias against an outgroup stereotyped as posing a moral threat (gay men, Experiment 2). However, anger (but not disgust) increased implicit bias against an outgroup stereotyped as posing a threat to one's person and property (Arab men, Experiment 3). Finally, we examined two mechanisms that might drive this effect using anger and Arabs as a case in point. Event related brain potentials (ERP) measured attention to Arab vs. White faces and a priming task measured implicit evaluations. Results showed that anger mobilized attention toward Arabs, which emerged as larger P200s to Arab than White faces. Selective attention to Arabs predicted more implicit anti-Arab evaluations in the angry but not neutral condition. Anger also disrupted control over prepotent responses, which emerged as smaller N200s to Arab than White faces. Reduced control predicted more anti-Arab evaluations in the angry condition only. Thus anger appears to shunt attention to specific groups and momentarily disrupt control thereby increasing the dominant biased response. Together, these data suggest that negative intergroup emotions increase implicit prejudice by modulating early attention and control in a fraction of a second.

ANGER AS A MOTIVATING FORCE FOR INTERGROUP RETRIBUTION

Brian Lickel, University of Massachusetts – Amherst; Doug Stenstrom, Tom Denson, & Norman Miller, University of Southern California – Retributive aggression is an important aspect of many intergroup conflicts. Often, groups in conflict enter an escalating spiral of tit-for-tat retribution. Furthermore, this aggression is often group-based in that the agents and targets of retribution extend to ingroup and outgroup members who were not directly involved in the initial intergroup provocation that sparked the motivation for retribution. In our talk, we discuss two studies examining the roles of ingroup identification, perceptions of outgroup entitativity, and anger in the intergroup retribution process. In particular, we will examine how provocation-induced anger may affect perceptions of outgroup entitativity and thereby affect the extent to which people view the outgroup as a whole (rather than just the individual outgroup provocateurs) as an appropriate target for retribution.

PERPETRATOR GROUPS' PREJUDICED EMOTIONS TOWARDS VICTIMIZED OUTGROUPS: PREDICTORS AND POLITICAL IMPLICATIONS

Aarti Iyer, University of Queensland – Research shows that group members who have committed transgressions against outgroups dehumanize outgroup victims in order to justify the transgression and maintain an image of their ingroup as moral and good. However, little is known about (1) whether different framings of the transgression elicit specific forms of emotional prejudice against the outgroup, and (2) the distinct political implications of these prejudiced emotions. Two field experiments presented non-Aboriginal Australians with information about a historical transgression against Aboriginal Australians: the forcible removal of Aboriginal children for placement in foster care (the "Stolen Generation"). The rationale behind this government action was manipulated. When the action was presented as the result of deliberate government policy, non-Aboriginal participants reported more anger towards Aborigines. In contrast, when the action was characterized as the result of harsh conditions experienced by all early Australians, non-Aboriginal participants reported more contempt and disgust towards Aborigines. Study 2 provided evidence for the distinct political implications of these prejudiced emotions. Although all three emotions predicted less support for contemporary government policies that benefit Aboriginal Australians, each emotion predicted greater support for emotion-specific negative policies. Anger predicted support for a punitive policy (e.g., imposing harsher penalties on unemployed Aboriginal Australians). Contempt predicted support for an infantilizing policy (e.g., extending government control over all Aboriginal land holdings). Disgust predicted support for a disengagement policy (e.g., withdrawing money from programs targeting Aboriginal Australians). Results underscore the importance of identifying the specific prejudiced emotions felt by perpetrator groups towards victimized outgroups.

Symposia Session I3**MANAGING IMPRESSIONS OF THE SELF AND OTHERS: RECENT ADVANCES IN SELF-PRESENTATIONAL RESEARCH**

Saturday, February 7, 3:30 – 4:45 pm, Meeting Room 13-16

Chairs: Catherine A. Cottrell, University of Florida; Austin Lee Nichols, University of Florida

Speakers: Beth A. Pontari, Mark R. Leary, Austin Lee Nichols, Catherine A. Cottrell

Summary: Over the last forty years, self-presentation has occupied a prominent theoretical and empirical place in the social psychological literature. Indeed, researchers now know much about the diverse verbal and nonverbal tactics people use to influence how others see them in a wide variety of arenas (e.g., workplace, friendships, romantic relationships, clinical settings). However, there remain many unexplored issues, which continue to motivate current-day investigations on self-presentation. This symposium offers a sampling of these recent novel theoretical and empirical advances. First, Pontari discusses the ways in which impression management can serve as a form of social support, which extends the literature to an explicit consideration of other-focused, rather than just self-focused, motives. Leary then describes the notion of a self-presentational persona—a particular pattern of diverse impressions projected as an integrated public image—thereby moving the field's focus beyond presentations characterized primarily by just one or two attributes. Next, Nichols considers the personality and situational constraints on individuals' ability to simultaneously convey conflicting impressions to different targets—the so-called multiple audience problem—thus expanding existing research beyond a focus on presenting a unified impression in a given social situation. Last, Cottrell introduces a novel evolution-inspired framework specifying the content of typical impressions that solve recurrent adaptive problems, therefore

encouraging researchers to focus on the content (as well as the process) of self-presentation. In all, this symposium presents topical research that both connects to the extant literature and highlights many fruitful avenues for future research on self-presentation.

ABSTRACTS**PROVIDING AND BENEFITING FROM OTHER-FOCUSED IMPRESSION MANAGEMENT**

Beth A. Pontari, Furman University – The concept of impression management often evokes images of self-interested, superficial, manipulative individuals whose goal is to gain power in the social world. Recent advances in the study of impression management have fortunately broadened this view. Like any social behavior, impression management may be propelled by many types of motives, some of which seem to derive from concern for others. For instance, studies show that people will go to lengths to strategically control the information they express to others to ensure a friend or dating partner makes a positive impression on an important audience (Schlenker & Britt, 1999; Pontari & Schlenker, 2004). These findings and others expand the view of impression management and suggest that it may be construed as a form of social support. By extending Schlenker and Britt's (1999) framework and presenting several experiments, this talk will (1) review ways in which impression management behavior may be motivated by more other- versus self-focused goals and (2) discuss the potential positive outcomes of receiving this type of support. Furthermore, two experiments will be reviewed showing that even those for whom social life is particularly daunting – the socially anxious – receive and benefit from other-focused impression management. Implications for the study of impression management, social support, and social anxiety will be discussed.

NORMATIVE AND DISTINCTIVE FEATURES OF SELF-PRESENTATIONAL PERSONA

Mark R. Leary and Ashley Batts Allen, Duke University – Most previous research on self-presentation has examined how people present themselves to others on only one or two dimensions, such as friendliness or intelligence. However, in everyday encounters, people often manage their impressions on several dimensions simultaneously. We use the term self-presentational persona to refer to a particular profile or pattern of diverse impressions that a person tends to project as an integrated public image. This presentation will describe research that has examined self-presentational persona, addressing (1) how people's self-presentational persona differ from one situation, role, or target to another; (2) whether certain features of those persona differ more across situations than other features (because some public images serve people well in most situations, whereas other images facilitate their goals in only some contexts), and (3) the implications of having a small vs. large number of basic persona in one's self-presentational repertoire. Furthermore, using Furr's (2008) approach to analyzing profiles of scores, we decomposed participants' self-presentational persona into a normative component (that reflects the degree to which the images that a person presents in a particular context resemble the impressions that most people make) and a distinctiveness component (that reflects ways in which a person's self-presentational persona differs from this normative image), and examined variables that predict the normative and distinctive features of people's self-presentations.

INVESTIGATING THE MULTIPLE AUDIENCE PROBLEM: WHAT AFFECTS SUCCESS?

Austin Lee Nichols and Catherine A. Cottrell, University of Florida – At times, people may find themselves in a challenging self-presentational predicament—wanting to convey conflicting impressions to different audiences in the same social situation. For example, how might a teenage boy at a school dance present himself as rough and tough to his buddies, yet gentle and nurturing to his date? To date, empirical and theoretical work on this "multiple audience problem" has been limited, although some research suggests that individuals are reasonably successful at simultaneously accomplishing both self-presentational goals (e.g., Fleming et al., 1990; Van Boven et al., 2000). However,

many important questions remain unanswered: How exactly do people resolve such a situation? What situational and personality factors might facilitate or hinder success? In this presentation, we discuss an ongoing program of research exploring: (1) the situational factors (e.g., extent of previous experience with each audience) most relevant to success in this self-presentational dilemma; (2) the personality factors (e.g., social anxiety) most relevant to this success; and (3) the varied tactics (e.g., discussion of knowledge shared only with one audience, use of neutral language) used to achieve this success. In particular, we describe the reactions of both actors and audience members from multiple audience situations created with different methodologies (e.g., in-lab social situations, role-playing scenarios). In all, this research provides insight that, combined with past research, offers valuable direction for future theoretical and empirical considerations of the multiple audience problem.

FROM PLAYING DEAD TO PLAYING DUMB: AN EVOLUTIONARY ANALYSIS OF SELF-PRESENTATION *Catherine A. Cottrell, University of Florida* – Although many social psychological theories have focused on the process of self-presentation, the field has yet to develop a coherent theoretical framework specifying the content of often-desired impressions (as noted by Buss, 1996). What specific images do people often seek to convey in different social contexts? And what specific goals do these desired impressions advance in these situations? Because it focuses on the contents of individual psychological processes, an evolutionary approach should offer valuable insight on these issues. In this presentation, I employ an evolution-informed analysis to illustrate a novel content-focused conceptual framework built on the assertion that self-presentational processes offer useful tools for solving recurrent adaptive problems (e.g., self-protection, resource acquisition, status negotiation, mating, parental care, coalition formation). More specifically, I summarize the specific adaptive goals most relevant to each problem domain, and then discuss the specific impressions that further each goal as well as the associated behavioral tactics that communicate the desired impression. According to ongoing research testing hypotheses derived from this model, people do indeed emphasize specific impressions and behavioral tactics differentially across the various problem domains in ways predicted by an evolutionary analysis. In all, this model aims to integrate extant research on the content of self-presentation into one framework, as well as highlight novel arenas, goals, tactics, and moderators to be explored in future research on self-presentation.

Symposia Session I4

THE POWER OF THE NORMATIVE? PERSPECTIVES ON THE ROLE OF SHARED NORMS IN CULTURAL BEHAVIOR

Saturday, February 7, 3:30 – 4:45 pm, Meeting Room 10-12

Chairs: *Ching Wan, Nanyang Technological University; Angela K-y Leung, Singapore Management University*

Speakers: *Robert Cialdini, Ronald Fischer, Joanna Schug, Ching Wan*

Summary: This symposium considers how shared norms in a culture may influence cultural members' behaviors. Shared norms are an integral part of culture, which are often assumed to direct people's everyday behaviors. Past research in cultural psychology has documented cultural differences in the content of shared norms and in people's propensity of conforming to norms. However, an understanding of the link between cultural norms and individual behavior needs to go beyond documenting these cultural main effects. Some issues that are yet to be sufficiently addressed include the goals and motivations that lead to normative behaviors, the cultural meaning of conformity, and the significance of perceived norms in the study of culture. Addressing these issues would provide the field a more nuanced appreciation of the way that culture is related to individual behaviors. The presentations in this symposium

represent such efforts in exploring the different roles that shared norms might play in individual behaviors. Cialdini examined how the principles of commitment/consistency and social proof relate to compliance behaviors and its relationship with individualistic and collectivistic cultural orientations. Fischer emphasized the importance of a normative approach to culture and examined the role of perceived descriptive norms in work behaviors. Schug, Hashimoto and Yamagishi proposed an institutional approach to cultural behaviors, in which cultural preference for conformity was interpreted as the default strategy adaptive to the culture's institutions. Finally, Wan and Leung examined the effect of situational goal adoption on the display of self-expressive versus norm-adhering behaviors.

ABSTRACTS

COMPLIANCE WITH INFLUENCE ATTEMPTS USING THE PRINCIPLES OF CONSISTENCY AND SOCIAL PROOF IN TWO CULTURES *Robert Cialdini, Arizona State University* – Cialdini (2008) specified six principles of social influence that appear to increase compliance with requests over a wide variety of persons, situations, and cultures. One principle, Consistency, asserts that people will often base their future behavior on what they have previously done. A second principle, Social Proof, relies on descriptive social norms; it asserts that people will often base their future behavior on what their group members have previously done. We tested the hypothesis that the Consistency principle will be more effective in guiding compliance decisions within persons and cultures having a predominantly Individualistic orientation, whereas the principle of Social Proof will be more effective within persons and cultures having a predominantly Collectivistic orientation. University students in Poland and the US, two countries that differ in individualistic-collectivistic orientation, indicated their willingness to comply with a request to participate without pay in a marketing survey. Half were asked to do so after considering information regarding their own history of compliance with such requests, whereas the other half were asked after considering information regarding their peers' history of such compliance. This was designed to assess the impact of two social influence principles (Commitment/Consistency and Social Proof, respectively) on participants' decisions. As expected, although both principles were influential across cultures, the Commitment/Consistency principle had greater impact on Americans while the Social Proof principle had greater impact on Poles. Additional analyses indicated that this effect was due principally to participants' personal individualistic-collectivistic orientations rather than to the dominant individualistic-collectivistic orientation of their cultures.

ADDING NORMS TO CULTURE: EXAMINING THE ADDED VALUE OF PERCEIVED DESCRIPTIVE NORMS FOR CULTURAL PSYCHOLOGY *Ronald Fischer, Centre for Applied Cross-Cultural Research and Victoria University of Wellington* – Cross-cultural researchers over the past three decades have emphasized cultural differences in self, attitudes, cognitive styles and values. Such cross-cultural studies typically relied on self-reports in an attempt to understand cultural influences on psychological processes. This emphasis on individual rather than group processes reflects the predominant research paradigm in mainstream Western psychology, and may constitute some specific form of cultural bias in the research process. In this presentation, I will argue for a normative approach in the measurement of culture. A series of studies are presented showing that (a) perceived descriptive norms can be measured using a variety of instruments and allow for a differentiation of normative targets and contexts, (b) that these perceptions differentially predict behaviour over and above standard instruments measuring values and self-construals and (c) this approach also allows to shed some light on past debates about the dimensionality, isomorphism and functions of culture-level dimensions. Preliminary data examining the role of norms in predicting work behaviour across 10 cultural contexts is pre-

sented. Limitations of a subjective norm approach are also addressed. In particular, the assumptions of sharedness and accuracy are discussed in light of recent multilevel studies. Implications for definitions of culture within psychology and a truly universal social psychology are highlighted.

AN INSTITUTIONAL APPROACH TO CULTURAL DIFFERENCES IN BEHAVIOR

Joanna Schug, Hirofumi Hashimoto, Toshio Yamagishi Hokkaido University – While cultural differences in behavior are often attributed to culturally variant norms and preferences, behavior can often be a strategic response to incentives provided by others. Borrowing from the field of institutional economics (Aoki, 2001; Grief, 2006), we present a new framework for interpreting cultural differences in behavior which we call the institutional approach. Under this framework, individuals' behaviors are conceptualized as strategies adapted toward institutions (self-sustaining systems of incentives collectively made up of the adaptive behaviors they produce). Furthermore, cultural differences in behavior are interpreted as differences in "default" strategies, or ecologically rational strategies used in unclear situations which reduce the probability of committing critical social errors. We present the results of three experiments which used the institutional approach to demonstrate that the Asian "preference" for conformity in the pen-choice experiment (Kim & Markus, 1999) is actually a default strategy to avoid negative reputation. While Japanese students tended to choose majority pens in both actual and hypothetical situations involving monitoring by others, cultural differences in the tendency for uniqueness disappeared when the possibility for negative evaluations in a given situation was clearly defined. Furthermore, we report results from a new study employing the pen-choice task in a sample of Japanese adults which found that the tendency to select majority pens was positively correlated with the sensitivity to being watched by others. In societies in which being viewed negatively by others has strong negative consequences, it makes sense to strategically avoid reputation-damaging behavior regardless of one's actual preferences.

SELF-EXPRESSION VERSUS NORM ADHERENCE: THE EFFECT OF SITUATIONAL GOALS

Ching Wan, Nanyang Technological University, Angela K-y Leung, Singapore Management University – Cultural norms drive behaviors in social situations as people conform to these norms. This research examines the role that situational goals play in norm adherence. We propose that the situational goal of norm adherence is a function of the goals of social others in the situation, and how people perceive such goals. Specifically, the more that a person likes someone who engages in behaviors that defy social norms, the more likely the person would interpret such defiance as an expression of personal idiosyncrasy, and adopt the goal of self-expression. On the contrary, the less that a person likes someone who is engaging in norm-defying behaviors, the more likely the person would interpret the behavior as negative deviance, and adopt the goal of norm adherence. To test our prediction, studies were conducted in which the participants were exposed to a protagonist whose behaviors differed from normative expectations. Liking of the protagonist was based on the similarity in attitude between the participant and the protagonist on a controversial issue. The participants then completed behavioral measures of their engagement in self-expression versus norm adherence behaviors. The results of the studies showed that engagement in norm adherence behaviors depended on the participant's similarity in attitude with the protagonist. As expected, participants were more likely to engage in norm adhering behaviors when they had opposite attitude as the protagonist and more likely to engage in self-expressive behaviors when they had similar attitudes as the protagonist. Implications for conformity and cultural norm transmission will be discussed.

Symposia Session 15

REFINING MODELS OF INTIMATE RELATIONSHIPS AND HEALTH

Saturday, February 7, 3:30 – 4:45 pm, Meeting Room 18-19

Chair: *Natalya Maisel, UCLA*

Speakers: *Natalya Maisel, Frederick O. Lorenz, Carolyn E. Cutrona, James Coan*

Summary: High quality intimate relationships are reliably associated with emotional and physical health, yet models to explain these associations remain relatively undeveloped. The goal of this symposium is to assemble research that develops our understanding of intimate relationships and health in several new directions. In the first paper, Maisel and Karney address the state of existing theory, offering a critical review of existing models linking relationships, mental health, and stress. Through a propositional inventory, they show that, although 8 distinct models of these associations have been published, together these models contain just 10 unique propositions. These authors assemble these propositions in a single integrative model, and add two new propositions that have not been central to prior theories. The second and third papers address moderators of the links between intimate relationships and health. Lorenz, Wickrama, and Conger draw upon multiwave longitudinal data to examine how experiences in childhood affect how relationship quality and emotional well-being covary across time in early marriage. Cutrona and Burzette draw upon observational data from African American couples to examine how personality variables moderate links between relationship quality and physical health across seven years. The final paper addresses physiological mediators of the links between intimate relationships and health. Drawing on data from gay and lesbian cohabiting relationships, Coan examines how interactions with a partner may serve as an emotion-regulation strategy that can influence physiological reactions to stress. Together, these papers promise a refined understanding of how and for whom associations between intimate relationships and health arise.

ABSTRACTS

STRESS, INTIMATE RELATIONSHIPS, AND MENTAL HEALTH: A PROPOSITIONAL INVENTORY

Natalya Maisel, UCLA; Benjamin R. Karney, UCLA – Stress contributes to relationship dysfunction, which in turn contributes to mental health problems like depression. Stress also contributes directly to mental health problems, which impede effective relationship functioning. In fact, stress, relationship dysfunction, and mental health problems all tend to covary. Efforts to prevent or alleviate these negative outcomes depend on the quality of the models available to explain how they are linked, and indeed numerous models have been proposed to account for associations between stress, mental health, and relationships. However, no consensus has emerged, and existing models, despite substantial overlap, nevertheless make competing predictions. For example, some models propose the mobilization hypothesis (i.e., stress leads to the mobilization of relationship resources, and thus furthers well-being), whereas others propose the deterioration hypothesis (i.e., stress drains relationship resources, and thereby harms well-being). To provide a foundation for future theoretical development in this area, we conducted a propositional inventory on eight distinct models of the associations between stress, mental health, and relationship outcomes. Across all of the models, this analysis identified 10 unique theoretical propositions. Furthermore, our analysis identified two specific issues (the moderating role of chronic stress and the potential for emergent effects) that have been missing from existing models. Our analysis assembles all of the propositions into a single integrative model that describes chronic stress as a moderator of the effects of acute stress on mental health and well-being.

TRAJECTORIES OF RELATIONSHIP QUALITY AND PSYCHOLOGICAL WELL-BEING IN RECENTLY MARRIED COUPLES

Frederick O. Lorenz, Iowa State University; K. A. S. Wickrama, Iowa State University; Rand D. Conger, University of California, Davis – Relationship quality is reliably associated with psychological well-being in cross-sectional and panel studies. Using variants on the classic latent growth curve model, this paper adds to our understanding of this association by asking whether the well-being of husbands and wives responds similarly to changes in relationship quality, and whether couples and individuals can be divided into distinct sub-groups, depending on initial quality of their relationship and how they respond to change. This study draws upon data from the Iowa Family Transition Project (FTP), a panel study of over 500 rural families that began in 1989 when the project's target child was in 7th grade. Most of these children have since grown up and established their own romantic relationships, and most of their partners have been included in the later interviews. The data are arranged so that the intercept of the growth curves is the 1st interview after the couple married or began cohabiting, and the slope reflects subsequent change. Length of time to marriage/initial cohabitation is included as a covariate. Characteristics of targets' families-of-origin are included as antecedent predictors, and self-reports of relationship quality are treated as mediating variables to elaborate the covariance between observed relationship quality and psychological well-being over time.

INDIVIDUAL DIFFERENCES MODERATE THE HEALTH CORRELATES OF PARTNER WARMTH AND EFFECTIVE COMMUNICATION

Carolyn E. Cutrona, Iowa State University; Rebecca Burzette, Iowa State University – The goal of the current study was to understand individual differences that moderate the impact on health of two dimensions of relationship quality in married African American couples: warmth and effective communication. Both dimensions of relationship quality were assessed observationally. The outcome variable was an aggregate self-report measure of physical health (subjective health, number of chronic health conditions, functional limitations). Proposed moderators were cynicism about relationships, optimism, and perceived mastery. Participants were 138 couples from the Family and Community Health Study, a longitudinal study of African American families. Relationship quality was assessed at Wave 1, moderators were assessed five years later at Wave 3, and outcomes were assessed at Wave 4, seven years after Wave 1. The patterns of results differed regarding the moderators of warmth versus communication quality. Observed warmth appeared to have the strongest health benefits for those who were psychologically healthy (low on cynicism). By contrast, high quality communication had the strongest health benefits for individuals who were less psychologically healthy (high cynicism, low optimism, low mastery). A compensatory model is proposed, in which good quality problem solving and clear communication with one's intimate partner can compensate for personal doubts and insecurities in reducing the stressors that contribute to poor health. Results suggest that it is important to consider multiple dimensions of relationship quality since different dimensions benefit different types of people.

THE SOCIAL REGULATION OF NEURAL THREAT RESPONDING IN GAY AND LESBIAN COUPLES

James Coan, University of Virginia – Social proximity, peer bonding, and soothing behaviors facilitate the development of non-anxious temperament, attenuate cardiovascular arousal, inhibit the release of stress hormones, reduce threat-related neural activation and may even extend the life-span. Conversely, social subordination, rejection, and isolation are powerful sources of emotional stress. Past data from our laboratory suggests that simple hand holding is capable of attenuating threat-related neural responding in high-functioning married couples, and that relationship quality is tightly linked to threat-related hypothalamus activity. For this talk, recent data replicating and extending these effects among gay and lesbian cohabiting relationships is reviewed. Together, these data reveal a robust, socially mediated

emotion-regulation strategy. I will argue that this strategy is likely to be mediated through subcortical, oxytocinergic, and dopaminergic circuits as opposed to strategies emphasizing top-down cognitive control via prefrontal mechanisms. Because socially mediated emotion regulation strategies are likely to be pleiomorphic (ancient in evolutionary terms), it is proposed that social proximity and interaction constitutes a human emotion regulation baseline strategy, a perspective termed Social Baseline Theory.

Symposia Session I6

EXAMINING THE INTERSECTIONS OF RACE, GENDER, AND SITUATED BELONGING

Saturday, February 7, 3:30 – 4:45 pm, Meeting Room 20-21

Chairs: *Mary C. Murphy, University of Illinois, Chicago; Sabrina Zirkel, Mills College*

Speakers: *Mary C. Murphy, Valerie D. Jones, Sabrina Zirkel, Gregory M. Walton*

Summary: Substantial empirical evidence demonstrates that people have a fundamental need to belong (Baumeister & Leary, 1995). However, most research on belongingness motivation characterizes it either as a need to form meaningful interpersonal relationships (e.g., Baumeister & Leary, 1995) or as a personality dimension (e.g., Carvallo & Pelham, 2006). By contrast this symposium focuses on peoples' situated sense of belonging, especially among people from underrepresented or negatively stereotyped groups in school settings. Four talks examine factors that shape stereotyped students' sense of belonging in school, and how belonging affects such students' psychological functioning and academic outcomes. Together, the symposium demonstrates that individuals actively evaluate and re-evaluate whether they belong in a context. In turn their sense of belonging affects important outcomes in the context. Murphy finds that college students use internal representations of the racial and gender make-up of majors to assess their belonging in certain fields, which then predicts their willingness to consider entering these fields. Jones and Steele show that students who have committed to a field in which they are underrepresented (e.g., women in math and science) are motivated to work harder than others to refute negative stereotypes. Zirkel finds in a longitudinal study and Walton and Cohen find in an intervention field experiment that feelings of situated belonging lead to higher aspirations and improved academic performance even years later. Discussion addresses the conditions under which "not belonging" may lead to greater effort and when it may lead to less effort and withdrawal from a field or setting.

ABSTRACTS

WHEN WE'RE NOT THERE: SOCIAL REPRESENTATIONS IMPACT SITUATIONAL BELONGING AND SHAPE IMPORTANT LIFE DECISIONS

Mary Murphy, University of Illinois at Chicago – Unlike previous research which predominantly characterizes belonging motivation as a personality dimension, this work contends that people's sense of belonging is often contextually situated. That is, when people encounter a new environment, they search for information about whether members of their social group belong in the setting (Murphy, Steele & Gross, 2007). This research examines the process by which cues within social contexts affect situational belonging and impact important life decisions of both stigmatized and non-stigmatized group members. Previous research has experimentally manipulated the situational cue of numerical representation in controlled, laboratory settings and found that it significantly affects a variety of outcomes including academic performance, physiological reactivity, and sense of belonging (Inzlicht & Good, 2006; Murphy et al., 2007). However little research has 1) examined whether people carry with them similar social representations of contexts

and 2) documented the consequences of these representations for everyday life choices. Three studies examine college students' group-based representations of academic areas of study. Results show that when people (men and women, Whites, Latinos, Blacks, and Asians) perceive that few group members are present in these contexts, they experience a decrement in situational belonging which in turn depresses their willingness to consider these fields of study. Implications for understanding how people come to make important life decisions, including their career aspirations, and why segregation of social groups into certain professional domains may exist are discussed.

PRESSURE TO WORK HARD[ER]: THE EFFECTS OF NUMERIC UNDERREPRESENTATION ON ACADEMIC MOTIVATION

Valerie D. Jones & Claude M. Steele, Stanford University – One source of identity threat in academic environments involves the degree to which one's group is represented (e.g., Murphy, Steele, & Gross, 2007). In environments where people's group is underrepresented and negatively stereotyped, people may feel uncertain of their social belonging (Walton & Cohen, 2007). The current research suggests that, as a consequence of this uncertainty, people may feel greater pressure to work hard in the domain to prove that they belong and can excel. While this pressure can be burdensome, we suggest that it can also be motivating. Three studies measured or manipulated the level of group representation in academic domains. Study 1 demonstrated that students majoring in fields where their group traditionally lacks numerical representation (i.e., women in math/science, men in the humanities) felt greater pressure to work hard[er] than their peers and reported putting forth greater effort (e.g., studying longer hours) in these domains. Study 2 found that, when women were described as leaving math and science, female math and science majors felt greater pressure to work hard[er] than other students on a challenging math task. Study 3 replicated these findings as individuals put forth more effort towards completing a domain-relevant task. These findings underscore the importance of group representation in people's sense of social belonging and its consequences for motivation in academic environments. The authors address the complex relationship between people's sense of social belonging and their motivation, addressing when uncertainty about social belonging may increase or decrease academic motivation.

SHOULD I STAY OR SHOULD I GO? FRIENDS AT SCHOOL AND ACADEMIC GOALS AND ACHIEVEMENT AMONG STUDENTS OF COLOR

Sabrina Zirkel, Mills College – Increasingly, education researchers are giving theoretical attention to the role that connection and belonging have for students' academic achievement and persistence in education. Qualitative case studies of particular schools or particularly successful students of color often point to the positive role that broad feelings of belonging and personal connection to specific individuals played in their efforts and persistence in education, particularly for stigmatized groups such as students of color. In two longitudinal quantitative studies, I test the hypothesis that when students of color feel a greater sense of connection to others at school, they will invest more energy in school, resulting in higher academic goals and achievement. In Study One, African American middle school students who reported a greater sense of belonging in school and a feeling that their teachers liked them and thought well of them in the sixth grade reported greater educational goals in the eighth grade, even controlling for earlier performance. In Study Two, college students of color at a predominantly white university who reported deeper social connections with classmates in their freshman year showed higher academic performance and greater academic gains the following year. The connection to friends increase students' feeling of belonging, and this in turn facilitate students' willingness to invest greater time and effort in pursuing their academic work over extended periods of time. Data will be discussed in terms of exploring how we can conceptualize situated belonging, and their impli-

cations for how belonging and achievement interact over time in "real life" contexts.

AN INTERVENTION TO SUSTAIN AFRICAN AMERICAN STUDENTS' SENSE OF SOCIAL BELONGING IN COLLEGE AND RAISE THEIR ACHIEVEMENT: RESULTS FROM A 3-YEAR FOLLOW-UP

Gregory M. Walton, Stanford University, Geoffrey L. Cohen, University of Colorado, Boulder – A sense of social belonging is a critical source of motivation in school. For students from negatively stereotyped groups, this sense of belonging may be at risk. Such students may feel uncertain of their belonging, and perceive negative social events in school as evidence that they do not belong. A three-year follow-up of an intervention to sustain African American students' sense of social belonging in college is reported (see Walton & Cohen, 2007). The intervention was designed to prevent students from interpreting everyday negative events (e.g., criticism from an instructor, feelings of loneliness) as evidence of a lack of belonging. Previous research indicates that, while it little effect on White students, in the week following its delivery the treatment improved African American students' academic attitudes and sustained their motivation in the face of negative social events in school. The subsequent semester it improved African American students' academic performance (i.e., GPA). The long-term follow-up tracked students' academic performance through senior year (i.e., 3 years post-treatment). Analyses indicate that the treatment continued to raise African American students' GPA through junior year (2 years post-treatment). Its effect diminished in senior year only because the performance of control participants improved. From sophomore to senior year, the intervention reduced the gap in GPA between African American and White students by two-thirds. Discussion addresses mechanisms by which social-psychological interventions may sustain long-term effects, and implications for group differences in achievement.

Symposia Session I7

NEW INSIGHTS ON WHEN AND WHY LEGITIMACY MATTERS

Saturday, February 7, 3:30 – 4:45 pm, Meeting Room 22-23

Chair: *David A. Butz, University of Massachusetts, Amherst*

Speakers: *Christian S. Crandall, Shannon K. McCoy, David A. Butz, Tom R. Tyler*

Summary: Social psychologists are becoming increasingly aware of the central role of legitimacy in maintaining stability in interpersonal, intergroup, and international relations. The growing sense that legitimacy is more critical to social issues than once thought has raised the important, but relatively unexplored question of when and why individuals and groups are transformed into "legitimizing agents," both perceiving legitimacy in the social world and using legitimizing ideologies and motives as guides for judgment and action. This symposium, which presents new directions in legitimacy research, uses diverse samples and cutting-edge methods – both within and outside the laboratory – to understand when and why legitimizing responses spring into action. Crandall's intriguing conclusion that conservative legitimizing ideologies are part of the basic architecture of human cognition is underscored in McCoy's work showing that legitimizing beliefs may be automatically activated even in low-status groups. Further, McCoy demonstrates that legitimizing ideologies, while counterproductive for the interests of low-status groups, also serve the positive function of preserving personal wellbeing. Butz, in contrast, examines legitimacy in high-status groups and demonstrates that legitimizing ideologies lead to behavior that maintains inequality only when such behavior can be justified. Finally, in an impressive multinational study Tyler considers legitimacy at a broader group level, illustrating when authority figures are perceived as legitimate and

establishing perceived legitimacy as a basis for the actions of subgroups. Together, these presentations examine legitimacy at multiple levels and highlight new perspectives on when and why individuals and groups become legitimizing agents striving to maintain group-based hierarchies.

ABSTRACTS

THE NATURAL STATUS AND AUTOMATIC NATURE OF CONSERVATIVE POLITICAL IDEOLOGY *Christian S. Crandall; University of Kansas, Scott Eidelman; University of Arkansas* – Legitimizing ideologies are sometimes based on psychological needs, motives, and values. Some of these are for predictability, order, and other epistemological needs. Some are for consistency, and some are for self- and group-esteem. But sometimes legitimizing ideologies are based on the architecture of social and cognitive functioning. Recently we have been developing the argument that a simple form of politically conservative ideology—which serves several legitimizing functions—is based in the way our minds are formed. We are working on a model that suggests that—at the cultural level—people are formed into legitimizing agents through the structure and function of cognition and other cognitive and social processes. We will review the many psychological, social, and associative processes that promote a form of political conservatism. In addition, we'll develop the notion that these psychological processes lead to a form of "automatic" political conservatism, reviewing our research that shows that time pressure turns people away from liberal policy positions and toward conservative policy positions, that distraction and threat both lead to favoring the status quo, and that drunkenness leads to endorsement of politically conservative policies.

WHY DO LOW STATUS GROUPS ENDORSE STATUS LEGITIMIZING IDEOLOGIES? EVIDENCE THAT MERITOCRACY PROTECTS WELLBEING IN THE FACE OF INEQUALITY *Shannon K. McCoy; University of Maine* – Scholars have long argued that status legitimizing ideologies, such as the belief in meritocracy in America, serve to legitimize and stabilize unequal status hierarchies. This belief in meritocracy (i.e. that advancement in society is possible through hard work), suggests that an individual's status in society is a just reflection of their merit. By endorsing meritocracy, members of low status groups may come to believe they deserve their position of relative disadvantage. Why then would members of low status groups endorse ideologies that legitimize their own disadvantage? We propose that these individuals are motivated to endorse meritocracy to protect personal wellbeing from the consequences of perceived inequality. In the context of ambiguous discrimination, women who strongly endorsed (Study 2) or were primed (Studies 1 & 3) with meritocracy reported higher self-esteem, higher perceived control, and higher perceptions that women deserve their position of relative disadvantage than women low in endorsement of, or not primed with, meritocracy. Mediation analyses in studies 2 & 3 suggest that meritocracy protects self-esteem by increasing perceived control. In contrast, and consistent with previous research, meritocracy was not protective of wellbeing when the meritocratic worldview was violated by evidence of clear and blatant discrimination. In sum, these data suggest that members of low status groups may be motivated to endorse beliefs that legitimize their own disadvantage to preserve personal wellbeing in the face of inequality.

WHEN LEGITIMIZING IDEOLOGIES UNDERMINE INTERGROUP RELATIONS: THE ROLE OF JUSTIFICATION FOR INEQUALITY *David A. Butz; University of Massachusetts, Amherst E. Ashby Plant; Florida State University* – Legitimizing ideologies, such as the pervasive belief that those who work hard "get ahead" (e.g., the Protestant Work Ethic (PWE)), are often associated with negative attitudes toward groups perceived as violating ideological principles. We extend this work by proposing that legitimizing ideologies, although relatively benign when inequality cannot be easily justified, threaten the quality of intergroup relations when accompanied by clear justification for inequality. Nega-

tive expectations about interracial contact are examined as a source of Whites' justification for antisocial responses to racial minority group members. In Study 1, Whites who strongly endorsed the PWE and expected to be viewed negatively in interactions reported heightened interest in actively avoiding interracial contact and more discomfort in interracial interactions, whereas these negative responses were not observed among racial minority group members. In Study 2, justification was manipulated by providing participants with feedback about the responsiveness of an anticipated interracial interaction partner. Consistent with Study 1, Whites who strongly endorsed the PWE reported heightened interest in avoiding the interracial interaction when they expected to be viewed negatively. Further, these participants allocated more of an onerous, physically-taxing task to their partner, despite the nature of this unequal allocation running counter to the principles of the PWE. Across the studies, endorsement of the PWE did not result in negative outcomes when participants possessed positive expectations, and thus lacked justification for antisocial behavior. This work will be discussed in terms of its implications for understanding when legitimizing ideologies influence responses that help to maintain social inequality.

THE LEGITIMACY OF INSTITUTIONS *Tom R. Tyler; New York University* – A core premise of social psychology is that groups deal with problems of social coordination by organizing themselves. One way they do so is to create authorities and institutions which have discretion to make decisions on behalf of the group. These authorities and institutions provide the different people and subgroups within a larger collective entity a means of acting cooperatively. The widespread creation of such hierarchical structures of authority suggests that they have adaptive value for groups. They also present their own problems. Principle among them is the need for authorities and institutions to create and maintain legitimacy – the belief among group members that they are entitled to make decisions on behalf of the group, decisions which group members have an obligation to obey. Legitimacy is central to the ability to call upon group members for voluntary deference to group rules and authorities and such voluntary deference is the key to the effectiveness of organized groups. This presentation examines the antecedents and consequences of legitimacy. It does so in the context of political authorities among African countries. This setting was chosen because it is one in which authorities face a potentially crippling lack of legitimacy. The first issue considered is the influence of the manner in which institutions exercise authority on their legitimacy. The second issue is whether legitimacy influences people's deference to group rules. The results of a multinational study support the argument that legitimacy matters and also suggests that it can be influenced by the actions of authorities.

Symposia Session I8

BEYOND VALENCE: THE CONSEQUENCES OF EMOTIONS FOR COGNITIVE BREADTH AND FLEXIBILITY

Saturday, February 7, 3:30 – 4:45 pm, Meeting Room 24-25

Chair: Vera Sacharin, University of Michigan, Department of Social Psychology

Speakers: Matthijs Baas, Vera Sacharin, Philip Gable, Severine Koch

Summary: Emotions influence our thinking. They can influence what we attend to, how creative we are, and how flexible we are. Early research in this domain has focused on the basic classification of emotions as positive and negative. Emphasizing the valence dimension of emotions, many social, cognitive, negotiation, and creativity researchers agree that positive emotions increase idea generation, expand categorization, and increase breadth of attention. In contrast, emotions research suggests that the consequences of negative emotions are diverse. Going beyond valence, the research presented in this symposium

demonstrates the importance of additional dimensions for explaining the effects of positive and negative emotions on a variety of cognitive outcomes. The critical dimensions that change how positive and negative emotions influence attention, creativity, and flexibility vary across the proposed talks. The first two speakers, Matthijs Baas and Vera Sacharin, refer to arousal (activation). The third and fourth speaker, Philip Gable and Severine Koch, refer to approach or avoidance motivation. In the symposium, we will discuss how these dimensions are related, provide theoretical explanations for their influence on cognition, and identify underlying mechanisms. The importance of emotions is examined for a variety of outcome variables: Severine Koch and Vera Sacharin examine cognitive flexibility, Philip Gable presents research on local-global attention and memory effects, and Matthijs Baas focuses on idea generation and creative insights. The broad scope of emotions and outcome variables presented in the symposium challenge the current one-dimensional understanding of how emotions affect cognitive breadth and flexibility.

ABSTRACTS

SIMMERING BLUES AND DEPLETING DISPLEASURE: HOW SADNESS AND ANGER INFLUENCE CREATIVITY

Matthijs Baas, Carsten K.W. De Dreu, & Bernard A. Nijstad University of Amsterdam, Department of Work and Organizational Psychology – Our capacity for creativity sets us apart from many, if not all other animals—it allows us to fly to the moon, to communicate through cellular phones, and to introduce global warming. Furthermore, it allows us to remain flexible and to cope with the advantages, opportunities, technologies, and changes that are a part of our day-to-day lives. In the past few decades we have witnessed a viable stream of research into the psychological processes underlying creativity, defined as the production of original and appropriate ideas, insights, and problem solutions. This notwithstanding, some puzzles remain, one of them being the role of negative affect, feelings, and emotions during the creative process. This study aimed to increase our understanding of the role of anger in the creative process. We predicted that anger may lead to greater activity than sadness and mood-neutral control states and therefore to more creativity early on in a creativity task. However, because greater activity speeds up resource depletion, we expected that angry individuals become less creative as time continues, whereas sad and mood-neutral individuals are able to maintain a more stable level of creative performance. Finally, because anger signals personal control and high confidence while sadness signals situational control and low confidence, anger (vs. sadness) is characterized by more heuristic information processing. Therefore, we predicted that anger leads to less structured and systematic idea generation than sadness. These predictions were tested and supported in three experiments, two focusing on idea generation, and one focusing on creative insights.

MAKING CHANGE OR DEALING WITH CHANGE: DEPENDING ON AROUSAL LEVEL, POSITIVE EMOTIONS CHANGE THE ABILITY TO ADJUST TO NEW RULES

Vera Sacharin & Richard Gonzalez, University of Michigan at Ann Arbor, Department of Social Psychology – The performance increasing effect of positive emotions in categorization and idea generation is typically attributed to improved cognitive flexibility. Yet flexibility is rarely defined. We suggest that there are different kinds of cognitive flexibility. Associative flexibility is defined as breaking the set of typical associations and creating new associations (e.g., in remote association tasks, idea generation). It is distinguished from regulative flexibility, which is the ability to adjust behavior to changing environmental requirements and task demands. Regulative flexibility is an executive function. Past research shows that happiness improves associative flexibility, but reduces performance in tasks measuring executive functions (e.g., working memory span, switching Stroop costs, switching fluency). To our knowledge, no study has tested the importance of dimensions other than emotional valence for regulative

flexibility. We assessed the effects of positive and negative emotions of low and high arousal on flexibility with a Reversal Learning Task. Based on social psychology literature, emotions that increase associative flexibility (e.g., happiness) could also increase regulative flexibility (flexibility hypothesis). Based on research on executive functions, emotions that increase associative flexibility might reduce regulative flexibility (distractibility hypothesis). The results of this experiment support the distractibility hypothesis. Happiness, a positive high arousal emotion, reduced reversal learning, but relief, a low arousal positive emotion, improved performance. Similar to previous research, the effect of negative emotions (sadness, worry) did not differ from the control. This research shows that happiness, though typically associated with generating new ideas and insights, is counter-productive for dealing with changes given by the environment.

DIVERSE ATTENTIONAL CONSEQUENCES OF POSITIVE AFFECTS WITH HIGH OR LOW APPROACH MOTIVATION

Philip Gable & Eddie Harmon-Jones; Texas A&M – Previous research has suggested that positive emotions broaden attention and cognition. However, this previous work has examined positive emotions (e.g., humor, contentment) that could be said to be low in approach motivational intensity, or the urge to move toward something in the environment. Based on conceptual models that focus on motivational intensity within specific affects, the present research proposed that positive emotions high in approach motivational intensity (e.g., desire, enthusiasm) should reduce attentional broadening, because such emotions are often involved in goal-directed behavior and aid in goal pursuit and acquisition. A series of studies examined the attentional consequences of approach-motivated positive-affect states. Participants showed less global attentional focus after viewing high-approach-motivating positive stimuli than after viewing low-approach-motivating positive stimuli or neutral stimuli. Greater trait approach motivation resulted in less global attentional focus after participants viewed approach-motivating positive stimuli. Approach-motivating reward stimuli, as compared to neutral stimuli, caused better memory for centrally vs. peripherally presented words. Furthermore, manipulation of approach motivation independent of positive affect showed that greater approach-motivating positive affect caused lower global focus. In sum, high-approach-motivated positive affect reduces global attentional focus, whereas low-approach-motivated positive affect increases global attentional focus, suggesting that positive emotions high in approach motivation have different attentional consequences than positive emotions low in approach motivation. Approach-motivated positive affective states are essential in the process of acquiring rewarding outcomes. Such states are associated with reduced attentional broadening, as organisms shut out irrelevant stimuli as they approach and attempt to acquire the desired objects.

AFFECTIVE MOTOR ACTIONS AND ADAPTING TO CHANGE: AVOIDANCE MOVEMENTS FACILITATE COGNITIVE FLEXIBILITY THROUGH GREATER EFFORT ALLOCATION

Severine Koch, Rob W. Holland, & Ad van Knippenberg Radboud University Nijmegen, Department of Social Psychology – Approach and avoidance movements can be seen as the embodied expressions of emotional reactions, such that people tend to approach positive objects and to reject negative ones. As a consequence of this natural tendency to approach and avoid objects with a certain valence, the movements themselves become strongly associated with positive and negative outcomes. Previous research has shown that merely performing approach-avoidance motor actions, such as arm flexion or extension, leads to diverse cognitive consequences that resemble those of affect. Both negative affect and performing avoidance movements are indicative of situations in which cognitive flexibility could be beneficial. Flexible adaptation to changing demands becomes more important when the situation may have aversive consequences for the individual. In a series of studies, we tested the hypothesis that performing avoidance movements increases cognitive flexibility rel-

ative to approach movements. Different manipulations for approach-avoidance were used, such as the well-established arm flexion/extension manipulation, as well as a novel method that required participants to take several steps forward (approach) or several steps backwards (avoidance) immediately before cognitive flexibility was assessed. Cognitive flexibility was measured by means of a Stroop task and a task-switching paradigm. Across tasks and manipulations, we found support for the prediction that avoidance cues increase cognitive flexibility relative to approach cues. Furthermore, we examined the role of effort allocation as a possible mediating mechanism of cognitive flexibility. Results indicate that greater effort allocation improved performance in avoidance-oriented participants, as these participants showed greater indications of resource depletion on a subsequent task.

Symposia Session I9

THE QUEST FOR CERTAINTY AND ITS CHALLENGES IN THE MODERN WORLD

Saturday, February 7, 3:30 – 4:45 pm, Meeting Room 7-9

Chairs: Annemarie Loseman, Utrecht University; Patrick Müller and Kees van den Bos, Utrecht University

Speakers: Kyle A. Nash, Annemarie Loseman, Patrick Müller, Ervin Staub

Summary: The modern world is rife with conflict and uncertainty about how to define oneself and others. The current symposium brings together recent social-psychological perspectives on the processes related to uncertainty and aims to provide more insight into real-world phenomena related to the human quest for personal certainty. Specifically, Nash and Loseman and colleagues focus on the regulatory processes triggered by uncertainty. Nash and McGregor examine how uncertainty about salient goals may lead to extreme defensive reactions that serve to restore unequivocal approach-motivation. Loseman and Van den Bos show that uncertainty about self-relevant issues occupy self-regulatory resources and lead to egocentric sensitivity to fairness which may ultimately lead to radicalism and even terrorism. Müller and colleagues study the influences of personal uncertainty on the evaluation of interpersonal relationships. In doing so, they focus on the sensitivity for the veracity of others' statements and demonstrate that uncertainty leads to more accuracy for detecting lies and fraud. Finally, Staub shows that uncertainty plays a role in serious conflicts like Rwanda and demonstrates that uncertainty-reduction strategies are warranted. Taken together, the recent social psychological insights presented here provide a state of the art overview of the cognitive and motivational processes triggered by uncertainty related to pivotal and challenging issues in our modern world.

ABSTRACTS

UNCERTAINTY THREAT AS GOAL DISRUPTION AND EXTREMISM AS GOAL REGULATION Kyle A. Nash and Ian McGregor, York University, Toronto, ON Canada – Various uncertainty-related threats have been found to cause extreme reactions in past research. Following Gray and McNaughton (2000) we tested the hypothesis that uncertainty-related threats are bothersome and evoke extreme reactions to the extent that they conflict with active, high-level goals. For extreme reactions we assessed the extent to which participants' goals became more extremely focused on promotion of personal ideals (a feature of approach-motivation). In three studies, we randomly assigned participants to achievement or belongingness goal prime conditions. In Study 1, after the goal primes we exposed all participants to a belongingness-related uncertainty threat. In Study 2, after the goal primes we exposed participants to either a belongingness-related uncertainty threat, an achievement-related uncertainty threat, or no-threat. As predicted, defensively extreme reactions resulted only when the goal prime and the uncertainty threat matched (e.g. when a belongingness goal prime pre-

ceded a belongingness uncertainty threat). Study 3 extended these results to mortality salience and found that mortality salience threats caused the same defensively extreme reactions only after goals had been primed. These results support a goal-regulation model of extreme reactions to uncertainty-related threats and mortality salience.

THE SOCIAL PSYCHOLOGY OF RADICALIZATION: RADICALISM AS THE OUTCOME OF SELF-REGULATORY PROCESSES TRIGGERED BY UNCERTAINTY

Annemarie Loseman and Kees van den Bos, Utrecht University – In modern society, issues of radicalization and terrorism are prevalent. Since recent years a trend becomes visible of home-grown radicalization, with a growing number of individuals living in Western countries seeking radical ideologies and radical groups to attend. The current research tries to come to an understanding of these radicalization processes. Hereby, we show that people's need for certainty plays a major role in understanding human radicalization. In Studies 1 and 2, we manipulated worldview-related uncertainty (the world as a just place) and studied the influence of (depletion versus replenishment of) regulatory resources on defensive reactions to this threat. Findings show that the processes triggered by uncertainty about one's worldview seem to involve self-regulatory processes as they occupy regulatory resources. Study 3 shows in a representative sample of Dutch youth (N = 1411) that when young adults experience personal uncertainty as well as collective or individual relative deprivation, this increases the likelihood of their having more positive attitudes about radical and extremist ideologies. The findings of Study 4 demonstrate that personal uncertainty leads to more (egocentrically biased) sensitivity for fairness: When uncertainty was salient, participants reacted stronger to an fair and an unfair disadvantageous treatment, but also reacted more positively to the unfair situation of being treated better than others. Taken together, these results suggest that uncertainty may trigger self-regulatory processes that lead to more egocentrically perceptions of one's own world and ultimately may instigate radical thoughts and behavior. This may suggest that providing self-regulatory resources can discourage radicalization.

UNCERTAINTY AND THE EVALUATION OF INTERPERSONAL RELATIONSHIPS: THE CASE OF LIE DETECTION

Patrick A. Müller¹, Marc-André Reinhard², and Kees van den Bos¹ ¹Utrecht University ²University of Mannheim – Previous research demonstrated that personal uncertainty sensitizes individuals for trust and fairness information. Presumably this is the case because individuals use this information to evaluate the quality of interpersonal relationships in order to reduce uncertainty by means of social integration. Here, we extend research on these uncertainty management processes by identifying veracity as an important cue for the quality of relationships. We argue that uncertainty should sensitize individuals for information about the veracity of others' statements. Experiment 1 demonstrates that individuals with higher levels of dispositional personal uncertainty integrate more verbal information, which is difficult to process, into their veracity judgments than individuals with lower personal uncertainty. Experiment 2 replicates this finding for individuals to whom uncertainty was made salient. Experiments 3 and 4 show that higher dispositional personal uncertainty and uncertainty salience lead to a better discrimination of truthful from deceptive messages. Experiment 5 replicates this finding of higher accuracy under uncertainty salience for individuals told to think of the communicator as somebody they were not obliged to interact with. Participants who thought of the communicator as someone they would have to cooperate with did not show such an increase in accuracy under uncertainty. Thus, the current findings extend the literature on uncertainty management by revealing that uncertainty sensitizes individuals not only to cues of fairness and trust, but also to veracity judgments. Additionally, it demonstrates that these effects might be bound to situations in which individuals can base subsequent interactions on the outcome of this evaluation.

UNCERTAINTY, BASIC HUMAN NEEDS, EVIL AND ITS PREVENTION

Ervin Staub, University of Massachusetts at Amherst – Social conditions that are starting points for the evolution of mass violence include economic deterioration, political disorganization, great social change, and conflict between groups often arising out of disparity in power and wealth. These conditions are present in the modern world. They create uncertainty in whole groups of people, which in turn has a significant role in frustrating basic human needs for security, identity, feelings of effectiveness and control, connection, and comprehension of reality. Managing uncertainty is therefore of great importance in preventing violent conflict, mass killing and genocide. Helping people understand the impact of such social conditions and in general the roots of group violence, and avenues to their prevention, reduces uncertainty, creates the experience of some degree of cognitive control and the potential of behavior control. That talk will discuss theory, refer to case studies of mass killing, violent conflict and genocide, and will describe interventions in Rwanda that involved creating such understanding, and research evaluating their impact, showing positive results. There will also be brief discussion in the talk of the role of uncertainty in terrorism. Most terrorists involved in attacks in Europe experienced dislocation from other countries, with disrupted relations to group and family and disconnection from people in their new country. Uncertainty about identity, connection, and meaning have an important role in their evolution. Ways to help such young people fulfill their basic needs in constructive ways will be suggested.

Symposia Session J

Saturday, February 7, 5:00 – 6:15 pm

Symposia Session J1**UNITY IN DIVERSITY? THE EFFECT OF ETHNIC DIVERSITY ON PERCEPTIONS OF THE SELF, ORGANIZATIONS, AND THE NATION STATE**

Saturday, February 7, 5:00 – 6:15 pm, Ballroom C

Chairs: *Kumar Yogeeswaran, University of Massachusetts - Amherst; Nilanjana Dasgupta, University of Massachusetts - Amherst*

Speakers: *Michael A. Zárate, Valerie Purdie-Vaughns, Kumar Yogeeswaran, Thierry Devos*

Summary: Buzz words like “diversity” and “multiculturalism” have become part of most Americans’ vocabulary and an integral component of public discourse in employment, education, law, and politics. Yet, concrete evidence of these multicultural values in organizations is often equivocal; so too, is the imprint of multiculturalism in Americans’ self-conceptions and perceptions of their nation state. The current symposium brings together four programs of research that examine how multiculturalism and diversity has fared in practice; what obstacles lie in its path; and the conditions under which these conceptions have a positive (vs. negative) effect on Americans’ behavior. Specifically: What factors affect one’s preference for a multicultural society compared to an assimilationist society? How do multicultural vs. assimilationist ideals affect perceptions of immigrants (Zarate)? When is diversity more versus less possible to achieve in organizations that endorse multicultural ideals (Purdie-Vaughns)? To what extent does the explicit ethos of multiculturalism prevalent in American society fit with Americans’ implicit assumptions about who is authentically American (Devos; Yogeeswaran & Dasgupta)? Under what conditions might assumptions about the authentic American encourage biases in people’s actions (Yogeeswaran & Dasgupta)? When do people’s beliefs become more assimilationist vs. more multicultural? Have Whites Americans

internalized ideals of multiculturalism differently from their ethnic minority peers (Devos)?

ABSTRACTS**THE EFFECTS OF CULTURAL INERTIA ON PERCEPTIONS OF MULTICULTURALISM AND ASSIMILATION**

Michael A. Zárate, UT El Paso; and Moira P. Shaw, UT El Paso – One contentious debate in US politics concerns how to deal with the large Latino immigrant population currently residing in the country. One primary concern is how this new population is changing the fabric of American culture. One reason for the backlash towards the changing demographics is cultural inertia. Cultural inertia is defined as the desire to avoid cultural change, or conversely, desire change once change is already occurring. Cultural inertia predicts differential preferences for a multicultural society or an assimilated society as a function of how well one already fits the dominant culture and how much one has to change to fit a stated end state. A close match to the dominant culture predicts greater desire for an assimilated society, as close suggests little need for change. A poor match to the dominant culture suggests a desire for a multicultural society, as that suggests little need to move – unless one is already making efforts to fit the dominant society. Our research shows that when Americans are led to believe that culture is changing (compared to when they are led to believe that immigrants have to change), they express less prejudice towards immigrants. Similarly, biasing participants to believe they will have to change to accommodate a new population provokes more prejudice towards that new population. This model proposes a common process to account for competing findings regarding the effects of multicultural and assimilation type models on intergroup bias.

STRUCTURING DIVERSITY: GROUP VS INDIVIDUAL SELECTION DECISIONS AND MULTICULTURAL IDEALS

Valerie Purdie-Vaughns, Yale University; Gregory Walton, Stanford University; and Anna Lopez, Yale University – Multiculturalism is a powerful ideology in contemporary Western societies. Nevertheless, laboratory experiments and real-world audits demonstrate that discrimination persists and diversity is difficult to achieve. Why does discrimination persist even when people widely endorse egalitarian values and multicultural ideals? The present research suggests that lack of diversity in mainstream institutions emphasizes not a rejection of multicultural ideals, but a pervasive situational factor that determines whether prejudice or multicultural values will shape behavior at any given moment. This situational factor involves the structure in which selection decisions, like the hiring of new employees or the admission of students to an academic institution, are made. We compare selection decisions involving the choice of a group, where multiple selections are made simultaneously or as a unit, to selection decisions involving the choice of a series of individuals, where decisions are made on a case-by-case basis with each decision is seen as unrelated to the next. In the latter situation, people may focus separately on each decision without regard to characteristics that emerge across decisions. As diversity is the property of a group, multicultural values may simply not come to mind. Only when people make multiple decisions at the same time will people consider and act on their egalitarian values and desire for diversity. Results from archival studies and laboratory experiments show that the subtle difference between selecting a group vs. a series of distinct individuals leads to a dramatic reduction in discrimination and an increase in demographic diversity.

WHO IS AUTHENTICALLY AMERICAN? ANTECEDENTS AND CONSEQUENCES OF RACE-BASED BELIEFS ABOUT THE PROTOTYPICAL AMERICAN

Kumar Yogeeswaran, University of Massachusetts - Amherst; and Nilanjana Dasgupta, University of Massachusetts - Amherst – Although the 14th Amendment of the U.S. Constitution grants American citizenship to any person born or naturalized in this country, subjective perceptions of who belongs in the country are driven by default assumptions that the prototypical American is

White. This belief that Whites are somehow more American than other ethnic group members lies in sharp contrast to the widespread endorsement of multiculturalism in everyday life. The present research examines the antecedents and consequences of race-based beliefs about the prototypical American. Studies 1-2 demonstrate that the more participants believe that the prototypical American is White, the less willing they are to hire highly qualified Asian Americans in national security jobs that require patriotism, but not in private business jobs where patriotism is irrelevant. Study 3 shows that the more people believe that the prototypical American is White, the less patriotic they judge an Asian American op-ed writer who criticizes government policy, but not a White American writer levying the same criticism. Political conservatism exacerbates this effect. If implicit beliefs about the prototypical American exclude ethnic minorities, what factors might aggravate or attenuate these beliefs? Studies 4-5 examine this question by manipulating the salience of individuals' ethnic identification and their contributions to American society. Results reveal that while increasing the salience of individuals' societal contributions attenuates the implicit race-based prototype, increasing the salience of individuals' ethnic identification aggravates the race-based prototype. Together, these studies illustrate the ambivalence between desiring multiculturalism vs. assimilation when people think of what it means to be American.

SAY "ADIOS" TO THE AMERICAN DREAM? THE INTERPLAY BETWEEN ETHNIC AND NATIONAL IDENTITY AMONG LATINO AND CAUCASIAN AMERICANS

Thierry Devos, San Diego State University – The issue of ethnic diversity and national identity in an immigrant nation such as the United States of America is a recurrent topic of debate. The aim of our research is to investigate how processes of inclusion or exclusion from national identity might be revealed through assessments of associations operating outside of conscious control. Previous studies revealed that European Americans, as a group, are seen as being more American than Asian Americans, African Americans, and Native Americans (Devos & Banaji, 2005; Devos & Ma, 2008; Nosek et al., 2007). Extending this line of work, three studies were conducted to test the implicit interconnections between ethnic and national identities among Latino and Caucasian Americans. Consistently, Latino Americans, as a group, were conceived of as being less American than Caucasian Americans (Studies 1-3). This effect was moderated by participants' ethnicity; however, it was not restricted to Caucasian participants. Overall, Caucasian participants displayed a stronger national identification than Latino participants (Studies 2 and 3). In addition, ethnic-American associations accounted for the strength of national identification for Caucasian participants, but not for Latino participants (Study 2). Finally, ethnic differences in national identification among individuals who exclude Latino Americans from the national identity emerged when persistent ethnic disparities were primed, but not when increasing equalities were stressed (Study 3). In sum, ethnic-American associations account for the merging vs. dissociation between ethnic and national identifications and reflect a long-standing ethnic hierarchy in American society.

Symposia Session J2

THE DIFFERENCE BETWEEN YOU AND ME: COMPARING SOCIAL AND SELF PERCEPTION

Saturday, February 7, 5:00 – 6:15 pm, Ballroom D

Chair: *Mary Steffel, Princeton University*

Speakers: *Mary Steffel, David A. Kenny, Jason P. Mitchell, Kenneth Savitsky*

Summary: The inferences we make about ourselves often differ from the inferences we make about other people – even when our choices and behavior are otherwise indistinguishable. And yet, evidence suggests that self-perception may be fundamental to social perception: that is, our own thoughts and feelings may be crucial to understanding other people's mental states. In this symposium, we bring together research

from several key areas of social and personality psychology to explore what distinguishes self and social perception. First, Steffel examines differences in the inferences people make about their own or other people's preferences from the choices they make. She proposes that these inferences may be understood by a single cognitive mechanism if we consider asymmetries in the information we have about ourselves versus other people. Next, Kenny introduces a method and formal statistical model for simultaneously examining several important differences between self- and other perceptions: mean, self-other agreement, assumed similarity, and variability. Then, Mitchell provides evidence that self and social perception engage a common brain region. He suggests that the degree of self-other overlap in this region depends on perceived similarity, perspective-taking, and temporal perspective. Finally, Savitsky demonstrates that people are more likely to rely on their own thoughts and feelings and less likely to engage in perspective-taking when interacting with friends than when interacting with strangers. He shows that this leads to predictable egocentric errors in perspective taking when perspectives diverge. Together, these talks identify several important self-other differences in person perception and illustrate their consequences.

ABSTRACTS

SELF-OTHER DIFFERENCES IN PREFERENCE INFERENCES BASED ON CHOICES

Mary Steffel, Princeton University, Daniel M. Oppenheimer, Princeton University – The idea that people's choices reveal something about who they are is ingrained in our culture. However, what we feel has been revealed depends on our perspective and the perceived difficulty of the choice. The present research manipulates choice difficulty and demonstrates that decision-makers infer more about their preferences from easy choices than difficult choices, but observers infer more about a decision-maker's preferences from difficult choices than easy choices. Specifically, decision-makers who chose the less risky of two lotteries when choices were constructed to feel easy rated themselves less likely to gamble on a domain-specific risk-attitude scale (DOSPERT) (Weber, Blais, & Betz, 2002) than decision-makers who selected the same option when choices were constructed to feel difficult. Observers, on the other hand, rated decision-makers less likely to gamble in the difficult-choice condition than in the easy-choice condition. We propose that these opposite inferences can be explained by a single cognitive mechanism if we take into account the different information that decision-makers and observers have access to. Normatively, there are two factors that one should consider in drawing inferences about a decision-maker's preferences based upon an observed choice: 1) How strongly the person preferred the chosen option and 2) the objective relative value of the choice options. While neither decision-makers nor observers can be sure of the objective relative value of the choice options, decision-makers have direct access to their own preference strength and observers do not. We discuss implications for helping actors and observers see eye to eye.

HOW IS SELF-PERCEPTION FUNDAMENTALLY DIFFERENT FROM PERCEPTION OF OTHERS? USING THE PERCEPTION OF OTHERS TO UNDERSTAND SELF-PERCEPTION

David A. Kenny, University of Connecticut, Tessa V. West, New York – University Theorists (e.g., Jones & Nisbett, 1972) have argued that self-judgments are fundamentally different from the judgments of others whereas others have argued that the processes are very similar (e.g., Bem, 1967). Using the Realistic Accuracy Model (Funder, 1995), it is possible to delineate the process by which self- other perception can differ. Besides differences between self and other, there are several important research areas that involve a comparison between the two types of judgments: Among those questions that have been examined are self-enhancement (Do I see myself as better than others?), self-other agreement (Do I see myself as others see me?), and social projection (Do I see others as I see myself?). We present a method and formal statistical model that simultaneously examines sev-

eral important comparisons between self- and other perceptions. It posits four fundamental differences: mean, self-other agreement, assumed similarity, and variability. The statistical model requires that persons judge and be judged by multiple others (e.g., a round-robin design). The basic model is an elaboration of the Social Relations Model that was originally proposed by Kwan, John, Kenny, Bond, and Robins (2004). We illustrate the approach using data sets from different areas of social and personality psychology. We argue and show that only by a simultaneous examination of the multiple ways in which self and other-perception can we accurately understand the process.

THE USE OF SELF TO UNDERSTAND OTHERS: FUNCTIONAL NEUROIMAGING STUDIES OF SELF-REFERENTIAL MENTALIZING

Jason P. Mitchell, Harvard University – Human social interaction requires the recognition that other people are governed by the same type of mental states - beliefs, desires, intentions - that guide one's own behavior. One useful strategy for inferring others' mental states (i.e., mentalizing) may be to use knowledge of one's own thoughts, feelings, and desires as a proxy for those of other people. These self-referential accounts of social cognition are supported by recent research suggesting that a single brain region - ventromedial prefrontal cortex (vmPFC) - is engaged both by tasks that require self-reference and those that require inferences about the minds of others. However, perceivers appear to deploy such self-based mentalizing processes only in particular contexts. In this talk, I will review recent neuroimaging work that has demonstrated that perceivers selectively use themselves as a proxy for others only when they have reasons to believe that a target thinks in similar ways as they do: that is, when they assume that another person is sufficiently like-minded. At the same time, perceivers can be induced to mentalize self-referentially after conscious attempts to take the perspective another person, lending neuroimaging support to suggestions that perspective-taking increases self-other overlap. Finally, our recent work has used fMRI to examine whether some of the "irrational" choices made by perceivers about their future selves (temporal discounting) may result from the failure to perceive one's later self as sufficiently "self-like."

THE PERILS OF (PERCEIVED) SELF-OTHER SIMILARITY: EGOCENTRISM AMONG FRIENDS AND STRANGERS

Kenneth Savitsky, Williams College, Boaz Keysar, The University of Chicago, Nicholas Epley, the University of Chicago, Travis J. Carter, Cornell University, Ashley Swanson, Massachusetts Institute of Technology – Successful communication requires a "meeting of the minds" between a communicator and a target, with each party endeavoring to form a mental representation of the other's perspective that is independent of his or her own. Research has shown that because this inductive inference requires considerable effort and is often less than successful, egocentric errors in perspective taking can result. But existing research has largely examined communication among participants who are unknown to one another—conditions under which egocentrism may be expected to flourish. When one lacks awareness of what strangers know, feel, or believe, it stands to reason that one will fall back on what one does know well—that is, what one knows, feels, or believes oneself—leading to increased egocentrism. Nevertheless, we argue for the opposite perspective, that communication among friends is often more prone to egocentrism than communication among strangers. Because close others are often similar to—even "included in"—the self, communicators relax their perspective-taking efforts and utilize their own thoughts and beliefs as a benchmark when taking their friends' perspectives. People engage in careful, active monitoring of strangers' divergent perspectives because they know they must, but let down their guard and rely more on their own perspective when interacting with a friend—as if their friends know what they know and feel what they feel. Although this strategy may sometimes be successful (after all, one's friends often do know what one means), we show that it leads to predictable egocentric errors in perspective taking when perspectives diverge.

Symposia Session J3

THE BETTER ANGELS OF OUR NATURE: CELEBRATING THE SCIENTIFIC CONTRIBUTIONS OF DAN BATSON

Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 13-16

Chairs: *Monica Biernat, University of Kansas; Jo-Ann Tsang, Baylor University*

Speakers: *Mark Davis, David A. Schroeder, Michael E. McCullough, John Darley*

Summary: The occasion of C. Daniel Batson's retirement from the University of Kansas provides an opportunity to reflect on his many scientific contributions to the field of social/personality psychology. Batson's career has led to significant advances in the study of pro-social behavior, emotion, morality, justice, and religiosity. From his first, now-classic publication with John Darley ("From Jerusalem to Jericho") to one of his more recent papers on the neural substrate of human empathy (with Claus Lamm and Jean Decety), Batson's work has been oriented toward understanding "the better angels of our nature" (see Abraham Lincoln's first inaugural address). The speakers in this symposium include Mark Davis, who will focus on Dan's contributions to understanding perspective taking, and its implications for volunteerism and other types of pro-social behavior. David Schroeder will track the reach of the empathy-altruism hypothesis into domains including business and economics. Michael McCullough will highlight Batson's pioneering work on the psychology of religion. Finally, John Darley, Batson's graduate school mentor, will offer a broad perspective on the role of Batson's empathy-altruism perspective in extending views of human nature to include more than self-interest. Batson continues to work from his home in Knoxville, Tennessee, but this symposium honors the scientific and scholarly contributions he's made to the field thus far.

ABSTRACTS

STUDYING PERSPECTIVE TAKING AND EMPATHY IN THE BATSONIAN ERA

Mark Davis, Eckerd College – In this presentation I will discuss two lines of research drawn from 30 years of investigating empathy. The first has to do with emotional empathy and its relation to helping behavior. I will briefly outline some of the ways that Dan Batson's well-known investigations of the empathy-altruism hypothesis have influenced this work. I will then focus on some relatively recent investigations of volunteering that suggest a different way to think about the role of emotional empathy in helping. This work emphasizes the way that emotional reactions, both actual and anticipated, contribute to the reasoned decision to enter (or not) settings in which distressed others will be encountered. The second line of research is concerned with perspective taking, and more specifically, the methods by which we accomplish this task. Although it is not as widely known as his research on empathy and altruism, Batson has also contributed significantly to this topic through his investigation of the effects on emotional responses of different kinds of perspective-taking sets. I will briefly describe this work, and place it within the context of other research examining the importance of the self in perspective taking. I will then discuss some recent research demonstrating such "self-effects", but also show how they are conditioned by target characteristics and the perspective taker's current mood.

THE REACH OF THE EMPATHY-ALTRUISM HYPOTHESIS

David A. Schroeder, University of Arkansas – The impact of Batson's empathy-altruism hypothesis has reached well beyond its initial goal of trying to explain the motivation for why one would help another. From this outsider's point of view, the empathy-altruism hypothesis seems to have flowed naturally from the Latane and Darley bystander intervention research, taking the question of "when do we help?" and the identification of situational factors that promote helping others to the next level by asking "why do we help?" and investigating the motivation for prosocial

actions. Coupled with important contributions by Cialdini and his colleagues and Piliavin, Dovidio, Gaertner, and Clark, the helping literature continued to expand and mature, particularly at what has been labeled the meso-level. The central role played by the empathy-altruism hypothesis in these advances will be considered. More recently, critical features of the empathy-altruism hypothesis have been used to help understand such diverse topics as affect and emotions, morality and justice, business and economics, and cooperation and the collective good. This presentation will also trace these branches as they have grown from their roots in the empathy-altruism hypothesis. Finally, the initial formulation of the empathy-altruism hypothesis and its subsequent refinements will be examined to understand why this theory seems to have provided such a sound conceptual foundation for the prosocial behavior literature and has been such a rich heuristic for generating an ever expanding range of research questions in social psychology.

RELIGIOSITY AND THE INDIVIDUAL: WHAT WE'VE LEARNED IN 25 YEARS ABOUT RELIGION'S ASSOCIATIONS TO HEALTH, WELL-BEING, AND OTHER WONDERFUL THINGS *Michael E. McCullough, University of Miami* – Dan Batson's and Larry Ventis's psychology of religion textbook, the first edition of which was published in 1982 (and revised with Pat Schoenrade in 1993), was one of the first serious and hard-minded attempts to systematically review the quantitative literature on the associations of religiosity with measures of mental health and psychological well-being. That initial effort challenged a generation of psychologists who were interested in religion to think more carefully about religion and its associations with outcomes such as mental health, physical health, and success in various life domains. The database on these questions has grown tenfold or more since Batson's initial effort, but the conclusions that should be drawn from these studies are still not as well known as they should be. I'll review the progress that has been made in studying religion's associations with these domains of functioning in the 25 years since Dan's foundational contribution. In particular, I will share what we have learned from original research, meta-analytic reviews, and other quantitative syntheses about religion's associations with depressive symptoms, other measures of psychological well-being and psychological distress, length of life, school achievement, delinquency and crime, sexual behavior, and marital and family functioning. In addition, I will describe recent work from our laboratory in which we have been exploring whether religion's associations with outcomes such as these are the result of the intermediate effects of religious belief, behavior, or commitment on self-control and self-regulatory processes more generally.

PERCEPTIONS OF HUMAN NATURE IN AN EMPATHIC ALTRUISTIC WORLD *John Darley, Princeton University* – For a number of reasons, the perception of human nature as consisting of self interested motives and desires has had considerable sway in social sciences in general, and psychology in specific. Slowly, over the last decades, psychological theory has come to recognize other motives and amend its representation of human nature. Several of Batson's research programs have made major contributions to this progress; centrally his work on the empathy-altruism hypothesis and its documentation via a wonderful dialogue, conducted via dueling experiments, held with Robert Cialdini. One way of viewing the human actor is not as self centered but rather as genuinely concerned with the well-being of others. Extending this, one can speculate that we now see the human actor as concerned with belongingness, with achieving satisfactions as a group member, contributing to the well-being of the other group members. In turn, the individuals in the group achieve reciprocal support and protection from others against harm for themselves. Following this theme, recent work on what are called "experimental games" is reviewed, and the interesting phenomenon called "altruistic punishment" is illustrated and discussed. I will end by considering whether this kind of "altruistic" behavior has any links with altruistically produced positive behaviors.

SYMPOSIUM SESSION J4
IT'S NOT EASY: NEW DIRECTIONS IN RESEARCH ON PROCESSING FLUENCY
 Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 10-12
Chairs: *Michael Haefner, Utrecht University; Ulrich Kuehnen, Jacobs University Bremen*
Speakers: *Michael Haefner, Zakary L. Tormala, Ulrich Kuehnen, Piotr Winkielman*
Summary: It is widely accepted among social cognition researchers that cognitive feelings, such as subjectively experienced ease of retrieval or processing fluency, can provide a basis for judgment that is independent of currently accessible mental content. What is more, these experiential influences are believed to be powerful because they require minimal cognitive effort. Therefore, people frequently appear to rely more on cognitive feelings than other factors when forming judgments. How do they do so? According to some traditional views, fluent processing evokes positive affect that is then (mis)attributed to the apparent source of the feeling. Similarly, easy recall of certain pieces of information (mistakenly) signals that the corresponding cognitions are highly available. The present symposium seeks to extend these views by showing previously overlooked mechanisms by which cognitive feelings can influence judgments. Extending the hedonic marking account of fluency effects, Michael Haefner will show that over and above signaling a positive state of affairs, fluency experiences may also be interpreted as a cue to the usability of information. Zakary Tormala challenges the strictly experiential basis of ease of retrieval effects by showing that they can also stem from spontaneously generated unrequested cognitions. Ulrich Kuehnen will show that under low judgment elaboration people do not generally rely on retrieval ease, but do so only when subtle features of the experimental procedure render it accessible to the respondent. Finally, Piotr Winkielman will highlight the flexibility of ties between priming, fluency, familiarity and affect and even show dissociations between these traditionally tightly related concepts.

SYMPOSIUM SESSION J4

IT'S NOT EASY: NEW DIRECTIONS IN RESEARCH ON PROCESSING FLUENCY

Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 10-12

Chairs: *Michael Haefner, Utrecht University; Ulrich Kuehnen, Jacobs University Bremen*

Speakers: *Michael Haefner, Zakary L. Tormala, Ulrich Kuehnen, Piotr Winkielman*

Summary: It is widely accepted among social cognition researchers that cognitive feelings, such as subjectively experienced ease of retrieval or processing fluency, can provide a basis for judgment that is independent of currently accessible mental content. What is more, these experiential influences are believed to be powerful because they require minimal cognitive effort. Therefore, people frequently appear to rely more on cognitive feelings than other factors when forming judgments. How do they do so? According to some traditional views, fluent processing evokes positive affect that is then (mis)attributed to the apparent source of the feeling. Similarly, easy recall of certain pieces of information (mistakenly) signals that the corresponding cognitions are highly available. The present symposium seeks to extend these views by showing previously overlooked mechanisms by which cognitive feelings can influence judgments. Extending the hedonic marking account of fluency effects, Michael Haefner will show that over and above signaling a positive state of affairs, fluency experiences may also be interpreted as a cue to the usability of information. Zakary Tormala challenges the strictly experiential basis of ease of retrieval effects by showing that they can also stem from spontaneously generated unrequested cognitions. Ulrich Kuehnen will show that under low judgment elaboration people do not generally rely on retrieval ease, but do so only when subtle features of the experimental procedure render it accessible to the respondent. Finally, Piotr Winkielman will highlight the flexibility of ties between priming, fluency, familiarity and affect and even show dissociations between these traditionally tightly related concepts.

ABSTRACTS

INFORMATION TO GO: HOW FLUENCY ENHANCES THE USABILITY OF PRIMED INFORMATION *Michael Haefner; Utrecht University & Diederik A. Stapel; Tilburg University* – Extending the hedonic marking account of fluency effects, we propose that over and above signaling a positive state of affairs, fluency experiences may also be interpreted as a cue to the usability of information. That is, information associated with a fluency experience should be used more in subsequent judgments, regardless of its actual diagnostic value. Three experiments tested this assumption in classic social psychological priming paradigms. Specifically, we assumed that when primed traits are processed fluently, they would have an effect on subsequent evaluations of a target person independent of whether or not these traits are descriptively applicable to the target description. In Experiment 1, fluency was manipulated by rhyming. In line with our assumptions, results show that descriptively inapplicable primes that are presented in a fluent manner (i.e., they rhyme) are nevertheless applied to subsequent judgments. Over and above replicating these findings, Experiment 2 was designed to rule out the alternative explanation that our fluency effects could be merely driven by an enhanced accessibility of the fluent primes. Furthermore, the last experiment gives initial insight into underlying processes: Fluency seems to broaden the meaning of information, such that it leads to the excerption of the general evaluative rather than the specific semantic meaning of the information. Finally, Experiment 3 was designed to rule out the alternative explanation that fluency might trigger heuristic information processing. Specifically, this experiment shows that fluency can lead to less stereotyping through the enhanced usability of individuating information.

RETHINKING THE ROLE OF MENTAL CONTENT IN PROCESSING FLUENCY: UNREQUESTED COGNITIONS AND THE EASE OF RETRIEVAL EFFECT

Zakary L. Tormala, Stanford University, Carlos Falces, Universidad Miguel Hernandez de Elche, Pablo Briñol, Universidad Autónoma de Madrid, & Richard E. Petty, Ohio State University – The importance of mental content in judgment formation is well-documented. For example, the cognitive response paradigm has shown that the thoughts people generate in response to persuasive messages can be crucial determinants of persuasion. Interestingly, though, research exploring metacognitive factors in judgment suggests that it is not just the content of thought that matters, but also the subjective experience of ease, or fluency, with which that content comes to mind. Indeed, after nearly two decades of research on the ease of retrieval effect (Schwarz et al., 1991), a voluminous body of studies has accumulated suggesting that the subjective feeling of ease/fluency is so important that it can override, even reverse, the impact of cognitive content on judgment. The present research explores a new mechanism for ease of retrieval effects that reestablishes the import of cognitive content. It is suggested that in the most common ease of retrieval paradigm, when it is difficult for people to generate the specific cognitions requested (e.g., memories of assertive behavior), they are more likely to spontaneously generate unrequested cognitions (e.g., memories of unassertive behavior), and the presence of these unrequested cognitions can determine judgment. In four experiments, participants were asked to generate a high (difficult) or low (easy) number of cognitions in a given direction. Across experiments, when participants were asked to generate a high number, they also had more unrequested cognitions, and these unrequested cognitions mediated the ease of retrieval effect on judgment. This mechanism was found to be independent of previously identified mediators.

MANIPULATION-CHECKS AS MANIPULATION: ANOTHER LOOK AT THE EASE-OF-RETRIEVAL HEURISTIC

Ulrich Kühnen, Marieke van Egmond and Anna Buhbe, Jacobs University Bremen, Germany – Judgments are often based on the subjective ease with which relevant information can be retrieved from memory. Some researchers argued that because ease-based judgment formation requires considering only one single cue, ease-effects should be observed under suboptimal judgment conditions primarily. Others argued that if people experience the retrieval as being difficult, they engage in questioning the validity of generated information resulting in ease-effects. Accordingly, ease-effects require cognitive elaboration which suboptimal judgmental conditions prevent. Reflecting this inconsistency, some studies showed that ease-effects occur under high but not under low cognitive load, others showed the opposite. I will argue that one critical difference between these studies is the order of the manipulation-check (MC; measuring the ease) and the dependent variable (DV; e.g. the attitude). In the studies showing ease effects under high cognitive load, the MC has been assessed prior to the DV, presumably rendering the ease of retrieval accessible to the participants. In the studies supporting the self-validation hypothesis, the measurement of the dependent variable typically precedes the manipulation-check. Ease-based judgment formation with this order, requires cognitive elaboration, and so ease-effects are not found under suboptimal conditions. In order to test this idea, I conducted several studies manipulating the cognitive load and the order of assessing MC and DV. Ease-effects under high cognitive load were observed only, if the manipulation-check was assessed prior to the dependent variable, but not if the order was reversed.

PRIMING, FLUENCY, FAMILIARITY, AND AFFECT: TOGETHER AND APART

Piotr Winkielman, University of California, San Diego, Jamin Halberstadt, University of Otago, David Huber, University of California, San Diego, & Troy Chenier, University of California, San Diego – This talk addresses the fundamental mechanisms behind two fluency-dependent experiences -- familiarity and affect. These experiences underlie many

social judgments and decisions. I will focus on two questions. First, what is the basic relation between priming and fluency? Typically, priming (pre-exposure to an identical or related item) increases fluency for subsequent target items. However, I will show that priming may also decrease subsequent processing fluency, with negative consequences for both familiarity and affect. The second question concerns the relation between familiarity and affect. Typically, high fluency enhances both experiences. However, I will show that they can be dissociated, with only familiarity, or only affect benefiting from fluency. That is, under some circumstances fluent and familiar item can lose their “warm glow” and fluent and likable items can feel novel. This bridge linking fluency, familiarity, and affect, involves not only attributions and expectations, but also motivational factors in construction of subjective experiences. Overall, my talk will highlight the flexibility of ties between priming, fluency, familiarity and affect.

Symposia Session J5

JOCKEYING FOR POSITION: NEW APPROACHES TO THE STUDY OF POWER AND STATUS

Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 18-19

Chairs: *Gavin J. Kilduff, University of California, Berkeley; Cameron Anderson, University of California, Berkeley*

Speakers: *Adam D. Galinsky, Joe C. Magee, Jennifer R. Overbeck, Gavin J. Kilduff*

Summary: This symposium focuses on the related topics of power and status. Each of the four included papers attempts to expand our understanding of these topics via a novel theoretical or empirical approach. The first paper, by Galinsky and Magee, explores the ubiquity of hierarchies and suggests that their self-reinforcing nature can help to explain their pervasiveness. The paper extends prior work by exploring hierarchical processes across multiple levels of analysis, in addition to delineating the differences between hierarchies based in status and those based in power. The second paper, by Magee et al., examines how people’s construal of disaster varies as a function of their hierarchical position. In doing so, the authors extend prior lab-based work by conducting the first field-based tests of the relationship between power and construal, and by investigating the construal of major real-world events. The third paper, by Overbeck and Mueller, investigates how displays of anger influence status via status conferrals. The authors take a new approach to the study of status conferrals by proposing that they actually involve two distinct types of status judgments—detection judgments, or perceptions of a person’s position in an existing hierarchy, and discretionary judgments, or the amount of status one bestows on another person within the dyadic relationship. Finally, in the fourth paper, Kilduff and Anderson explore the implications of dyadic status disagreements for group member behavior and group performance. This extends prior theories of status within groups, which typically describe the status-organizing process as cooperative and peaceful.

ABSTRACTS

THE FOUR FORCES OF HIERARCHICAL SELF-REINFORCEMENT: INDIVIDUAL, INTERPERSONAL, INSTITUTIONAL, AND IDEOLOGICAL PROCESSES

Adam D. Galinsky, Northwestern University, Joe C. Magee, New York University – Hierarchy is prevalent in so many groups, organizations, and societies that it appears to be one of the most fundamental features of social relations. We present empirical data suggesting that hierarchies – typically based in status (the respect one has in the eyes of others) or power (control over valued resources) – are so pervasive because they are inherently self-reinforcing. We offer a model of hierarchical self-reinforcement that consists of four forces at different levels of analyses, with these separate forces conspiring to preserve

current hierarchical arrangements. At the individual level, rank in a hierarchy transforms individual psychology such that those high in the hierarchy think and act in ways that lead to the retention and acquisition of greater power and status. At the interpersonal level, hierarchical rank generates expectations for behavior and opportunities for advancement that favor those with a prior power and status advantage. At the institutional level, laws and policies are put into place that preferentially benefit those high in the hierarchy. At the ideological level, hierarchy-enhancing belief systems help stabilize hierarchy, both from the bottom up and from the top down. We discuss how these four processes developed because hierarchy serves two foundational social functions: a) it increases social coordination and order and b) offers individual incentives that motivate strong performance. Finally, we address a number of factors that we think are instrumental in explaining the conditions under which hierarchies change.

HIERARCHICAL DIFFERENCES IN THE CONSTRUAL OF HUMAN DISASTER: THE CASES OF HURRICANE KATRINA AND THE ATTACK ON THE WORLD TRADE CENTER *Joe C. Magee, New York University, Frances J. Milliken, New York University, Nancy Lam, New York University, Daniel Menezes, New York University* – These studies are the first field tests of the relationship between hierarchical position and construal. We examine how individuals' construal of human disaster differs as a function of their hierarchical position in the disaster relief efforts of Hurricane Katrina and the attack on the World Trade Center on 9/11. We conceptualize a hierarchy among the networked group of actors, from the President of the United States down to the victims, based on a combination of their formal authority and control over critical resources. Building on theories of power and construal (Keltner, Gruenfeld, & Anderson, 2003; Smith & Trope, 2006; Trope & Liberman, 2003), we hypothesized that hierarchical position would affect individuals' construal of events during the crises; specifically we predicted that high-power individuals' construal would tend to be more abstract (vs. concrete), future-oriented (vs. past-oriented), positive (vs. negative), and certain/confident (vs. uncertain/tentative). Analyses of individual actors' speech (i.e., quotations appearing in media sources) using both manual and computer-based text analysis methods demonstrated support for our hypotheses, even after accounting for a number of alternative explanations. We discuss how these hierarchy-related differences in construal may have important implications for communication and coordination across individuals and organizations.

A NEW LOOK AT ANGER AND STATUS *Jennifer R. Overbeck, University of Southern California, Jennifer S. Mueller, University of Pennsylvania, Shimul Melwani, University of Pennsylvania* – We present two studies to argue that expressing anger is not necessarily beneficial for status. Study 1 used a scenario methodology in which participants read about pairs of targets who varied in emotion expression (one expressed anger or compassion, and the other was neutral). Participants were asked to make either a detection judgment (the perceiver must diagnose each target's established status in the context of an existing hierarchy) or a discretionary judgment (the perceiver exercises choice in the amount of status to bestow on each target). Results showed that anger was used as a signal of targets' task and relational value in the discretionary condition, and that angry targets were granted less status than either compassionate or neutral targets. In the detection condition, however, we replicated the common finding that anger displays lead to high status. Detection judgments typically rely on stereotypes and display rules: perceivers judge the posterior probability that, given a display of anger, the expresser had enough status to display it. In Study 2, 100 videotaped interviews were rated by naïve participants for emotion expression, perceived value, and status; the relationships among these judgments were modeled using structural equation modeling. Again, anger led to low status when we examined discretionary judgments; the influence of anger was also affected by our simultaneous assessment of several emotions. In short,

our work speaks to the ways in which conclusions about status are affected by how questions are asked. Our results have implications for the perception and maintenance of status hierarchies.

STATUS CONFLICT: HOW DISAGREEMENT OVER STATUS AFFECTS GROUP PERFORMANCE AND GROUP MEMBER BEHAVIOR

Gavin J. Kilduff, University of California, Berkeley, Cameron Anderson, University of California, Berkeley – We explore the phenomenon of status disagreement, defined as disagreement between two individuals about their relative positions in the status hierarchy. Across two complementary studies, we investigate the consequences of status disagreements for group performance and group member behavior. In Study 1, we incite status disagreement within groups working together in the laboratory, and analyze members' behavior using detailed observation from videotape. In Study 2, we observe naturally occurring status disagreements in group of students working on a long-term class project, and employ the Social Relations Model (Kenny & LaVoie, 1984) for behavioral analyses. In both studies, we find a negative association between status disagreement and group performance. Further, analyses of group member behavior indicate that this relationship is primarily due to a reduction in the contributions put forth by individuals who are engaged in status disagreement. These findings speak to the importance of status disagreement for group dynamics, and suggest that collaborative conceptions of hierarchy formation may be incomplete.

Symposia Session J6

AUTOMATICITY IN THE PUBLIC SPHERE: IMPLICIT INFLUENCES OF CONTEXT ON POLITICAL BEHAVIOR AND JUDGMENTS

Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 20-21

Chairs: *Travis J. Carter, Cornell University; Melissa J. Ferguson, Cornell University*

Speakers: *Brian A. Nosek, S. Christian Wheeler, Travis J. Carter, Melody Manchi Chao*

Summary: Research has started to explore how actions and judgments in the political sphere unfold automatically. Contextual cues can implicitly push people toward certain political decisions or behaviors without their awareness or endorsement. This symposium brings together researchers documenting the various ways in which context can implicitly influence outcomes ranging from voting behavior to reactions to racial diversity. Nosek will first describe work on how liberals and conservatives react to uncertainty when making important policy decisions. This research shows how an uncertain context can alter the influence of "gut" reactions to risky situations, which may help to explain political ideological differences more generally. Next, Wheeler, Berger, and Meredith present compelling evidence that broad contextual cues such as polling location can implicitly influence something as important as voting behavior. These results dramatically show how a seemingly innocuous cue in the environment can shift deliberate voting decisions. Then, Carter, Ferguson, and Hassin discuss the automatic relationship between America and power, showing that subtle exposure to American symbols activates the concept and desire for power. This research shows how American cues implicitly increase the desire for power, affecting opinions concerning national policies and interpersonal judgments. Finally, Chao and Hong propose that implicit assumptions about racial categories can influence reactions to individual group members and more general issues related to racial diversity. This symposium showcases four independent lines of research that all address how judgments and behavior in the political and public realm are shaped by nonconscious or subtle cues in the environment.

ABSTRACTS

IDEOLOGY IN PSYCHOLOGICAL CONTEXT *Brian A. Nosek (University of Virginia)* – Listen to a partisan, and you might believe that ideology is the result of reasoned analysis of social life. Listen to the evidence, and you might be convinced that the partisans' reasons are the product of ideology, rather than the cause of it. Ideology, from the perspective of philosophy or political science, often refers to a “comprehensive vision” – a well-articulated, coherent system of ideas that offers an intellectual strategy for social categorization and judgment. Ideology, from the perspective of psychology, need not be so well-articulated. Ideological thinking may be rooted in automatic social responses or “gut judgments” that are then elaborated, adapted, or overridden by deliberative reasoning. One study, for example, examined ideological differences in tolerance for uncertainty (Jost et al., 2004) and its effects on decision-making. Replicating a well-known effect, participants demonstrated less aversion to risky public policy choices when they were presented as losses (50-50 chance that 200 or none of 500 people will die) compared to gains (50-50 chance that 300 or all 500 people will be saved). Conservatives showed this effect more strongly than did liberals. However, increasing the degree of uncertainty of the outcomes by changing known probabilities to unknown probabilities increased liberals' risk aversion to match conservatives'. I will discuss our laboratory's investigations of the psychological basis of ideology.

WHERE YOU VOTE AFFECTS HOW YOU VOTE *S. Christian Wheeler (Stanford University) Jonah A. Berger (University of Pennsylvania) Marc Meredith (Massachusetts Institute of Technology)* – A great deal of research suggests that priming stimuli can influence peoples' judgments and behaviors. This research has typically been conducted in controlled laboratory environments and has usually examined relatively low-importance dependent variables. The present research examined whether environmental stimuli can subtly affect significant behaviors in noisy, real-world environments. Specifically, we examined whether the type of polling place in which people vote (e.g. church, school, or firehouse) could influence how they cast their ballot. Results of two studies suggest it can. A field study using Arizona's 2000 general election found that voters were more likely to support raising the state sales tax to support education if they were assigned to vote in schools, as opposed to other types of polling locations. This effect persisted even when controlling for voters' political views, demographics, and unobservable characteristics of individuals living near schools. A voting experiment using true random assignment conceptually replicated these effects. These studies reveal that subtle environmental cues can influence real-world decisions on issues with important social and economic consequences.

THE AUTOMATIC RELATIONSHIP BETWEEN AMERICA AND POWER *Travis J. Carter (Cornell University) Melissa J. Ferguson (Cornell University) Ran R. Hassin (The Hebrew University)* – The link between America and power is often viewed very explicitly – America's political, economic, and military apparatuses are global in reach and influence. Has this overt connection between America and power led to an implicit association between the two? Recent findings suggest that the answer is yes. After subtle exposure to an American flag, participants believed that America should have more influence over other nations' affairs (Study 1). This effect seems to be about power more generally, as the concept of power was more accessible after a subliminal American flag prime (Study 2). Activating the America-power relationship has consequences for judgments and behaviors unrelated to the nation, such as the importance of status when looking for a new job (Study 3). Beyond merely the concept of power, we suggest that the desire for power becomes activated after exposure to the American flag. In a mock job interview, participants desired power for themselves, but not their peers (Study 4). Political media exposure is a moderator for this relationship, as those with high exposure showed the strongest link between America and power, sug-

gesting that people may learn about this relationship through the news media. These findings together suggest that American symbols (especially the national flag) are implicitly associated with a desire for power, and can implicitly influence a wide range of judgments and behaviors related or unrelated to national issues.

LAY THEORY OF RACE AND IMPLICIT PROCESSES: THEIR IMPLICATIONS FOR INTERRACIAL PERCEPTIONS *Melody Manchi Chao (University of Illinois at Urbana-Champaign) Ying-yi Hong (University of Illinois at Urbana-Champaign)* – Lay people use implicit theories (i.e., background assumptions) to understand and organize their social environment. The effects of these theories could be spontaneous and out of individuals' conscious awareness. The current research examines the associations of the lay theory of race with various implicit processes: From implicit racial categorization and category learning to interracial and intercultural perception. Previous research has found that the endorsement of essentialist beliefs of race (i.e., race reflects inherent, unchangeable dispositions) is linked with negative attitudes towards ethnic minority groups. However, little is known about the associations of these lay beliefs with implicit processes, and their implications for racial perception. The current study integrated research traditions in psychophysics, cognitive and social psychology to address these issues. Specifically, using methods in psychophysics (Study 1) and category learning (Study 2), we found that racial essentialist beliefs are associated with implicit race-based categorization among both ethnic minority and majority group members. In a social inference study (Study 3), we found that such implicit categorization processes were not necessarily associated with negative interracial perception; whether they lead to positive or negative intergroup perceptions depend on how the social groups were represented in the society. Moving beyond intergroup perceptions, our ongoing research incorporates physiological measures with social-cognitive tasks to examine the psychological consequences of endorsing essentialist beliefs in the face of diversity. Taken together, the current research examined the link between lay theories and implicit processes to understand interracial dynamics – a timely issue in the United States.

Symposia Session J7**WINNING FRIENDS AND INFLUENCING PEOPLE: THE ROLE OF PERCEIVERS' AND TARGETS' PERSONALITIES**

Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 22-23

Chairs: *Elizabeth R. Tenney, University of Virginia; Simine Vazire, Washington University in St. Louis*

Speakers: *Simine Vazire, Dustin Wood, Elizabeth R. Tenney, Sanjay Srivastava*

Summary: Although we suspect that personality plays a role in determining who makes friends and obtains status, there is little research directly examining the role of personality in influencing these interpersonal outcomes. The goal of this symposium is to present an individual differences account of why some people are seen as more likeable, attractive, and intelligent than others. We use a variety of empirical techniques (lab-based, web-based, and naturalistic) to illustrate how characteristics of the target and the perceiver, and the level of similarity between the two, shape some of the most socially consequential interpersonal evaluations. First, Vazire demonstrates that perceptions of intelligence are influenced by the target's personality traits, such as extraversion and conscientiousness, even after controlling for actual IQ. Next, Wood shows that although there is considerable consensus in attractiveness judgments, an observer's personality traits can substantially alter impressions of which targets are most attractive and unattractive. Next, Tenney shows that when judging likeability of acquaintances, people have an active preference for similar others even after controlling for the positivity effect (i.e., the tendency to like others

with desirable traits). Lastly, Srivastava finds that individual differences in how people regulate emotions affect the positivity of interpersonal perceptions. Those who used reappraisal tended to rate partners especially positively (e.g., as trustworthy and agreeable) and those who suppressed tended to be perceived more negatively. Together, these talks demonstrate that personality traits play a variety of roles toward determining how people are evaluated in some of life's most significant social arenas.

ABSTRACTS

HOW TO GET A REPUTATION FOR BEING SMART *Simine*

Vazire, Washington University in St. Louis – Being seen as smart can open doors and lead the way to many important opportunities. However, previous research has shown that perceptions of intelligence are only moderately correlated with objective measures of intelligence. What personality characteristics lead some people to be perceived as intelligent, above and beyond raw IQ? This study examines judgments of intelligence among close friends and strangers. Specifically, I examine three questions: 1) Are perceptions of intelligence among friends and among strangers consensual and accurate? 2) What personality traits are associated with being perceived as intelligent by friends and strangers? And 3) Are different personality traits associated with perceptions of different types of intelligence (i.e., verbal vs. math)? I conducted a large, multi-phase study in which college students completed round-robin ratings of personality (including intelligence) in friend groups and stranger groups. Each participant also completed a 12-minute IQ test and I obtained GPA, SAT, and ACT scores from the registrar. Analyses indicate that perceptions of intelligence are consensual (especially for math intelligence) and accurate (especially friends' ratings). Next, "actual" intelligence (i.e., IQ, GPA, SAT and ACT) was statistically removed from friends' and strangers' perceptions of intelligence, and these perceptions were then correlated with friends' and strangers' perceptions of targets' personalities. Results show that perceptions of verbal intelligence are correlated with perceptions of extraversion, openness, and leadership, and perceptions of math intelligence are correlated with perceptions of conscientiousness, emotional stability, introversion, and low openness. These findings show that lay notions of intelligence have a strong personality component.

WHO'S HOT AND WHO'S NOT? CONSENSUS AND SOURCES OF INDIVIDUAL DIFFERENCES IN MATE PREFERENCES *Dustin*

Wood and Claudia C. Brumbaugh, Wake Forest University – As consensus in who is judged attractive and unattractive increases, competition for mates, disparities in mating opportunities, and pressures to conform to standards of attractiveness are expected to increase (Buss, 1988). However, despite the importance of consensus in shaping features of the mating environment, the level of consensus in attractiveness judgments has not received much empirical attention. In the current study, we thus utilize a novel method for measuring preferences, in which people reveal their mate preferences indirectly through the types of people they judge attractive and unattractive. Over 4000 participants rated how attractive they found approximately 100 targets of their preferred gender. Using this method, we identified two major dimensions of mate preferences, which we termed preferences for "agentic" characteristics (e.g., confidence, sexual suggestiveness), and preferences for "communal" characteristics (e.g., traditionalism, sensitivity, formality). Variation in mate preferences was associated with other dispositional characteristics, with extraverts particularly preferring targets with agentic characteristics, and agreeable, conscientious, and older participants showing heightened preference for targets with communal characteristics. However, we found that individual differences in mate preferences were qualified by strong consensual preferences. Both male and female participants showed high levels of agreement concerning who was attractive and unattractive, which were largely based in consensual preference for targets who appeared to possess agentic characteristics. Interestingly, male

participants showed substantially higher levels of consensus in who they found attractive than female participants. We discuss how these findings help to illuminate features of the mating marketplace.

MAKING FRIENDS: PERSONALITY SIMILARITY PREDICTS PEER LIKING *Elizabeth R. Tenney, University of Virginia, Eric Turkheimer, University of Virginia, and Thomas F. Oltmanns, Washington University in St. Louis*

– In every social network, individuals may find they connect with some colleagues and peers, but remain distant from others. Given opportunities to meet and interact with everyone, what aspects of personality determine who will be liked? We tested participants (N = 844) whom the military had assigned to peer groups to complete 6 weeks of basic military training (median group size = 36.5). Thus, participants had known everyone in their group for the same amount of time and had many opportunities to interact. Participants assessed self and peer personalities in a round-robin design using an instrument called the MAPP. As would be expected, participants seen as having many good traits (e.g., talent, kindness) were liked more than participants seen as having many undesirable traits (e.g., lack of concern for others), and this was the largest effect in the model. After controlling for this effect, we found that greater similarity between self-reports of pairs of participants was associated with mutual increased liking. Further analysis revealed that personality similarity predicted liking independent of having the same basic demographic attributes as someone (i.e., same sex or race). The results were not due to proximity, stereotype agreement, or artifacts of individual rating strategies. The results suggest an active preference for similar others and provide the first comprehensive analysis of relations between personality similarity and liking among acquaintances in a randomized, naturalistic design.

ALL TANGLED UP: EMOTION REGULATION AND INTERPERSONAL PERCEPTION IN DYADIC INTERACTIONS *Sanjay Srivastava and Jessica Tipsord, University of Oregon*

– How do the ways that people regulate their emotions affect interpersonal dynamics? Emotions serve informational functions for the person feeling the emotion as well as communicative functions for social partners. Based on these two functions, we hypothesized that different emotion regulation strategies would affect interpersonal perceptions in different ways. We focused on individual differences in two emotion regulation strategies, cognitive reappraisal and expressive suppression. Cognitive reappraisal is defined as attempts to construe situations in ways that change their emotional impact; we expected reappraisal to alter the reappraiser's perceptions of others. Expressive suppression is defined as attempts to inhibit emotion-expressive behavior; we expected suppression to alter others' perceptions of the suppressor. Using a laboratory-based social interaction paradigm, we examined how these two emotion regulation strategies affected interpersonal perceptions between individuals getting to know one another. Participants (N = 240) were assigned to dyads as strangers. Each dyad interacted in a semi-structured interaction that elicited gradually increasing levels of reciprocal self-disclosure. We assessed participants' own emotional experiences as well as their perceptions of one another's personality traits; the interactions were also videotaped and coded by independent judges. Reappraisers formed positively biased perceptions of their partners on personality traits associated with prosocial behavior. Suppressors evoked feelings of anxiety in their partners, and suppressors were perceived as lower in prosocial traits. The results indicate that emotion regulation can shape the dynamics of a social interaction, and that different emotion regulation strategies alter interpersonal perception in different ways.

Symposia Session J8

THE PSYCHOLOGY OF OWNING (AND DISOWNING) POSSESSIONS, PEOPLE, AND EVEN OURSELVES

Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 24-25

Chairs: Kristina Olson, Yale University; Michael Norton, Harvard Business School**Speakers:** Kristina R. Olson, Michael Norton, Arthur Aron, Anjan Chatterjee

Summary: People demonstrate a natural and wide-ranging tendency to divide the world into what is theirs, and what is not. From colloquialisms like “to each his own” to social practices such as “giving away the bride” and paternity tests, to the vast amounts of time people spend acquiring – or thinking about acquiring – consumer goods, notions of ownership permeate nearly every domain of human life. In this symposium we explore the what, when and how of ownership, from a range of perspectives including child development, judgment and decision-making, close relationships, and patient work. First, Olson explores changes in how young children and adults think about owning and sharing intellectual property, demonstrating that a basic understanding of owning intellectual property emerges by early elementary school. Norton and colleagues explore a key factor in how people come to value – and overvalue – their possessions, demonstrating that people are particularly likely to become attached to creations they have imbued with their own labor. Next, Aron and Reimann propose a novel application of the self-expansion model of close relationships to understanding ownership more broadly, suggesting that possessions may be “included in the self” in the same way that people are. Finally, Chatterjee explores a curious case of ownership – disownership of oneself – reviewing research aimed at understanding the cognitive underpinnings of the experience the loss of ownership over one’s own limbs in the clinical disorder, Alien Hand Syndrome. Taken together, these presentations demonstrate the wide range of ways in which owning and disowning affect people’s daily lives.

ABSTRACTS**THE DEVELOPMENT OF UNDERSTANDING INTELLECTUAL PROPERTY OWNERSHIP** Kristina R. Olson Yale University

In this talk – I will discuss the development of the concept of intellectual property ownership in children and adults. In a first study, children by age 6 demonstrated an understanding of some of the basic differences between owning ideas and things, such as understanding that one book cannot be in two places at one time, but one idea can be. In a second study, children were asked about the transfer of ownership across individuals. Younger children (6-7 year olds) showed a general tendency toward a “first possessor” rule, consistent with previous work on owning physical property. In contrast, older children and adults were more likely to understand the complexities of owning intellectual property, for example, thinking that if someone read a joke in a book they do not own it. Finally, in a third task, by age 9, children demonstrated use of the Acknowledgment Principle, preferring someone who acknowledged the source of intellectual property (a joke), over someone who failed to acknowledge the source of intellectual property. The acknowledgment effect was not applied to physical property until adulthood. In sum, by middle childhood, children have a basic understanding that owning ideas is different from owning things, though their understanding of intellectual property ownership continues to mature throughout these years.

THE IKEA EFFECT: WHY LABOR LEADS TO LOVE Michael Norton, Harvard Business School, Daniel Mochon, Massachusetts Institute of Technology, Dan Ariely, Duke University – Why do people come to love the fruits of their labor – such as misshapen mugs made in long-ago pottery classes – such that the thought of disowning their creations is incon-

ceivable? In a series of studies in which people folded origami and built sets of Legos, we demonstrate and investigate boundary conditions for the IKEA effect: How engaging in the production of goods increases their value to their creator. We show that effort leads to increased valuation for one’s creations, but only when that labor is fruitful: When participants failed to complete an effortful task, additional labor led to decreased valuation, and when they built and then destroyed their creations, the IKEA effect dissipated. Experiment 3 also demonstrates that the IKEA effect is distinct from the endowment effect and is not due solely to people customizing their creations to their own idiosyncratic preferences. Finally, we benchmark the magnitude of the effect: Participants saw their amateurish origami creations as similar in value to those made by experts, and also expected their peers to share their inflated views of the worth of their creations as well.

A SELF-EXPANSION THEORY OF OBJECT OWNERSHIP Arthur Aron, State University of New York at Stony Brook and Martin Reimann, Stanford University – Ownership, we argue, means including the object in the self, just as William James described for the material me—what is mine is part of what defines the me. The notion of including others in the self has been studied in the close relationship domain from the perspective of the self-expansion model, with a wide variety of predictions from the model successfully tested in diverse experiments. Here, we suggest that, as in relationships with other people, in relationships with objects, people seek to acquire possessions that are perceived to increase their ability to accomplish goals; once acquired, they are valued to the extent they promote rapid progress towards goals or are associated with exhilarating (novel and challenging) experiences; and also, once acquired, they are considered like self in several key respects, including treating what happens to those objects as if it were happening to the self, taking the perspective of those objects (including associated cognitive biases), and making the object part of the cognitive construction of oneself (thus for example, confusing identities with those objects, including the object in self-representations, and overlapping neural responses to self and the object). We offer 11 specific propositions, with potential operationalizations, derived from the self-expansion model and supporting research, about the relation of persons to owned or potentially owned objects.

WHAT MAKES THE ALIEN HAND ALIEN? Anjan Chatterjee The University of Pennsylvania

– The alien hand syndrome is a deeply puzzling phenomenon in which brain-damaged individuals experience their limb as not belonging to themselves and refer to it in the third person. These limbs perform seemingly purposeful acts without being guided by the individual’s intent. This study was designed to investigate why these limbs are regarded as alien, a subjective sense that does not occur in other movement disorders. We studied an individual with alien hand syndrome following a left medial frontal and corpus callosum ischemic lesion using experimental tasks that examined his control over his movements. The first experiment demonstrated that his alien limb was disinhibited, responded faster, more inappropriately and was more responsive to contextual contingencies than his non-alien limb. The second experiment demonstrated that the alien limb responded more quickly to reflexive cues but more slowly to planned movements. The third experiment demonstrated that the individual acutely monitored the errant limb even as it made errors. From clinical observations and experimental results, we postulate that three factors contribute to the sense of alienness: First, the errant limb must be disinhibited and disproportionately reactive to environmental affordances. Second, volitional control of the limb is diminished as it engages in perseverative movements with concatenated motor stereotypes, which appear purposeful, despite not being engaged in true goal directed actions. Finally, the individual must have a relatively intact action-monitoring system to be aware of the abnormal movements as they are occurring.

Symposia Session J9**VENTURING OUT OF THE IVORY TOWER:
COMMUNICATING TO BROADER AUDIENCES ABOUT
SOCIAL AND PERSONALITY PSYCHOLOGY**

Saturday, February 7, 5:00 – 6:15 pm, Meeting Room 7-9

Chair: Sam Gosling, University of Texas**Speakers:** Benedict Carey, *New York Times* and James W. Pennebaker, University of Texas

Summary: A core goal of SPSP is the broad dissemination of research in personality and social psychology. If the general public is to understand what personality and social psychologists do and what they have found, investigators must be willing to convey their findings to audiences beyond academia. Indeed, many psychologists consider it part of their responsibility as a scientist to share their findings in non-specialist outlets and a ready audience awaits those who do. But successful communication depends on overcoming obstacles that are common to all sciences (e.g., conveying complex findings) and unique to the field (e.g., overcoming stereotypes about what psychologists do). The two speakers will present their perspectives—as a science journalist and a research scientist—on the challenges and opportunities associated with communicating the science of social and personality psychology to broader audiences.

Post-Conference Workshop**Sunday, February 8, 8:00 am - 12:00 pm**

NCI POST-CONFERENCE WORKSHOP

Sunday, February 8, 8:00 am - 12:00 pm, Tampa Marriott Waterside, Room 5-6

Moderator: Kara L. Hall, *Basic and Biobehavioral Branch, Division of Cancer Control and Population Sciences, National Cancer Institute***Speakers:** Angela Bryan, *University of New Mexico, Veronica Chollette, Applied Cancer Screening Branch, Division of Cancer Control and Population Sciences, National Cancer Institute, Youngmee Kim, University of Miami, Marc Kiviniemi, Department of Health Behavior, School of Public Health and Health Professionals, University of Buffalo, William Klein, University of Pittsburgh***Summary:** Strategies for SPSP Researchers to Obtain Funding Through the National Cancer Institute Small Grants (R03) Program for Behavioral Research in Cancer Control

Have you ever wondered how to get your research funded by NIH? This year at SPSP, NCI and the SPSP Training Committee are sponsoring a half-day, post-conference workshop focused on preparing and submitting research proposals through the NCI Small Grants (R03) Program for Behavioral Research in Cancer Control (see: <http://dccps.nci.nih.gov/smallgrants/about.html>) The workshop will include an overview of the NCI R03 program and perspectives from colleagues in the field who have served on scientific review panels for this grant mechanism, as well as tips from social/personality psychologists who have been successful at obtaining NIH funding.

Social and personality psychologists conduct basic research in several different areas supported by disease-related institutes at the National Institutes of Health. Much of this work contributes both to theory development and to intervention strategies. For example, research on stereotypes and discrimination can inform (and be informed by) initiatives to address health care disparities, and research on

relationships is clearly related to health-care decision making among married couples. Research on personality and other individual differences can help in the identification of risk factors for disease as well as the development of successful health communications.

The National Cancer Institute (NCI) has the largest behavioral science budget at NIH, and supports social and personality psychologists doing basic research in a variety of areas (e.g., dissonance, self-affirmation, social comparison, motivation, terror management, persuasion). This year at SPSP, NCI and the SPSP Training Committee are sponsoring a half-day, post-conference workshop (8:30 AM to 12:00 PM on Sunday, February 8, 2008) specifically directed toward preparing and submitting research proposals through the NCI Small Grants (R03) Program for Behavioral Research in Cancer Control (see <http://dccps.nci.nih.gov/smallgrants/about.html> and <http://grants.nih.gov/grants/guide/pa-files/PAR-06-458.html>). This R03 program is designed to fund pilot projects by investigators new to behavioral cancer control research. The goal is to support and foster the professional development of new behavioral scientists by helping them acquire additional skills and data to apply for other grants. In addition to new investigators, experienced researchers from a variety of academic, scientific, and public health disciplines are encouraged to apply their skills to behavioral research studies in cancer prevention and control. The R03 mechanism provides direct costs of up to \$50,000 in total per year, and a maximum of \$100,000 over 2 or 3 years.

The workshop will include an overview of the NCI R03 program (Veronica Chollette) and perspectives from colleagues in the field who have served on scientific review panels for this grant mechanism (Dr. Youngmee Kim, and Dr. William Klein). Additionally, three social/personality psychologists successful at obtaining NIH funding will discuss their experiences building a research portfolio, formulating research questions, and preparing applications for the NCI R03 program and K-award program to support their research interests (Drs. Angela Bryan, William Klein, and Marc Kiviniemi). The workshop will conclude with an expert panel discussion and consultation session. The workshop is free, but advance registration is required (contact Kara Hall at hallka@mail.nih.gov for further information).

Poster Session A

A1

THE STRUCTURE OF SELF-KNOWLEDGE MODERATES AFFECTIVE PROCESSING AND HAPPINESS

Tadashi Aobayashi¹; ¹Chiba University – This study investigates the moderating role of the structure of self-knowledge in affect regulation and subjective well-being. According to the Beck's cognitive theory on depression and other related theories, the individuals whose autobiographical memories are separated from their self-concepts can regulate their negative affect effectively. Otherwise, these self-knowledge are interrelated, the individuals can not regulate their negative affect and may lead to psychological distress. To address this issue, we administered the task facilitation paradigm (e.g., Klein et al., 2002) as a measure for the relationship between autobiographical memory and self-concept. The task facilitation paradigm was used to examine the priming effects between the retrievals of self-concept or autobiographical memory. This study sought to examine the influence of the Individual differences in the priming effects on negative affect regulation. And to examine affect regulation processes, we used the affect misattribution procedure (Payne et al. 2005). There found significant moderating roles of the priming effect on task facilitation paradigm. The participants who were low in the priming effects evaluated ambiguous targets more positively in negative affect, and they reported highly subjective well-being. However, the participants high in the priming effects evaluated that more negatively. The findings suggested that Individual differences in relationship of self-concept and autobiographical memory have an important role in negative affect regulation and psychological health.

A2

ATTRACTIVENESS LEVEL AS A MODERATOR OF BIAS IN SELF-PERCEIVED FACIAL ATTRACTIVENESS

Lara Ault¹, Marcel Yoder², Michael Davidson¹, Tekari Kelley¹, Brittany Smith¹; ¹Tennessee State University, ²University of Illinois, Springfield – Attractive appearance is an important variable linked to beneficial outcomes (e.g., Dion et al., 1972), so it is surprising that studies have not explored whether people accurately view their own facial attractiveness. Using recent advances in measurement (Kwan et al., 2004), we addressed two questions: 1) Do individuals inaccurately judge their facial attractiveness?; 2) If so, does appearance moderate these biases? Unacquainted college students (n = 100), in groups of four, made private judgments of their own and each other's facial attractiveness, and how they thought others viewed them, using a 1-9 scale. They also completed individual difference measures (e.g., self-esteem). We computed two indices of bias: Social-Comparison (self-view compared to one's view of others), and Self-Insight (self-view compared to others' views of that person). Participants were accurate on the Social-Comparison index. On the Self-Insight index, people varying in attractiveness (as rated by group members) all viewed themselves as average. Those rated as extreme on either end of the continuum showed bias, due to self-other-rating discrepancy. Individual differences and meta-perception accuracy did not explain these biases, even though attractiveness level was related to meta-perception accuracy. Facial attractiveness may operate differently from other desirable qualities. Most people see themselves accurately rather than showing the typical above-average-comparison bias. Although Self-Insight enhancement may be maladaptive (e.g., Kwan et al., 2004), perhaps it benefits those showing the most bias: Those judged least attractive. Either false modesty or true misperception may explain why those judged highly-attractive underestimated their appearance. Additional research is needed.

A3

ENHANCING PERFORMANCE BY DELAYING TASKS: POSITIVE PROCRASTINATION AND ITS RELATIONSHIP TO BEHAVIORAL AND CLAIMED SELF-HANDICAPPING

Ryan M. Bastle¹, Randall A. Gordon¹; ¹University of Minnesota, Duluth – Past research has shown procrastination to be maladaptive in academic, occupational, and social domains (Chu & Choi, 2005; Ferrari, 2001). But recent evidence has shown that a type of procrastinating behavior is linked to positive outcomes in academic performance (Bastle & Gordon, 2008; Chu & Choi, 2005). The current study investigated the construct validity of this procrastination measure by examining its relationship to self-handicapping and academic performance. Two hundred ten undergraduates completed questionnaires regarding procrastination, self-handicapping, and study methods to predict their academic performance in general psychology courses. Factor analyses conducted on the procrastination and self-handicapping items revealed positive, time-rushed, and general procrastination factors and behavioral and claimed self-handicapping factors. Positive procrastination was positively correlated with academic performance, $r(198) = .33, p = .0001$; behavioral and claimed self-handicapping were both negatively correlated with academic performance, $r(201) = -.31, p = .0001$ and $r(201) = -.22, p = .002$, respectively. Positive procrastination was negatively correlated with behavioral self-handicapping, $r(207) = -.40, p = .0001$; whereas general procrastination was positively related to both behavioral and claimed self-handicapping, $r(207) = .61, p = .0001$ and $r(207) = .14, p = .041$, respectively. Consistent with previous findings, male participants reported engaging in more behavioral self-handicapping than did female participants. Our results support the existence of a positive form of procrastination, or set of procrastination-like behaviors. The gender difference in behavioral self-handicapping may allude to gender differences regarding effort beliefs (McCrae, Hirt, Hendrix, Milner, & Steele, 2008).

A4

SELF-EFFICACY AND INITIATING CONTACT IN A DATING SITUATION

Gursharan Bharth¹; ¹Baruch College, CUNY – The present research uses an idiographic method for identifying inter-individual, patterns of consistency and variability in self-efficacy when initiating contact in challenging dating situations. The main goal of this research is to learn about individual differences in the ways which people perceive problems that arise in initiating contact in dating situations. We hypothesized that a person's self-efficacy is affected when presented with a situation where he/she is required to initiate contact. In this study the knowledge-and-appraisal personality architecture model was used to examine within-subject personality structures and processes to make a distinction between knowledge and appraisal and show how they are tied together. Knowledge consists of beliefs about actual or prospective attributes of oneself. Appraisals are evaluations of the relation between oneself and occurrences within particular encounters. For the present study, participants chose different characteristics for their strengths and weaknesses and so even if two participants chose the same characteristic, they used their individual perspective, and appraised it differently. The sample consisted of twenty eight undergraduate students. Although it was a small sample, it is important to keep in mind that it is an idiographic analysis. This research is a preliminary step that will lend itself in a more robust design. The results indicated that when strength helps in a situation, a person's self-efficacy is high and when the weakness hinders it is low.

A5**WHEN YOU AND I ARE "WE", YOU ARE BETTER THAN AVERAGE**

Helen C. Boucher¹, ¹Bates College – Despite a wealth of evidence suggesting that personal self-esteem moderates the tendency to see oneself as better than average, and that people perceive entities attached to the self as better than average, there is no research examining moderators of this latter effect. Given growing evidence that there are individual differences in the tendency to see relationships and group memberships as self-defining, we expected that people prone to do so would be more likely to show better than average (BTA) effects for relationship partners and groups, respectively. In Study 1, varsity athletes who perceive that group to be part of themselves rated it above average other students at their college to a greater degree than athletes who do not. In Study 2, those who construe their relationships as being an important part of themselves (measured with the Relational-Interdependent Self-Construal Scale, or RISC Scale) rated their close/best friend as better than an acquaintance, to a greater extent than participants who do not, and the BTA effect for positive attributes was mediated by the tendency to include one's close/best friend in the self. In Study 3, high-RISC participants used ambiguous trait information to favor their best friends more so than low-RISC ones; that is, high-RISC individuals were more likely to indicate that positive traits were true and negative traits not true of their friend when those traits were ambiguous, rather than unambiguous. In all three studies, effects held when controlling for personal self-esteem. Discussion focuses on the mechanisms that may underlie these effects.

A6**DISSONANCE AVERTED: SELF-CONCEPT ORGANIZATION MODERATES THE EFFECT OF HYPOCRISY ON ATTITUDE CHANGE**

Christina M. Brown¹, Allen R. McConnell¹; ¹Miami University – The current study explored the relation between self-complexity and cognitive dissonance. Those with more complex selves (i.e., more context-dependent self-aspects comprised of relatively unique attributes) experience less intense affective reactions to feedback than those lower in self-complexity (Linville, 1985). Because self-concept organization modulates the experience of affect, it might also affect the experience of cognitive dissonance, a negative affective state resulting from holding conflicting actions or beliefs (Cooper & Fazio, 1984). We predicted that individuals lower in self-complexity would experience more intense dissonance after behaving hypocritically (Fried & Aronson, 1995), leading them to be especially motivated to reduce their dissonance. Participants (N=82) completed a measure of self-complexity, reported on the importance of studying-related behaviors, and wrote an essay about the value of good study skills. Hypocrisy was then induced in half of the participants by having them recall incidents where they exhibited poor study skills (control participants responded to a filler task). Finally, participants completed the study skills questionnaire a second time to assess attitude change. There was a significant interaction between self-complexity and hypocrisy condition on attitude change, $\beta=.14$, $t=2.08$, $p<.05$. In the hypocrisy condition, those lower in self-complexity revealed more attitude change, $r=.35$. Self-complexity was unrelated to attitude change in the control condition, $r=-.06$. The data indicate that hypocrisy only led to dissonance-reducing behaviors among those lower in self-complexity (i.e., those whose self-concepts amplify affective experiences), highlighting the importance of self-concept organization in self-relevant processes.

A7**BRITISH IDENTITY SCALE (BIS): AN INITIAL CROSS-NATIONAL VALIDATION**

Peary Brug¹, Conan O'Brien^{1,2}, Maykel Verkuyten³; ¹St. Mary's University of College, ²University of Surrey, ³Utrecht University – In modern contemporary Britain, British identity has never been as relevant or indeed pertinent (Fenton, 2007). The main catalyst for this has been concern over terrorism as well as concerns about immigration into the

United Kingdom (Britain). Gordon Brown (PM) called for Britishness to be included in the national curriculum, in hopes of instilling a collective sense of pride and identification with Britain, British culture and British people, in other words, fostering a British Identity. Although, a popularization of the term has occurred, ambiguity still surrounds the definition of British identity and identification of its salient components. This ambiguity may in part be a result of concerns about the ethnic (e.g., Asian) and geographical (e.g., Wales, Scotland) diversity that makes up Britain. The present study developed a British Identity Scale (BIS) to gauge factors thought to be significant to a British Identity. Based on previous research on Britishness (e.g., Barrett, 2005), this study utilized principals within Social Identity Theory (Tajfel & Turner, 1986), general research on national and British identity (and culture) to develop a questionnaire that tapped into components thought to be fundamental to Britishness. The scale was also measured against established scales (e.g., Protestant Ethic) to help ascertain validity. Factor analysis showed seven of the original eight subscales of the BIS to be noteworthy and these subscales also correlated with the established scales, as predicted. Results are discussed in context to existing literature and with the aims of the further development of the BIS.

A8**A UNITED KINGDOM? THE REALITY OF BRITISH IDENTITY IN RELATION TO NATION, CLASS AND RELIGION**

Conan O'Brien^{1,2}, Peary Brug¹; ¹St. Mary's University College, ²University of Surrey – Is it accurate or merely naive to automatically assume that people from Britain identify themselves as British? The complexity of British identity is enhanced by the fact that Britain comprises four nations, which are becoming increasingly autonomous (or at least attempting to). The devolution of powers to national parliaments of the nations of Scotland, Wales and Northern Ireland may signify the beginning of the end for a united Britain (Foster, 2006). Furthermore, identity in the British context has proven to be problematic as Britishness is perceived by some as being synonymous with Englishness, consequently making it unlikely that individuals from the other nations will identify with their nation in conjunction with Britain. Previous research has identified that the Scottish and nationalist population of Northern Ireland are reluctant to adhere to and endorse a British identity (e.g., Bechhofer & McCrone, 2007). This study investigated whether a collective, unified British identity exists amongst the people of Britain, specifically investigating regional differences in regards to the level and direction (positive or negative) of Britishness. Participants throughout Britain completed a questionnaire consisting of the British Identity Scale (BIS) and other related scales. The findings mirror previous research (e.g., Ni Laoire, 2002), in that people outside England (e.g., Wales) entail a weaker, diluted sense of Britishness compared to the English. Moreover, the findings highlight inter- (e.g., Scotland - Wales) and intra- (Catholic - Protestant in N. Ireland) regional differences. These findings are discussed in relation to the political context of past and present Britain.

A75**THE ROLE OF THE SELF IN THE ENDOWMENT EFFECT**

Michael Buhrmester¹, William B. Swann, Jr.¹; ¹The University of Texas at Austin – While much research has demonstrated endowment effects, or discrepancies between individuals' willingness to pay versus their willingness to sell, for a number of different goods (Novemsky & Kahneman, 2005), less research has focused on the underlying mechanism of this phenomenon, instead relying upon the traditional loss aversion account. Based on several studies, we explore the role the self plays in endowment effects for several goods. Through testing of pre-existing identities and manipulating identities experimentally, it was shown that the existence and size of endowment effects depended on the associations individuals made between their selves and the objects. The relationships between our self-investment account and other accounts, such as loss aversion and the mere ownership effect, are discussed.

A9**DOING BEING: ACTIVITY INTERESTS OF A SPATIOTEMPORALLY TRANSCENDENT SELF**

Christopher T. Burris¹, Justin Sharpley²; ¹St. Jerome's University, ²University of Waterloo – Although often cited as important construct, the “Self-as-Knower” has received little empirical attention. Burris and Sani (under review) have recently suggested that the experience of Self-as-Knower – of consciousness qua consciousness – has timeless, dimensionless properties. They developed an 11-item “Pure I” Scale (PI) to tap chronic awareness of this experience, manifest as a felt sense of the intransigence of one’s existence. We expected that this “pure I awareness” would be positively correlated with interest in activities that foster transcendence of the spatiotemporal limitations inherent in one’s existence as a finite, physically bounded being, and we expected “pure I awareness” to be negatively correlated with interest in activities that increase the salience of one’s physical limitations. To test these hypotheses, 605 undergraduate participants completed the PI and an Openness to Activities Scale that describes 15 activities representing three conceptually relevant themes: 1) Ordinary Spatiotemporal Transcendence (OSTT) includes telling stories concerning one’s treasured possessions, constructing a family tree, and reflecting on one’s future; 2) Extraordinary Spatiotemporal Transcendence (ESTT) includes taking LSD, immersing oneself in a float tank, and going on a vision quest; 3) Spatiotemporal Reinforcement (STR) includes receiving a massage, using a biofeedback machine, and establishing the performance limits of one’s body. As expected, PI was positively correlated with both OSTT and ESTT, and negatively correlated with STR. Certain phenomenological properties of consciousness may therefore motivate interest in a variety of activities intended to promote self-continuity, seemingly at the expense of attachment to the physical body.

A10**AFFIRMING SELF-TRANSCENDENT AND SELF-ENHANCEMENT VALUES: IMPLICATIONS FOR POSITIVE OTHER-DIRECTED EMOTIONS**

Aleah Burson¹, Jennifer Crocker¹; ¹University of Michigan – Previous research shows that affirming important values elicits positive, other-directed emotions, suggesting that rather than affirming the self, these manipulations enable people to transcend the self (Crocker, Niiya, & Mischkowski, 2008). The present study tested this interpretation by having participants affirm either self-transcendent values or self-enhancement values. We hypothesized that affirming self-transcendent values (e.g., supporting others, empathy) elicits positive other-directed emotions, such as love and compassion, compared to affirming self-enhancement values (e.g., power, wealth, popularity). After experiencing social exclusion or not, 183 undergraduate participants ranked the personal importance of six self-transcendent values or six self-enhancement values. All participants then wrote an essay about their highest ranked value and why it is important and meaningful to them; they then rated how much they felt each of eighteen emotions. An independent samples t-test for each of these emotions as a function of the type of value affirmed supported our hypothesis. Specifically, regardless of whether they had been included or excluded, participants who affirmed a self-transcendent value reported feeling significantly more loving ($p < .001$), connected ($p < .02$), empathic ($p < .001$), and humble ($p < .01$) than participants who affirmed a self-enhancement value. These results both replicate and extend previous research suggesting that typical values-affirmation paradigms do not affirm the self; rather, they enable people to transcend the self. By directly manipulating the type of value affirmed, the results support previous research suggesting that values affirmation elicits positive, other-directed affect because it enables people to transcend the self.

A11**YOU CAN'T CALL ME THAT!: REACTIONS TO INSULTS AS EXPLAINED BY THE THEORY OF LOW STATUS COMPENSATION**

Sarah Butler¹, PJ Henry¹; ¹DePaul University – An experimental study was used to test hypotheses derived from the theory of Low-Status Compensation (LSC), which holds that while everyone needs a minimal level of self-worth to be a well functioning person, culture sends subtle messages to low-status people that they have less worth in society due to their group status. Because of this overall loss to their self-worth, lower status people must have some way to immediately compensate for additional threats, such as verbal insults. Threats towards low-status people further impact an already damaged self-worth, thus prompting action to remedy the situation; high-status people are less likely to be impacted by insults, because they already have a strong sense of worth due to their status. The current study tested this by manipulating participant status. Each participant was placed as high or low- status member of a company, and given a description of a situation where they were insulted by another member of that company. Analyses indicated that low-status participants found the insult more offensive than high-status participants. Additionally, low-status participants were more likely to take short-term action to manage the situation, such as speaking to the person about the incident privately, but not long term action, such as speaking to their supervisor. In line with the predictions of LSC, the difference between short-term and long-term action suggests that taking action is in service of an immediate defense of the self, as opposed to an attempt to make long-term changes in the behavior of company members.

A12**IDENTITY PROFILES: DETERMINING THE OPTIMAL WAY TO INTEGRATE MORE THAN TWO SOCIAL IDENTITIES**

Joelle Carpentier¹, Roxane de la Sablonnière¹; ¹Université de Montréal – In today’s world, a growing number of people are facing the challenge of integrating more than two social identities into their self-concept. Considering that past studies have shown that identity integration has positive effects on well-being, we argue that finding the optimal way to integrate new identities is crucial. Building on past research on identity integration (Berry, 1997; Gaertner, Dovidio, Bachman, & Rust, 1993; Hornsey & Hogg, 2000) and on recent studies focusing on multiple identities integration (de la Sablonnière, Amiot, & Sadykova, 2008), the goal of the present study was to create identity profiles and to determine the ones that are maximizing well-being. Coherent profiles (characterized by similar identification levels), and incoherent profiles were compared. First, we hypothesized that coherent profiles would be associated with a higher level of well-being than incoherent profiles. Second, among the incoherent profiles, two contrasting hypotheses were tested: a) profiles where the level of identification with the original group is high are the ones that generate a higher level of well-being, or b) profiles where the highest level of identification is with one of the newly formed group are the ones that maximize well-being. A total of 120 students, each belonging to three ethnic groups, participated in our study. Results of t-tests confirmed the first hypothesis. Results of ANOVAs supported the hypothesis in favour of strongly identifying with the original group. Those results confirmed that coherence between social identities is an important factor for the well-being of people having to integrate multiple social identities.

A13**SELF-DOUBT & POSSIBLE SELVES: A POVERTY OF OPPORTUNITY**

Patrick Carroll¹, Robert Arkin¹; ¹The Ohio State University – Three studies tested whether people high in chronic self-doubt suffer more from the absence of a strong desired self than the presence of a strong undesired self. In an initial phase, 200 participants completed measures of self-doubt, self-esteem, and self-concept clarity. Participants were then randomly assigned to imagine a desired, undesired, or general possible

self (Ruvolo & Markus, 1991). Finally, implicit and explicit ratings were obtained for the strength of the imagined possible self. We predicted that participants high vs. low on self-doubt would not rate their undesired selves as more clear, certain, or elaborate and would not be faster to endorse descriptive terms relevant to the undesired self. In contrast, however, we predicted that participants high vs. low self-doubt would rate their desired selves as more elaborated, clear, and certain and would be slower to endorse descriptive terms relevant to the desired self. We predicted that these effects of self-doubt on possible self strength would remain even after controlling for related personality measures. The results confirmed these predictions.

A14

BY THE LETTER OF THE LAW: IMPLICIT EGOTISM AND LEGAL DECISION MAKING Jesse Chandler¹, J.J. Prescott¹, Eric Laber¹; ¹University of Michigan – Previous research has demonstrated that people exhibit preferences for their own initials over other letters (Nuttin, 1987). This “name-letter” effect influences major life decisions such as choice of spouse and occupation (e.g. Pelham, Mirenberg & Jones, 2002). Extending this work, we examine the effects of a shared initial on legal decision making using a database of over 75 000 criminal cases from a Louisiana District Court. Specifically, we examine the effects of shared initials between people accused of a crime and the judge responsible for sentencing. Using linear-mixed modeling, we find that people convicted of a crime who shared an initial with their judge received about 5% less jail time than people convicted of a crime who did not share an initial with their judge. Among the most serious offenders, this effect was most pronounced, those who shared an initial with their judge received about 10% less jail time. In contrast, there was no difference among those convicted of the most minor offenses. This effect remained significant after controlling for the potential confounds of shared race and sex (both of which had substantially less of an influence than shared initial). In contrast to the effect on sentence length, sharing an initial with a judge does not influence the amount of probation. Implications for our understanding of implicit-egotism effects will be discussed.

A15

EXPECTING THE WORST: THE LINK BETWEEN RISKY DECISION-MAKING AND THE PERCEIVED PROBABILITY OF FEARED FUTURE SELVES John L. Christensen¹, Paul Robert Appleby¹, Debbie Karen Ananias¹, Lynn Carol Miller¹, Charisse Corsbie-Massay¹, Stephen J. Read¹; ¹University of Southern California – The articulation of future possible self-identities has been shown to drive reductions in risk-taking (Clark et al., 2005). A mixed-method, internet survey of 111 men who have sex with men (MSM) was conducted to inform the development of an innovative video game designed to reduce sexual and drug-related risk-taking behaviors via socially optimized cognitive and affect-based training. This study is the first to identify MSM possible selves and link them to self-reported risk-taking. A thematic analysis of open-ended survey items revealed qualitative differences among hoped for and feared selves. Intimacy, career success, financial success, and having children were identified as the most frequently reported hoped for selves while career failure, lack of intimacy, poor physical health, and loneliness were the most frequently reported feared selves. Two logistic regression analyses, one for hoped for selves and one for feared selves, were conducted to predict prior sexual risk-taking from both the perceived probability of one’s future self actually becoming reality and also the expected time for this possible self to fully manifest. The regression between sexual risk-taking and the independent variables was not significant for hoped for selves. However, for every one-unit increase in the likelihood of one’s feared self becoming reality, the odds of having engaged in sexual risk-taking increased by a factor of 1.31, while for every one-unit increase in the feared self’s temporal distance, such odds increased by a factor of 1.54. Implications for the use of possible selves as a means to personalize persuasive health communications are discussed.

A16

SEEING ONESELF IN ONE’S FUTURE: INCREASED USE OF SELF-REFERENTIAL PRONOUNS TO DESCRIBE FUTURE RELATIVE TO ONGOING EVENTS Sheri L. Clark¹, Antonio L. Freitas¹; ¹State University of New York, Stony Brook – Consistent with the suggestion that future planning and self-awareness are intricately related (Tulving, 2002, Annual Review of Psychology), we have proposed that thinking of the future generally increases the extent to which one thinks of oneself. Supporting this proposal, a recent series of studies found that thinking of the future increases the extent to which one relates one’s decisions to one’s self-standards (Freitas, Langsam, Clark, & Moeller, 2008, Journal of Experimental Social Psychology). The present research directly tested whether people represent distal-future events in self-referential terms, by examining the linguistic responses of research participants describing present events or events one, five, or fifteen years in the future. Participants in the future-focused conditions used more self-referential pronouns (e.g., “I,” “me,” “mine”) than did participants in the present-focused conditions, even when controlling statistically for several relevant linguistic variables (assessed via Pennebaker et al.’s Linguistic Inquiry Word Count algorithms), including use of words connoting positive vs. negative valence, inclusivity vs. exclusivity, and tentativeness vs. certainty. Showing that people are more likely to represent future than ongoing events in self-referential terms, the present results suggest a number of further directions, given the prominent role of self-referential thought in social cognition and behavior. For example, because high salience of an agent generally increases the agent’s perceived causal power, anticipating temporally distal (rather than immediate) social interactions may increase the likelihood of attributing anticipated interpersonal outcomes to oneself rather than others.

A17

YOU HAVE TO SAY THAT, YOU’RE MY MOM: INVESTIGATING THE NATURE OF COMPLIMENT SOURCE EFFECTS Shana Cole¹, Emily Balcetis¹; ¹Ohio University – The self is a product of its social context. People are concerned with others’ opinions of them and are sensitive to acceptance and rejection cues from others (Cooley, 1902; Leary & Downs, 1995). As such, compliments, like other forms of social approval, have powerful effects on mood and self-esteem. Of interest are situations in which compliments feel particularly good. Specifically, why can compliments from strangers feel markedly better than compliments from people, like friends and family, whose opinions should arguably mean the most? This study explored the influence of the source of a compliment on mood and self-esteem. Participants read a hypothetical scenario in which they were complimented by either a person close to them or by a stranger. Participants reported their resulting mood and self-esteem. Results indicated that strangers’ compliments produced greater self-esteem and more positive mood than identical compliments from a close other. The source effect, however, was not consistent across all compliment domains. These domain differences are discussed in terms of differing representations in the self-concept and differing expectations of friends and strangers across domains. Additionally, potential mechanisms for the source effects were explored. Specifically, perceived obligation and habituation were found to mediate the relationship between compliment source and self-esteem. Overall, the results support a source effect that runs counter to what may be expected given the value of loved ones’ opinions and given literature that suggests people are unlikely to discount any information that puts them in a positive light (Ditto & Lopez, 1992).

A18

THE EFFECTS OF SELF-ESTEEM AND AFFIRMATION ON SELF-AND OTHER-DIRECTED EMOTIONS David Cwir¹, Steven J. Spencer¹, Joanne V. Wood¹; ¹University of Waterloo – In this research we examine how self-affirmation affects self-evaluation. Specifically we investigated positive emotions as an important mechanism by which self-affirmation

influences self-evaluations. We also predicted that self-esteem would moderate the effects of self-affirmation on self-evaluation such that low self-esteem individuals (LSEs) would have more positive emotions as a result of self-affirmation than high self-esteem individuals (HSEs). In order to examine these predictions, one third of the participants in this study completed a traditional values-affirmation task, another third of the participants completed an identical values-affirmation task with the added explanation that "Previous research has shown that this task tends to make people feel good about themselves," and the remaining third of the participants were given a similar control task. Subsequently, all participants completed a modified version of the Differential Emotion Scale. Consistent with our predictions we found that self-affirmation tended to boost positive emotions and that HSEs and LSEs reacted differently to writing about an affirming value. For LSEs, self-affirmation seemed to boost positive other-directed emotions when they were unaware that it was influencing their positive feelings about themselves. On the other hand, self-affirmation did not have any effect on HSEs self-directed or other-directed positive emotions. These results suggest that self-affirmation does tend to boost positive emotions, but only for people with LSE. Furthermore, the results suggest that explicit awareness of the benefits of a traditional values-affirmation task tend to undermine the positive effects of self-affirmation for LSEs.

A19

ATTRACTION AND INTIMIDATION AS ALTERNATIVE WAYS OF GETTING AHEAD: SELF-ESTEEM, NARCISSISM AND BEHAVIORAL ASCENDANCY STRATEGIES

Wendy de Waal-Andrews¹, Aiden P. Gregg¹; ¹University of Southampton – Dominance theory (e.g., Barkow, 1980) states that self-regard evolved as part of an adaptive process that helps people monitor their relative position in social hierarchies and respond appropriately. As different positions in a social hierarchy dictate different ascendancy strategies (Kirkpatrick & Ellis, 2001, 2006), people with high and low self-regard will strive for status in different ways. Moreover, status-related behavior will depend on whether status is achieved through intimidation or attraction (Gilbert, Price, & Allan, 1995). To the extent that self-regard reflects people's perceptions of their position in an intimidation-based hierarchy, we suggest self-regard will correlate positively with dominant and quarrelsome behavior, and negatively with submissive and agreeable behavior. If self-regard reflects perceptions of status in an attraction-based hierarchy, then self-regard will correlate positively with dominant and agreeable behavior, and negatively with submissive and quarrelsome behavior. We tested these predictions in three studies, including measures of both self-esteem and narcissism to assess distinct types of self-regard, and using different measures of these constructs across the studies. In study 1 and 2 participants rated their use of dominant, submissive, agreeable, and quarrelsome behaviors on the Social Behavior Inventory (Moskowitz, 1994). In study 3 they completed a newly developed vignette-based measure of behavioral ascendancy strategies. In general, both self-esteem and narcissism were associated with an evolutionary adaptive pattern of behaviors. However, where self-esteem was associated with behavioral strategies that might serve attraction-based ascendancy, narcissism was associated with those more likely to serve intimidation-based ascendancy. Implications for research on self-regard are discussed.

A20

USING THE REFERENCE EFFECT: IS MEMORY BETTER FOR THE SELF, WHITE CHRISTIANS, OR ARAB MUSLIMS?

Priscila Diaz¹, Delia Saenz¹; ¹Arizona State University – Past research has found a pattern in which information related to the self is easier to remember than information not related to the self (e.g., semantically), a phenomenon termed the self-reference effect (SRE; Rogers, Kuiper, & Kirker, 1977). Recent research indicates that referencing related groups may enhance memory recall, and may vary according to prejudice level (Diaz & Saenz,

2008). The present study examined the reference effect mechanism related to cultural religious ingroups and outgroups on memory. Sixty-six White Christian college students completed a similar SRE task with three types of reference questions: self, ingroup, and outgroup. Individuals were presented with neutral adjectives paired with self referent (i.e., does this word describe you), ingroup referent (i.e., White Christians), and outgroup referent (i.e., Arab Muslims). The participants were then given a cognitive distracter task followed by a surprise recall test of the adjectives and lastly, completed questions regarding their attitudes towards different ethnic groups. Overall, recall for the self was significantly higher than the ingroup (White Christians) replicating past results. In addition, results suggest that recall for the outgroup varies by attitudes toward ethnic groups such that high prejudice individuals recall outgroup-referenced words to a greater extent than low prejudice individuals. Memory for certain groups, hence, may reflect and be a reflection of our judgements, feelings, and social interactions. This study depicts how the relevancy towards certain cultural religious groups is a factor in memory and future studies can further examine the mechanisms behind prejudice and recall.

A21

INTERPERSONALLY-FACILITATED SELF-AUTHENTICITY: THE CRITICAL ROLE OF PERCEIVED AFFIRMATION

Theresa E. DiDonato¹, Christina Wehrli¹, Joachim I. Krueger¹; ¹Brown University – The present study contributes to a growing line of research that emphasizes the dynamic interplay between self and relationships. It builds on the recent finding of a positive association between personal self-authenticity and experiencing affirmation of one's ideal self by one's romantic partner. This affirmation is a central component of the Michelangelo phenomenon which describes a congenial pattern of supportive perceptions and behaviors that help the self move closer to his or her ideal self. In the current research, couple data provided the opportunity to conduct within-dyad comparisons between self-reports of perceived affirmation and self-reports of provided affirmation. It was hypothesized that the positive self-consequences of the Michelangelo phenomenon arise from an objective interpersonal reality characterized by actual affirmation, not simply perceived affirmation. Twenty-eight couples from Brown University and the broader community completed a series of measures about themselves and their relationship partner. In addition to the Michelangelo phenomenon, relationship satisfaction, optimism, and self-esteem were assessed, and partner-reports of the self's authenticity (i.e. self-awareness) were obtained. Results from a comparison of self- and partner-reports indicated that perceptions of affirmation, more than partner-reports of providing affirmation, predicted self movement-towards-the-ideal. Structural equation modeling supported a direction of effect from perceived affirmation and movement-towards-the-ideal to self-authenticity. The findings also showed that partners were proficient estimators of the relationship-relevant components of self-authenticity. Results are situated in a framework that recognizes the importance of both global enhancement and specific accuracy in the context of a romantic relationship.

A22

THE ROLE OF SOCIAL IDENTITY IN THE DEVELOPMENT OF VOCATIONAL IDENTITY

Ashley Eberhart¹, David Ward², James Grice³; ¹Grove City College, ²University of Oklahoma, ³Oklahoma State University – This study examined the link between vocational and social identity in 27 (10 male, 17 female) high school students enrolled in the Summer Science Academy (SSA) at Oklahoma State University. Vocational identity provides a person with a clear view of goals, abilities, and interests while social identity plays an important role in the development of a person's self-concept. Studies have utilized Personal Construct Theory to study vocational and social identity; however, their relationship has not specifically been explored. We aimed to fill this void by studying the self-perceptions of the SSA students with repertory grids. We examined their

views nomothetically regarding skills important for a vocation in science, as well as idiosyncratically regarding their self-perceptions and their perceptions of their SSA peers. We also obtained external ratings of the students' scientific aptitude from the supervising professor and graduate students in order to identify those with high and low skills. Regression analyses for only the idiographic repertory grids indicated that those students who were judged as possessing high scientific aptitude by the external raters (1) rated themselves as similar to a peer whom they personally chose as having high scientific aptitude, and (2) rated themselves and others in a constricted fashion. These findings reveal a link between social and vocational identity and suggest that the SSA students with high scientific aptitude (as determined by the raters) were in the control phase of Kelly's Circumspection-Preemption-Control cycle. In other words, they were confident in their vocational decisions to pursue careers in science.

A23

SELF-AFFIRMATION AND AFFECT Tracy Epton¹, Peter Harris¹, Thomas Webb¹; ¹University of Sheffield – Evidence shows that self-affirmation can have a positive effect on risk- and efficacy-cognitions and long-term health-behavior. However, little is known about the effect of self-affirmation on affect. The current studies addressed this question by examining explicit (Study 1) and implicit (Study 2) self-related affect, threat-related affect and affect related to the recommended health-behavior. Participants were randomly allocated to a self-affirmation or control task prior to reading a message about the risk of high blood pressure from excessive salt consumption (Study 1, N = 85) or the risks of breast-cancer from alcohol consumption (Study 2, N = 80). Explicit (self-report) and implicit (Go/No-Go Association Task) measures of affect were taken immediately after completion of the self-affirmation manipulation (self-related affect), exposure to the threat-component of the message (fear, worry and negative self-evaluative emotions; threat-related affect) and after reading response- and self-efficacy information (affect related to the recommended behavior). In Study 1, self-affirmed participants reported greater negative self-evaluative emotions. Those at higher risk also reported greater worry and those at lower risk reported lower response-related affect. In Study 2, self-affirmed participants displayed greater implicit fear. There were no effects of self-affirmation on self-related explicit or implicit emotions in either study. These studies suggest that self-affirmation boosts the affective threat-response (e.g., fear, worry and negative self-evaluation) especially in those most at risk. Self-affirmation does not however boost self-related affect, findings consistent with the recent claim that other-related affect may mediate the effects of self-affirmation (Crocker & Niiya, 2008).

A24

COLLECTIVE GUILT FOR HARMING FUTURE INGROUP MEMBERS: THE CASE OF AMERICAN IDENTITY AND GLOBAL WARMING Mark A. Ferguson¹, Nyla R. Branscombe²; ¹Syracuse University, ²University of Kansas – In the context of Americans' contributions to global warming, three studies suggest that people can feel collective guilt for present-day behavior that harms future ingroup members. A correlational study shows that perceiving global warming as likely to harm future ingroup members is related to stronger pro-environmental attitudes and willingness to engage in pro-environmental behavior. This relationship is mediated by increased collective guilt. An experimental study shows that perceiving future changes for ingroup members strengthens pro-environmental attitudes, as well as willingness to engage in and actual engagement in pro-environmental behavior. These effects are mediated by increased collective guilt. A final experiment shows that perceiving global warming as caused by human rather than natural processes strengthens pro-environmental attitudes and willingness to engage in pro-environmental behavior, particularly when the future impact of global warming on ingroup members is perceived to be minor. The findings across studies are obtained even when collective anxiety is

examined as an alternative motivation for adopting pro-environmental attitudes and behavior. The results suggest that shifting the emphasis on collective guilt for past intergroup events to collective guilt for future intragroup events has important theoretical and practical implications for research on collective emotions, as well as on pro-environmental attitudes and behaviors aimed at mitigating global warming for future generations.

A25

ADAPTING TO CONFLICT BETWEEN ONE'S SELF-CONCEPT AND ONE'S ANTICIPATED TREATMENT BY OTHERS Antonio

Freitas¹, Sheri Clark¹; ¹State University of New York, Stony Brook, NY – This research examined adaptation to conflict between one's self-concept and one's anticipated treatment by others. Conflict-monitoring theory proposes that cognitive control adapts to the level of information-processing conflict experienced most recently (Botvinick, Braver, Barch, Carter, & Cohen, 2001, *Psychological Review*), as when encountering interference on basic Stroop and flanker tasks engages cognitive-control mechanisms that then facilitate responses to subsequent information-processing conflicts (Freitas, Bahar, Yang, & Banai, 2007, *Psychological Science*). In the present work, participants evaluated the likelihood of occurrence of self-relevant interpersonal interactions ending positively (e.g., "A stranger accidentally steps on your shoe and then apologizes"), which generally accord with people's expected treatment by others, or negatively (e.g., "A stranger accidentally steps on your shoe and then laughs"), which generally conflict with people's expected treatment by others. Increases in response time to evaluate negative-ending statements were smallest on trials immediately following negative-ending statements and largest on trials immediately following positive-ending statements. Moreover, this social-cognitive conflict adaptation effect was most pronounced among participants highest in self-esteem (whose self-concepts conflict most strongly with anticipated negative treatment by others), even when controlling statistically for participants' mood, for their response time on trial n-1, and for whether they provided identical responses on trial n and trial n-1. These findings suggest that contextual engagement of cognitive control facilitates the efficiency of social cognition as it unfolds.

A26

SELF-ESTEEM, DEPRESSION, AND ATTACHMENT IN NON-EXCLUSIVELY HETEROSEXUAL COLLEGE UNDERGRADUATES Victoria Gaetan¹, Alicia Limke¹; ¹University of Central Oklahoma –

This study investigates the idea that individuals who self-identify as lesbian, gay, bisexual, or "other" may experience less secure attachment styles (i.e., higher levels of avoidance and anxiety), lower self-esteem, and higher levels of depression than individuals who self-identify as exclusively heterosexual. Two-hundred sixty-three undergraduate college students (174 female and 89 male) completed questionnaires including the Rosenberg Self Esteem Scale (Rosenberg, 1965), the Beck Depression Inventory (Beck, 1961), and the Experience in Close Relationships Scale (Brennan, Clark, & Shaver, 1998). Of these, 9.20% of the sample identified themselves as something other than exclusively heterosexual. Findings suggested that as predicted, participants identifying themselves as not exclusively heterosexual had significantly higher attachment anxiety scores and lower self-esteem scores than students identifying themselves as exclusively heterosexual. However, there were no differences in depression or in attachment avoidance scores. Discussion includes implications of these findings and ideas for future investigation.

A27

DOES BEING DEVALUED LEAD TO GREATER SELF-ESTEEM GOALS? EXAMINING THE INTERPLAY BETWEEN CONTEXT AND COMPASSIONATE AND SELF-IMAGE GOALS Julie Garcia¹,

Mary Murphy², Claude Steele³, Jennifer Crocker⁴; ¹California Polytechnic State

University, San Luis Obispo, ²Northwestern University, ³Stanford University, ⁴University of Michigan – Some research suggests that having a devalued identity in a particular context (i.e., identity threat) may activate self-esteem goals (Garcia & Crocker, 2007). One limitation of this research is that social identity threat was not measured, thus the link between social identity threat and self-esteem goals has not been directly tested. Also, previous research on identity threat and context has manipulated cues in the lab and measured their effects (e.g., Murphy, Steele, & Gross, 2007). The present research extends this research to real academic environments by following participants as they contend with different academic (math classes vs. social science classes) and nonacademic contexts (social contexts) over the course of two weeks to see if we can replicate previous findings, and directly measure correlates of identity threat. Specifically, we examined if particular features of settings (e.g., percent male or female) contribute to identity threat and consequently self-esteem motivations. We hypothesized that situational cues affect social identity threat, and that threat in turn leads to increased state levels of self-esteem goals. Namely, we examined two motivational systems for the self: self-image goals, concerned with protecting and inflating desired self-images, and compassionate goals, concerned with contributing or supporting others (Crocker, Garcia, & Nuer, in press; Crocker, Nuer, Olivier, & Cohen, 2006). We implemented experience sampling methodology to assess how features of the context affected identity threat and self-esteem goals with a sample of 23 women and 25 men. Results were generally consistent with hypotheses. Implications for academic outcomes and psychological well-being are discussed.

A28

PERCEIVED SOCIAL SUPPORT AND LEVEL OF SELF-ESTEEM: RELATIONSHIP TO DEPRESSIVE THINKING Stephanie Garey^{1,2}, Justin Buckingham²; ¹University of Florida, ²Towson University – Low self-esteem and low social support have each been suggested as possible causes of depression (Gitanjali et al., 2004; Roberts et al., 1995). However, previous research has not tested whether the interaction of these two variables predicts depressive thinking. Social support may be particularly important for people with low self-esteem, who may lack internal coping resources. Therefore, we predicted that social support would predict depressive symptoms more strongly among people with low self-esteem than among people with high self-esteem. 130 undergraduate students (74.6% female, 73.8% Caucasian, M age = 19.98) participated by completing the Multidimensional Scale of Perceived Support, Rosenberg's Self-Esteem Inventory, and the Beck Depression Inventory. On average, students in our sample were minimally depressed (M = 6.30, SD = 5.42), but there was adequate variability in depressive symptoms to test our hypotheses. We used stepwise hierarchical regression to test our predictions. In step 1 (R² = .42, p < .001), we regressed depression scores on social support and self-esteem. Social support significantly predicted depressive symptoms, $\hat{\alpha} = -.26$, p < .01. Self-esteem also significantly predicted depressive symptoms, $\hat{\alpha} = -.50$, p < .001. In step 2 (R² = .04, p < .01, we added the Self-Esteem X Social Support interaction term as a predictor and found that it too significantly predicted depressive symptoms, $\hat{\alpha} = .21$, p < .01. Further analysis showed that the pattern of interaction supported our hypothesis. Lower social support significantly predicted greater depression among students with low self-esteem.

A29

LOVELIER THAN THOU: CHRISTIANS AUTOMATICALLY PREFER THEMSELVES TO GOD Jochen E. Gebauer¹, Aiden P. Gregg¹, Constantine Sedikides¹; ¹University of Southampton – The Bible enjoins Christians to love and worship God and to resist the temptations of pride and self-love. The principle commandment expects Christians to “love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind” (Matt. 22:37). To comply with this Christian imperative, Christians need to evaluate God more positively than they evaluate themselves. In fact, the Bible is very explicit regarding the imperative to favor God over

everything else (including the self): “None is good, save one, that is, God.” (Luke 18:19). However, the imperative to favor God over the self conflicts with psychological theory and research that emphasizes the evaluative primacy of the self (Gaertner et al., 2002; Sheldon et al., 2001; Yamaguchi et al., 2008). Using IATs that evaluatively pitted God against self, we tested whether the evaluative primacy of the self reaches its limits when comparing the self with God. Study 1 found that Christians who explicitly claimed to like God more than they like themselves nonetheless exhibited, like atheists, more positive automatic associations towards themselves than towards God. Moreover, Christians', but not atheists', explicit preferences were confounded by social desirability, whereas automatic preferences were not. Study 2 replicated these findings and ruled out salience asymmetries (Rothermund & Wentura, 2004) as an alternative explanation. Together then, even fervent Christians automatically favored the self to God. Perhaps, then, humankind has a deep-rooted proclivity to elevate the “I”, which not even God can fully dislodge from its sacred altar.

A30

BIRTH COHORT DIFFERENCES IN SELF-ESTEEM, 1988-2008 Brittany C. Gentile^{1,2}, Jean M. Twenge²; ¹University of Georgia, ²San Diego State University – The purpose of this study was to investigate birth cohort changes on the Rosenberg Self-Esteem scale (RSE) between 1988 and 2008 using cross-temporal meta-analysis, updating Twenge & Campbell (2001). The original study found an increase in college students' self-esteem between 1968 and 1994, and this study examined whether self-esteem was continuing to rise even though scores were already approaching the score ceiling. Results from over 250 samples showed increased self-esteem over time among college (d = .30), high school (d = .39), and junior high school students (d = .78). Significant correlations between scores on the RSE and yearly social statistics (e.g. divorce rate, unemployment) were found for junior high and high school students indicating the possible influence of the social environment in changes over time. Changes in SAT scores partially accounted for the change over time in high school and college students' self-esteem. Results of the study are discussed with reference to the prevailing explanations of self-esteem, namely the theories of social acceptance, competence, and the culture of self-worth.

A31

DOES LOOKING OUT FOR ME PRECLUDE LOOKING OUT FOR YOU? A TWO-FACTOR MODEL OF SELF- AND OTHER-INTEREST Margaret Gerbasi¹, Deborah Prentice¹; ¹Princeton University – This research explores the relationship between self-interest (concern for one's own outcomes), and other-interest (concern for others' outcomes). A commonly held, but rarely tested assumption is that self-interest and other-interest function in a zero-sum manner. In three studies, we contrast this zero-sum model with a two-factor model in which self-interest and other-interest can vary independently to determine which model best describes human thought processes. In Study 1, 40 participants chose between pairs of gambles that vary rewards earned by the self and another participant. Two non-correlated factors emerged from factor analysis, the first representing self-interest and the second other-interest. In Study 2, a 38-item interest inventory was constructed, with separate self-interest and other-interest subscales. To assess the reliability and validity of this measure, 83 participants completed the inventory and 8 additional conceptually-related measures. In contrast to the predictions of the zero-sum model, regression analysis showed that self-interest, other-interest, and their interaction accounted for independent sources of variance, and were sometimes positively correlated. Finally, in Studies 3a and 3b, 60 runners in either a charity race or non-charity race, and 46 attendees of either a charity pancake breakfast or local pancake restaurant reported their levels of motivation (i.e. to run or buy pancakes) due to self-interest and other-interest. Participants at the charity events did not differ in levels of self-interest from those at non-charity events, however, charity participants had

significantly higher levels of other-interest. Overall, in contrast to traditional zero-sum assumptions, these studies suggest that self-interest and other-interest two separable motives.

A32

BASING SELF-WORTH ON SOCIAL IDENTITIES: EFFECTS OF SPORTS FANDOM ON ATTITUDES AND AFFECT Ryan

Gladding¹, Lora Park¹; ¹University at Buffalo, State University of New York – Although researchers have identified seven primary domains in which people may base their self-worth (Crocker, Luhtanen, Cooper, & Bouvrette, 2003), these domains represent personal qualities, such as competence or attractiveness. Another domain in which people may derive self-worth from is their social identities. For example, sports fans may base their self-worth on the success of their favorite sports team, with implications for feelings of self-worth and attitudes toward others when their team fails. In the present study, 116 participants completed initial questionnaires assessing a newly developed measure of sports contingency of self-worth, as well as baseline measures of trait self-esteem, sports team identification, and sports fan motivations. Next, they were randomly assigned to write about a time when their favorite sports team performed particularly poor (i.e., threat) or well (i.e., boost). Afterwards, they completed measures of state self-esteem, mood, and attitudes toward various stigmatized groups. Regression analysis revealed significant two-way interactions, controlling for relevant baseline measures. Specifically, participants who strongly based self-worth on the success of their favorite sports team experienced significantly lowered state self-esteem ($\hat{a} = -.25, p < .05$) and positive affect ($\hat{a} = -.20, p < .05$) following threat. Additionally, they reported more negative attitudes toward Middle-Easterners, African Americans, and Hispanics (\hat{a} s = $-.22$ to $-.39$; all p s $< .05$). Basing self-worth on the success of one's sports team may therefore lead some individuals to experience negative self-feelings and attitudes toward others when this domain is threatened. Implications for social identity and self-esteem processes will be discussed.

A33

PREDICTING LIFE SATISFACTION: THE ROLE OF SE LEVEL, CONTINGENT SE AND DISPOSITIONAL AUTHENTICITY, Brian

Goldman¹, Samuel Maddox¹, Keri Williams¹, Emily Trexler¹, Michael Terrell¹, Michael Kernis²; ¹Clayton State University, ²University of Georgia – Prior theory and findings suggest self-esteem (SE) level and how contingent (i.e., fragile) people's feelings of self-worth are, individually and jointly affect their well-being (e.g., Kernis, 2003). Kernis and Goldman (2005) proposed that such relationships occur in part because the interaction between SE level and contingent SE affects the degree that people's authenticity is operative, which in turn may have consequences for their well-being. We sought to empirically examine the interrelationships among 144 (44 Males, 100 Females; 92 Black, 52 White) participants' SE dynamics when accounting for their authenticity, and whether their authenticity would confer benefits to their life satisfaction beyond those attributable to SE alone. Participants completed questionnaires assessing global and contingent SE, dispositional authenticity, life satisfaction, and demographic traits. Life satisfaction significantly correlated positively with SE level and dispositional authenticity but negatively correlated with contingent SE. A series of hierarchical simultaneous regression analyses were conducted and several interesting main effects emerged for the SE and demographic variables. Consistent with our hypotheses, the SE Level X Contingent SE interaction significantly predicted authenticity, and marginally predicted life satisfaction when all the demographic traits and individual SE predictors were controlled. Predicted values depicting the SE interaction showed that authenticity was highest when participants' SE was both high and secure (noncontingent). In addition, dispositional authenticity significantly accounted for life satisfaction scores even when all the other predictors were controlled for, suggesting authenticity makes a unique contribution

to enhancing people's life satisfaction and positively facilitates the link between SE and life satisfaction.

A34

SELF-ENHANCEMENT AND PREFERENCE FOR UNIQUENESS IN THE MUSLIM MIDDLE EAST James Greenberg¹, Liyam Eloul¹, Jeanne

Tsai¹; ¹Stanford University – Cultural psychology tends to focus on comparisons between European-Americans and Asians. How well do findings on the psychology of Asians generalize to other non-Western cultures? Past studies have shown that Middle Eastern cultures, like those of East Asia, tend to be collectivist (Oyserman et al. 2002). If Middle Eastern cultures conform to the East Asian pattern, then relative to European-Americans, Middle Eastern participants should: 1) exhibit a lower preference for uniqueness (Kim and Markus 1999); and 2) be less self-enhancing (Heine and Hamamura 2007). To test these predictions, 84 Omani and 56 European-American participants completed a better-than-average measure and the Figure Independence Scale. The better-than-average measure asked participants to estimate the percentage of their peers who were better in seven domains. The FIS consists of matrices of 9 abstract figures, 8 identical and 1 unique; participants rank the figures in order of preference. Consistent with the first prediction, European-Americans preferred the unique figures significantly more than Omanis. Inconsistent with the second prediction, however, Omanis exhibited a better-than-average effect and were significantly more self-enhancing than European Americans. Additional studies using different measures of self-enhancement and preference for uniqueness support these results. These findings reflect the co-existence within Middle Eastern socio-cultural systems of elements which powerfully afford both individualism and collectivism. The results also highlight the need for research on a more diverse set of non-Western cultures.

A35

SELF-ESTEEM, FLOCCINAUCINIHIPIIFICATION, AND THE MEANING OF LIFE Heather A. Haas¹, Katherine E. Anderson¹, Erik O.

Hardison¹; ¹LaGrange College – Researchers have recently suggested that self-report assessments of self-esteem may be confounded by floccinaucinihiplification, a broad tendency to deem a variety of things (including the self, but not limited to it) as worthless. The inability to measure floccinaucinihiplification, however, has precluded any attempt to test this hypothesis. In this study, we introduce the FLOX scales (both a short and a long version), which are intended to be a first step toward the assessment of floccinaucinihiplification. We also introduce preliminary reliability and validity data based on a sample of 66 undergraduate students. Analyses confirmed good internal consistency (in the upper .8's to the lower .9's), and results from an exploratory factor analysis were consistent with the expected single-factor solution. Correlational analyses suggest that although floccinaucinihiplification is related to self-esteem, the two are, in fact, separate dimensions characterized by different patterns of relationships with other personality variables. Specifically, self-esteem appears to be more strongly linked to the experience of negative affect (with low self-esteem being associated with lower emotional stability and more depressive symptoms) and, to a lesser extent, to positive affect (with low self-esteem being associated with lower levels of extraversion and life satisfaction). Scores on the FLOX scales, however, appear to be more strongly related to the Big Five dimension of Intellect/Openness to Experience, as well as to spiritual transcendence and other aspects of (nondenominational) religiosity.

A36

DO OLDER ADULTS (STILL) SELF-EXPAND?: INITIAL FINDINGS ACROSS SIX DOMAINS WITH ADULTS AGED 50+ Susan G.

Harris^{1,2}, Markus Kemmelmeier^{1,2}, Lawrence J. Weiss²; ¹Interdisciplinary

Ph.D. Program in Social Psychology, University of Nevada, Reno, ²Sanford Center for Aging, University of Nevada, Reno – The self-expansion model posits that people seek ways to expand their sense of self-efficacy by increasing personal resources such as knowledge, social status, physical strength, health social status and community (Aron, Aron, & Norman, 2001). Whereas previous research has primarily focused on young adults and self-expansion in close personal relationships, the present research provides two innovations: It examines self-expansion processes in older adults and in six different life domains. A total of 129 adults aged 50+ completed adapted versions of the modified self-expansion questionnaire (SEQ; Lewandowski & Aron, 2002) to assess self-expansion processes in the area of volunteerism, romantic relationships, close friendships, hobbies/ recreational interests, spirituality, and employment. In addition, participants completed measures of personality (Big 5), mastery, novelty, morale/well-being, personal need for structure as well as volunteering motivation. Results indicated that self-expansion could be measured successfully with the SEQ as reliabilities were high (all Cronbach alpha $\alpha > .85$) and measures showed good convergent and discriminant validity. Importantly, our data showed that older adults self-expanded in all six life areas. Arguably, this finding challenges widespread ideas that aging leads to stagnation or regression in one's personal development. The discussion reviews contemporary perspectives on aging in light of our finding and argues that self-expansion is a critical, yet neglected process in advanced adulthood.

A37

PROCEDURAL FAIRNESS AS SELF-AFFIRMATION Claire M. Hart¹, Constantine Sedikides¹, David De Cremer²; ¹University of Southampton, ²Tilburg University – Procedural fairness (whether the organizational decision-making process is perceived as fair) influences members' affective, cognitive, and behavioural responses. Why is procedural fairness so important to members? An answer may lie in the self-affirmatory potential of procedural fairness. We hypothesize that procedural fairness functions as a buffer for the self-system: Fairness deflects the psychological impact of self-threatening events. Three studies tested this hypothesis. In each study, participants imagined working for a company where organizational matters (dispute resolutions, promotions, hiring) were based on a written protocol. Participants in the procedural fairness condition learned that the protocol was applied consistently, whereas participants in the procedural unfairness condition learned that the protocol was applied inconsistently, to employee matters. Subsequently, participants were introduced to self-threatening information: Their earning potential was low due to salary restrictions in the company (or their daily commute would be longer, due to company relocation). Next, participants indicated how much they liked their company, the degree to which they identified with it, and were committed to it. The results confirmed the hypothesis. In the face of self-threatening information, procedural fairness – compared to unfairness – engendered greater organizational liking, identification and commitment. In turn, the effects of fair procedures on organizational liking, identification, and commitment were mediated by increases in feeling respected as an employee, in certainty about oneself and one's position in the organization, and in self-esteem as an employee.

A38

THE EFFECTS OF POWER PRIMES AND SELF-CONSTRUAL ON POWER USE AND POLITENESS Melanie Henderson¹, Melissa Sanders¹, Fiona Lee¹; ¹The University of Michigan – This study examined the effects of manipulating status and the explicitness of power cues on the likelihood of individuals to advocate power use. The study manipulated three levels of explicitness, including blatant, explicit, and implicit, and two levels of status, including high and low status. Subjects read an organizational scenario about an authority figure and a subordinate. The explicitness of the power context was manipulated using three different settings for the scenario, which correspond to varying levels of perceived power. The reading task also primed high

verses low status by instructing subjects to either take the perspective of the authority figure or the subordinate figure while reading and responding to the scenario. Following the scenario, subjects were presented with several different options for managing the predicament, which corresponded to different levels of politeness and power use. The results showed that viewing the situation through the low status vantage point lead to the use of more indirect, polite power strategies, while simply focusing on the high status viewpoint yielded more direct, impolite power strategies. The explicitness of the power context also influenced the advocacy of power use, with more explicit primes resulting in more impolite power strategies. Furthermore, individual personality attributes, such as an independent vs. an interdependent self-construal, affected power and politeness outcomes.

A39

THE PERCEIVED ESTEEM INVENTORY: DISCRIMINANT AND CONVERGENT VALIDITY Anthony Hermann¹; ¹Bradley University – While self-esteem is one of the most popular individual difference constructs in personality and social psychology, individual differences in perceptions of others' esteem have received scant attention despite its central importance to the field. The Perceived Esteem Inventory (PEI) is a reliable, single-factor, 10-item scale that assesses an individual's perception of others' esteem using a wide variety of target "others." While previous findings suggest that the PEI is more strongly related to life satisfaction and other-directed self-monitoring among Japanese participants than Americans (Hermann, Lucas, & Friedrich, 2008), no research to date has shown that the PEI is distinct from measures of self-esteem in American samples. A sample of 111 Caucasian students completed the PEI and the Rosenberg Self-Esteem Scale (RSES) and other personality measures. Despite the close theoretical and empirical relationship between self-esteem and perceived esteem ($r = .49$), only the PEI predicted unique variance in measures of interpersonal harmony (Kwan et al., 1997), guilt (TOSCA-3; Tangney et al., 2000), and the interpersonally-oriented traits of the Big 5 (i.e., conscientiousness, agreeableness) when controlling for self-esteem. The RSES, on the other hand, predicted unique variance in self-concept clarity (Campbell et al., 1996), shame, neuroticism, stress (Kohn et al., 1990), and surprisingly, social anxiety (FNE; Leary, 1983) when controlling for the PEI. Results suggest that individuals reliably differ in their general and global perceptions of others' esteem and that the PEI is distinct from measures of self-esteem among Americans and can shed new light on existing constructs (e.g., social anxiety).

A40

EXPECTATIONS AND SELF-REVELATION: SELF-ESTEEM DIFFERENCES IN THE EFFECTS OF EXPECTED PARTNER RESPONSIVENESS ON EXPRESSIVITY Amanda L. Hogle¹, Joanne V. Wood¹; ¹University of Waterloo – The purpose of this study was to test experimentally a central tenet of Reis and Shaver's (1988) intimacy model – namely that perceptions of an interaction partner's responsiveness influence how expressive one is with that partner. We also examined whether the effects of perceived partner responsiveness on expressivity are moderated by self-esteem. Fifty-seven female undergraduates with high or low self-esteem disclosed to a fictitious partner about a sad event that had recently occurred in their lives. Participants either received an understanding, caring, and validating written response from their ostensible partner or did not receive a response. Participants then selected topics to discuss with their "partner" from a list of topics that varied in intimacy, and indicated the depth at which they would be willing to discuss each of the listed topics. Several indices of expressivity were calculated from the topic selection measure. Partner responsiveness increased the expressivity of individuals with low self-esteem (LSEs) but did not cause individuals with high self-esteem (HSEs) to become more expressive. These results provide the first experimental evidence for Reis and Shaver's (1988) emphasis on the importance of partner responsiveness, but also suggest that expected

responsiveness has a different effect on expressivity for LSEs and HSEs. Encouraging LSEs' relationship partners to be especially responsive may be effective in helping LSEs to "open up" and reap the potential benefits of expressivity.

A41

THE ROLES OF INGROUP IDENTIFICATION, PRIOR COMMITMENT, AND GROUP NEEDS IN PREDICTING REACTIONS TO GROUP DEFECTION *Melisa A. Holovics¹, Jared B. Kenworthy¹*; ¹*The University of Texas at Arlington* – Three experiments were conducted to explore the effects of group member defection (versus control) on reactions by ingroup members. In Study 1, emotional reactions were less positive toward defectors than toward controls, especially as a function of Ingroup Identification. In Studies 2 and 3, target Commitment level (low or high) to the group was added as a factor in the experimental design, and participants were led to believe that they would be having a discussion with either a highly or less committed ingroup member, or with either a (previously) highly or less committed defector. In Studies 2 and 3, Ingroup Identification negatively predicted evaluations of defectors but not of ingroup members, whereas Commitment positively predicted evaluations of ingroup members but not of defectors. In both Studies 2 and 3, Ingroup Identification negatively predicted ratings of high, but not low, commitment defectors. In Study 3, group needs mediated the link between Membership Status (ingroup member versus defector) and target ratings, and this mediation model was itself moderated by Ingroup Identification such that mediation only occurred for mean level and high identifiers, but not for low identifiers. Theoretical and practical contributions of these findings are discussed.

A42

THE ROLE OF WRITING: A PROCESS FOR SOLVING IDENTITY CONFLICT? *Marie-Elaine Huberdeau¹, Roxane de la Sablonnière¹*; ¹*Université de Montréal, Québec* – Individuals confronted to significant life events have to constantly integrate new information into their self-concept. These life events often create identity conflicts which negatively influence their well-being. The goal of the two present studies is to examine the role writing plays in the process of solving identity conflicts. Previous studies on the benefits of writing suggest that writing helps individuals to achieve higher well-being since it allows them to structure their ideas and organize their thoughts into words. However, we argue that writing is only beneficial for individuals scoring high on identity integration (less severe conflict) and not for those scoring low on identity integration (more severe conflict). We theorize that writing about less severe conflict, in comparison to more severe conflicts, is facilitated since finding links between conflicting identities is easier. Therefore, we hypothesize that people scoring high on identity integration and who write about their identity conflict will report higher level of well-being as compared to those scoring low on identity integration. We used an experimental design 2 X 3 (ANOVA) in order to test our hypothesis as we compared the level of identity integration (low vs. high) with three writing conditions (conflict, neutral, control). Results of both Study 1 (N=87) and Study 2 (N=107) support our hypothesis. Consequently, writing may be seen as a therapeutic tool to solve less severe identity conflicts since it facilitates the organization and structure between conflicting identities. The role of writing for solving more severe identity conflict will be discussed.

A43

ACCURACY IN SELF-EVALUATIONS: WORKING HARD OR HARDLY WORKING? *Brent L. Hughes¹, Jennifer S. Beer¹*; ¹*University of Texas at Austin* – Although people can make accurate evaluations of themselves, they often evaluate themselves in an unrealistically positive manner. Although regulatory efforts may underlie unrealistically positive self-views (e.g., an effort to maintain self-esteem), behavioral research also suggests that positivity biases may arise from heuristic

processing. One way to understand the computations underlying self-evaluation accuracy and bias is to investigate whether executive function neural systems support one or both. Currently, only two fMRI studies have attempted to examine self-evaluation bias and they have done this by comparing evaluation of positive versus negative information about the self (Moran et al., 2006; Sharot et al., 2007). These studies suggest that positive evaluation is associated with anterior cingulate activity. However, positive information may not always be equated with biased information. The present research examines the neural systems involved in Accurate versus Biased and Positive versus Negative self-evaluations. Participants made better-than-average (BTA) judgments of trait words that varied in ambiguity and valence. Consistent with previous research, participants were more likely to evaluate ambiguous traits in a self-serving manner (e.g., emphasize positive traits and downplay negative traits) in comparison to traits that are more concrete (e.g., have more restrictive definitions). Accuracy and bias were supported by differential executive function systems suggesting that each type of evaluation requires a different kind of regulatory computation.

A44

WHO CAN IT BE NOW? SELF-PRESENTATION IN ONLINE PROFILES *Jeffrey M. Hunger¹, Yanna J. Weisberg¹, Marti Hope Gonzales¹*; ¹*University of Minnesota-Twin Cities* – Websites such as MySpace and Facebook offer an innovative and exciting avenue for research on self-presentation. Whereas other research has examined self-presentation in online dating communities (e.g., Whitty, 2008; Ellison, Heino, & Gibbs, 2006), little research has examined self-presentation in other online formats. The current study examined how individuals present themselves in the social networking site MySpace. Social networking sites provide a unique forum for self-presentation because users have complete control over the content of their online profile. As such, differences in profile content should reflect differences in the personal characteristics and self-presentational motives of MySpace users. Profiles were randomly selected from seven major metropolitan areas: Minneapolis/Saint Paul, Chicago, New York City, Atlanta, Dallas/Fort Worth, San Francisco, and Seattle. Content was coded for physical descriptors, psychological trait descriptors, instrumentality, expressiveness, and specific tactics (e.g., ingratiation). Self-presentation strategies varied as a function of the users reported relationship status (i.e., seeking dating or a relationship as opposed to friends or networking). Analyses revealed that users seeking a relationship present more psychological characteristics (e.g., outspoken, sense of humor) than those without such relational motives. Users who indicated they were seeking relationships had significantly fewer MySpace friends, presumably because they are seeking to befriend individuals with specific personal characteristics. Other variables also related to differential use of self-presentation tactics included user gender and sexual orientation. These findings demonstrate the differential nature of online self-presentations and encourage further research regarding the role of personal characteristics (e.g., self-monitoring) in online presentations.

A45

NARCISSISM AND THE SELF-REFERENCE EFFECT IN MEMORY *Lara L. Jones¹, Amy B. Brunell²*; ¹*Francis Marion University*, ²*Ohio State University Newark* – Does narcissism influence the self-reference effect (SRE) in memory? The agency model of narcissism (Campbell, Brunell, & Finkel, 2007) predicts that narcissists' bias towards positive traits may be specific to agentic (e.g., ambitious) as opposed to communal (e.g., generous) traits. The SRE refers to better memory for self-relevant information (e.g., trait words) than for information pertaining to others (Rogers, Kuiper, & Kirker, 1977). We examined the influence of narcissism on encoding processes for 80 trait words which varied in both valence (positive or negative) and agency (agentic or communal). Participants indicated whether each trait described themselves or a well-

known other. This encoding task was followed by completion of a surprise recall test on the traits and then the Narcissistic Personality Inventory (NPI; Raskin & Terry, 1988). The overall SRE was reliable and consistent across narcissism groups; recall was higher for participants in the self-referent than in the other-referent encoding task ($p < .001$). Narcissism did not affect recall within the other-referent encoding task, whereas a Narcissism \times Valence \times Agency interaction was found in the self-referent task ($p < .05$). As predicted by the agency model, narcissists' recall of positive traits was higher for agentic than communal traits ($p < .001$), with no difference between the agentic and communal negative traits. Those low in narcissism exhibited better recall for agentic than communal negative traits ($p < .01$), with no difference between the agentic and communal positive traits. Our findings support an application of the agency model to self-referent encoding processes.

A46

PIECES OF ME: DISTINGUISHING WEIGHT & NON-WEIGHT FACTORS IN WOMEN'S SELF-VIEWS

Rachel W. Kallen¹, V. Bede Agocha¹; ¹Bowdoin College, ²University of Connecticut – Much research has demonstrated body image to be a multidimensional construct representing the perceptions, beliefs, affect, and behaviors that individuals experience with regard to their body. In addition, there is significant evidence among this research consistently showing negative body image to be more prevalent in women and girls than in males. Given these important findings, many studies have focused on understanding these gender differences. Among this research, self-objectification (Fredrickson & Roberts, 1997) and objectified body consciousness (Mckinley & Hyde, 1996) have offered some of the best explanations for how women may come to evaluate and ultimately perceive themselves. While studies investigating this perspective have employed different measures, they are conceptually equivalent and have shown that esteem for one's self and one's body are derived from both weight and non-weight related factors. The present study offers the first direct test of this conceptual equivalence by examining both factors as unique predictors of both body and global self-esteem. Using objectification theory as a theoretical guide for order of entry, regression analyses were conducted using the two measures of self-objectification, Sociocultural Attitudes Toward Appearance, and measures of ideal and actual weight discrepancy as predictors. As expected, weight related constructs were best at predicting body esteem, while non-weight related constructs were the best predictors of global self esteem. Discussion focuses on how the results are consistent with objectification theory and suggests that several independent published findings may be integrated into a statement about how weight and non-weight related factors significantly influence women's self-views.

A47

SELF-PRESENTATION IN THE MULTIPLE AUDIENCE SITUATION

Yu Kasagi¹, Ikuo Daibo¹; ¹Graduate School of Human Sciences, Osaka University – Previous research demonstrated that because physical attractiveness is a highly relevant dimension in the romantic relationships, people showed their physical attractiveness more attractive to opposite-sex than to same-sex. In contrast, on the other dimensions which are not relevant in the romantic relationships, they present themselves equally to opposite and same sex partners (Swann, 2005). But, in the multiple audience situation (Fleming, 1994) in which the same-sex happens to be in the self-presentation scene to opposite sex, how do they resolve it? We hypothesized that because self-presenting physical attractiveness to an opposite-sex had the possibility of leading a negative evaluation from the same-sex, they would inhibit it in the multiple audience situation. However, they cannot make favorable impressions on an opposite-sex enough just by doing so. So, they would present their other dimensions more attractive which do not have the risk of being evaluated negatively from the same sex. In other words, they would attempt to show compensatory self-enhancement. 103 participants talked with an opposite or same sex confederate in the situation where same-sex

was observing on side (either multiple audience condition or control condition, respectively). After conversation, they reported their self-presentation motives to confederate. Then, four coders watched the video-clips of the conversation and rated participants' self-presentation behaviors. Results revealed that participants in the multiple audience condition abstained from presenting themselves attractive on physical attractiveness. Whereas, they presented their social-desirability and friendliness more attractive than others did. Thus, our hypothesis of compensatory self-enhancement was supported.

A48

IDENTIFICATION WITH FICTIONAL CHARACTERS AS A MEANS TO CHANGE BEHAVIOR: THE ROLE OF SELF-CHARACTER SIMILARITY AND ACCESS TO CHARACTERS' THOUGHTS AND FEELINGS

Geoff Kaufman¹, Lisa Libby¹; ¹Ohio State University – When reading a story, individuals may identify with a particular character, experiencing that character's thoughts, feelings, behaviors, and traits, as if they were their own. The present research investigates factors that determine readers' level of identification with fictional characters and tests the power of identification to change behavior. We predicted that narratives that feature a character who is similar to the reader and give access to that character's thoughts and feelings would evoke the highest levels of identification and engagement in behaviors similar to the character's. A week prior to Ohio's 2008 primary election, participants read one of four versions of a story about an undergraduate voting on Election Day, which were created by manipulating the degree of similarity between participants and the character (by varying the character's university affiliation) and the extent of access to the character's thoughts and feelings (by including versus omitting such references). Participants then completed an identification scale and, in a follow-up survey, reported whether or not they voted. Consistent with our prediction, the narrative that both depicted a character who was similar to readers and provided access to that character's thoughts and feelings caused readers to experience the highest level of identification. Further, readers of this narrative were most apt to model the character's behavior: they were the most likely to turn out to the polls on Election Day. These findings speak to the power of fictional narratives to affect behavior and the role of identification in increasing the persuasive impact of stories.

A49

COGNITIVE DECONSTRUCTION AS A FUNCTION OF SELF-ESTEEM FOLLOWING MORTALITY SALIENCE

Bernice L. Z. Khoo¹, Ya Hui Michelle See¹, Eddie M. W. Tong¹; ¹National University of Singapore – Terror Management Theory (Greenberg, Solomon, & Pyszczynski, 1997) posits that the natural instinct for self-preservation along with the awareness of the inevitability of death generates existential anxiety in humans. Much research has shown extensive cognitive and behavioral effects of terror management. However, evidence for the presence of detectable existential anxiety is lacking. We examine the possibility that people experience cognitive deconstruction (i.e. a momentary shutdown of one's emotional system) after mortality reminders, thus allowing them to dispel existential anxiety. Given that past research has shown that low rather than high self-esteem (SE) individuals are particularly vulnerable to existential anxiety, we hypothesize that low SE participants who are under mortality salience would most likely experience cognitive deconstruction. In our research, cognitive deconstruction was operationalized as time distortion (Baumeister, 1990; Twenge et al., 2003). In Experiment 1, participants were asked to give estimates for a 40s interval. Mortality-salient low SE individuals perceived that time had passed more slowly than TV-salient low SE individuals, $t(59)=2.50$, $\beta=12.1$, $p=.02$. This difference was not observed among high SE individuals, $t(59)=-.896$, $\beta=-4.41$, $p=.37$. These findings were replicated in Experiment 2, where exam salience was the control condition. When asked to estimate two time intervals (40s and 80s), mortality-salient low SE individuals perceived that time had passed more slowly than exam-

salient low SE individuals, 40s: $t(65) = 2.26$, $\beta = .364$, $p = .03$, 80s: $t(65) = 2.47$, $\beta = .386$, $p = .02$. Again, this difference did not occur among high SE individuals, 40s: $t(65) = -.826$, $\beta = -.148$, $p = .41$, 80s: $t(65) = -.880$, $\beta = -.152$, $p = .38$.

A50

IMPLICIT IDENTITIES AS PREDICTORS OF COLLEGE STUDENTS' SELF-ESTEEM AND MOTIVATION Meera Komaraju¹, Christopher Dial², Mahzarin R. Banaji²; ¹Southern Illinois University Carbon-dale, ²Harvard University – College years are a time to forge new identities and we explored the correlates of an implicit 'scholar' identity (i.e., with academic endeavors) versus a 'social' identity (i.e., with group socializing). 84 undergraduates at a Midwestern university completed 2 Implicit Association Tests (IATs), one assessing implicit identity (association between self and "studious" vs. "social" attributes), another assessing implicit self-esteem (association between self and "good" vs. "bad" attributes). In addition, a 28-item Academic Motivations Scale (Vallerand et al., 1992) assessing intrinsic, extrinsic, and amotivation was administered. Correlations and regression analyses showed that students who implicitly associated 'me' with 'studious' rather than 'social' also associated 'me' with 'good' than 'bad' ($r = .64$), explaining 36% of the variance. Students who implicitly associated 'me' with 'social' rather than 'studious' scored higher on extrinsic motivation ($r = .31$), explaining 10% of the variance. These results, obtained with implicit measures, failed to emerge using explicit measures, although the trends were in the same direction suggesting the greater sensitivity of implicit measures to detect identity-esteem-motivation interrelationships. Although the direction of causality between identity and self-esteem/motivation cannot be ascertained in these data, this is the first evidence of a relationship between a studious identity and higher self-esteem and a social identity and extrinsic motivation. We take this demonstration to set the groundwork for exploring further, using experimental manipulations as well as baseline measures at the time of entry into college, the true nature of the relationship between motivation, self-esteem, and identity.

A51

THE BENEFIT OF RECALLING A POSITIVE INFLUENCE FROM OTHERS: TAILORED INTERVENTION ACCORDING TO RESIDENTIAL MOBILITY Minkyung Koo¹, Shigehiro Oishi¹; ¹University of Virginia – In two studies, we investigated the effect of thinking about a positive influence from another on personal well-being. In Study 1, we found that participants who wrote about how a friend influenced them to change in a positive way exhibited higher well-being than those who did not perform such a task. Because the central aspects of the self differ across individuals, depending on personal history of residential mobility (Oishi, Lun, & Sherman, 2007), in Study 2, we investigated whether the benefit of thinking about a friend's influence on one's personal self (e.g., traits, skills) versus collective self (e.g., social status, group membership) would differ between "movers" and "non-movers." In this study, participants described how their personal or collective aspects of self have changed positively due to a friend's influence. As expected, we found an interaction between the aspect of self participants focused on and residential mobility. "Movers" felt happier than "non-movers" after thinking about positive influences on their personal self. However, "movers" did not feel more positively than "non-movers" when they thought about influences on their collective self. The present findings suggest that recalling a friend's positive influence on oneself can enhance happiness. More importantly, this effect can be maximized when people think about positive changes in the aspect of the self most central to them. This result has important implications in positive psychology in that interventions to increase people's happiness can be more effective if they are tailored according to individual differences.

A52

GENETIC INFLUENCES ON SELF-ESTEEM Tracy Kwang¹, William Swann¹, Christopher Beavers¹, John McGreary²; ¹The University of Texas at Austin, ²Providence Veterans Affairs Medical Center and Center for Alcohol and Addiction Studies, Brown University – It is well-accepted that social experiences determine self-esteem. We propose that genes may also play a role in self-esteem by regulating people's perceptions of the experiences they encounter. Particularly, genes might enhance reactivity to negative emotional stimuli, causing the carrier to attend more to such stimuli and remember it better. Such skewed information processing might, in turn, foster the perception that the social environment is relatively harsh and inhospitable. Such selective perception is a prominent marker of low self-esteem (e.g., Lakey, Tardiff, & Drew, 1994). One gene that could produce such selective negative perception is the serotonin transporter (for a review, see Canli & Lesch, 2007). In the present study, we collected genetic samples from 80 participants. Individuals with short (rather than long) serotonin transporter alleles were more likely to rate themselves lower on self-liking ($r = -.31$, $p < .01$), self-competence ($r = -.33$, $p < .01$), and higher on depressive symptoms ($r = .27$, $p < .01$). When partialling out the effects of self-esteem, the gene no longer predicted depressive symptoms ($r = .10$, ns), suggesting that overall correlation between the gene and depressive symptoms is due to self-esteem. Furthermore, low self-esteem participants were equally likely to attend to and accept both negative and positive feedback, while high self-esteem participants were more likely to accept positive and dismiss negative feedback ($F = 37.75$, $p < .001$).

A53

DIFFERENTIAL RESPONSES OF WOMEN AND MEN TO SELF-CONSTRUAL PRIMING Jared Ladbury¹, Verlin Hinsz¹; ¹North Dakota State University – Baseline differences in self-construal between males and females have been suggested to be caused by socialization processes in which boys engage in competitive play while girls play in ways that emphasize relation to one another. Women are often encouraged to develop a relational model of the self as a result of these early experiences. Thus, women are expected to have a greater interdependent self-construal compared to men. Additionally, these pre-existing differences are hypothesized to moderate the effect of self-construal manipulations such that women should respond to an independent prime with reduced interdependence but men should show no change. Male and female participants were randomly assigned to a no prime, independent prime, or interdependent prime condition in which they read a story and were asked circle the pronouns. The pronouns were singular and plural in the independent and interdependent conditions, respectively. All groups then completed the Twenty Statements Test and the number of responses representing social roles was analyzed. As predicted, women reported more social role statements overall than men, demonstrating a more interdependent self-construal. An interaction indicated that women reported fewer and men reported more social role statements in the independent prime condition compared to the no prime and interdependent conditions. These results demonstrate differential effects of gender on self-construal. Additionally, gender differences in self construal appear to influence the effect of traditional priming manipulations. Research on self-construal and its priming need to consider gender as an important moderating variable.

A54

EVALUATIONS OF BEHAVIORAL SELF-HANDICAPPERS DEPEND ON THE NATURE OF THE HANDICAP Jessica L. Lakin¹; ¹Drew University – Behavioral self-handicapping occurs when people create obstacles to successful performance to excuse potential failure. Females rarely engage in behavioral self-handicapping and are particularly harsh when evaluating those who do. The current study explores whether their evaluations depend on the nature of the handicap and the amount of control that people have over their behavior. One

hundred and one female participants read a vignette about a student named Jennifer who was preparing for an exam. Jennifer received a call from a friend who either wanted her to go to a movie or needed a ride because she was having car trouble. In response, Jennifer turned down her friend and spent the evening studying, or she abandoned her studying immediately or with hesitation. The next morning, she received a "D" on the exam. Participants gave Jennifer the attributional benefits associated with self-handicapping; when she did not study, they predicted that her future performance would be better. But participants' evaluations of Jennifer were affected by her activities the evening before. When presented with the option of going to a movie, regardless of whether she accepted immediately or with hesitation, Jennifer was most positively evaluated when she refused and stayed home to study. However, when her friend needed a ride, Jennifer was most positively evaluated when she immediately abandoned her studying and went to pick up her friend and least positively evaluated when she stayed home to study. These results suggest that evaluations of self-handicappers are not as straightforward as past research has demonstrated.

A55
SUFFERING IN REFLECTED SHAME: HOW COLLECTIVE THREATS CAN LOWER SELF-ESTEEM Grace Lau¹, Steven Spencer¹;

¹University of Waterloo – A collective threat is the concern that members of one's social group would do something that confirms a negative stereotype about the group. It has been shown to lower state self-esteem likely because people fear that the group stereotype has been confirmed in the eyes of others (Cohen & Garcia, 2005). In Study 1, Asian participants completed a test in a negatively stereotyped domain (a social intelligence test), then "accidentally" learned that another Caucasian or Asian participant did poorly on the test. Participants reported lower state self-esteem when the other participant was Asian compared to Caucasian. Some participants, however, were told before the test that all ethnic groups had been shown to perform equally well on the test, suggesting that Asians as a group perform as well as any other group. In this condition, participants' self-esteem was unaffected by the poor performance of another Asian, likely because the threat of people inferring that Asians have poor social skills has been removed. In Study 2, we investigated whether a collective threat would moderate the effect of social comparisons on self-esteem. Female participants completed a math test and learned that they performed better or worse than another female participant. Outperforming another participant increased self-esteem only when participants were primed to think of their individual identity but not their gender identity. It appears that the collective threat women experienced from knowing that another woman performed poorly in a negatively stereotyped domain dampened the self-esteem boost of downward comparisons.

A56
SELF-ESTEEM DISCREPANCY AS A DETERMINANT OF ATTITUDES TOWARD CONDOMS Valerie L. Laws¹, Luis M. Rivera¹;

¹California State University, San Bernardino – Self-image resources are functional, but such resources can be in evaluative conflict. For example, individuals can differ in the extent to which they hold explicit versus implicit self-esteem, and such discrepancies can motivate them to engage in self-esteem discrepancy reduction (Briñol, Petty, & Wheeler, 2006). This argument is in line with the Meta-Cognitive Model of the structure and formation of attitudes, which argues that attitudes can be discrepant when one evaluation is accepted and the other is negated (Petty, Briñol, & DeMarree, 2007). The present study tests these ideas by demonstrating that individuals with large self-esteem discrepancies will be more likely to hold positive attitudes toward condoms than individuals with small discrepancies because the former group is chronically motivated to reduce their discrepant self-evaluations. A self-esteem discrepancy index was created by taking the difference between standardized scores on a measure of explicit self-esteem (Rosenberg Self-Esteem Scale) and one of

implicit self-esteem (Implicit Association Test or IAT). Attitudes toward condoms were assessed with a self-report measure and an IAT. As predicted, we found that large self-esteem discrepancy was associated with positive attitudes toward condoms. However, these results emerged when attitudes towards condoms were measured with an IAT as opposed to the self-report measure. To our knowledge, this study is the first to demonstrate at least one possible consequence of implicit-explicit attitude discrepancy. Furthermore, this research can have important implications for sexual behavior given that attitudes toward condoms can determine family planning and the prevention of sexually transmitted diseases.

A57
WHAT'S IN A NAME? SCRUTINIZING THE OPTIMALITY OF FIVE SCORING ALGORITHMS FOR THE NAME-LETTER TASK Etienne

LeBel¹, Bertram Gawronski¹; ¹The University of Western Ontario – Over the past years, the use of the Name-letter Task (NLT: Nuttin, 1985, 1987) to measure implicit self-esteem (ISE) has become quite common, as accumulating evidence suggests that ISE may help shed light on many different facets of human psychology (e.g., depression; see Franck, De Raedt, & De Houwer, in press). However, researchers have relied on five different algorithms to compute name-letter scores and the psychometric properties of these differently computed name-letter scores have never been thoroughly investigated. Based on 18 independent samples, including 2,743 individuals from college and internet samples, the current work examined the optimality of these scoring algorithms based on the following criteria: (a) reliability, (b) production of outliers, (c) production of statistically meaningless Cronbach's alphas (i.e., negative values), (d) types of systematic confounded variance controlled for, (e) shape of the distribution of scores, and (f) variability in reliability estimates across samples. Overall, an ipsatized version of the classic algorithm (i.e., ipsatized initial ratings minus respective ipsatized normative baselines, whereby ipsatization is achieved by subtracting each individual's mean non-initial letter ratings from their letter ratings) exhibited the most optimal characteristics and yielded a weighted average Cronbach's alpha of $\alpha = .48$ (the I-algorithm). Larger effect sizes for first versus second initial letter preferences and meaningful correlations to Rosenberg (1965) scores for two of the five algorithms were also found. The overall reliability of the NLT as a measure of ISE is discussed and various recommendations related to the scoring of the NLT are made.

A58
THE EFFECT OF SELF-PERCEPTION PERSPECTIVES ON SELF-JUSTIFICATION MOTIVATION AND LAY RATIONALISM Nanyeon Lim¹, Eunok Suh¹;

¹Yonsei University, Seoul, Korea – Lay rationalism is the tendency for people to choose options with higher objective value rather than with higher subjective satisfaction because they want to make rational choices and justify those choices to themselves and to others (Hsee, 1999). This study examined whether perceiving oneself through a first-person perspective or a third-person perspective affects the tendency for a lay rationalism. Participants were randomly assigned to one of two experimental conditions to be primed to perceive themselves either through a first-person perspective or a third-person perspective. Then, half of the participants were asked to predict which options would make them subjectively more satisfied, and the other half were asked which options they would actually choose. The results show that the third-person perspective group showed a more prominent tendency for lay rationalism than the first-person perspective group. Perceiving oneself through a third-person perspective relative to through a first-person perspective, motivates one to justify one's behavior to other people, and accordingly choose an option based on its objective value rather than their subjective satisfaction. Also, individual differences in levels of subjective well-being affected in different ways by priming first- and third-person perspectives. In other words, first-person

perspective priming showed a greater effect on people with high levels of subjective well-being. On the other hand, third-person perspective priming had a greater effect on people with low levels of subjective well-being.

A59

SELF-RELEVANCE MODERATES PREFERENTIAL ATTENTION TO BUT NOT INTERPRETATION OF POSITIVE AND NEGATIVE INFORMATION Piper E. Lincoln¹, Carey K. Morewedge¹; ¹Carnegie Mellon University – People are motivated to form and maintain a positive self-image, which engenders a positivity bias, whereby they seek more and better remember positive than negative information. This conflicts, however, with research demonstrating a more general negativity bias, whereby negative events, outcomes, and stimuli engage more of our attention, use more cognitive resources, and are more impactful than similar positive events, outcomes, and stimuli—which may arise from the advantage that a quick response to threats to the self lends to the likelihood of survival. Using a modified emotional Stroop task, the present research attempted to determine whether the self-relevance of stimuli moderates either negativity or positivity biases at the levels of encoding or interpretation. Participants were subliminally primed with first- and third-person pronouns and then named colors of supraliminally presented positive and negative words. Afterwards, participants guessed whether the primed words were first or third-person pronouns. When primed with first-person pronouns, participants were quicker to name the color of positive than negative words, whereas when primed with third-person pronouns, participants were equally quick to name the color of positive and negative words. Irrespective of the primes, however, when color words were positive, participants believed they were primed with first-person pronouns and when color words were negative, participants believed they were primed with third-person pronouns. The results suggest that self-relevance moderates perceivers' preferential attention to negative information at the level of encoding, but does not influence the positivity bias that appears in their conscious interpretations.

A60

A SCHEMA PROVIDES AN ADVANTAGE TO REMEMBERING SCHEMA-RELEVANT INFORMATION WHEN DISTRACTED: A DEMONSTRATION IN THE EXERCISE DOMAIN, AND A POSSIBLE PROCESSING MECHANISM Rob Lowe¹; ¹Swansea University, UK – Background: Behavior goals must be remembered to be enacted. Health behavior choices often arise during daily activity in an environment full of distractions (e.g. taking the stairs or escalator during rush-hour). People with a developed self-schema for a behavioral domain have an advantage for remembering domain-relevant information. The current study explored the impact of interference on memory for exercise information in people with and without an exercise self-schema. A possible information processing mechanism was then tested using a connectionist neural network. Methods and Results: Study 1: participants (N=160) read word lists (exercise, controls), with or without interference, followed by a recall task. People classified as exercise unschematics (those who exercised less) showed poorer recall under interference (no interference M=21%, interference M=12%). Conversely, exercise schematics (those who exercised more) were little affected by interference when recalling exercise words (no interference M=22%, interference M=23%). Thus, schema-relevant memory was not affected by interference. Study 2: An information processing mechanism was explored using a connectionist simulation. This suggested the possibility that schematics use the most salient information available: either the external cue or internal schema, but not both simultaneously. Conclusion: A salient external cue may prompt memory for health-related behavior during daily routine. However, if distracted, the lack of a relevant self-schema may act as a barrier to memory. By contrast, having a relevant

schema may provide an alternate source of salient information which can be used when the processing of an external cue is prevented.

A61

THE BENEFITS OF A SELF-DISTANCED PERSPECTIVE TRANSFER BEYOND THE CONTEXT OF INITIAL MEMORY RECALL Anna Luerksen¹, Ethan Kross², Ayduk Ozlem¹; ¹University of California, Berkeley, ²University of Michigan – Past research has demonstrated that the type of self-perspective employed during recollection of negative interpersonal experiences strongly impacts how associated emotions are both regulated and processed (e.g. Ayduk & Kross, 2008; Kross, Ayduk, & Mischel, 2005). Namely, a self-distanced perspective, in which the event is analyzed from a distant observer's viewpoint, facilitates effective emotional processing while attenuating negative affect and rumination that often otherwise accompany such contemplation. The current study investigated whether the effects of self-perspective induction in the context of one event generalize to subsequent processing of a different set of emotional experiences. Specifically we predicted that following memory recall and analysis from a self-distanced perspective participants would experience a reduction in the extremity of emotional responding during two successive mood induction procedures, one negative and one positive in valence. Participants were asked to recall and analyze the emotions surrounding an interpersonal conflict that elicited anger from either a self-distanced or self-immersed perspective. Next, participants underwent both a negative and positive mood induction procedure. Following each step, mood was assessed with the SAM valence scale (Bradley & Lang, 1994). Repeated measures analysis demonstrated that the pattern of valence scores interacted with condition, such that participants who assumed a self-distanced perspective had less extremes of emotion, regardless of the valence of the eliciting event. These results support the prediction that priming with a self-distanced perspective not only serves adaptive reflective processing in the context of the event recalled, but simultaneously helps to buffer against extreme emotional responding during subsequent tasks.

A62

GROUP IDENTIFICATION UNDER UNCERTAINTY Namrata Mahajan¹, Michael A. Hogg¹; ¹Claremont Graduate University – Group membership serves many functions (e.g., it tells us who we are, how we should view and treat others, and how others will view and treat us). One motivation behind joining groups is to reduce uncertainty about ourselves and our place in the world. Uncertainty Identity Theory suggests that people have a basic drive to reduce uncertainty, and if a group has clear boundaries, internal homogeneity, and common goals, people will identify with it more when they are uncertain about themselves. Cross-cultural research indicates that people with interdependent self-construals are more oriented towards group life than those with independent self-construals. Thus, interdependents may find a stronger resolution of uncertainty when identifying with groups. The current study predicted that when uncertain about themselves, people would identify with clearly defined groups (i.e., groups high in entitativity), and this effect would be stronger for interdependents. Thus, a 2 (low vs. high uncertainty) x 2 (low vs. high entitativity) x 2 (independent vs. interdependent self-construal) between-subjects design was used. Identification with a hypothetical group was the dependent measure. Data were gathered from 76 South Asian-Americans (i.e., interdependents) and 86 non South Asian-Americans (i.e., independents) from the business community in Los Angeles (mean age = 37.32, SD = 12.64). As predicted, participants identified more with high entitativity than low entitativity groups under uncertainty, and this effect was strongest for those with interdependent self-construals. The results suggest that high entitativity groups may allow for greater uncertainty reduction and interdependents may use group membership to reduce uncertainty.

A63**SELF-CONCEPT CHANGE AS MOTIVATED PROCESS: THE IMPACT OF APPROACH AND AVOIDANCE STRATEGIES**

Christina Matschke¹, Kai Sassenberg¹; ¹Knowledge Media Research Center, Tuebingen, Germany – The growing demand for flexibility and mobility renders the ability to integrate into new groups essential. The current research investigates the role of newcomers' motivation on self-concept changes induced by a new group membership. It has been demonstrated that approach and avoidance strategies affect outcomes in interpersonal relations (Gable, 2006). As both interpersonal relations and group memberships are parts of the self-concept, approach and avoidance strategies should likewise influence the relation to one's group. Therefore, the current research examined the impact of these strategies on self-concept change. Additionally, acculturation theory suggests that the attitude towards the host culture is a key factor influencing the integration into a new culture (Berry, 1997). Thus, we predicted that the more approach strategies are applied, the stronger the readiness to integrate into the host culture. This in turn results in higher levels of well-being - mediated by the integration of the group into the self-concept. At the same time, avoidance strategies were expected to increase distancing from the host group. A longitudinal study examining first-year students of German origin in the Netherlands confirmed these predictions for approach but not for avoidance strategies. This asymmetrical finding is in line with work on interpersonal relations. The stronger effect of approach compared to avoidance strategies in both domains is discussed. Overall, the results underline the active contribution of newcomers to the development of their social identity. The motivational state while entering a new group is decisive for long-term success.

A64**CLEAR VERSUS FREQUENT THOUGHTS ABOUT THE SELF IN THE FUTURE: RELATION TO POSSIBLE SELVES**

Rory O'Brien McElwee¹, Beth A. Morrow-Lucas¹; ¹Rowan University – Recent research has shown reliable, consequential individual differences between habitually thinking about the self in the future CLEARLY versus FREQUENTLY. Greater Clarity is associated with higher levels of positive affect, life satisfaction, and optimism, and lower levels of anxiety, depression, and alcohol use. Conversely, greater Frequency is associated with greater anxiety and negative affect and is related to other measures of self-focus such as private self-consciousness. In the present study, we explored whether Clarity versus Frequency of future self-thought relate to individual differences in standard possible self measures and descriptions to further explore the meaning of these variables as well as the construct validity of their measurement tool. College students (N = 121) completed a version of Markus' (1987) Possible Selves Questionnaire in which they listed hoped-for and feared possible selves and then described the most important one of each in greater depth, in narrative form as well as in response to Likert-type questions regarding importance, likelihood, capability to achieve/avoid, subjective and chronological distance. They also completed computerized ratings of whether 21 positive and 21 negative outcomes were possible for their future; response latency was recorded. Results showed that higher Clarity scores predicted faster response latencies to describing the future and greater psychological closeness to the hoped-for self. Higher Frequency scores predicted listing a greater number of feared possible selves and feeling psychologically closer to the feared self. The poster will describe additional findings and elucidate the importance of this distinction for understanding future-orientation and processes involving possible selves.

A65**ATTACHMENT AND MAINTAINING STABLE SELF-EVALUATIONS**

Chet Meinzer¹, Dr. Justin Buckingham¹, Stephanie Garey¹; ¹Towson University – Attachment theory suggests that secure relationships with others provide a basis for maintaining a stable self-concept. In support of

this, recent research suggests that anxious attachment predicts self-esteem stability (Foster, Kernis & Goldman, 2007). Our study expanded on this research by evaluating self-efficacy stability and self-esteem stability as a function of attachment to parents and peers. Eighty-six first-year college students (54 female) completed measures through a worldwide-web survey that included the Inventory of Parent and Peer Attachment. Measures of self-efficacy and self-esteem were given eight times over the course of a month to see whether attachment security was related to greater stability of self-evaluations. Controlling for self-esteem, we regressed self-efficacy stability (the standard deviation of participants' self-efficacy scores over time) onto parent and peer attachment, gender, and the two-way interaction terms. We found that the Peer Attachment X Gender interaction significantly predicted self-efficacy stability, $\beta = -.29$, $p < .05$. Simple slope analysis revealed that peer attachment security significantly predicted self-efficacy stability for males, but not for females. In a similar set of analyses, we found that none of the attachment variables were significantly related to self-esteem stability. This finding is inconsistent with previous research, but this may be explained by our different measures and procedures. The self-efficacy finding is consistent with findings showing that security of attachment provides a resource for dealing with threats to the self. However, it is unclear why this was only the case for males in the present study.

A66**SELF-MAPPING: A NOVEL METHOD OF MEASUREMENT**

Chris Miller¹; ¹University of Minnesota – A new method for measuring individual differences is proposed. Self-Mapping involves constructing a two dimensional representation of one's self in which "pieces" are placed within relation to a central hub (labeled "Me"). The centrality of piece placement is an indication of that piece's importance. Variations in instructions and available pieces allow the experimenter to introduce and/or restrict the dimensions being measured. This method is proposed to be especially suitable for more open ended dimensions such as the self-concept, and allows dimensions of the self to be subtly suggested. In this experiment, one's political identity was one dimension that was introduced. To test the applicability of this method to other individual difference measures, Openness to Experience and Extroversion were also included. Ninety-nine University students completed Self-Maps, as well as standard self report measures of political identity, political ideology and the Big 5. Additionally, they completed self report measures of related behaviors. As predicted, Self-Map scores of extroversion correlated significantly with self reported extroversion ($r=.58$), and extroverted behavior ($r=.51$). Self-Map scores of Openness correlated with self report scores ($r=.44$) and openness behaviors ($r=.22$). Self-Map scores of political identity correlated with self reported political identity ($r=.5$), political interest ($r=.47$), political participation ($r=.3$) and intended future political participation ($r=.38$). Self-Map scores of ideology correlated significantly with self reports of ideology ($r=.61$) and egalitarianism ($r=.36$). The advantages and disadvantages of this method are discussed, and future research is proposed.

A67**SEEKING SOCIAL CONNECTEDNESS: INTERDEPENDENT SELF-CONSTRUAL AND IMPRESSION FORMATION USING PHOTOGRAPHIC CUES OF SOCIAL CONNECTEDNESS**

Marina Milyavskaya¹, Jennifer Reoch¹, Richard Koestner¹, Gaëtan Losier²; ¹McGill University, ²Université de Moncton – Impression formation research has traditionally focused on either the characteristics of the target or of the participant, failing to examine their interplay. In the present study, we explored the role of interdependent self-construal on ratings of others who are portrayed as alone or connected. We hypothesized that participants with an interdependent view of the self would prefer others who are portrayed as socially connected, while the opposite would be true for participants low on interdependence. Data was collected from 164 university students who completed a measure of interdependent self-

construal and then examined a fictional portfolio of a professor pictured either alone, or with someone else (a partner or child). Results showed that college students high on interdependence rated a university professor photographed with another person relatively more positively than the professor photographed alone, and indicated more interest in working with the professor. This pattern was reversed for participants low on interdependence. Additionally, participants were not aware of the influence of the photograph on their ratings.

A68

CREATING INTERPERSONAL CONFLICT: EFFECTS OF NARCISSISTIC ENTITLEMENT AND SELF-IMAGE GOALS Scott Moeller¹, Jennifer Crocker¹, Brad Bushman¹; ¹University of Michigan – Narcissistic entitlement has negative interpersonal consequences. The present research shows that entitled people adopt self-image goals to construct and defend positive self-views (Crocker and Canevello, in press), which predict interpersonal conflict and hostility. Studies 1A and 1B document an association between narcissistic entitlement (as measured by the Narcissistic Personality Inventory) and self-image goals (Study 1A: $\hat{\alpha}=.32$, $p<.016$; Study 1B: $\hat{\alpha}=.26$, $p<.048$); no other subscale of the NPI, nor the combined scale, predicted self-image goals in either study, demonstrating a unique effect of narcissistic entitlement on self-image goals. Study 2 extended these results by showing, via a longitudinal design, that narcissistic entitlement [as measured at pretest by both the NPI and the Psychological Entitlement scale (Campbell et al., 2004)] prospectively predicts chronic self-image goals (NPI: $\hat{\alpha}=.18$, $p<.019$; PES: $\hat{\alpha}=.23$, $p<.001$). These chronic self-image goals then predicted chronic relationship conflict ($\hat{\alpha}=.36$, $p<.001$) and hostility ($\hat{\alpha}=.31$, $p<.001$), all averaged over 10 weeks. Importantly, Study 2 revealed that self-image goals mediate the effect of pretest entitlement on both hostility (NPI: Sobel's $z=1.81$, $p<.07$; PES: Sobel's $z=2.51$, $p<.012$) and conflict (NPI: Sobel's $z=1.99$, $p<.047$; PES: Sobel's $z=2.77$, $p<.006$). Future research needs to demonstrate these effects experimentally to establish causality, and should employ dyadic data to obtain concrete evidence of interpersonal outcomes. Nevertheless, results of these studies suggest that self-image goals, pursued by entitled people, lead to interpersonal consequences: by pursuing self-image goals, entitled people create exactly the opposite of what they want.

A69

EVIDENCE OF THE COST OF SEEKING SELF-ESTEEM: CONTINGENT SELF-ESTEEM PREDICTS ALCOHOL-RELATED PROBLEMS AMONG COLLEGE STUDENTS Stormy Monks¹, Joe Tomaka¹, Sharon Thompson¹; ¹The University of Texas at El Paso – Crocker (2002) has suggested that maintaining contingent self-esteem requires effort and can result in negative consequences including academic problems, eating disorders, aggression, and alcohol and drug use. This study examined this phenomenon among 402 college student drinkers. Participants completed measures of global self-esteem (GSE; Rosenberg) and contingent self-esteem (CSE; Kernis), alcohol abuse, and alcohol-related problems prior to participating in a brief alcohol-risk intervention. GSE and CSE correlated negatively ($r = -.341^{***}$) and, although neither correlated significantly with alcohol abuse (GSE $r = -.08$, ns; CSE $r = .08$, ns), both showed significant and divergent relations with alcohol-related problems with GSE correlating negatively with problems ($r = -.230^{***}$) and CSE correlating positively with problems ($r = .185^{***}$). Also, a 3 X 3 factorial ANOVA using tripartite splits of both self-esteem variables revealed a significant two-way interaction, $F(4, 392) = 3.25^{**}$, in addition to the two redundant main effects. Probes revealed that two combinations—Low GSE/High CSE and Low GSE/Low CSE—reported the greatest problems, whereas the combination of High GSE/Low CSE reported the fewest problems. These results suggest that contingent (i.e., external/defensive) self-esteem and no self-esteem result in more alcohol-related problems, whereas noncontingent (i.e., internal/genuine) self-esteem results in fewer problems. The failure to find a similar

differences for alcohol abuse suggests that the observed differences in problems may be due to self-regulatory processes after drinking, rather than alcohol consumption per se. The results confirm Crocker's (2002) assertion that maintaining CSE can lead to negative social and personal consequences.

A70

IS HIGH SELF-ESTEEM A PATH TO THE WHITE HOUSE? THE IMPLICIT THEORY OF SELF-ESTEEM AND PERCEPTIONS OF THE 2008 PRESIDENTIAL CANDIDATES Erin M. Myers¹, Virgil Zeigler-Hill¹; ¹University of Southern Mississippi – The implicit theory of self-esteem (Zeigler-Hill, 2008) proposes that individuals with ostensibly higher levels of self-esteem will generally be viewed more positively than those with lower levels of self-esteem. To examine this hypothesis, the present studies were conducted during the Fall semester of 2007 before the Iowa caucus. At the time the data was collected there were 8 Democratic candidates and 10 Republican candidates. The present studies examined whether the perceived self-esteem levels of the 2008 presidential candidates influenced the willingness of individuals to consider voting for these candidates. In Study 1, 296 participants were asked to rate their perceptions of each candidate's level of self-esteem and report their willingness to consider voting for each candidate. This was accomplished by asking participants to rate each candidate's perceived level of self-esteem and report their willingness to consider voting for each candidate. In Study 2, 371 participants were asked to report their willingness to vote for the 2008 presidential candidates when their images were accompanied by randomly assigned designations representing their ostensible levels of self-esteem (i.e., Low, Moderate, or High Self-Esteem). In both studies, participants were generally more willing to consider voting for candidates who were perceived as possessing higher levels of self-esteem. The most interesting exception to this general pattern was that participants were actually more willing to consider voting for Hillary Clinton when they believed she possessed lower levels of self-esteem. Results will be discussed in the context of the implicit theory of self-esteem.

A71

VARIATION OF PERSPECTIVE-TAKING INSTRUCTIONS ON THE DIRECTION OF SELF/OTHER OVERLAP Michael W. Myers¹, Sara D. Hodges¹; ¹University of Oregon – Past research indicates that two forms of perspective-taking instructions – imagining how another feels and imagining how you would feel in that person's place – produce different emotional consequences. Furthermore, perspective-taking contributes to a cognitive overlap of self and other, either by including the self in the other or by including the other in the self. This study examined whether these two variations of perspective-taking also affect the specific direction of self/other overlap. Male and female participants ($n = 48$) listened to a story of a struggling student. Beforehand, they were either given one of the two perspective-taking instructions or told to remain objective. Afterwards, participants reported their feelings of empathic concern and personal distress. Self/other overlap was measured using Aron et al.'s (1992) Including Other in Self (IOS) scale plus an animated version of this scale that allowed for independent movement of self and other. Replicating Batson, Early, and Salvarani (1997), participants in the two perspective-taking conditions both reported greater empathic concern than the objective condition but the imagine-self condition reported the most personal distress with no difference between the other two conditions. Interestingly, only the imagine-self condition resulted in greater self/other overlap with no difference between the imagine-target and objective conditions on either measure of overlap. Furthermore, our analysis of the animated IOS suggests this overlap is driven by significantly greater movement of the self circle toward the other circle than in the other two conditions, where participants generally moved their circles further apart from each other.

A72

SELF-COMPASSION AND PSYCHOLOGICAL RESILIENCE AMONG ADOLESCENTS AND YOUNG ADULTS

Kristin D. Neff¹,
¹University of Texas at Austin – Psychologists are becoming increasingly interested in the construct of self-compassion, an adaptive way of relating to oneself when considering personal inadequacies or difficult life circumstances. Self-compassion entails being kind rather than harshly critical toward oneself, perceiving one's experiences as part of the larger human experience, and holding painful feelings in mindful awareness. Most research on self-compassion has been conducted using the Self-Compassion Scale (Neff, 2003), and a large body of evidence suggests that self-compassion is strongly related to psychological well-being. However, prior research has only examined self-compassion among adults. This poster will present results from a study of self-compassion among adolescents (N = 235; M age = 15.2), that also included a sample of young adults as a comparison group (N = 287; M age = 21.1). Research goals were to explore whether self-compassion is as strongly related to mental health among teens as has been previously found among adults, and to identify possible contributors to the development of self-compassion (or the lack thereof). Results indicated that self-compassion was associated with well-being among both adolescents and adults – less depression and anxiety and increased social connectedness. Findings also suggested that family factors such as supportive maternal messages, family functioning, and attachment security, as well as the cognitive factor of adolescent egocentrism, predicted individual variation in self-compassion. Finally, analyses revealed that self-compassion was a significant mediator between family factors, adolescent egocentrism, and well-being. Findings suggest that self-compassion may be an effective intervention target for teens suffering from negative self-views.

A73

WHEN SELF-CONSISTENCY IS PRIMARY AND FAILURE FEELS BETTER THAN SUCCESS

Marret K. Noordewier¹, Diederik A. Stapel¹,
¹Tilburg University – For most people it is probably painful to hear that success in life is unlikely. However, when people think of themselves as a failure, such negative feedback is consistent with their self-view – for them success is probably a greater shock than failure. People have a strong consistency need and prefer a belief-consistent world. Previously, we showed that this consistency need is so strong that people's primary affective responses are determined by (in)consistency instead of outcome-valence (unexpected success is less pleasant than predicted failure). Only secondary, the outcome-valence determines affective responses (success is pleasant, failure is not). Interestingly, these findings are different from earlier research by Swann. He showed that self-enhancing responses are primary and self-consistency responses are secondary. He argues that this is because self-enhancement only requires characterization of outcome-favorability, whereas self-consistency also requires more elaborate accessing of relevant self-views and comparison of feedback to this self-view. We present self-activation as the key variable that reconciles these seemingly opposing findings. After self-activation, elaborate accessing of self-views is unnecessarily, resulting in less resource demanding self-consistent responses. We manipulated self-activation and subsequently presented 255 participants thinking high or low about themselves with positive or negative feedback, under cognitive load or not. Without self-activation, we replicated Swann's findings: in load conditions we found self-enhancement, in the no-load condition self-consistency. With self-activation this reversed: in load conditions we found self-consistency in no-load conditions self-enhancement. Thus, with an activated self, self-consistency responses are primary and failure feels for some better than success.

A74

HOW DOES IMAGINING ONESELF IN THE FUTURE INFLUENCE CURRENT SELF-EVALUATION?

Cécile Nurra^{1,2,3}, Daphna Oyserman¹, Pascal Pansu², Karine Dupond³; ¹University of Michigan, ²University of Grenoble II, ³University of Savoie – Does imagining oneself in the future improve or dampen current self-evaluation? The evidence is mixed. People feel better when they perceive themselves close to a positive possible self (Strahan & Wilson, 2006). Yet describing concrete steps necessary to achieve a possible self is associated with less positive feelings – possibly because thinking about steps accentuates how hard it will be to achieve the possible self (Gonzales, Burgess & Mobilio, 2001) and closer events are generally more likely to be represented in terms of concrete steps to goal attainment than farther events (Trope & Liberman, 2003). This contradiction can be resolved by taking into account perceived control over attainment of possible selves. When control is high, the future will be assimilated into current self-evaluations. When control is low, the future will set a standard against which the current self is contrasted. Study 1 supports these hypotheses. In Study 2, we manipulated temporal distance, showing that this effect is moderated by temporal distance. The combination of low control and low possible self goals has opposite effects on current self-esteem when the future is near as compared to when it is far. For near future goals people feel better about themselves when they perceive themselves close to their possible selves, that is, when the possible self goal is not lofty and control is low. To understand how this occurs, follow-up studies examined causal pathways by priming proximal and more distal possible selves as well as beliefs about control.

A76

CONCERN FOR PERFORMANCE OR ABILITY: DIFFERING CONTINGENCIES OF SELF-WORTH FOR SUBJECTIVE OVERACHIEVERS AND SELF-HANDICAPPERS

Kathryn C. Oleson¹, Margaret Booth¹, Aline Grueneisen¹, Susan Lynch¹, Tian Yu Yen¹; ¹Reed College – We examined subjective overachievers' and self-handicappers' contingencies of self-worth. Both overachievers and self-handicappers are characterized as having self-doubts in their abilities to succeed and as being worried about their self-worth. Subjective overachievers additionally have concerns with performing well. For the overachiever, achievement is important for demonstrating success to others and shoring up feelings of self-worth. They believe that actual performance or outcome is the basis of evaluation. Self-handicappers likely have different ideas about how worth is determined, believing that natural ability determines one's worth. Participants completed surveys measuring contingencies of self-worth (including self-worth based on ability and self-worth based on performance), the subjective overachievement scale (including subscales of self-doubt about abilities and concern with performance), and self-handicapping. Regression analyses were run to predict contingencies of self-worth based on performance and based on ability, while controlling for the other self-worth contingency. We found that subjective overachievers (those with both high self-doubt and concern with performance) based their self-worth on their performance, replicating previous research by Oleson et al. High self-handicappers, on the other hand, reported self-worth based on their abilities more than low self-handicappers; additionally, high self-handicappers were less likely to report self-worth based on performance than low self-handicappers. These results add to a growing understanding of the motivations underlying overachievers' and self-handicappers' behavior. Although self-doubts about their abilities are implicated in both strategies, the bases of their self-esteem differ, with overachievers' self-worth grounded in their performance and self-handicappers' grounded in their ability.

A77

THE ECOLOGY OF VENGEANCE: CULTURE OF HONOR AS A PREDICTOR OF SCHOOL VIOLENCE

Lindsey L. Osterman¹, Ryan P. Brown¹; ¹The University of Oklahoma – The South and West regions of the United States possess what has been termed a “culture of honor,” in which threats to one’s person, property, reputation, or family often elicit aggressive responses designed to restore honor. Studies show that members of a culture of honor are more likely to approve of and exhibit violent behaviors to avenge an insult or threat (e.g., Cohen, Nisbett, Bowdle, & Schwartz, 1996). Based on these findings and Leary et al.’s (2003) finding that school shootings are often perpetrated to avenge rejection by peers, we investigated the hypothesis that culture of honor states are more likely to experience school shootings than non-culture of honor states. We compiled data on 183 school shootings, including relevant demographics of the shooting locations (i.e., state population, median income, mean state temperature, and strictness of gun control laws) and information about the shooting itself (e.g., number of people shot, number of people killed). Consistent with expectations, 74% of the shootings occurred in states with a culture of honor ($p < .001$). Two ANCOVAs showed that culture of honor significantly predicts both the number of prototypical shootings per state ($p = .013$) and the number of people shot per state ($p = .021$), even controlling for state population, population density, mean state temperature (which has been linked with violent crime rates), median state income, and strictness of state gun control laws.

A78

WHETHER IT ENTAILS CONFORMITY OR DISSENT, STRONGLY IDENTIFIED MEMBERS PUBLICLY EXPRESS CONCERN ABOUT COLLECTIVELY-HARMFUL GROUP PROBLEMS.

Dominic J. Packer^{1,2}, Bryan Moeller¹; ¹The Ohio State University, ²Lehigh University – The normative conflict model predicts that strongly identified members attend to group problems and are willing to express dissent if the status quo is perceived to be collectively-harmful. We investigated public expressions of concern regarding group problems. Students listed a problem at their university, and rated how harmful it was for the collective and how harmful they thought other students would perceive it to be. Participants entered an ostensible online discussion with fellow students and were randomly assigned to conditions that made salient the possibility that expressing concern would elicit positive versus negative reactions from others. Participants then provided a public rating of concern regarding the problem. The problems listed by strongly and weakly identified members did not differ in terms of perceived collective harm or expectations regarding others’ perceptions of harm. Nevertheless, these variables interacted with identification to predict public expressions of concern. Consistent with the dissent hypothesis, strong identifiers expressed heightened concern regarding problems they believed were collectively harmful, regardless of whether they thought other group members would agree. In contrast, weak identifiers only expressed concern if they expected agreement. Strong (but not weak) identifiers also expressed concern about problems they did not believe were collectively-harmful if they thought that other group members perceived them as harmful. Although other indices showed that the experimental manipulation influenced anticipated reactions from others, the effects above were not moderated by condition; thus, even if they anticipated negative reactions, strong identifiers publicly expressed concern about group problems with potential for collective harm.

A79

HOW DO SELF-DETERMINATION THEORY NEEDS IMPACT BI-DIRECTIONAL WORK-TO-FAMILY SPILLOVER?

E. Layne Paddock¹, Carrie Veronica Smith², Jessica Bagger³; ¹Singapore Management University, ²University of Delaware, ³Sacramento State University – Research on work-family (Butler, Grzywacz, Bass, & Linney, 2005; Kossek & Ozeki, 1998) suggests both negative (conflict) and positive (facilitation) bi-directional

spillover occurs between work and home domains. Increasingly we understand the causes, correlates, and outcomes associated with these forms of spillover; however, little research addresses how individuals’ motivations relate to their experiences between these domains (Senecal, Vallerand, & Guay, 2001; Deutsch, 2006). Self-determination theory (Deci & Ryan, 1985, 2000), which previous research links to work (Gagne & Deci, 2005) and home (Blais, Sabourin, Boucher, & Vallerand, 1990) domains, suggests that three types of needs are essential for personal well-being: autonomy, competence, and relatedness. Here we focus on whether fulfillment of these needs at work (home) impacts individuals’ work-to-home (home-to-work) negative and positive spillover. Additionally, we explore the role affect plays in this process. We use a multilevel design that focuses both between and within employees, adding to the scant within-individual level work-family research. 68 employees participated by completing a one-time survey and three weeks of daily home and work surveys on workdays and having their supervisors complete a one-time survey. Results from a series of multilevel random coefficient models suggest relatedness relates to bi-directional positive spillover and that needs relate only to family-to-work negative spillover. As expected, results support positive and negative affect as a mechanism for these need-spillover relationships. The results of the present study provide support for the importance of need satisfaction in fostering inter-domain well-being.

A80

THRIVING WITH A PLURAL SELF-CONCEPT: HARMONY AMONG ROLE IDENTITIES PREDICTS SOCIAL AND PSYCHOLOGICAL FUNCTIONING

Jesse Pappas¹, Gerald Clore¹; ¹University of Virginia – We clarify existing findings concerning the consequences of maintaining a diverse, or plural, self-concept by considering the nature of relationships among discreet social role identities. While fragmentation models (Donahue et al., 1993; Lutz & Ross, 2003; McReynolds, Altrocci, & House, 2000) interpret variability in self-concept as a threat to mental health, specialization models (Linville, 1987; Rappoport, Baumgartner, & Boone, 1999) predict positive psychological outcomes for those with a particularly plural sense of self. Multiple regression techniques are employed to examine how measures of identity plurality, identity harmony, and identity independence influence scores on a set of health indicators. Our results indicate that high degrees of self-perceived harmony and, to a lesser degree, independence among one’s various role identities have direct positive influences on social and psychological functioning and also moderate relationships between self-complexity and mental health.

A81

CHOICE AND SELF-ACTIVATION

Jiyoung Park¹, Shinobu Kitayama¹; ¹University of Michigan – Numerous studies have demonstrated that upon making a choice between two equally attractive items, individuals justify the choice by increasing the preference for the chosen item and reducing the preference for the rejected item. It is commonly assumed that the post-decisional justification effect is a psychological means to defray a self-threat imposed by the choice. According to this view, knowledge of the self is a crucial element of the justification process. In contrast, recent evidence suggests that choice can instigate action tendencies both toward the chosen item and against the rejected item. The choice justification may be a perceptual consequence of these action tendencies that occurs independent of self-knowledge. 63 Caucasian Americans made a choice between two equally attractive CDs. The accessibility of first person pronouns both before and after the choice was our measure of self-knowledge activation. Replicating previous research the choice justification happened when the choice was perceived as private, but not when it was perceived as public. Importantly, no increase of self-knowledge activation was observed in the private choice condition whereas a substantial increase was observed in the public choice condition. Moreover, people who showed an increase in self-knowledge

activation showed a regret pattern in their reported preferences for the pertinent CDs. These findings were interpreted to suggest, first, that choice justification happens independent of self-knowledge when the choice instigates action tendency, but, second, that when the action tendency is interrupted, people become self-conscious, reflecting back on their own choice, thereby often experiencing regret over the choice.

A82**AN ACTIVATION/VALIDATION MODEL OF SELF-CONSTRUAL**

Kurt Peters¹, Bertram Gawronski¹; ¹The University of Western Ontario –

A model of self-construal is proposed involving two distinct psychological processes: The activation of associative self-knowledge and its validation for entry into the working self-concept. Through the interaction of these two processes, the model is capable of representing both self-concept stability and change. In particular, the model describes two schematic processes of self-construal based on the mutual influence of activation and validation processes on the self-concept. A first experimental test of the model was conducted using a motivated reasoning paradigm in which participants were led to believe that either extraversion or introversion contributes to important life outcomes. Following the manipulation, participants completed indirect (Implicit Association Test) and direct (self-report) measures designed to assess the activation and validation of self-knowledge, respectively. It was expected that being motivated to perceive oneself as extraverted or introverted would directly affect the validation of self-beliefs and engage confirmatory hypothesis testing to substantiate them, thereby activating a biased subset of associative self-knowledge. Results supported this "top-down" process of self-construal, as changes in the working self-concept due to motivated reasoning significantly mediated changes in the activation of associative self-knowledge. Implications and extensions of the model are discussed.

A83**CHANGING ONESELF AND THEN CHANGING THE WORLD: THE ROLE OF REGULATORY FIT IN IDENTITY CHANGE WITH IMPLICATIONS FOR ENVIRONMENTAL ACTIVISM**

Alison Pfent¹, Lisa Libby¹; ¹Ohio State University –

When people develop activist identities, they are more likely to engage in activism on behalf of a group, value, or ideal (Klandermans, 2003). What causes people to take on these strong and consequential identities is not well-understood and is examined in this research. In two studies participants engaged in an activist behavior by signing a petition in favor of free curbside recycling, either under conditions of regulatory fit or non-fit. Past research has examined how experiences of fit relate to the value people place on actions (Higgins, 2005). The present research tests how experiences of fit relate to self-perceptions and identity. We predicted, and found, that people who signed a petition under conditions of non-fit were more likely to call themselves environmental activists than people who signed a petition under conditions of fit. In a second study, this effect was moderated by previous interest such that people who had shown previous interest in environmental causes, and signed a petition under conditions of non-fit, were especially likely to call themselves environmental activists. These individuals also engaged in the most environmentally friendly behaviors during the subsequent week as measured in a follow-up survey. Experiencing a lack of fit may lead people to think more about why they engaged in an activist behavior and subsequently conclude that they must be dedicated to the cause. This research shows that changing the way people experience an action can change how people see themselves, with implications for how they attempt to change the world.

A84**SOCIO-ECOLOGICAL STRUCTURE OF SELF: URBAN-RURAL VARIATION IN MODELS OF AGENCY ACROSS KANSAS.**

Kate Pickett¹, Glenn Adams¹; ¹University of Kansas –

Previous research suggests that constructions of relationship vary across space, such that urban settings promote more voluntaristic-independent models of relationship as a product of choice and rural settings promote more embedded-interdependent models of relationship as inherent connection (Anderson, Adams, & Plaut, in press). The present study tests a hypothesis about similar urban-rural differences in experience of agency. Urban settings may promote disjoint models of agency (i.e., individual action contrasted against socio-relational forces); in comparison, rural settings may promote relatively conjoint models of agency (i.e., action in concert with social-relational forces). Participants from the University of Kansas completed the pronoun selection instrument (PSI), a measure of agency in which participants choose from a list of pronouns to complete a series of sentences. In addition to the PSI, participants also indicated information about residential background, which we used to analyze PSI scores of participants across space. Results revealed hypothesized patterns, such that participants from more urban backgrounds selected a greater number of "I" pronouns than did participants from more rural backgrounds. Moreover, spatial analyses using Geographic Information Systems (GIS) technology revealed a clear pattern, such that the number of "I" pronouns decreased systematically from more urban, eastern areas of Kansas to more rural western areas of Kansas. These results provide evidence for variation in models of agency across urban-rural settings and demonstrate the potential of GIS as a tool to understand variation of social psychological phenomena across geographic space.

A85**IMPLICIT THEORIES OF LEADERSHIP AND SELF-EFFICACY: IMPLICATIONS FOR COPING WITH LEADERSHIP CHALLENGES**

Jeffrey M. Pollack¹, Jeni L. Burnette², Crystal Hoyt²; ¹Virginia Commonwealth University, ²University of Richmond –

Extending the implicit theoretical perspective (Dweck & Leggett, 1988) to the domain of leadership, the primary goal of the current research was to demonstrate the interactive effects of implicit theories and leadership self-efficacy in predicting responses to challenges. Study 1 examined the challenge of a leadership stereotype threat for women, whereas Study 2 examined a leadership setback for both men and women. Across these two studies, we demonstrated that self-esteem, post-task efficacy, advice-seeking and leadership style varied as a function of leadership self-efficacy for those who believed leadership ability to be more of a fixed trait (entity-oriented beliefs). Specifically, results from Study 1 revealed that women reported lower self-evaluations after a stereotype threat when they had low self-efficacy and held an entity theory relative to an incremental theory (believe leadership ability to be more malleable). Study 2 revealed that individuals with more entity beliefs, relative to incremental beliefs, reported differing advice seeking intentions and leadership behaviors as a function of their self-efficacy in the face of a setback. In extending implicit theories to the domain of leadership, our findings support a long line of research across domains revealing that entity theorists struggle in challenging times (see Molden & Dweck, 2006) and that leadership self-efficacy can help enable the successful navigation of leadership challenges (Bandura, 1997; Hoyt & Blascovich, 2007). Results are discussed in terms of how implicit theories create the structure and framework in which events are interpreted.

A86**WHEN PAIN IS PREFERRED TO PLEASURE: DIFFERENTIAL EFFECTS OF HAPPINESS AND ANGER ON SELF-REWARD AND SELF-PUNISHMENT**

Evan Polman¹; ¹Cornell University –

It is axiomatic in social psychology that people have a fundamental motivation to protect the perceived worth and integrity of the self—in other words, to self-affirm. A large amount of evidence on positive

illusions, self-serving biases, and unrealistic optimism testifies to the pervasiveness of self-affirmation. But occasionally, people may not express a desire for self-affirmation; instead, under particular conditions, people may express a desire for self-punishment. Two studies explored this possibility, namely whether anger propels people toward self-punishment and whether happiness propels people toward self-reward. In Study 1, angry participants rated the desirability of unpleasant activities (e.g., visiting the dentist) as more desirable than happy participants, moreover, happy participants rated the desirability of pleasant activities (e.g., eating a gourmet meal) as more desirable than angry participants. In Study 2, participants' selections for self-punishing versus self-rewarding choices were investigated. Among participants who chose a candy that promised punishment (i.e., "jawbreaker"), a greater number of angry participants was evidenced, whereas among participants who chose an innocuous-sounding candy (i.e., "gumball"), a greater number of happy participants was evidenced. These findings suggest people have a love-hate relationship with the self: When people are happy, the self is rewarded, but when people are angry, the self is punished. Discussed in terms of regulatory focus, agitated-related emotions (e.g., anger) result in self-punishment and cheerfulness-related emotions (e.g., happiness) result in self-reward. Such a framework elucidates current empirical research on self-affirmation and self-punishment, as well as sheds light on the role of specific emotions in decision making.

A87

THE IMPACT OF A NATIONAL IDENTITY REMINDER ON BIAS *Shanette Porter¹, Melissa Ferguson¹; ¹Cornell University* – We examined the impact of American identity activation on bias. We derived two potential hypotheses: 1) attitudes toward Blacks would be more negative for those reminded of national identity, as might be suggested by Devos and Banaji's (2005) findings that participants more readily associated symbols of America with White versus non-White faces, and 2) attitudes toward Blacks would become more positive when reminded of American identity, given Dovidio et al.'s (2004) findings that highlighting national identity via a threat to the U.S. reduced White participants' prejudice toward Blacks. In study 1, participants completed either an Attitudes Toward Blacks survey that contained a reminder of national identity (i.e., a small American flag in the corner) or a control version of the survey. We found support for hypothesis 1: attitudes toward Blacks were significantly less positive in the experimental condition. In studies 2 and 3, we explored the boundary conditions of the effect, by varying the way in which the prime was presented (subtly versus blatantly), what prime was used (a flag versus the word, "American"), and what measure of attitudes was used (explicit versus implicit). We found that, relative to control, a subtle, but not a blatant, American prime led to less positive attitudes toward Blacks. There was also a trend toward more positive attitudes toward Whites when participants were primed subtly. In addition, we found that these effects held across types of American identity primes and attitudes measures. There was no evidence of moderation by prejudice or nationalism.

A88

ASSESSING NON-CONSCIOUS COLLECTIVE SELF-ESTEEM FOR NATIONAL IDENTITY *Jennifer L. Prewitt-Freilino¹, Peter H. Gries², Eugenia Cox-Fuenzalida²; ¹Rhode Island School of Design, ²University of Oklahoma* – Social psychological research has demonstrated that self-relevant stimuli – from letters of one's initials to numbers in one's birth date – can be tied to one's feelings about the self (e.g., Hets & Pelham, 2001; Koole, Dijksterhuis, & van Knippenberg, 2001). In assessing people's self-views, researchers have utilized individuals' ratings of these self-relevant stimuli as non-conscious (or implicit) measures of self-esteem. Building on this groundwork, the current research explores a method for assessing non-conscious social identity, and how in-group relevant stimuli can become tied to one's collective self-esteem. In the current study, we

explored the extent to which people's ratings of abstract art images that contained features of national flags could serve as a non-conscious measure of national collective self-esteem. Furthermore, because non-conscious measures have been used to assess prejudicial attitudes, we assumed that dislike for features of a foreign flag could serve as an indicator of negative attitudes toward individuals from that country. In support of our predictions, American college students rated the abstract image with features of the American flag higher than flags of other countries. Their liking of the image was positively related to their ratings of national collective self-esteem, and their ratings of the abstract images that represented other countries' flags correlated with Americans' ratings of individuals of that particular country for five out of the seven countries assessed. Discussion highlights future directions on how social identity threats may affect ratings of one's own and other countries, and if this measure is effective cross-culturally.

A89**THE EFFECTS OF RACE AND GENDER IDENTITY CONFLICT ON EVALUATIONS OF DEMOCRATIC PRIMARY CANDIDATES.**

Eden-Renee Pruitt¹, Janelle Jones², Kevin Miller³; ¹The Pennsylvania State University, ²University of Exeter, ³The Ohio State University – In the 2008 democratic primary, voters decided whether they would support a candidate who may be the first female (i.e., Hillary Clinton) or the first Black (i.e., Barack Obama) president. Although race and gender may be tied to how individuals view each of these candidates, the relationship between these two identities may be more complex for some rather than for others. The aim of this study was to determine how conflict between racial and gender identities might influence individuals' candidate evaluations. Ninety one participants (21 Blacks, 70 Whites; 41 Men, 50 Women) completed an online questionnaire before their state's primary. Participants rated the amount of conflict experienced between their race and gender identities. Then participants rated their confidence in their choice of candidate, evaluated each candidate's ability to secure the nomination, and whether each candidate had the best chance for democratic victory in the November election. For White males, greater conflict related to both lower confidence in Obama securing the democratic nomination, and lowered perceptions of Obama being the best chance for victory in November. In both White females and Black males, greater conflict was related to greater perceptions of Clinton having the best chance for victory. Black females did not relate their level of conflict with ratings of either candidate. Potential reasons for these differences are discussed.

A90**WHO AM I? SUBLIMINAL PRIMES INFLUENCE CONSCIOUS SOCIAL IDENTITY**

Brandon Randolph-Seng¹, Darcy Reich¹; ¹Texas Tech University – Social identity theory states that the self can be defined by group membership. At any moment in time, a person's social identity can fluctuate depending on the context. Two factors that are critical in determining self-categorizations include ingroup salience and intergroup comparison. In two studies these factors were manipulated through a subliminal priming procedure. After being primed, participants completed an explicit measure of social identity. Consistent with expectations, participants subliminally exposed to both an ingroup and outgroup prime identified themselves more strongly as a member of their primed ingroup than did those exposed to control primes, ingroup primes alone, or outgroup primes alone. These findings suggest that one's conscious social sense of self can be determined by factors that are beyond conscious awareness.

A91**THE EFFECTS OF PROTOTYPICAL LEADERSHIP AND UNCERTAINTY ON LEADER SUPPORT**

David E. Rast, III¹, Michael A. Hogg¹; ¹Claremont Graduate University – Social identity theory of leadership (Hogg, 2001) and uncertainty-identity theory (Hogg, 2007) posit that

leaders can shift a group's prototype and leadership effectiveness is dependent on how well the leader can evoke uncertainty while maintaining a prototypical group position. Because group members strive to be prototypical, they will adapt to this new prototype while the leader remains one of the most prototypical group members. Thus, leaders create a cyclical effect to remain in power while continually being perceived as effective leaders. The present study aimed to clarify how leader support is affected when uncertainty is induced by group leaders who vary their perceived prototypicality. Participants ($N = 98$) read two short paragraphs from a leader's personal statement, in which we manipulated leader prototypicality and uncertainty then measured leader support and group identification. As predicted, the more uncertain group members felt, the more they supported a non-prototypical leader ($\hat{a} = .607$, $t(93) = 4.834$, $p < .001$), whereas a prototypical leader was supported regardless of how uncertain members felt ($\hat{a} = .124$, $t(93) = .990$, $p = .325$). When leader support and uncertainty were high, participants identified stronger with a non-prototypical leader ($M = 7.736$, $SD = .566$) than they did with a prototypical leader ($M = 6.967$, $SD = .937$), $F(1, 98) = 8.990$, $p < .005$. The present study provides evidence that prototypical leaders are not only supported more by group members simply by being a prototypical group member but also suggests that non-prototypical leaders can gain support by inducing uncertainty among group members.

A92

JUSTIFYING TRANSGRESSIONS TO THE SELF AND OTHERS: WHEN WILL WE "PLAY THE VICTIM"? Shannon M. Rauch¹, Jordan Weber¹, Molly Van Deursen¹, Hannah Franz¹, Kevin P. McIntyre²; ¹Eastern Illinois University, ²Boston College – The social psychological literature suggests that victims are frequently derogated. Yet, individuals sometimes appear to present themselves as victims, perhaps as part of a self-presentational or a self-enhancement strategy, to justify perceived failures to others or to the self. One negative event that may need such justification is transgressing against another person. In the current study, seventy participants were randomly assigned to either transgress against a partner by delivering uncomfortable noise blasts or to not transgress. Participants were then told that they would be writing an essay that would be read by either their partner or an unknown individual sometime in the distant future. Participants were then given the option of writing about a time where someone hurt or mistreated them or a time where someone helped or treated them particularly well. Participants also completed measures of perceived hardship, gratitude, self-esteem, and implicit affect. While the majority of participants did not choose to write about being a victim, those that did were twice as likely to do so after transgressing against a partner ($n = 10$) than after not transgressing ($n = 5$), regardless of the essay's target audience. Transgressing against another person also led to significantly higher implicit negative affect scores, but did not increase participants' reporting of perceived hardships. There was little evidence that people use self-victimizing as a self-presentational strategy, as participants reported significantly fewer hardships and marginally greater gratitude when they thought their partner would read the essay as compared to an unknown other.

A93

ASIAN AMERICANS AND MENTAL HEALTH: RACE-BASED REJECTION SENSITIVITY AND POSITIVE IDENTITY THOUGHTS PREDICT DEPRESSION AFTER RACE-BASED REJECTION Kavita S. Reddy¹, Rainer Romero-Canyas¹, Geraldine Downey¹; ¹Columbia University – Race-based rejection can have detrimental effects on mental health; however, some people display resilience to such negative experiences. We borrowed from research on interpersonal rejection and the self-concept to study race-based rejection sensitivity and ethnic identity conceptualization as moderators of the link between rejection and poor mental health. We focused on race-based rejection sensitivity (Mendoza-Denton et al., 2002; Chan & Mendoza-Denton, 2008), valenced thoughts

about one's ethnic identity, and mental health among Asians and Asian Americans. People have positive and negative thoughts about their ethnic identity (Phinney, 1990), the activation of which should influence information processing, affect, and behavior (cf. Higgins, 1996). We hypothesized a positive relation between race-based rejection sensitivity and proportion of negative thoughts about one's ethnic identity, and poorer mental health after race-based rejection. Participants relived a race-based rejection or neutral experience, then completed a thought-listing task in which they listed thoughts about themselves as members of their ethnic group, and then rated each statement's positivity or negativity. Participants also completed various measures, including measures of race-based rejection sensitivity and depression. Race-based rejection sensitivity predicts a higher proportion of negative thoughts about oneself as an ethnic group member and higher depression levels after reliving a race-based rejection experience, but not a neutral one. However, heightened positivity of the thoughts about oneself as an ethnic group member buffers against depression. Data suggests differences between Asians and Asian Americans in the application of this strategy. Implications for social identity research are discussed.

A94

IDENTITY THEFT: WHEN SIMILARITY BREEDS CONTEMPT Stephen Reysen¹, Mark J. Landau¹, Nyla R. Branscombe¹; ¹University of Kansas – How would you feel if another person suddenly adopted your mannerisms and style of dress? We define identity theft as a situation in which a person appropriates distinctive characteristics of another person's public identity. We hypothesize that identity theft poses a threat by undermining the individual's claims to a unique public identity. Accordingly, participants reported heightened negative emotions when imagining another person appropriating many, but not few, personal characteristics (Study 1), but this effect was eliminated when the identity theft was unintended or when a third party validated the participants' claim to the appropriated characteristics (Study 2). Furthermore, negative reactions to identity theft were exacerbated when a third party attributed ownership of one's characteristics to the copycat, and were not elicited by imagining another person falling victim to identity theft (Study 3). Finally, negative reactions to identity theft were attenuated among participants led to focus on their core, intrinsic self-worth as compared to those focused on contingent or extrinsic personal value. Taken together, these findings demonstrate the unique threat that arises when similarity goes too far.

A95

IS THAT ME? THE INFLUENCE OF SUBJECTIVE CONFLICT ON AUTHORSHIP PROCESSING. Travis A Riddle¹, Ezequiel Morsella^{1,2}; ¹San Francisco State University, ²University of California, San Francisco – The sense of agency is based on several cognitive mechanisms, including a lawful correspondence between actions that are intended and actions that are observed; when there is a mismatch, people perceive a weakened sense of control and see themselves as not being the agents of their actions. We propose that the presence of intra-psychic conflict, too, influences the sense of agency, such that urges conflicting with current goals are perceived as foreign to the self, as captured by the often-heard 'monkey on one's back' metaphor. For example, engaging in a behavior (e.g., eating chocolate cake) that is incompatible with an intention (e.g., to diet) leads to conflict and such self-versus-other attributions. Such attributions should also be seen in response interference paradigms such as the Stroop task, in which intended plans (e.g., color naming) conflict with unintended, automatized plans (e.g., word reading), with the latter being perceived as foreign to the self. Moreover, this attribution should weaken as a function of extensive practice of the controlled response, and self-versus-other attributions should reverse in conditions such as those of the Reverse Stroop (J.R. Stroop, 1935), in which, following extensive training, color-naming plans can be made to compete with word-reading plans. Using a Stroop-like task, we evaluated these hypotheses to

examine the nature and malleability of the sense of agency. Our investigation may shed light on aspects of self-control, addiction, disorders of agency, and the cognitive construction of the self.

A96**NOTHING TO LOSE, MUCH TO GAIN? BOOSTING RELATIONSHIP SATISFACTION FOR LOWER SELF-ESTEEM INDIVIDUALS**

Kelley J. Robinson¹, Jessica J. Cameron¹; ¹University of Manitoba – People with lower self-esteem (LSE) are unhappy in their relationships – especially those with LSE partners (Cameron, 2008) – and, consequently, suffer ill health (e.g., Stinson et al., 2008). Social support interactions, which are known to contribute to relational, physical, and mental well-being (e.g., Cohen & Wills, 1985; Pierce, Sarason, & Sarason, 1996), could possibly boost LSE individuals' connectedness with others. The current study used a dyadic approach to investigate whether LSE support-seekers would experience a relationship benefit from receiving support from a partner. Dating partners were assigned to support-seeker and caregiver roles. Support-seekers were exposed to a stress manipulation then left alone with their partners for 5 minutes. All couples experienced a spontaneous support interaction during this time. Following the interaction, support-seekers rated their felt support, the congruence of their support-need and the support they received, support satisfaction, and relationship satisfaction. Results revealed that LSE support-seekers experienced a boost in relationship satisfaction following the supportive interaction, but only when their partner also had LSE. Compared to couples comprised of other self-esteem level combinations, support-seekers from couples comprised of two LSE partners experienced a significant increase from pre-interaction relationship satisfaction to post-interaction relationship satisfaction. Receiving support in the context of an intimate relationship appears to be an essential component of increasing LSEs' relationship satisfaction. If these improvements were maintained, receiving support may enhance LSEs' feelings of self-worth and improve their health outcomes. Implications for creating these enduring supportive contexts will be discussed.

A97**ATTACHMENT ANXIETY AND AVOIDANCE, FRIENDSHIP GROUP IDENTIFICATION AND THE UTILIZATION OF SUPPORT NETWORKS IN TIMES OF NEED**

Harriet E.S. Rosenthal¹, Judi Walsh², Richard J. Crisp³, Claire V. Farrow⁴; ¹Durham University, UK, ²University of East Anglia, UK, ³University of Kent, UK, ⁴Loughborough University, UK – Previous research has found that interpersonal attachment dimensions are linked with the use of network resources in times of need. In study one, one hundred and twenty undergraduate students completed measures of attachment (ECR, Brennan, Clark & Shaver, 1998) and support network orientation (NOS, Vaux et al., 1986). Findings demonstrated that high attachment avoidance was linked with decreased use of network resources. High attachment anxiety was also linked with decreased use of network resources, a finding which conflicts with some previous work. Subsequent analysis demonstrated that it was those high in attachment anxiety and attachment avoidance (fearful), who showed the most negative network orientation, and those low on both dimensions (secure) who showed the most positive network orientation. A second study examined the link between attachment, network orientation and friendship group identification. Forty undergraduate students completed the ERC before completing either a control or relationship threat manipulation, followed by the NOS. Analysis revealed attachment anxiety was negatively related to identification, and positively related to network orientation, in the threat condition, while there was no significant relationship for either identification or network orientation in the control condition. The findings are discussed with reference to theory and research on hyperactivating and deactivating strategies, and models of self and other.

A98**SELF-ESTEEM IS A “RELATIONSHIP BOOSTER,” PARTICULARLY IN SOCIETIES HIGH IN RELATIONAL MOBILITY**

Kosuke Sato¹, Masaki Yuki¹; ¹Hokkaido University – Although the cross-cultural differences in the importance of self-esteem are typically interpreted in terms of the differences in cultural self-construals, our previous findings suggest that they can be more logically explained in terms of the differences in a socio-ecological factor, named relational mobility (RMob). According to the theory, self-esteem is a perceived “market value” of the self, and is a reliable predictor of one's success or failure in the interpersonal domain. This is true, however, especially in societies high in RMob, such as North America, because one needs to be selected as a desirable relationship partner by others (i.e. the “open market of interpersonal relationships”). In contrast, self-esteem is not a reliable predictor of one's interpersonal success in societies low in RMob, such as East Asia, where relationships tend to be predetermined and longstanding. In the present research, we derived our new hypotheses from the above theory: when there is a chance, individuals with high self-esteem, who perceive themselves to be of high relational values, will attempt to broaden ones' interpersonal relationships. On the other hand, low self-esteemers will stick to one's existing relationships. Also, this effect will be greater in a society high, rather than low, in RMob. Results from two studies supported these predictions: 1) the level of self-esteem was positively correlated with the investment in the formation of new relationships (Studies 1 and 2), and, 2) such a correlation was stronger in the US than in Japan, societies high vs. low, respectively, in RMob (Study 2).

A99**KNOW THYSELF: THE BENEFITS OF TRUE SELF-KNOWLEDGE**

Rebecca Schlegel¹, Joshua Hicks¹, Laura King¹, Jamie Arndt¹; ¹University of Missouri – A number of philosophical and psychological theories suggest the knowing your true self is a critical component of the good life. These ideas seem to have been embraced by many people, as evidenced by the recurring theme of the value of true self-knowledge in books, movies and common wisdom. Indeed, knowing one's true self seems to be culturally recognized as an imperative ingredient for a happy and meaningful life. The current research examines the possibility that reminders of the true self should improve well-being for individuals with clearly defined true self-concepts, but may threaten well-being for individuals with less clearly defined true self-concepts. That is, because knowing one's true self is considered an important life goal by many people, reminders that one has or has not accomplished this goal should influence well-being. This idea was examined in two studies which used cognitive availability of the true self as a means of assessing true self-knowledge. Study 1 suggested that, unlike writing about other topics (“the everyday self” or a control topic), the cognitive availability of one's true self (as rated by independent coders) predicted meaning in life. In Study 2 participants listed traits that described either their true or everyday self, results showed that self-reported availability (as indicated by the ease/difficulty of generating a list of self descriptors) predicted meaning in life, authenticity, and hope in the true self condition only. Implications for the study of the true self and authenticity are discussed.

A100**AUTOBIOGRAPHICAL MEMORY AND THE AGE-RELATED POSITIVITY EFFECT – EMOTIONAL EXPRESSIVITY IN OLDER AND YOUNGER ADULTS' DESCRIPTIONS OF PERSONAL MEMORIES**

C. Emily Schryer¹, Michael Ross¹, Myra Fernandes¹; ¹University of Waterloo – According to the Socioemotional Selectivity Theory (Mather & Carstensen, 2005), older adults are motivated to maintain well-being through emotional self-regulation. This motivation affects performance on a variety of cognitive tasks with older adults attending to and better recalling positive than negative pictures and words. In the current research we examine the emotional language older and younger adults

use to describe their autobiographical memories. There is little evidence that positive autobiographical memories are more memorable than negative memories for older adults (Fernandes, Ross, Wiegand & Schryer, in press); however, older and younger adults may differ in how they remember personal memories, specifically in the language they use to describe their memories. We report 3 studies in which older (60-88) and younger (17-33) participants described memories from their recent and distant pasts. The memories were analysed using Pennebaker et al's. (2007) LIWC, a program that calculates the percentage of positive and negative emotion words used within a text. Across all 3 studies older adults used more positive words than younger adults to describe their memories regardless of whether the memories were spoken or written, and regardless of whether emotional memories were specifically requested. Older adults, however, only showed this positivity effect in language usage when describing recent memories (from the past 5 years) and not when describing distant childhood or adolescent memories. We suggest that the language older adults use to describe their personal memories facilitates self-regulation, and that more recent memories are more important to emotional self-regulation.

A101

A DIARY INVESTIGATION OF INTERPERSONAL APOLOGIES AND FORGIVENESS Karina Schumann¹, Michael Ross¹; ¹University of Waterloo – Scholars from various disciplines believe that apologies fulfill important psychological needs and are an especially effective means of repairing relationships between perpetrators and victims (Minow, 2002; Tavuchis, 1991). However, most apology research involves hypothetical scenarios, and evidence for the proposed transformative powers of apologies is underwhelming. The purpose of the present study was to investigate apologies as they occur in everyday life. Over 12 days, participants reported and described any occasions when they committed or were the victims of an act that deserved an apology. Participants reported committing more offenses and offering more apologies than they reported being victimized and receiving apologies. The most commonly reported events were failures to meet obligations, inconveniences to others, and social harms. Most events were of mild severity and occurred between friends. Remorse, acceptance of responsibility, and explanation were the most frequent elements reported in the apologies participants offered and received. Despite theories about gender differences in apology behaviour (e.g., Tannen, 2001), men and women did not differ in the way or how frequently they apologized. Severity of the offence was negatively associated with victim forgiveness and perpetrator self-forgiveness. Relationship closeness did not affect forgiveness ratings. Perpetrators who apologized reported greater self-forgiveness and thought they would be forgiven more by the victim than perpetrators who did not apologize. However, victims who received an apology did not report greater forgiveness than victims who did not receive an apology. These findings raise doubts about the commonly proposed curative effects of apologies, especially for victims of harms.

A102

SELF-CONSTRUAL AFFECTS NEURAL RESPONSE TO SOCIAL OSTRACISM Nicholas Schwab¹, Maurissa Radakovich¹, Daren Jackson¹; ¹University of Wyoming – Considerable research suggests that activation of self-construal (interdependent vs. independent) affects subsequent interpretation and behavior toward social and non-social information. In the present study we investigated the effect self-construal would have on neural response to social ostracism. To examine the potential effect of self-construal on social ostracism we recorded participants' continuous EEG as they played Cyberball. Participants played two rounds of Cyberball where they were included in the first round and then ostracized in the second. Prior to playing Cyberball, participants were either primed with an interdependent or independent self-construal. We hypothesized that an activated interdependent self-construal relative to an activated independent self-construal would act as a psychological

resource after ostracism, thus mitigating the aversive state associated with social exclusion. Specifically we hypothesized that participants primed with an interdependent self would show less cortical approach activity (relative left PFC activity) in response to being ostracized compared to participants primed with an interdependent self. Here relative left PFC was used as an index of approach motivation reflecting motivation to reestablish social belonging after ostracism. In support of our hypotheses participants primed with an interdependent self showed less relative left PFC activity following ostracism than did participants primed with an independent self. These results suggest that self-construal acts as a resource during social exclusion and may act in a similar fashion during other socially stressful circumstances. Our findings with self-construal dovetail previous work suggesting that psychological resources buffer against aversive and stressful life events.

A103

DIVINE OVERLAP: PREDICTING SELF-OTHER OVERLAP WITH GOD FROM BELIEFS AND LIFE SATISFACTION Carissa Sharp¹, Jessica Tipsord², Sara D. Hodges²; ¹University of Cambridge, ²University of Oregon – Using Aron's "Inclusion of Other in Self" (IOS) scale as a measure of self-other overlap, this study explored factors predicting greater overlap when the other in question was God. The current study used a sample of 38 college participants who all reported having a relationship with God, but varied in terms of frequency of worship attendance (the median frequency of attendance was "several times a year," but responses ranged from "never" to "once or more a week"). The sample also included non-Christians. Replicating past work that used a sample of regular church-goers (Sharp & Hodges, 2007), regression analysis of the current sample showed that higher scores on a measure of spiritualism and on a measure of religious fundamentalism independently predicted greater self-God overlap. When a measure of life satisfaction was also included in the regression equation, greater life satisfaction also (independently of spiritualism and fundamentalism) predicted greater overlap with God. The results further support the idea that perceived overlap with others -- even when those others may be perceived as divine -- reflects important aspects of self-perception.

A104

FOR BETTER OR FOR WORSE: IMPACT OF OTHER PEOPLE'S EVALUATIONS ON OUR ENTERTAINMENT EXPERIENCE Randi Shedlosky-Shoemaker¹, Kristi A. Costabile¹, Robert M. Arkin¹; ¹The Ohio State University – We often use the beliefs and behaviors of other people as a reference point when defining our social reality (Cialdini, 1988). For instance, our expectations for entertainment experiences may closely reflect evaluations provided by others who have previously experienced a similar situation. Expectations built on this social proof may then influence our actual experience. The goal of the present experiments was to examine the sensitivity of expectations to social proof (i.e., other people's evaluations of a story) and the subsequent role expectations played in the actual experience of reading a story. Study 1 (N = 133) found that expectations directly reflected the provided evaluations, $F(5, 127) = 112.24, p < .001$. Study 2 (N = 163) revealed that disconfirmed evaluations, though somewhat discounted, still influenced expectations, $F(1, 158) = 114.81, p < .001$, conceptually in line with the perseverance effect (Ross, Lepper, & Hubbard, 1975). Both experiments found that expectations influenced immersion in the story ($ps < .10$) and enjoyment of the story ($ps < .001$). Together, the present experiments suggest we are highly sensitive to others' evaluations of stimuli in our shared environment, carefully assimilating our expectations with the beliefs of other people. The strength of the impulse to assimilate leads people to do so even when informed that the basis for the conformity is erroneous. Considering these expectations influence actual experience, the process of looking to other people to understand social reality may in part shape that social reality, for better or for worse.

A105

IF I CAN IMAGINE IT, THEN IT IS NOT A LIE – REPRESENTATIONS OF FALSE CONTENT AS FACILITATOR OF DECEPTION. *Daniella Shidlooski¹, Ruth Mayo¹, Dan Ariely², Yaacov Schul¹; ¹The Hebrew University of Jerusalem, Israel, ²Duke University* – Honesty plays a central role in people's self-concept. However, acts of lying and deceit are frequent and prevalent, even when one wishes to preserve an honest self-image. Past research has shown that people try to balance between the motivation to achieve personal goals, for which acts of deceit are committed, and the motivation to preserve their honest self-concept. Several factors that facilitate this balance have been found demonstrated (Mazar et al., 2008). The current research identifies a novel factor: an association of the content of the lie with an existing representation in memory. We hypothesize that when such an association exists, people's inclination to lie increases. To test this hypothesis we manipulated the representation of the false content and measured the frequency at which deception took place. This was done either by using deceptive targets that were a-priori different in their likelihoods of being represented in one's mind (Experiment 1); and by employing a preliminary unrelated task of imagining a scenario, which was either relevant or irrelevant to the act of deception participants were subsequently tempted to make (Experiment 2). In both experiments, deception was observed significantly more often when participants had a representation of the deceptive content in memory. We propose that the existence of a memory representation of deceptive content makes the boundary between its imaginary occurrence and reality less distinct, thus enabling deception without threatening one's honest self-concept.

A106

ILLNESSES AND PHYSIOLOGICAL PROCESSES AMONG PARTICIPANTS WITH DISCREPANT SELF-ESTEEM *Mitsuru Shimizu¹, Kimberly Arnold¹, Shannon Lupien¹, Mark Seery¹; ¹University at Buffalo, The State University of New York* – Evidence is accumulating to suggest that discrepant high self-esteem (high explicit but low implicit self-esteem) and discrepant low self-esteem (low explicit but high implicit self-esteem) are associated with negative psychological and physical well-being (Schröder-Abé, Rudolph, Wiesner, & Schütz, 2007). We examined if participants with discrepant high and low self-esteem reported more physical symptoms than participants with congruent self-esteem (high or low in both explicit and implicit self-esteem) and exhibited physiological processes that may underlie these symptoms. After assessing explicit self-esteem, implicit self-esteem, physical symptoms, and negative affectivity, we instructed participants to deliver a speech while their cardiovascular responses were recorded. After controlling for negative affectivity, we found that participants with discrepant self-esteem were more likely than those with congruent self-esteem to report physical symptoms. In addition, we found that female participants with discrepant self-esteem exhibited greater cardiovascular threat (Blascovich & Tomaka, 1996) during the speech task, consistent with greater activation of the hypothalamic-pituitary-adrenocortical (HPA) axis (Dienstbier, 1989). Because HPA activation leads to the release of cortisol, threat may be associated with health problems due to immunosuppression (Cohen et al., 2002). Our findings implicate the physiological processes that potentially underlie the relationship between discrepant self-esteem and physical well-being.

A107

SELF-REFERENCING CAN REDUCE SELF-SUSPENSION FOLLOWING SELF-CONTROL *Steve Shirk¹, Chris Burgin¹, Leonard Martin¹; ¹University of Georgia* – To be successful at self-control, individuals must ignore their natural responses and behave in a manner appropriate for the situation. According to the self-suspension hypothesis (Martin, Shirk, & Burgin, 2008), self-control decreases self-referencing. This decrease can lead individuals to make judgments that are not concordant with their attitudes and values. Therefore, inducing

individuals to reference themselves after engaging in self-control could eliminate some of the negative effects of self-control. To test this hypothesis, we had participants complete a 44-item adjective trait scale. Next, participants were asked to draw a tree. After that, half of the participants were asked to self-control (i.e. eat their non-preferred food), whereas half were not (i.e. eat their preferred food). Then, half of the participants were shown a drawing of a tree and asked it was the one they had drawn earlier. To determine if it was, participants had to reference their self. Lastly, all the participants were asked to indicate their preference for five restaurants. The restaurants were described using traits from the initial trait scale. If participants were self-referencing, then their initial trait ratings would correlate positively with their restaurant ratings (i.e., I like restaurants similar to myself). As predicted, there was a positive relation between the trait ratings and the restaurant ratings only among participants who had not engaged in self-control or who had engaged in self-control but then self-referenced (tree task). Implications are discussed.

A108

REACTANCE IN THE EYE OF THE OBSERVER - VICARIOUS REACTANCE AND THE ROLE OF SELF-CONSTRUAL- *Sandra Sittenthaler¹, Eva Jonas¹, Eva Traut-Mattausch², Verena Graupmann¹; ¹Paris-Lodron-Universität Salzburg, ²Ludwig-Maximilians-Universität München* – Psychological reactance occurs in response to threats to perceived behavioral freedoms. Reactance is a motivational state with the goal to reestablish the threatened freedom. Although research shows that reactance is a widespread phenomenon, it is, however, not yet clear to what extent people experience vicarious reactance when they witness the restriction of another person's freedom. We predicted self-construal to be an important moderator in this context. Vicarious reactance should be more important for people with a strong interdependent self-construal than for people with an independent self-construal because people with a strong interdependent self-construal focus more on harmony and coherence inside a group, therefore those people should be more affected if a group-member is restricted in his/her freedom. In our studies, vicarious reactance could be demonstrated consistently. As predicted, the self-construal turned out to be an important moderator. In Study 1 (N=210) students' own vs. their best friends' freedom was restricted in an apartment search scenario. The results showed that people with a more independent self-construal showed higher reactance if restricted directly than when their best friend's freedom was restricted. In a second cross-cultural study with religious European and Russian participants (N=159) we restricted the participants either directly or we restricted an ingroup or outgroup member in a holiday situation and conceptually replicated the same phenomenon as in Study 1. The results showed that people with a more interdependent self-construal showed higher vicarious reactance, when a member of the ingroup was restricted in his/her freedom. Theoretical implications are briefly discussed.

A109

TO SUPPRESS OR NOT TO SUPPRESS, THAT IS THE QUESTION: THOUGHT SUPPRESSION OF EVALUATION. *Michael L. Slepian¹, Masanori Oikawa¹, Joshua M. Smyth¹; ¹Syracuse University* – Thought suppression, a willful attempt to not think about something, can cause "ironic" effects (i.e., a paradoxical increase in the occurrence of the target thought). Little is known, however, about the function of thought suppression when attempted in the context of positive goals. For example, students may try to suppress thoughts about academic evaluation to alleviate anxiety of evaluation and achieve higher grades. We investigated the effect of thought suppression of evaluation, relative to suppression of a control topic (communication) or to non-suppression (concentrating on the target) in college students (n=212). Participants were randomly assigned to spend five minutes suppressing, or concentrating on, either thoughts of communication or of evaluation. To assess accessibility of the target thought, participants were subsequently

asked to perform a modified three-color Stroop task, while continuing to suppress or concentrate on their target. Slower reaction times to the target word would indicate interference (i.e., failure of thought suppression). Results showed, as expected, thought suppression of communication resulted in significantly slower reaction times (more interference) to communication words, relative to those concentrating on communication. In contrast, instructions to suppress thoughts of evaluation led to significantly faster reaction times to evaluation words (and a trend of responding faster to all other stimuli), relative to concentration on evaluation. This study raises the possibility that suppressing thoughts of evaluation, at least under some circumstances, may produce motivational consequences that overcome the typical ironic effects of thought suppression (as observed for communication).

A110

DO YOU WISH ME WELL? THE IMPACT OF SELF-ESTEEM AND THREAT ON CAPITALIZATION

Shannon M. Smith¹, Harry T. Reis¹; ¹University of Rochester – Interpersonal relationships offer individual benefits (emotional regulation, self-expansion, goal achievement, etc.), but also present substantial risks (humiliation, conflict, violence, abandonment, etc.). To maintain faith in a relationship when vulnerability is omnipresent, partners must idealize one another and the relationship. However, self-esteem impacts the formation of such positive illusions, especially when the relationship is threatened, with HSEs drawing closer to partners and LSEs distancing themselves. Two studies examine how individual differences in self-esteem interact with relational threat to influence the ability to capitalize on a positive experience (i.e., derive additional benefit due to another's enthusiastic response). In an online study, Ps were randomly assigned to imagine either their partner's betrayal or a disagreement with the partner before imagining how the partner would respond to the Ps' goal achievement. Compared to a neutral condition, threatened HSEs presumed their partners would respond positively to their achievement, while threatened LSEs perceived their partners as less interested their good fortune. Study 2, a diary study, builds on these findings, examining whether self-esteem moderates perceptions of a target person's enthusiastic response to an actual positive event on days following relational conflict. For HSEs, yesterday's conflict led to perceptions of greater target positivity about today's best event, while LSEs perceived less positivity from their target on days following conflict. The results of these studies suggest that in the face of relationship threats, self-esteem moderates the ability to repair a relationship by basking in one's own reflected glory and maintaining faith in their partner's regard.

A111

HOW DID THAT HAPPEN? ATTRIBUTIONAL STYLE AND AFFECTIVE FACTORS IN UNEXPECTED SUCCESS IN SPORT.

Ian Smith^{1,2}, James Lambdon², Peary Brug²; ¹University of Chichester, ²St. Mary's University College – Within the sport psychology literature, attribution research has predominantly focussed on causal thought relating to failure outcomes (e.g. Miserendino, 1998). Furthermore, this research has usually employed experimental conditions rather than natural contexts. Researchers have argued that maladaptive attributions for failure have a more debilitating effect on confidence and future motivation than those for unexpected success, (e.g. Orbach, Singer & Price, 1999) although there appears to be little empirical evidence to support this stance. Accordingly, the impact on affective factors relating to adaptive and maladaptive attributions for unexpected success in natural, sporting settings has received little attention. As such, the current study involved the retrospective consideration of real-life unexpected success outcomes, as attributional thought occurs after unexpected success as well as failure (Weiner, 1985). The sample of athletes were tested for attributional style and grouped as maladaptive, neutral and adaptive, to allow for contrasts of trait sport confidence, sport value and sport esteem between the groups. The findings of the

current study suggest that confidence is an important factor relating to attributional style, with those of an adaptive pattern having a significantly higher level of confidence than their maladaptive counterparts. Furthermore, an investigation to determine which of Weiner's (1985) causal dimensions was most important in determining attributional style, found that only personal control increased significantly between all the groups when ascending from the maladaptive group through to the adaptive group. These findings are argued to have important implications for future research and attribution retraining.

A112

WEARING TWO HATS: SELF-DEFINITIONS SHIFT DIFFERENTLY FOR WOMEN VERSUS MEN IN RESPONSE TO GOAL PRIMES

J. Allegra Smith¹, Bernadette Park¹; ¹University of Colorado at Boulder – Social scientists have noted the greater inherent conflict in what it means for women to be simultaneously a good mom and a good professional than is true for men to be a good dad and a good professional. The role of "father" tends to be viewed as more congruent with being a professional than the role of "mother". To the extent that this is true, when considering the "self", women may need to engage in a greater shifting of their self-definitions than men across the two roles. Eighty-eight participants (44 women) completed two different Go-NoGo Association Tasks (GNATs) assessing the degree of association between themselves (indicated by self-referent words I, me, mine, my), and either parent or professional images. Participants completed each of these two GNATs twice, once after thinking about their professional goals, and once after thinking about their parent goals. As expected, associations between self and role were higher in the domain that matched the goal prime. For women, this was equally true for both roles. However, for men, it was only self-professional associations that were stronger after thinking about professional than parent goals; self-parent associations for men were statistically equivalent after either goal prime. These results suggest that because culturally held conceptions of these roles differ for the two genders, men and women may differ in how they think of themselves when focusing on being a parent versus a professional.

A113

AN OUNCE OF PREPARATION AND I'M LESS OF A BORE: THE NAÏVE THEORIES OF DEFENSIVE PESSIMISTS AND STRATEGIC OPTIMISTS REGARDING PREPARATION FOR A SOCIAL INTERACTION.

Lavonia Smith LeBeau¹, Anson E. Long², Karen Gasper³; ¹Harvard University, ²Indiana University of Pennsylvania, ³The Pennsylvania State University – Defensive pessimism (DP) is a domain specific cognitive strategy that involves setting low expectations for oneself for an upcoming performance, despite having previously succeeded in similar situations. Previous work indicates that DPs feel less anxious and perform better when allowed to prepare for an academic situation. We hypothesized that despite the spontaneity typically associated with social situations, preparation time would influence how DPs but not strategic optimists (SOs) felt about an imagined social interaction. After completing Norem's (2001) DP questionnaire (DPQ), participants (N=271) imagined seeing someone they wanted to ask out on a date, with either plenty of time or no time to prepare beforehand. Then they rated how they would feel about this event. Based on DPQ scores, we identified 78 DPs and 83 SOs. A series of 2 (DP; SO) X 2 (preparation time; no preparation time) ANOVA analyses revealed that, in the no preparation condition, DPs reported that they would feel concerned about the situation, be likely to make dumb mistakes, and be glad that the situation was over significantly more so than SOs. No differences emerged between DPs and SOs in the preparation condition. These findings indicate that preparation time may be the great equalizer for individuals who set low expectations for themselves in social situations, in that merely imagining that they had time to prepare dramatically improved DPs' expectations for the situation.

A114

IDENTITY, IMPLICIT SCIENCE=MALE STEREOTYPING, AND THE SCIENCE PIPELINE Frederick Smyth¹, Brian Nosek¹; ¹University of Virginia – Women continue to be disproportionately lost from the science pipeline as it narrows en route to top-tier scientific careers (Ceci & Williams, 2007; Smyth & McArdle, 2004). Implicit bias, i.e., a science-and-math=male stereotype, is pervasive among both men and women (Nosek et al., 2007) and is increasingly implicated as a cause of gender disparities (MIT, 1999; Kiefer & Sekaquaptewa, 2007; Summers, 2005). Among N > 140,000 participants volunteering at a publicly-accessible website, we found that implicit science=male stereotyping, more than explicit, predicted math achievement, and choice of scientific major and profession—positively for men, negatively for women. Implicit stereotype was measured by an Implicit Association Test (IAT; Greenwald, McGhee, & Schwartz, 1998) with the categories science, liberal arts, female and male. Men in science fields and women in humanities evidenced the strongest implicit stereotypes, while men and women in counter-stereotypical fields evidenced the weakest. In other words, the gender gap in implicit science=male stereotyping was strongest in the most stereotyped majors and professions. Men were highest and women lowest in the life and physical sciences; women were highest and men lowest in humanities. When grouped in 13 categories of major, the correlation between women's and men's mean implicit stereotype was $r = -.93$. This effect underscores the centrality of self-concept in implicit stereotyping. Implicit stereotypes reflected one's own gender and academic position. Further, the effects illustrate an implicit disconnect between men and women at the highest reaches of scientific achievement.

A115

THE PAST, THE FUTURE, AND INTRAGROUP ACTION: THE RELATIONS AMONG COLLECTIVE CONTINUITY THREATS, COLLECTIVE ANGST, AND THE DESIRE TO HOLD ON TO THE PAST Erin C. Squires¹, Michael J. A. Wohl¹, Jolanda Jetten²; ¹Carleton University, ²University of Queensland – In the present study, we investigated the impact of collective continuity threats on the desire to hold on to symbols and traditions of the group's past. We also examined the potential moderating role of collective angst, i.e., concern for the future vitality of one's group (Wohl & Branscombe, 2008). Specifically, we examined whether perceived collective continuity interacts with collective angst to determine group members' desire to hold on to the group's past. Roman Catholics (N=50) read a newspaper article, ostensibly from a Catholic-oriented news agency. In the group continuity condition, participants read that the Church has remained true to its values and traditions over the centuries and that these values and traditions hold true today. In the discontinuity condition, participants read that changes to the Church (e.g., changes to the seven sacraments) are occurring and thus, there is a disjoint between the Church of the past and the Church of the present. We found that when the group was portrayed as continuous, both those who were high or low in collective angst wanted to hold on to the group's symbols and traditions. However, when the group was portrayed as discontinuous those low in collective angst did not want to maintain the group's past, which was in contrast to those high in collective angst. Results are discussed in terms of intragroup relations and ingroup persistence. When people are concerned for the future of their group, they are more likely to view change negatively and thus strive to preserve the past.

A116

COMPLICATED LIVES: SELF-COMPLEXITY OF ACTUAL, IDEAL, AND OUGHT SELF-DESCRIPTIONS Matthew E. Stephenson¹, Alicia Limke¹; ¹University of Central Oklahoma – This research analyzed Higgins's (1985) self-discrepancy theory using Linville's (1985) card-sorting task (see also Showers, 1992 for a description of the task). Previously, research on self-discrepancy focused only on the discrepancies of the content of

self-descriptions in predicting psychological outcomes. Thus, the present study focused not only on the content, but also the complexity of the self-descriptions. To do this, participants completed card sorts describing their actual selves (who they or others believe they really are), their ideal selves (who they believe they want to be or believe others want them to be), and their ought selves (who they believe they should be or think others believe they should be). Findings indicated a relationship between the complexity in the self-descriptions of actual, ideal, and ought selves. That is, the higher the self-complexity of the actual self (i.e., greater number of self-aspects and less overlap between them) the higher the self-complexity of the ideal and ought selves. This indicates that individuals may be predisposed to think about themselves and others in certain ways; that is, they may have "default" organizational styles that they use to categorize themselves and others (even when thinking about who they want to be and who they should be). Future studies should include an investigation into the evaluative organization of these selves.

A117

LIFE LOSES MEANING FOLLOWING SOCIAL EXCLUSION Tyler F. Stillman¹, Roy F. Baumeister¹, Nathaniel M. Lambert¹, A. Will Crescioni¹, C. Nathan DeWalt², Frank D. Fincham¹; ¹Florida State University, ²University of Kentucky – Four studies supported the hypothesis that social exclusion would cause a global reduction in the perception of life as meaningful. Social exclusion was manipulated experimentally by ostracism in a computerized ball-tossing game (Study 1) and by having a confederate refuse to meet participants ostensibly after seeing their videotaped introduction (Study 3). Compared to control conditions, rejection led to rating life as less meaningful or more meaningless. Exclusion was also operationalized as self-reported loneliness (Studies 2 and 4), and high scores on loneliness predicted low ratings of life as meaningful, even after controlling for a series of other variables.

A118

THE LOOKING GLASS SELF: WHEN DOES FEEDBACK BECOME SELF-KNOWLEDGE? Alexandra Suppes¹, Yoko K. Iwaki², Erica Carranza², Sheena S. Iyengar²; ¹Columbia University, ²Columbia Business School – How do people use others' impressions of them to enrich their self-knowledge? For over a century, sociologists have theorized that people serve as looking glasses for each other, relying on others to provide an accurate image of the self. Previous research has yielded little support for the looking glass hypothesis. In two studies we demonstrate that both cognitive and motivational biases limit our ability to make use of others' impressions, but do not prevent it. Although people are anchored in a particular view of themselves, they make adjustments in their self-knowledge to incorporate others' feedback on more observable traits referencing social characteristics, but not more internal traits like intelligence. This pattern holds for both positive and negative feedback, regardless of whether the feedback is explicit or implicit.

A119

SOCIAL CLASS IDENTIFICATION PREDICTS MORE ACADEMIC HOPEFULNESS FOR UNIVERSITY STUDENTS Nassim Tabri¹, Michael Conway^{1,3}; ¹Concordia University, ²Centre for Research in Human Development – Working class individuals generally do not succeed as well as their middle class counterparts in university studies (e.g., Walpole, 2003). The present study examined the determinants of social class identification for young adults in a university setting, and the consequences of such identification for being hopeful of succeeding in and benefiting from university studies. Determinants were mothers' education, students' subjective social status (using the 10-step McArthur ladder scale), and their beliefs regarding the extent to which their social class background is valued in university. The sample (N = 305) consisted of students ranging from lower working class to upper class. They completed self-report measures of the above constructs. Multi-item scales were all reliable. Participants' self-reported GPA was also included as a

predictor of hopefulness. Structural equation modeling was conducted. The model provided a good fit ($\chi^2(5) = 7.48, p = .19, CFI = .97$, and $RMSEA = .04$) relative to other models. As expected, individuals' subjective social status and the belief that their social class background was valued increased their identification with their social class, which in turn increased hopefulness. In addition, perceptions of high social status and the belief of their social class background being valued directly increased hopefulness. Unexpectedly, mother's education decreased social class identification, even though it was positively associated with subjective social status. The model accounted for 7% of variance in social class identification, and 15% of variance in hopefulness. In sum, social class identification is beneficial for young adults in a university setting.

A120

CULTURAL IDENTITY CLARITY, SELF-CONCEPT CLARITY, AND PSYCHOLOGICAL WELL-BEING AMONG MEMBERS OF THE YELLOWKNIVES DENE FIRST NATION

Esther Usborne¹, Megan Cooper¹, Donald M. Taylor¹; ¹McGill University – Clarity of personal identity has been positively linked with psychological well-being (Baumgardner, 1990; Campbell, 1990). However, Taylor (1997, 2002) argues that without a clear cultural identity, the individual has no normative template against which to even construct a clear personal identity, and by extension, to achieve positive self-esteem and well-being. Members of disadvantaged cultural groups, such as Native North Americans, who have experienced a history of colonization and discrimination along with the imposition of a powerful and often confusing mainstream culture, may have had the clarity of their cultural identity compromised. The present research investigates the hypothesis that a clear cultural identity is associated with increased psychological well-being and self-esteem among a group of Native North Americans living in a remote community. Thirty-eight members of the Yellowknives Dene First Nation filled out questionnaires assessing the relationship between cultural identity clarity, personal self-concept clarity, well-being and self and collective esteem. Regression analysis revealed that cultural identity clarity was positively and significantly related to personal identity clarity, positive affect, self-esteem and collective esteem. Having a clear and confident knowledge of one's Native culture was associated with knowing who one was on a personal level, as well as feeling better about oneself and one's group, and experiencing more positive feelings in general. Interventions based on clarifying cultural identity rather than boosting self-esteem directly might be effective in increasing psychological well-being for society's most disadvantaged groups.

A121

COSTS AND BENEFITS OF SOCIAL ENVIRONMENT: REGULATORY ACCESSIBILITY AND STATE SELF-CONTROL

Michelle vanDellen¹, Rick Hoyle²; ¹University of Georgia, ²Duke University – Current accounts of self-control focus heavily on the mechanism of regulatory capacity. Although the availability of regulatory resources influences the extent to which someone will exert self-control, other factors may also be at play. The purpose of these studies is to investigate an alternate mechanism – regulatory accessibility – that may account for how social and environmental influences state self-control. In Study 1, we measured regulatory accessibility using a response generation task to hypothetical scenarios. Following this, participants completed 15 difficult items from the Remote Association Task (RAT; McFarlin & Blascovich, 1984). They were given as much time as they wanted to work on each item. The extent to which participants' responses to the scenario demonstrated self-control and did not demonstrate impulsivity predicted performance and persistence on the RAT task. In Study 2, we manipulated social environment by asking participants to write about a friend with good self-control, a friend with bad self-control, or a moderately extraverted friend. Following this writing task, participants who wrote about a friend with good self-control demonstrated increased regulatory accessibility on a lexical decision task and outperformed those who had written about a

friend with bad self-control or a moderately extraverted friend on the RAT task. Together these studies suggest that state self-control is influenced by multiple mechanisms. In addition to regulatory capacity, we should examine the extent to which social, personal, and environmental factors influence the accessibility of constructs related to self-control.

A122

CONCEPTUAL METAPHOR AND THE SELF: EVIDENCE THAT METAPHORS SHAPE THE REPRESENTATION OF THE INTRINSIC SELF

Matthew Vess¹, Jamie Arndt¹, Mark J. Landau², Jeff Greenberg³; ¹University of Missouri, ²University of Kansas, ³University of Arizona – Research has started to recognize the important role that metaphor plays in how we understand our social world. However, research has yet to elucidate the use of metaphor in representing our sense of self broadly, and our core self-conceptions specifically. In this vein, the “true” or “intrinsic” self is often metaphorically conceptualized as an inner core bound by external confines. Individuals commonly use metaphors such as “I was able to show my true self” and “my true self emerged” to describe an inherently abstract concept (“true” self) in terms of a more concrete physical experience (an emerging physical core). The present research examined whether these perceptual metaphors are merely linguistic devices or actually reflect basic representations of the “true” self in cognition. In Study 1, participants were exposed to a series of 5 different sized boxes progressing from either small to large (emergence condition) or large to small (constraint condition) and then completed measures associated with an intrinsic or true sense of self. Results showed that participants in the emergence (vs. constraint) condition reported higher self-actualization and lower concern with the evaluation of others. Study 2 demonstrated that exposure to perceptual stimuli indicative of physical emergence (relative to constraint and neutral non-moving stimuli) decreased behavioral conformity when offering aesthetic preferences. These findings demonstrate how exposure to perceptual stimuli reflecting metaphorical conceptualizations of the true self can subsequently shape responses and behaviors in ways consistent with those metaphors. Implications for understanding the cognitive representation of the self are discussed.

A123

SELF-AWARENESS AS A PROPOSED MODERATOR OF SOCIAL COMPARISON EFFECTS ON WOMEN'S BODY IMAGE

Rebekah A. Wanic¹, James A. Kulik¹; ¹University of California, San Diego – Recent body image research has generated evidence of an asymmetrical social comparison effect, whereby women who view a fit peer show a decrement in self-ratings while those who view an unfit peer do not differ from controls. Heightened self-awareness has been suggested to increase awareness of one's feelings and true bodily states. Therefore, we sought to determine if activating self-awareness would enhance the contrast effects of social comparisons, such that women made self-aware while viewing a fit peer would show relatively more contrast (decreased self-ratings) compared to women who were not made self-aware and, additionally, whether self-awareness might produce contrast (an increase in self-ratings) for those comparing to an unfit peer. College women, who were seated in the presence or absence of a mirror viewed an image of either an unfit or fit peer or saw no image before responding to questions about their body image and self-satisfaction. Results revealed that the expected asymmetrical comparison effect was significant, but there was no evidence that manipulated self-awareness moderated this effect.

A124

CRYING OVER SPILLED MILK: THE RELATIONSHIP BETWEEN YOUNG CHILDREN'S RESPONSES TO FAILURE, ACADEMIC SELF-VIEWS, AND EFFORT

Alisha Watts¹, Stephanie A. Fryberg¹, Carol S. Dweck²; ¹The University of Arizona, ²Stanford University – What happens when children experience setbacks in the academic domain?

Dweck and colleagues have shown that children have different reactions to failure. Some children respond with a helpless pattern of behavior: they decrease effort in the task and doubt their abilities. Other children respond with a mastery-oriented pattern of behavior: they increase effort and focus on achieving mastery (Diener & Dweck, 1978; Dweck, 1975; Heyman, et al., 1992). In two studies, we explored how these helpless or mastery-oriented responses to failure affect academic self-view and effort (as reflected in teachers' effort grades). Young children at a predominately American Indian elementary school (ages 5-8; Study 1: 69 participants; Study 2: 62 participants) responded to role-play scenarios in which a doll (representing the participant) failed to correctly clean up blocks or milk and received feedback from a teacher doll. Regression analyses for both studies revealed that children's responses to failure predict effort grades such that mastery-oriented responses (i.e., "I will clean up next time") were associated with higher effort grades, while helpless responses (i.e., "I will let someone else clean up next time") were associated with lower effort grades. For both studies, academic self-view fully mediated this relationship. Specifically, mastery-oriented responses predicted more positive academic self-views, and these self-views predicted higher effort grades. These results show that response to failure affects not only effort on the current task, but also the habitual effort reflected in semester effort grades. Implications for academic performance and future research will be discussed.

A125

SELF-SYMBOLS AS IMPLICIT MOTIVATORS Annemarie M. Wennekers¹, Rob W. Holland¹, Ad van Knippenberg¹; ¹Behavioural Science Institute, Radboud University Nijmegen, The Netherlands – Several studies have shown that self-symbols can influence decisions and preferences (e.g. Pelham, Mirenberg, & Jones, 2002; Brendl, Chattopadhyay, Pelham, & Carvallo, 2005). Furthermore, name letters have been found to even reduce performance under specific circumstances (Nelson & Simmons, 2007). In the present research we investigated whether name letters could increase motivation to work on a task when self-symbols were presented in the context of that task. We predicted that self-symbols could function as implicit motivators for high self-esteem people, but not for people low in implicit self-esteem. For the former group of people, self-symbols are more likely to trigger positive affect, which has been shown to be a crucial source of motivation (e.g. Custers & Aarts, 2005). In two studies the motivational effects of self-symbols were demonstrated, and the expected moderation of implicit self-esteem was found. High self-esteem participants put more effort in creating words with a set of letters and persisted longer on this task when the set of letters included name letters (Experiment 1). Furthermore, compared to low self-esteem people, high self-esteem participants persisted longer on an unsolvable puzzle task including name letters (Experiment 2). Initial performance moderated the effect in Experiment 2, possibly because failure experiences led to a decrease in motivation, or temporarily reduced self-esteem. In sum, the present findings are consistent with our hypothesis that self-symbols can increase motivational activity for people high in implicit self-esteem.

A126

TO MATCH OR MISMATCH?: INDIVIDUAL DIFFERENCES IN REACTIONS TO MESSAGE FRAMING Abbey White^{1,2}, Edward Hirt², Hendrix Kristin²; ¹Baylor University, ²Indiana University – Previous studies examining the effects of Regulatory Focus Theory (Higgins, 1996) suggest that presenting a health-related message in a way that corresponds to (matches) one's chronic self-regulatory focus may be a constructive means of ensuring that the message is effectively received. As a result, an individual who holds a promotion focus tends to process a message more effectively when it is presented in terms of possible gains, whereas an individual who holds a prevention focus is more apt to process a message more effectively if it is characterized in terms of potential losses. The purpose of the present study was to discover whether or not an individual will reframe a message (i.e., spontaneously "flip" the message

in their mind) in order to make better sense of a message framed counter to their chronic focus. We hypothesized that high chronic promotion or prevention focused individuals would reframe a message that mismatches their disposition, so that it matches their chronic self-regulatory focus when provided with the opportunity to do so. One hundred and sixty-two participants received either a promotion or prevention framed message and then were asked to recall the message as accurately as possible or explain the message as they would to a friend. The results of this study showed that high chronic prevention focused individuals who are also high Need for Cognition reframed promotion focused messages and showed a greater degree of agreement and certainty in addition to listing a greater number of arguments and prevention focused intrusions.

A127

POLITICAL CLIMATE, COLLECTIVE SELF-ESTEEM, AND HEALTH OUTCOMES FOR AFRICAN-AMERICANS Angela C. White¹, Blair T. Johnson¹; ¹University of Connecticut – Collective self-esteem may be defined as "the self-evaluation of one's social group" (Blaine & Crocker, 1995, p. 1033) and may be associated with important behavioral outcomes such as health. Based on the hypothesis that liberal political ideologies emphasize egalitarianism whereas conservative political ideologies accept group inequalities as inevitable, it was hypothesized that liberal U.S. presidents are associated with higher levels of African-Americans' collective self-esteem and health relative to their more conservative counterparts. Analyses of archival data from the American National Election Studies (1964-2004) revealed that African-Americans' collective self-esteem was higher during Democratic administrations than during Republican administrations. Additionally, African-Americans from the South reported higher levels of collective self-esteem than African-Americans from other census regions. These patterns were matched with data from the Youth Risk Behavioral Surveillance System (1990-2007); swings in collective self-esteem were associated with health such that decreases in collective self-esteem appear to lead to decreases in condom usage as birth control and in engagement of routine vigorous exercise. Implications of this and other findings are discussed.

A128

UNCERTAINTY AND SELF-WORTH STRIVING Aaron L. Wichman¹, Gifford Weary¹; ¹The Ohio State University – Uncertainty can be a potent threat. This threat perspective on uncertainty explains such findings as increased conviction in personal beliefs (McGregor, 2001) and derogation of worldview challengers (van den Bos, van Ameijde, & van Gorp, 2006). Participants with unstable high self-esteem are especially likely to respond in such a compensatory fashion (McGregor, Nail, Marigold, & Kang, 2005). If uncertainty responses are related to self-worth concerns, participants might be especially reactive to uncertainty in domains related to self-worth contingencies (e.g. Crocker, Luhtanen, Cooper, & Bouvrette, 2003). The current research investigates whether psychological feelings of uncertainty can be a cause of self-worth striving by examining the effects of manipulated uncertainty in combination with self-worth contingency measures. In Study 1, participants' self-reported sensitivity to automobile driving mistakes interacted with a causal uncertainty prime to predict less risk-taking in hypothetical driving scenarios. Uncertainty led these participants to act more congruently with their self-worth contingency beliefs. In Study 2, participants' appearance contingencies of self-worth (Crocker et al., 2003) interacted with a personal uncertainty activation to predict greater interest in hypothetical beauty products, even though it was explained that the products might have negative side effects. Again, uncertainty led participants to make choices more congruent with their self-worth contingencies. These findings suggest we must consider not only the meaning of uncertainty for the individual (c.f. van den Bos, Euwema, Poortvliet, & Maas, 2007), but also self-worth contingencies to understand responses to this meta-cognitive state.

A129**TOO MUCH OF A GOOD THING? WHEN STABILITY IMPEDES FLEXIBILITY**

Susan Wiese¹, Urszula Strawinska², Robin Vallacher¹, Deanna Jackson¹; ¹Florida Atlantic University, ²Warsaw School of Social Psychology – Dynamical Systems Theory views the self as a complex system comprising a number of interacting elements. The elements that make up the self-system tend to achieve self-organization, providing a stable platform for self-regulation and personal and interpersonal well-being. This process of stabilization through self-organization operates on the evaluative component of self-relevant information. However, there may be a downside to stability as research also indicates that too much stability within a dynamical system limits its range of behaviors, essentially trapping the system in a narrow, inflexible space. The present study examines the effects of stability on self-processes by investigating how stability moderates the relationship between self-view and intra- and interpersonal processes. A sample of 85 undergraduate students participated in this study by completing a series of previously validated questionnaires and computerized procedures assessing self-knowledge, self-esteem, behavioral and cognitive flexibility, regulatory behavior, and action identification tendencies. As predicted, self-stability was an important moderator influencing the relationship between the self-view and intra- and interpersonal processes. In particular, participants with either very low or very high levels of self-view stability were characterized by lower levels of behavioral and cognitive flexibility, whereas those with moderate levels of self-view stability showed higher levels of behavioral and cognitive flexibility. This research provides insight into the complex nature of the self and supports the notion of optimal levels of stability by showing that too much or too little stability impedes effective personal and interpersonal functioning.

A130**KNOWING ONE'S FUTURE SELF: SELF-AWARENESS AND AFFECTIVE FORECASTING**

Carrie L. Wyland¹, Jeremy Eberle¹; ¹Tulane University – How well do people know themselves? Some researchers have argued that self-focused attention increases the accuracy of self-knowledge (e.g. Gibbons, 1983), but others are skeptical of research suggesting that self-awareness promotes accurate perceptions of the self (e.g. Silvia & Gendolla, 2001). The present study employed a mixed model design to examine manipulated self-awareness and the accuracy of future self-knowledge. Specifically, the study addressed whether increasing participants' self-awareness would increase the accuracy of their affective forecasts about a negative future event. First, participants faced either the reflective or the non-reflective side of a mirror to manipulate self-awareness. Next, half of the participants predicted how they would feel after being socially rejected. All participants then experienced such rejection and immediately reported their emotional responses. The results indicated that the self-awareness manipulation did not influence affective forecasts, but that it did impact participants' ratings of their affective experiences. Specifically, participants in the high self-awareness condition reported feeling worse than those in the low self-awareness condition. Further, participants' experience ratings were also influenced by whether they made affective forecasts or not, such that participants who made affective forecasts reported feeling worse than those who did not. These findings suggest that although inducing self-awareness may not directly influence affective forecasts, doing so may impact self-reports about negative experiences. Moreover, making predictions about future events may actually influence the way in which those events are later experienced.

A131**IDENTITY POLITICS? HOW VOTER AND CANDIDATE CHARACTERISTICS PREDICT PERCEPTIONS OF PRESIDENTIAL CANDIDATES.**

Anjali V. Yakkundi¹, Michele M. Tugade¹, Jennifer E. Ma¹, Jeremy R. Arthur¹; ¹Vassar College – In discussing the candidacies of Hillary Clinton and Barack Obama, many media pundits have suggested that

identity politics may explain voter preferences among candidates, with female voters choosing Clinton and African-American voters siding with Obama. But as voters belong to multiple social groups, the identity politics involved may be more complicated. The current research sought to explore how candidate characteristics and voter gender and racial identities influence perceptions of political candidates. Undergraduate participants were presented with profiles of four presidential candidates whose policy stances were identical, though worded differently. The profiles only differed significantly in terms of the candidate's race (White vs. African-American) and gender. Participants rated each candidate on 16 "presidential" characteristics. In addition, participants completed measures of various individual differences, including racial and gender identity, racial and gender prejudice, political ideology, and demographics. The data showed significant main effects of candidate race and gender, qualified by a significant interaction such that the White female was perceived significantly more positively than the African-American female, while the African-American male was perceived significantly more positively than the White male. In addition, among White female participants, forms of gender identity predicted perceptions of female and African American candidates. By contrast, among White male participants racial identity predicted perceptions of the African-American male candidate. Relationships between additional individual differences and candidate perceptions were also explored. These results suggest that to fully understand voter perceptions, voter characteristics, including both gender identity and racial identity, must be considered alongside candidate characteristics.

A132**YOU ARE THE SUNSHINE OF MY LIFE: THE EFFECT OF REGULATORY CONTEXTS ON INTERPERSONAL ATTRACTION**

Makiko Yamagami¹; ¹Ochanomizu University/Education & Research Center – Since the 1960's, a large number of psychological researches have demonstrated the effect of attitude similarity on interpersonal attraction. In the intimate and long term relationships, though, we often experience the importance of complementarity, as is, the importance of making up for the partner's deficiencies. This study examined these two hypotheses (similarity vs. complementarity) on interpersonal attraction in the intimate vs. the more neutral context, respectively. 67 undergraduate students read the behavior descriptions with two distinct regulatory focuses (promotion type vs. prevention type: e.g., Higgins, 1987), and chose one of them as 1) a future co-worker (e.g., 3 months collaboration for the course work), and as 2) a future boy/girl friend. They also responded to the Japanese version of Regulatory Focus Questionnaire (RFQ: Higgins, Friedman, Harlow, Idson, Ayduk, & Taylor, 2001; Yamagami, 2008) to measure their baseline of regulatory tendencies. The promotion * prevention GLM revealed that the significant prevention effect and marginally significant promotion effect on co-worker's choice: The participants tended to prefer the person resembling to themselves. On the other hand, the significant interaction effect is obtained on boy/girl friend's choice: When the prevention score is high, participants with low promotion score tended to prefer the partner with promotion focuses, that is, the one who give them more positive views which they are lacking in. The discussion centers on the nature of the specific contexts in the attraction judgments.

A133**PRIMING SELF-DETERMINED AND NON-SELF-DETERMINED GROUP IDENTIFICATION: AN EXPERIMENTAL ANALYSIS OF INTRAPERSONAL AND INTERPERSONAL OUTCOMES.**

Maya A. Yampolsky¹, Catherine E. Amiot¹, Roxanne M. Aubin¹, Sarah Gobeil¹; ¹Université du Québec à Montréal – According to social identity theory and self-categorization theory, when one identifies with a social group, one is motivated to view this group in a positive light, especially in comparison to outgroups (Tajfel & Turner, 1986). In contrast, self-determination theory states that one's motivation to endorse an identity can be based on

a variety of reasons, ranging from intrinsic enjoyment to extrinsic rewards (Ryan & Deci, 2003). Based on the tenets of SDT, group members should be more likely to experience positive consequences (e.g., increased well-being, lower ingroup bias) when they identify with their ingroup for self-determined reasons rather than for non self-determined reasons. The present study tested this causal relationship by examining the effect of self-determined (SD) and non self-determined (NSD) motivation for identifying with a social group (i.e., one's province) on the intrapersonal outcome of well-being, and the intergroup outcomes of ingroup bias and nationalism. It was predicted that when primed with a SD motivation to identify with their ingroup (using the scrambled sentence task), participants would report greater well-being and lower ingroup bias and nationalism compared to those primed with a NSD motivation. ANOVAs partially supported the hypotheses on the variables of ingroup bias and well-being. However, results showed that participants primed with a SD motivation to identify with their group reported significantly more nationalism than participants primed with a NSD motivation. The results partially support SDT, but also demonstrate that there are potentially negative consequences to having a self-determined motivation in the specific context of group identification.

A134

THE LONGITUDINAL STABILITY OF ETHNIC IDENTITY Stevie C. Y. Yap¹, Ulrich Schimmack²; ¹Michigan State University, ²University of Toronto – Ethnic identity is an important aspect of an individual's sense of self and has important psychosocial outcomes. However, relatively little is known about the longitudinal stability of ethnic identity. Further, the small numbers of longitudinal studies that have examined the construct of ethnic identity have predominately taken a developmental/stage theory approach and have largely examined qualitative changes in ethnic identity status. This past research typically has focused on describing patterns of change rather than focusing on the degree of change and stability in ethnic identity over time. Thus, the main aim of this study was to examine the stability of ethnic identity in order to address this important theoretical gap. We conducted a meta-analysis of published longitudinal studies that reported retest correlations of ethnic identity. Stability was examined using Conley's (1984) approach to estimate the true stability of ethnic identity after controlling for instability due to the unreliability of ethnic identity measures. Our results indicated that the predicted annual stability of ethnic identity was .58. These findings suggest that ethnic identity has little stability over periods of more than 5 years. Implications of this finding on acculturation and identity development are discussed.

A135

SAVING OR NOT KILLING? YOUR COGNITIVE FRAMEWORK INFLUENCES YOUR WILLINGNESS TO INTERVENE IN MORAL DILEMMAS Ron Broeders¹, Kees van den Bos¹, Patrick A. Müller¹; ¹Utrecht University – Sidestepping philosophical approaches to morality, we adopt a social-psychological perspective on moral decision making. Specifically, we examine the influence of the principles "Thou shall not kill" and "Thou shall save" on how people respond to moral dilemmas. Study 1 reveals that in trolley dilemmas "Thou shall save" is a more salient principle, whereas in footbridge dilemmas "Thou shall not kill" is more salient. Study 2 shows that making "Thou shall save" (vs. "Thou shall not kill") salient leads to a greater willingness to intervene in footbridge dilemmas. In trolley dilemmas, this salience effect was not found. Study 3 replicated this by demonstrating that completing puzzles in which symbols regarding "Thou shall save" are presented (e.g., Red Cross) leads to a greater willingness to intervene in footbridge dilemmas than presenting symbols regarding "Thou shall not kill" (e.g., peace logo) or neutral symbols (e.g., a chair). Again, no significant differences were found in trolley dilemmas. To exclude demand characteristics and find evidence for nonconscious processes, Study 4 demonstrated that subliminally priming "Thou shall save" symbols resulted in more

willingness to intervene in footbridge dilemmas than priming "Thou shall not kill". Again, we did not find this effect in trolley dilemmas. Altogether, the findings presented suggest that situational cues influence the cognitive framework and hence how people solve moral dilemmas, especially when dilemmas allow for some leeway in people's responses (as is the case with footbridge dilemmas). Paradoxically, symbols concerning saving can lead to a greater willingness to kill for the greater good.

A136

RELIGIOUS IDENTITY AND DEPRESSIVE AFFECT: THE ROLE OF APPRAISAL-COPING PROCESSES Renate Ysseldyk¹, Kimberly Matheson¹, Hymie Anisman¹; ¹Carleton University – From race to religion, we all belong to particular social groups that inevitably shape our responses to a range of circumstances. Given the role of religion as both an identity and a system of beliefs for coping with stressful experiences, the present study examined how strength of identification with a religious group may influence both religious and non-religious appraisal-coping processes, which in turn may have implications for psychological well-being. Individuals (N=142) of various religious affiliations completed measures assessing religious identity strength, appraisal and coping strategies in response to their most distressing life event, and depressive affect. Regression analyses revealed that highly-identified religious individuals were more likely to appraise their stressful life event in religious terms, as more controllable by oneself, as a positive challenge from which they could learn and grow, and as less threatening. Religious identity was also related to coping, and in particular, was linked to a lower reliance on avoidant coping and increased use of positive religious coping. In addition, religious identity strength was negatively related to depressive affect. This relation was partially mediated by the decreased tendency for highly-identified religious individuals to appraise their stressor as threatening and by their rejection of avoidant coping strategies. It appears that although a strong religious identity was indeed related to lower levels of depressive affect, this relation may be indicative of highly-identified individuals' ability to diminish distress by interpreting stressful life events as more benign and to resist passive tactics in an effort to resolve such experiences.

A137

SELF-ANCHORING AS AN EXPLANATION FOR THE GROUP-SERVING BIAS Paul Zarnoth¹, Morenike F. Oshi-Ojuri¹, Christo R. Raines¹, Elizabeth S. Noakes¹; ¹Saint Mary's College of California – Self-serving attributional biases are prevalent in our culture. Group-serving biases have also been identified (Rantilla, 2000). In other words, individuals assign more responsibility to themselves and to their groups when they succeed than when they fail. In contrast, people assign greater responsibility to external factors when they fail. The current study tests a possible explanation for the group-serving bias that was developed from an earlier analysis by Otten (2002). It states that group-serving biases occur because individuals use beliefs about the self as an anchor when forming judgments about their ingroups. In the current experiment, members of 48 three-person groups individually completed the group identity scale (Hinkle et al., 1989) and then worked together to complete a series of abstract puzzles. Conditions were subtly manipulated to guarantee that only half of the groups would successfully complete the puzzle task within the time limit. Participants then rated a variety of potential explanations for their groups' performance. Successful participants were far more likely than unsuccessful participants to assign responsibility to the self, to the group, and to their fellow group members. This replicated the self-serving bias and the group-serving bias while also revealing a new attributional bias, the group-member-serving bias. Consistent with the self-anchoring explanation, group-serving biases and group-member-serving biases were more extreme if the participant (a) exhibited a strong self-serving bias and (b) identified strongly with the three-person group. A second potential explanation for

the group-serving bias (derived from group-identity theory) will also be discussed.

A138**THE LOCAL DOMINANCE EFFECT IN SELF-EVALUATION**

Ethan Zell¹, Mark Alicke¹; ¹Ohio University – Self-evaluations are profoundly influenced by thinking about the self in relation to others. We distinguish between 2 types of social comparisons: local and general. Local comparisons indicate one's standing relative to a few discrete individuals. General comparisons reveal one's standing among a relatively large sample of individuals. Although general comparisons are far more informative, we argue that local comparisons have a greater impact on self-evaluations and affect than general comparisons. Study 1 provided support for this hypothesis. Participants completed a verbal task and were told that they were the best or worst person in a small group (local comparison) and better or worse than the average student at their school (general comparison). The local comparison, but not the general comparison, significantly impacted self-evaluations and affect. Using a similar design, Study 2 demonstrated that local comparison information has a greater impact than general comparison because local comparisons supersede or displace general comparisons. That is, when participants were only provided general comparison information, this feedback type significantly impacted self-evaluations and affect. However, when local comparison standards were available, the impact of general comparison information was dramatically reduced. These findings support the dominant role accorded to local comparison information in self-evaluation.

A139**EVIDENCE FOR SELF-ENHANCEMENT AMONG CHINESE STUDENTS: SELF-SERVING BIAS IN ABILITY JUDGMENT**

Liqing Zhang¹; ¹Peking University – Four studies were conducted to examine the self-enhancement tendency among Chinese students. The results of Study 1 showed that college students in China evaluated themselves to be above average on a variety of domains, including their decision making abilities, intelligence, cooperativeness, honesty, physical attractiveness, morality, mental stability, and expected length of life. Study 2 replicated the findings among participants in a continual educational program, who typically had their regular jobs and pursued additional education on weekends. Study 3 demonstrated that participants showed the above average effect regardless of whether the survey was in English or in Chinese. Furthermore, participants' evaluations of their positive attributes were positively related to the attributes' importance to their self-concept. Study 4 verified that participants rated their positive attributes above average, but they rated their negative attributes, such as rudeness, below average. Furthermore, their evaluations of their own characteristics were related to the attributes' importance to their self-concept, their assessment of the positive-negative dimension of these attributes, and their global trait self-esteem. Therefore, the present research supports the idea that Chinese students self-enhance when they judge their personal qualities.

A140**THE ROLE OF REGULATORY FOCUS IN PERCEPTION AND IMITATION OF MANAGEMENT METHODS**

Shu Zhang¹, Tory Higgins¹; ¹Columbia University – This study investigates the role of regulatory focus in people's perception of management methods used by a former supervisor, and their tendency to imitate these methods when managing their current subordinates. Using a sample of 58 Chinese EMBA and their current subordinates, we found that only EMBA with high prevention focus imitated their former supervisor' methods when managing their current subordinates, and the methods they imitated were mostly perceived as "undesirable" (e.g. monitoring subordinates' behavior, using coercive power), in a sense that these methods would lower subordinates' satisfaction with and impression of supervisor. In

contrast, though EMBA with a promotion focus showed a stronger preference for "desirable" methods used by their former supervisor (e.g. facilitating subordinates' work, providing directions for work), they didn't imitate these methods when managing their current subordinates. These findings suggest that people with a prevention focus can be greatly influenced by their experiences with a supervisor who used undesirable management methods. In particular, when their former supervisor manages them in an undesirable manner, people with a prevention focus will do the same, or the similar, to their current subordinates. People with a promotion focus, however, are unlikely to be affected by their experiences with a former supervisor, regardless of how desirable or undesirable these experiences may be.

A141**THE SELF-REGULATORY FUNCTIONS OF SOCIAL NETWORKS**

Xi Zou¹; ¹Columbia University/Graduate Student – I propose a self-regulatory account to understand how social networks can shape individuals' subjective well-beings (SWBs). In three studies, I find that social networks critically facilitate or constrain individuals' self-regulation processes (promotion vs. prevention focuses), which significantly affect individuals' well-beings. Study 1 involves a sample of 223 full-time employees and tests the interaction effects of network structures (i.e. size, density) and individuals' regulatory focuses in predicting general life satisfaction, job satisfaction, and insomnia. I find that high promotion focused individuals have significant higher SWBs if they have a large network. High prevention focused individuals have significant higher SWBs if they are embedded in a high density network. Study 2 manipulates social network structures and shows that, a large network elicits eagerness strategies that fit with a promotion focus, whereas a dense network elicits vigilance strategies that fit with a prevention focus. Study 3 shows that promotion and prevention focused individuals prefer friends at different social network positions to share positive and negative life experience. Overall, I find that social networks can affect individuals' SWBs by shaping individuals' self-regulation processes. In return, I argue that a critical component in self-regulation is the social regulation from individuals' social networks.

A142**TERROR MANAGEMENT AND PTSD: SHATTERED ASSUMPTIONS OR DAMAGED WORLDVIEW?**

Donald Edmondson¹, Stephenie R. Chaudoir¹, Philip Bestrom¹; ¹University of Connecticut – Janoff-Bulman (1992) and others (e.g., Peterson, 1999) have theorized that PTSD results when an individual's implicit assumptions about the world (i.e., it is just and meaningful) and herself (i.e., she is competent and good) are "shattered" by the incomprehensibility of a traumatic experience. Terror management theory (TMT; Greenberg, Pyszczynski, & Solomon, 1986) states that these assumptions (collectively termed "worldview") provide a buffer against debilitating existential anxiety by blocking thoughts of death from consciousness. TMT studies have shown that the provision of meaning and self-esteem are the two primary markers of a worldview that successfully buffers existential anxiety (see Solomon, Greenberg, & Pyszczynski, 2004, for a review). The present study tested whether individuals with significant PTSD symptoms show evidence of a "shattered" worldview. Results of the study, which included 102 women and 87 men (mean age= 19) randomly assigned to be reminded of death, a traumatic event, or dental pain (control) showed that (1) participants with high levels of PTSD symptoms showed greater death-thought accessibility than participants with low levels of PTSD symptoms overall, and particularly when reminded of their mortality, and (2) PTSD symptom severity was negatively related to the two primary components of worldview posited by TMT; perception that life is meaningful and self-esteem. Together, results suggest that PTSD symptoms signal that an individual's worldview has been weakened, thus leaving her susceptible to increased awareness of mortality. Further, worldview damage due to traumatic exposure is evident in decreased meaning and self-esteem.

A143

CHOOSING TO BE A GLOBAL CITIZEN: IDENTITY AND MOTIVATIONS TO STUDY ABROAD Ryan Gonzalez¹, Clelia Anna Mannino¹; ¹University of Minnesota – Social psychologists know little about the impact of study abroad on individuals and society. In this programmatic research, we first approach this problem at the consideration phase of study abroad. Using the theory of planned behavior, we investigate the motivations to study abroad and their correlates. Specifically, we present the links connecting psychological sense of community to the US and to the Global Community to different attitudes and motives toward study abroad. We also examine their links to strategies for understanding cross-cultural differences and similarities, previous travel experience, values, and cross-cultural adaptability potential. Participants (N=218 university students) completed an online questionnaire. Results suggest three broad findings: 1) Intention to study abroad is determined more by feelings and social norms toward study abroad than beliefs and thoughts toward study abroad (i.e., when all four variables are included in one regression model), 2) psychological sense of US vs. Global Community share associations with intentions for cultural understanding and motives, but diverge on attitudes toward study abroad, and 3) various motives exist for study abroad, including social responsibility, desire to increase cross-cultural skills and experiences, and personal improvement. We discuss the implications of this research for positive psychology, social psychology in general, and international education. Moreover, we discuss the utility of study abroad as a situation in which to explore links between identity, motivation, and social behavior.

A144

TAKING COVER: STRATEGIC SELF-PRESENTATION IN THE SERVICE OF MANAGING A STIGMATIZED IDENTITY Sarah E. Johnson¹, Jennifer A. Richeson¹, Sophie Trawalter¹, Michelle L. Rheinschmidt¹; ¹Northwestern University – In his 1963 monograph, *Stigma: Notes on the Management of Spoiled Identity*, Erving Goffman introduced the term “covering” to suggest that individuals possessing visible (or known) stigmas, might nonetheless employ strategies to downplay the salience of their stigma in the presence of non-stigmatized others in an attempt to ward off anticipated negative treatment. In the current work, we examine the extent to which stigmatized individuals engage in this strategic self-presentation – “covering” their stigmatized identity – in the face of social identity threat. Specifically, we conducted a study in which Black undergraduates presented themselves to an audience whom they were led to believe either devalued their identity (identity threat), or did not (identity safety) and examined the effect on their covering behavior, compared to the behavior of Whites under these same conditions. Covering behavior was measured with items assessing strategic shifts in the presentation of identity (e.g., “I hid aspects of my identity”). As expected, we found an interaction between race and condition such that whereas Black participants reported greater covering behavior under identity threat (compared to identity safety), Whites’ indicated no adjustment in self-presentation behavior based on condition. Interestingly, however, this effect was qualified by participant SES. Specifically, the effect of condition on Black participants’ covering behavior was moderated by SES, such that covering was most prevalent among relatively lower SES participants under identity threat. In sum, these results support the contention that stigmatized individuals will adjust the way they present themselves in the face of social identity threat.

A145

SELF PROCESSES: THE SUBSTITUTABILITY OF SELF-HANDICAPPING AND SELF-AFFIRMATION Charles Kimble¹; ¹University of Dayton – Tesser (2000) wrote about the confluence of self processes, stating that many self-related mechanisms/processes share a common role: to promote, protect, and maintain positive self-evaluations. This

theory states that such self processes can take the place of others in that role. Tesser and others showed substitutability among self-evaluation maintenance variables, self-affirmation, and cognitive dissonance. Two interchangeable actions are self-handicapping and self-affirmation. We conducted Study 1 to examine whether self-affirming actions decreased self-handicapping and Study 2 to see if self-handicapping opportunities diminished self-affirmations. Self-affirming or non-affirming experiences were produced by participants writing about important or unimportant self-qualities. They received the opportunity to practice as much as they wanted for the test. Practice effort scores were the primary measure of behavioral self-handicapping. It was expected that more self-affirming experiences would make participants practice more and try harder. Men, who usually self-handicap more than women, handicapped more if there was no affirmation beforehand; but self-affirming experiences made men expend more preparation effort. Study 2 examined if the opportunity to self-handicap affected self-affirmation. Participants anticipated an important intellectual test. Participants expected to take the test with no handicap, with distracting noise, or with distracting noise described as likely to hurt performance. Then participants wrote on a chosen topic of as much time as they wanted. All self-affirmed more in the no handicap condition, but males showed reduced self-affirmation in the explicit handicap condition than females. Males seemed relieved from evaluation threat by the presented noise and females were unaffected by the haThis poster submission has been under consideration as part of a symposium.

A146

THE HIDDEN COSTS OF HIDING THE SELF: SELF-CONCEALMENT AND FULFILLMENT OF RELATIONSHIP NEEDS C. Raymond Knee¹, Helen Lee Lin¹, Ahmet Uysal¹; ¹University of Houston – Self-concealment describes the tendency to hide negative aspects of oneself from others (Larson & Chastain, 1990), which can be problematic in social interaction. It may be especially harmful in romantic relationships, where sharing honest, personal details about oneself may be essential for building intimacy. Self-concealment is known to be related to insecure attachment and lower marital satisfaction. However, the process by which self-concealment predicts negative relationship outcomes has remained unclear. Self-determination theory (SDT; Deci & Ryan, 2000) posits basic psychological needs of autonomy, competence, and relatedness, which are necessary for optimal well-being. Past studies have shown that fulfillment of these needs is pivotal to a variety of relationship outcomes. We proposed that keeping secrets from one's partner thwarts opportunities to fulfill needs for autonomy, competence, and relatedness in one's relationship, which in turn limits relationship satisfaction. One hundred and ninety two individuals in romantic relationships completed measures of self-concealment from one's partner, relationship need fulfillment, and two measures of relationship satisfaction. Structural equation modeling provided support for the hypothesized mediation model (RMSEA=.067), which accounted for 45% of the variance in relationship satisfaction. Self-concealment predicted less fulfillment of autonomy, competence, and relatedness in one's relationship, which in turn predicted a less satisfying relationship. Self-concealment also had a negative direct association with relationship satisfaction. Concealing negative aspects of self from one's partner can thwart opportunities to fulfill basic relationship needs, and is detrimental to open, authentic relationship functioning and development.

A147

ON THE PATH TO INFIDELITY: SELF-EXPANSION AND INCREASED ATTENTION TO ALTERNATIVES Gary Lewandowski Jr.¹, Kelly Cahill¹, Laura VanderDrift², Chris Agnew²; ¹Monmouth University, ²Purdue University – The Self-Expansion Model states that people possess a desire to improve the self (Aron & Aron, 1996). Thus, when a relationship provides insufficient expansion, a relationship partner may seek self-expansion through outside sources, and may be more susceptible to infidelity (Lewandowski & Ackerman, 2006). Attention to

alternatives is one potential mechanism that can help elucidate this finding (Miller, 1997). In the context of self-expansion, those who experience insufficient self-expansion would have greater motivation to seek out self-expansion opportunities, and consequently would pay more attention to alternatives. To test this, 62 (21 males, 41 females) college students in exclusive dating relationships lasting longer than 6 months completed a self-expansion measure, and took part in a partner selection activity. For the activity, participants were led to believe that they could participate in an acquaintance building follow-up study, and were given a sheet with twelve headshots of potential partners who were described as attractive and single. Participants were instructed to select as few or as many potential partners from the sheet with whom they would like to interact. On a separate sheet participants selected questions related to current and future self-expanding opportunities that they could ask potential partners. As hypothesized, self-expansion negatively correlated with number of chosen potential partners, and number of chosen current and future self-expansion questions. This suggests that when individuals experience low self-expansion they show more attention to potential alternatives and the self-expansion opportunities these alternatives provide.

A148**THE DOORMAT EFFECT: WHEN FORGIVING ERODES SELF-INTEGRITY**

Laura B. Luchies¹, Eli J. Finkel¹, ¹Northwestern University – Does forgiving bolster or diminish one's self-integrity? Three studies demonstrate that forgiving (a) bolsters one's self-integrity if the offender has made strong amends but (b) diminishes one's self-integrity if the offender has made only weak amends. In Study 1, participants read a scenario in which their romantic partner betrayed their trust. The scenario manipulated whether or not participants forgave and whether or not their partners made amends. Forgiving bolstered self-integrity if the partner made amends but diminished self-integrity if the partner did not. In Study 2, false feedback manipulations led participants to believe they either had not completely forgiven or had largely forgiven a real-life offender who had made either weak or strong amends. Results replicated the pattern of effects from Study 1. In study 3, romantically involved participants reported naturally occurring partner transgressions over a 6-month period, including the extent to which they forgave their partner and the extent to which their partner made amends. As in Studies 1 and 2, greater forgiveness predicted bolstered self-integrity if the partner made strong amends but diminished self-integrity if the partner made only weak amends. Taken together, these studies suggest that (a) the scholarly literature on forgiveness might benefit from greater nuance in examining the potential downsides of forgiveness and (b) offenders' behavior may be an important factor in determining whether forgiveness will incur positive or negative outcomes.

A149**THE ROLE OF COGNITIVE FUNCTIONING IN OLDER ADULTS' TERROR MANAGEMENT STRATEGIES**

Molly Maxfield¹, Tom Pyszczynski¹, Jeff Greenberg², Sheldon Solomon³, Hasker P. Davis¹, ¹University of Colorado at Colorado Springs, ²University of Arizona, ³Skidmore College – According to terror management theory (TMT), awareness of one's mortality influences diverse human behaviors. In TMT research, reminders of death have resulted in such diverse outcomes as hostility and aggression toward dissimilar others, discomfort with one's own sexuality, neglect of one's health, and the strengthening of religious and political beliefs. Although most of this research involves college-aged individuals, recent work has included older adults, who are more frequently reminded of their mortal nature. Initial studies suggest an age-related shift toward tolerance, with older adults becoming less punitive toward moral transgressors following subtle reminders of death, compared to younger adults' increased punitiveness. Older adults' frequent exposure to death reminders may encourage development of different coping strategies. Because emotion regulation strategies require cognitive resources, we hypothesized that older adults with superior

cognitive abilities would be less likely to respond to mortality reminders with punitive judgments, as they are the most likely to develop new methods for coping with this psychological threat in their later years. Older adults were recruited based on recent participation in a study of cognitive functioning. Executive functioning was of particular interest, as this includes the ability to engage in complex cognitive tasks, such as inhibition, planning, and moral reasoning. Following reminders of death, individuals with higher levels of executive functioning were less punitive, whereas those lower in executive functioning were more punitive. Results suggest that executive functioning is an important component in the development of strategies for coping with one's mortality.

A150**SELF-UNCERTAINTY AND MINORITY INFLUENCE**

Kimberly Rios Morrison¹, S. Christian Wheeler², Dale T. Miller²; ¹The Ohio State University, ²Stanford University – What makes people choose to diverge from the judgments of most other group members? Whereas much work in this area has examined interpersonal factors that affect the likelihood of minority influence, the present research focused instead on an intrapersonal factor: self-uncertainty (i.e., the state of feeling unsure about oneself, one's life, and one's future). We predicted that individuals who were made to feel self-uncertain, relative to self-certain, would be more likely to shift their attitudes in a direction consistent with minority viewpoints. Because people define themselves more by their unique than non-unique characteristics, adopting unique/minority opinions should be a particularly effective way to restore certainty about "who one is" when this certainty is called into question. Indeed, participants in Study 1 exhibited higher self-concept clarity scores upon receiving false feedback that they held a minority (versus majority) opinion on a controversial issue. Study 2 found that a self-uncertainty manipulation caused people to conform less to others' judgments of modern art paintings than did a self-certainty manipulation. Study 3 showed that self-uncertainty predicted greater susceptibility to persuasion by minority arguments on an issue, whereas self-uncertainty did not affect susceptibility to persuasion by majority arguments.

A151**UNMITIGATED COMMUNION PREDICTS SELF-SACRIFICING BEHAVIOR AFTER REJECTION AMONG MEN**

Rainer Romero-Canyas¹, Geraldine Downey¹, Gaia Del Torre², Charles Burton¹, Christine Leddy¹, Amber Moore¹; ¹Columbia University, ²Università Cattolica del Sacro Cuore, Italy – Recent research has shown that people respond to rejection with decreased prosocial behavior and with increased interest in reestablishing optimal belongingness by socializing with people other than their rejecters. Theory suggests that in general people will not attempt to replenish diminished belongingness through the people who have rejected them. However, individual differences such as rejection sensitivity predict increased motivation to ingratiate with rejecters for men in situations that are self-defining for them, such as the first meeting with a group. This study explored another disposition, unmitigated communion (UC), as a predictor of people's ingratiation toward rejecters. We reasoned that because people high in UC seek communion with others even at a personal cost, they should be more likely to take the risk to reconnect with people who had previously rejected them. Participants were randomly assigned to an acceptance or rejection condition and interacted over email with a group that they thought had been chosen for them based on shared interests. After a rejecting or accepting exchange of emails, participants received a \$20 payment. The experimenter then asked participants to donate a part of their payment to finance a group meeting. For men, higher UC scores predicted bigger donations to the group after rejection, but UC scores were unrelated to women's post-rejection donations. After acceptance, UC predicted higher donations by women, but not men. Implications of these findings for the literatures on rejection and work on sex differences in the importance of social status for the self are discussed.

A152

WHEN LESS IS MORE: NEGATIVE OUTCOMES OF DISCREPANCIES BETWEEN EXPLICIT AND IMPLICIT SELF-ESTEEM *Michela Schröder-Abé¹, Almut Rudolph¹, Astrid Schütz¹; ¹Chemnitz University of Technology, Germany* – Implicit self-esteem (ISE) is taken into account to explain contradictory results concerning the adaptiveness of explicit self-esteem (ESE). For this purpose, congruent self-esteem (ISE and ESE correspond) is differentiated from discrepant self-esteem (ISE and ESE diverge). To date, research has focused on fragile self-esteem (high ESE and low ISE), which predicts defensiveness. Little attention has been paid to the second SE discrepancy (low ESE and high ISE), however. It has been unclear whether this discrepancy is adaptive or not. One could argue that having high ISE and low ESE is better than having congruent low self-esteem (buffer hypothesis). However, one could also reason, that discrepancies of any kind can be regarded as maladaptive, as they are similar to ambivalent attitudes and thus connected with emotional tension (stress hypothesis). We conducted four studies using the Implicit Association Test (Study 1), the Name Letter Task (Study 2), and the Single Category IAT (Studies 3 and 4) as ISE measures. We found that both variants of discrepant self-esteem are connected with defensive behavior (Studies 1 and 2). Furthermore, the combination of low ESE and high ISE in particular is connected with impaired psychological and physical health, which was assessed through self-report (Studies 3 and 4) and friend report (Study 4). Dysfunctional emotion expression and emotion regulation strategies were identified as possible mediators (Studies 3 and 4). In sum, the results show that high ISE is not necessarily advantageous – thus, in connection with low ESE, less (ISE) is more (health and well-being).

A153

KEEPING PRIVATE SELF TO ONESELF: IMPLICATIONS OF STIGMA MANAGEMENT FOR THE ORGANIZATION OF THE SELF-CONCEPT *Alexandra Sedlovskaya¹, Valerie Purdie-Vaughns¹, Richard Eibach¹; ¹Yale University* – This research investigates how deeply the practice of selectively concealing a stigmatized identity penetrates into the organization of one's self-concept. Individuals with a concealable stigma – a socially marginalized characteristic that is not readily apparent to observers (e.g., minority sexual orientation) – often choose to conceal their stigmatized identity depending on the implications of expressing this identity in a given social context (Goffman, 1963). For instance, the home is the quintessential private context where people generally feel safe to fully express themselves. In contrast, the workplace is a public context where people might conceal their stigmatized identity to avoid social sanctions. We propose that concealing a stigmatized identity in public contexts highlights the boundary between public and private spheres of life, leading individuals with concealable stigmas to organize information into distinct public and private self-schemas. To assess the magnitude of this public-private distinction, we developed a response latency task measuring how quickly individuals sort traits into self-in-public and self-in-private. Studies 1 and 2 revealed that gay men, especially those concealing their gay identity in public, were faster than non-gay men at distinguishing their work and home selves. Study 3 extended these findings to religious undergraduates at secular college. Using African-American gay men, Study 4 documented that actively concealing a stigma links possessing a concealable stigma to a greater public-private distinction. The social pressures that cause people to conceal their stigma may thus affect not only their external expressions of self but also their internal representations of self in public and private.

A154

CONFRONTING PRIVILEGE LEADS TO SHIFTING SALIENCE OF IDENTITIES *Negin Toosi¹, Nalini Ambady¹; ¹Tufts University* – For White individuals in America, being confronted with the history of their ingroup's unjust treatment of other ethnic groups and the resulting racial privilege can create a situation of social identity threat. In response to this

threat, individuals may emphasize other, more adaptive social identities, particularly identities which are associated with a history of oppression. We hypothesized that when confronting their White privilege, people will spontaneously access another identity historically or currently subject to discrimination. In this study, White Jewish males who were asked to read about Black and White racial disparities in America were faster at identifying words related to their Jewish identity in a lexical decision task compared to participants in the control condition. These findings provide evidence for the dynamic nature of personal and social identities. In particular, identity adaptiveness in these situations serves to protect the self from the threat of confronting one's privilege, by focusing on one's disadvantaged group memberships.

A155

WHO IS THE FAIRER SEX? HOW GENDER COMPOSITION OF GROUPS INFLUENCES BIAS FOR AND AGAINST WOMEN WITH FAMILY OBLIGATIONS *Daniel L. Benkendorf¹, Kristen L. Kirkland², Kristin L. Sommer²; ¹Fashion Institute of Technology, State University of New York, ²Baruch College and The Graduate Center, City University of New York* – The present study examines decision-maker gender and employee family obligations as predictors of layoff decisions. Social categorization and similarity-attraction theories imply that, in the case of layoffs, individuals who belong to the majority group or social category in decision-making groups will be more likely to favor similar others and would choose out-group members for layoffs. Participants randomly assigned to the experimental group reviewed performance data for two hypothetical female employees (one with family obligations and one without) and decided which one to lay off. Those in the control group did not receive information about family obligations. Participants within each condition then convened in groups of three to discuss the two employees and reach a consensus decision. Results revealed that mixed-sex groups discriminated against the employee with family obligations by disproportionately recommending her for the layoff. Groups composed entirely of females exhibited a reverse bias, disproportionately recommending the woman without family obligations for the layoff. Surprisingly, all male groups did not appear to be influenced by an employee's family obligations; that is, they showed no evidence of a bias in either direction. The pattern of results observed here suggests that gender constitution of decision-making groups may be a critical determinant of layoff decisions when employees' family obligations are known. Specifically, having family obligations increases an employee's chances of being laid off when the decision-making group is composed of both men and women, but not when gender composition of the decision-making group is homogenous.

A156

LOOKING "BAD-AT-MATH": DEROGATION OF AND DISTANCING FROM WOMEN'S "BAD-AT-MATH" PROTOTYPES *Diana Betz¹, Denise Sekaquaptewa¹; ¹University of Michigan* – We propose that women may under-perform in math if a negative "bad-at-math female" prototype becomes activated and diverts cognitive resources. To begin investigating this idea, we assessed women's mental image (prototype) of a bad-at-math female in comparison to men's prototype of a bad-at-math male, among math-related and non-math college majors. Women were predicted to derogate and distance themselves from their bad-at-math female prototype even when they were not math majors. 61 participants (39 female) described and rated their own-gender bad-at-math prototypes. Results of a 2(participant gender) X 2(major) ANOVA of the number of negative adjectives used in prototype descriptions revealed a significant gender x major interaction ($F = 4.16, p < .05$). Among non-math majors, women described their bad-at-math prototype with more negative words ($M = 3.52$) than did men ($M = 1.50$), whereas male and female math-related majors used equivalent numbers of negative terms (4.40 and 4.25 respectively). A similar analysis of perceived self/prototype similarity ratings suggested that women reported greater

distancing from their bad-at-math prototype than men, even when they were not math-related majors. The unique tendency for women not majoring with math—unlike non-math-major men—to derogate and distance themselves from their bad-at-math prototype speaks to the wide-ranging negativity of this image. For women, greater interest and perceived ability in math predicted negative prototype ratings and greater self/prototype distancing, suggesting that if women's bad-at-math female prototype is negative and cognitive resources are used to distance oneself from it, math outcomes may be affected.

A157

WHY ARE WOMEN PATRONIZED? A TEST OF POSSIBLE COMPETING THEORIES *Brittany Bloodhart¹, Theresa K. Vescio¹,¹Pennsylvania State University*—This research explored the mechanisms driving subtly sexist behavior in masculine domains that result in low power women receiving praise but few valued positions (Vescio et al., 2005). As women are stereotyped as communal but not competent (Fiske et al., 2002), valued resources seem to follow from perceptions of competence, whereas praise follows from perceptions of warmth. If this effect ensues solely from the content of stereotypes, then low warmth-high competence targets should receive more valued tasks and less praise than high warmth-low competence targets, irrespective of target gender. However, if crossing gender stereotypes with non-stereotypic attributes creates an expectancy violation (Biernat & Vescio, 2002), between group and within group comparisons may lead to different judgment outcomes (e.g., “wow, she’s great, for a woman”). To test competing predictions, participants were led to believe they would be the leader of a group exercise in which they had to assign tasks and provide praise to group members based on manipulated warmth and competence information provided about a female or male target. Results support a stereotype content-based inference mechanism, as praise and task assignment followed from perceptions from warmth and competence (Fiske et al., 2002) irrespective of opposing gender stereotypes. Findings also identify boundary conditions of the effect and highlight specific features of praise that are related to patronizing behavior.

A158

SEX DIFFERENCES AND SIMILARITIES IN CAREER AND FAMILY CONSTRUCTS *Elizabeth R. Brown¹, Amanda B. Diekmann¹,¹Miami University*—Two experiments explored sex differences in career and family possible selves (Markus & Nurius, 1986). From a social role perspective (Eagly, Wood, & Diekmann, 2000), we predicted increased accessibility and increased endorsement of career possible selves for men, and increased accessibility and increased endorsement of family possible selves for women. In Experiment 1, participants completed a lexical decision task where they identified career words, family words, and nonwords. A significant Domain (career/family) × Sex interaction, $p=.02$, reflected that career words were marginally more accessible for men than women, $p=.08$, whereas family words revealed no sex differences. In Experiment 2, participants listed eight possible selves and rated the first three selves’ relevance to career and family. A significant Domain × Sex interaction, $p=.02$, again reflected that men rated career selves more relevant than women, $p=.02$, whereas no sex differences emerged for family selves. Using both implicit and explicit measures, these experiments found sex differences for career but sex similarities for family. The differential accessibility of career constructs may influence the roles men and women occupy, with men and women seeking gender stereotypical careers. Moreover, although these data suggest family is similarly incorporated into men and women’s possible selves, future research should explore differences in the underlying content of the family construct. For example, other evidence from our laboratory indicates that men include the provider role in their possible selves, whereas women include the caregiver role. Both sex differences and similarities in family and career selves warrant additional research attention.

A159

SOCIOCULTURAL NORMS FOR APPEARANCE AND THEIR CONNECTION TO SOCIAL ACCEPTANCE *Vanessa M. Buote¹, Anne Wilson¹, Erin Strahan¹, Fiona Papps²,¹Wilfrid Laurier University,²University of Prince Edward Island*—Unrealistic sociocultural norms for appearance have long been identified as a factor contributing to widespread body dissatisfaction, especially among women. Although sociocultural norms are implicated theoretically, little recent work has systematically examined the content of society’s sociocultural norms for appearance. We examine sociocultural norms as they are conveyed to women and men, and evaluate the degree to which norms are depicted as a) attainable, b) homogeneous, and c) pervasive. We then examine participants’ beliefs about these norms to examine whether personal beliefs correspond with societal standards. We also assess the degree to which individuals feel that societal acceptance is contingent on appearance. Results of open-ended coding of current celebrities indicated that appearance norms for women are very homogeneous (women are consistently portrayed as thin, attractive, and young), while men were portrayed with considerably more variability in weight, appearance and age, suggesting a flexible norm and highlighting multiple routes to societal acceptance. In addition, coding of women’s and men’s magazines revealed that norms conveyed to women are considerably more pervasive: Women’s magazines contained twice as many images of same-sex individuals as men’s magazines, and a far greater proportion of the images of women than of men reflected the rigid cultural norms for ideal appearance. Coding of participants’ descriptions of an attractive individual reflected application of the norms for appearance in personal judgments. Results also indicated that a greater proportion of women believed that appearance was important for social acceptance.

A160

BELIEFS ABOUT PRECARIOUS MANHOOD *Rochelle Burnaford¹, Jonathan Weaver¹, Jennifer Bosson¹, Joseph Vandello¹,¹University of South Florida*—In many cultures, men are expected to partake in strenuous, sometimes painful, rites of passage to manhood. In contrast, womanhood is often seen as a biological inevitability (Gilmore, 1990). Within the United States, this same pattern is reflected in the extent to which people essentialize women more than men (Haslam, Rothschild, & Ernst, 2000). As such, while womanhood is seen as an inherent status, manhood is less so. This may leave men in a precarious state in which their masculinity must be constantly proven to ensure that their manhood status is maintained. In two studies, we tested the extent to which manhood is seen as a more precarious state than womanhood, as well as participants’ understanding of statements about losing manhood or womanhood status. In study 1, participants rated statements about precarious manhood as more true than statements about precarious womanhood (e.g., “Manhood (Womanhood) is not assured – it can be lost”). Furthermore, participants attributed the transition to manhood more to social than physical causes, whereas they attributed the transition to womanhood equally to social and physical causes. In study 2, participants found statements about losing manhood easier to understand than statements about losing womanhood, and they gave more social than physical reasons for statements about lost manhood (but not for statements about lost womanhood). These findings indicate that beliefs about the precarious nature of manhood are active in American culture. Consequently, men may have to continually behave in ways that prove their masculinity in order to maintain their manhood status.

A161

THE EFFECTS OF REMOTE WORK ARRANGEMENTS ON GENDER STEREOTYPING *Suzette Caleo¹, May Ling Halim¹, Madeline Heilman¹,¹New York University*—The present study investigates whether modern work arrangements (i.e., those that are electronically-based) augment the prevalence of gender stereotypes, a hypothesis that has both found and lacked support in previous research. In an experimental study,

we asked participants to envision working with a target on a business project. We manipulated target sex and type of work arrangement (face-to-face vs. electronic), and asked participants to rate the targets on various attributes and make decisions as to what task to assign the target. We hypothesized that women would be seen as more stereotypically female in the electronic condition compared to the face-to-face condition, and that these ratings would have implications for their task assignments. Results supported our hypotheses. Participants viewed women as more communal when they anticipated working with them electronically than when they anticipated working with them face-to-face. Additionally, participants viewed women as less effective and less task-oriented in the electronic condition than in the face-to-face condition. Furthermore, the female target was assigned to work in a female-typed task (investor relations) rather than a male-typed task (financial research) with greater frequency in the electronic condition than in the face-to-face condition. A similar exacerbation of stereotypes did not occur for male targets. Together, the data suggest that remote work arrangements may exacerbate gender stereotyping, which may have future job implications. We speculate that, for women, type of work arrangement may necessitate different levels of information processing.

A162

THE ROLE OF ATTITUDES AND SOCIAL NORMS IN GIRLS' MATH ASPIRATIONS Bettina J. Casad¹, Faye L. Wachs¹, Patricia Hale¹, Sandra E. Llamas¹, Kristina Cotran¹, Bren M. Chasse¹, Joo Young Lee¹, Megan B. Campbell², Ariana Y. Robinson³; ¹California State Polytechnic University, Pomona, ²Azusa Pacific University, ³Purdue University – The theory of planned behavior is effective in predicting health behaviors, and thus is a promising theory for examining the barriers to increased participation in math among girls. It was hypothesized that girls with (1) positive attitudes toward math; (2) parents, teachers, and peers who have positive attitudes toward girls' performance in math; and (3) high perceived control regarding mathematical ability will have higher behavioral intentions to perform well in math, to seek additional math courses in high school, and show interests in careers in math, compared to girls low on the three predictors. Data were collected from middle school students at three schools in Southern California. The items on the questionnaire assessed the students' attitudes towards math, parents', teachers', and peers' social norms regarding math, and perceived control. A hierarchical regression indicated that only social norms and perceived control emerged as significant predictors of girls' intentions to perform well in math and to seek additional math education. As predicted, girls with positive social norms, $B = .446$, $t(62) = 3.18$, $p = .002$, and high perceived control, $B = .227$, $t(64) = 2.07$, $p = .043$, were more likely to report intentions to improve math performance and take extra math in high school. For boys, attitudes and perceived control were significant predictors, but not social norms. These results highlight the important role of social norms for girls' and suggest that the theory of planned behavior can be applied to predict students' aspirations in academic fields such as math.

A163

BENDING GENDER STEREOTYPES: DOES ACTUAL PERFORMANCE HAVE AN IMPACT ON ESTEEM? Charlene Christie¹, Nwakaego Ukonu¹; ¹SUNY College at Oneonta – This study investigated the impact a negative gender stereotype would have on esteem concerns under varying conditions of difficulty. Undergraduate students were presented with a task introduced as a measure of creative reasoning. Half of the participants were lead to believe that women typically outperform men, while others were lead to believe that men typically outperform women. The difficulty of the task was also manipulated, so half of the participants completed an easy task and the others completed a difficult task. This resulted in a 2 (gender) x 2 (gender stereotype) x 2 (task difficulty) design. Analyses revealed a significant two-way interaction between gender and stereotype on a measure of state self-esteem, with

people reporting more positive self-evaluations when a positive stereotype was introduced for their gender. Since this did not interact with the task difficulty, perceived performance did not qualify this interaction. This suggests that self-esteem is being most influenced by the introduction of a stereotype implying group differences in ability. Similar patterns were found for measures of collective esteem. Additionally, when participants were given an opportunity to compare their (relatively ambiguous) score with another student they overwhelmingly chose to compare with an ingroup member. This trend was stronger for people in the "threat" (negative ingroup stereotype) conditions. The results of this study suggest that stereotypes have a major impact on evaluations of self and ingroup, over and above actual performance feedback. Individuals may attempt to protect against more severe negative evaluations by limiting performance comparisons to ingroup members.

A164

UNLOCKING THE HETEROSEXUAL DOUBLE STANDARD: AFFECTIVE RESPONSES TO NEGATIVE FEEDBACK Maria Corbett¹, Danielle Popp¹; ¹Florida Atlantic University – Sexual double standards stigmatize women who are sexually experienced. Social psychology has long been interested in negative affective responses to social stigma. Individuals' affective reactions to social stigma are influenced by the attributions stigmatized individuals make for negative outcomes (Crocker and Major, 1994). External attributions for negative outcomes in ambiguous situations may serve a self-protective function for self-esteem. Miller, Christensen, and Olsen (1987) found the link between sexual behavior and self-esteem is highly dependent on an individual's attitudes toward sexual behavior. This study examines attributions for negative feedback from potential romantic partners among 81 heterosexual undergraduates (Mage = 24.37, SD = 4.53) whose lifetime sexual partners ranged from 0 - 24 (M = 5.48, SD = 5.11). Participants provided information about their sexual experience to a fictional opposite sex partner then received negative feedback from their partner. 2 (sexual experience: high or low) X 2 (sexual permissiveness: high or low) ANOVAs suggest lowly permissive women were more likely to make attributions to own level of past experience ($F(1, 77) = 3.275$, $p < .08$; $M = 3.18$, $SD = 1.50$) than highly permissive women ($M = 2.56$, $SD = 1.68$) regardless of sexual experience. A significant interaction on attributions to partner's personality ($F(1, 77) = 3.30$, $p < .08$) suggest that highly experienced, highly permissive women attributed the negative outcome least ($M = 2.89$, $SD = 1.61$) and low experience, highly permissive women attributed the negative outcome most to their partner's personality ($M = 3.74$, $SD = 1.32$).

A165

GENDER DISIDENTIFICATION IN RESPONSE TO STEREOTYPES AND SUCCESS ON A GENDER-TYPED TASK Scott Eidelman^{1,2}, Justin Chase¹, Jennifer Pattershall^{1,2}; ¹University of Maine, ²University of Arkansas – How do women come to see themselves following success on a task for which gender stereotypes imply poor performance? Success in a stereotype-linked domain may lead women to increase identification with their gender group. This possibility builds on Kelley's (1971) concept of augmentation, which states that a particular cause (e.g., ability) is enhanced to the extent that countervailing forces are present. Women could augment their performance by (over)claiming their identity as a barrier to success, thereby making a strong performance better (e.g., Eidelman & Biernat, 2007). In contrast, women could decrease identification with their gender group following success as a way to avoid the perception of being held to a lower standard. By distancing themselves from the lower standards that stereotypes about their group imply, women might keep others from discounting their performance. To test these ideas, female participants took a spatial reasoning test and half were given bogus success feedback. Half of these women were also told that gender differences are consistently found on the test they took; the rest were told that gender differences are not found. We then measured

women's identification with their gender group. Our findings indicate that women disidentified from their gender group, but only when they were successful and stereotypes were made salient. Whereas previous research emphasizes the role of stereotypes as a precursor to failure (e.g., Steele & Aronson, 1995), our findings indicate that stereotypes may continue to have untoward and unwanted consequences following success.

A166

GENDER DIFFERENCES IN PERCEPTIONS OF POWER Cassie A. Eno¹, Rosanna E. Guadagno¹, Julia C. James¹; ¹The University of Alabama – Individuals attain power through five bases – reward, coercive, referent, legitimate, and expert (French and Raven, 1959). Men have more legitimate and expert power, while women have more referent power (Carli, 1999). The power bases may assess more male-oriented power sources. Women form communal relationship and may establish power through opinion leading, being well-connected and offering advice. This study examined how opinion leading compared to the masculine occupational role-based status. This study was a 2 (Participant Sex: Female vs. Male) x 2 (Target Gender: Female vs. Male) x 2 (Target Status: High vs. Low) x 2 (Opinion Leader: Opinion Leader vs. Not) between-subjects design. Five hundred eighty-four participants (333 males, 251 females) read a vignette about a target and rated the target on the five power bases. There were significant main effects for opinion leaders on all power bases. Opinion leaders were rated higher than non-opinion leaders, p 's < .001. There were significant participant sex by opinion leader interactions on three power bases. While male and female participants rated opinion leaders as more powerful than non-opinion leaders, the difference was larger for female participants on reward power, $F(1, 568) = 5.74$, $p = .017$, referent power, $F(1, 568) = 4.51$, $p = .034$, and expert power, $F(1, 568) = 5.17$, $p = .023$. Being an opinion leader increases perceptions of power on all power bases. As predicted, women were more attuned to this difference than men and gave more credence to opinion leaders suggesting men and women may perceive power differently.

A167

HOW DO GENDERED BEHAVIORS AFFECT POPULARITY AMONG SAME- AND CROSS-SEX PEERS? Elizabeth Ewing Lee¹, Amber Koblitz¹, Wendy Troop-Gordon¹; ¹North Dakota State University – It is widely believed that a key component of gender socialization is the rebuke children receive from peers for engaging in cross-sex behaviors or displaying gender-atypical characteristics (Fagot, 1977, 1984; Young & Sweeting, 2004). Yet there is little evidence that gender atypicality negatively impacts children's peer relationships. Moreover, gender atypicality may be manifested in many ways. For example, children may exhibit gender nonnormative personality traits, engage in cross-sex activities, or befriend opposite-sex peers. These various manifestations of gender atypicality may be differentially associated with children's peer adjustment, and some forms of gender atypicality may be detrimental to same-sex relationships, but beneficial for cross-sex relationships. The current study examined whether 421 4th- and 5th-grade children's (224 girls) engagement in stereotypic masculine and feminine behavior, engagement in cross- and same-sex friendships, and perceived gender atypicality predicted how popular they were with same- and cross-sex peers. For all children, having same- and cross-sex friends was positively associated with same- and cross-sex popularity. In addition, same-sex popularity was positively associated, for girls, with engaging in feminine activities and, for boys, with engaging in masculine activities and not being perceived as gender atypical. Boys' cross-sex popularity was negatively related to engaging in feminine activities and being perceived as gender atypical. These findings are consistent with the premise that different manifestations of gender atypicality are uniquely associated with children's popularity and have implications for understanding gender socialization processes in the peer context.

A168

COLLEGE STUDENTS' INTENTIONS FOR THE FUTURE DIVISION OF LABOR Jennifer Fillo¹; ¹University of Minnesota – The division of labor among married and cohabiting couples has been studied extensively. This research has shown that the division of labor has become more balanced over the past 40 years, yet women still perform the majority of work. It is unknown whether people intend for this imbalance prior to cohabitation or marriage. The present study explores individual's intentions regarding how they plan to divide household chores and childcare in the future, which factors predict these intentions, and how these intentions are related to current relationship quality (as measured by relationship commitment, satisfaction, and conflict). University students ($N = 191$) and 47 of their partners completed a survey assessing plans for their future education, work, and relationships. Additionally, participants indicated their intentions for the future division of household chores and childcare. Results indicated that college students have an egalitarian gender ideology and intend for an egalitarian division of labor when it comes to stereotypical feminine household chores and childcare. In contrast, participants had more traditional intentions for stereotypical masculine household chores and for work after the birth of a child. In particular, women indicated plans for time off after the birth of a child that contradicted their general career and salary goals. Gender ideology, intended work outside the home, and anticipated income relative to one's partner were found to predict intentions for the division of feminine household tasks. Finally, similarity of intentions between partners for traditionally feminine household tasks predicted greater relationship quality (greater satisfaction, greater commitment, and less conflict).

A169

THE PERSISTENCE OF GENDER-STEREOTYPES: EVIDENCE FROM A READING STUDY. Christine Haecker¹, Antje Meyer¹, Kimberly Quinn¹; ¹Behavioural Brain Science Center, University of Birmingham – Previous eye tracking studies have shown that readers looked longer at pronouns that were inconsistent with the stereotypical gender of the antecedent agent (e.g., The babysitter hurt himself...) than at stereotype-consistent pronouns (e.g., The babysitter hurt herself...). The present study aimed to replicate this mismatch effect and to determine whether readers would generate and maintain a mental representation of the agent that would include the gender information provided by the pronoun. The participants read sentence pairs while their eye movements were recorded. The first sentence introduced an agent and a gender-consistent or gender-inconsistent pronoun. The second sentence repeated the agent and the pronoun and referred to either the same person (e.g., The next day, the babysitter blamed himself/ herself ...) or a different person (e.g., The next day the new babysitter blamed himself/ herself...). Viewing times for the pronoun region were measured. As expected, there were gender inconsistency effects for the pronoun regions in the first sentence. There were also inconsistency effects in the second sentence, regardless of whether it referred to the same person as the first sentence or to a different person. This suggests that the readers processed the first pronoun, but did not incorporate the information it provided into their discourse representation.

A170

EFFECT OF SALIENCY OF GENDER CATEGORY ON THREATENED MEN'S AUTOMATIC DEROGATION TOWARD WOMEN. Kunio Ishii¹, Makoto Numazaki¹; ¹Tokyo Metropolitan University – It has been well demonstrated that people automatically derogate outgroups when they experience threats to self-worth. We'd like to propose that saliency of ingroup-outgroup category moderate this automatic outgroup derogation. We tested this proposition by examining threatened men's automatic derogation toward women. We predicted that threatened men, who were prone to exhibit automatic derogation toward women, would not show this tendency when gender category was not salient. In this

experiment, we manipulated saliency of gender category and threat to self-worth, and measured automatic evaluation toward women. To manipulate saliency of gender category, male participants were asked to classify portraits that were grouped in four types: young men, young women, old men, and old women. While participants in high salient condition classified these portraits into men and women, those in low salient condition classified them into young and old. To manipulate threat, participants either received self-worth threatening feedback or did not (threat vs. non-threat). Then, they completed a subliminal sequential priming task. On each trial of priming task, a gender prime word ("man", "woman") was presented for 17 ms, and a positive or negative target word was followed, then participants made evaluative judgment about the target word. Results supported the prediction ($F(1,40)=4.25, p<.05$). In high salient condition, consistent with previous research, threatened participants exhibited stronger automatic derogation toward women than non-threatened. On the contrary, these effects did not emerge in low salient condition. These results suggested that when ingroup-outgroup category is not salient, even threatened people don't automatically derogate outgroup.

A171 RELIGIOUS ORIENTATION AND ATTITUDES TOWARD WOMEN

Sara J. Johnson¹, Brad J. Sagarin¹; ¹Northern Illinois University – This study investigated the relationship between three religious orientations (extrinsic, intrinsic, and quest) and both explicit and implicit sexist attitudes. Two hundred and thirty-six participants completed religious orientation measures, sexism measures and performed two gender Implicit Association Tests. One of the IATs included positive/negative stimuli, while the other included strong/weak stimuli. Evidence of implicit sexism appeared on both IATs, with participants implicitly associating women with positive stimuli and weak stimuli. Correlations were obtained between religious measures and sexism measures, and multiple regression was utilized to determine whether the three religious orientations were unique predictors above and beyond Religious Fundamentalism, Right-Wing Authoritarianism, and, for Christian participants, Christian Orthodoxy. Results found Extrinsic religious orientation to be a unique positive predictor and Quest religious orientation to be a unique negative predictor for some sexism measures. Intrinsic religious orientation was not a unique predictor, but was the only religious orientation related to IAT scores, with higher Intrinsic scores being related to a stronger tendency to associate women with weak stimuli. The two IATs were negatively correlated, indicating that those with a greater tendency to associate women with positive stimuli have a lesser tendency to associate women with weak stimuli. Results from the full sample were compared to those obtained from the Christian subsample ($N = 170$). Relationships between the religious orientations and sexism did not change direction between the two samples, but the types of sexism measures that each religious variable uniquely predicted changed between samples.

A172 THE EFFECT OF SES AND URBANICITY ON WOMEN'S BODY IMAGE

Theodore D. Joseph¹, Shandra Byrd¹; ¹Stephen F. Austin State University – The study was conducted to determine whether differences between Caucasian and African American women's self-esteem, body image satisfaction (BIS), and self-perception would be influenced by SES and urbanicity (urban; rural) after controlling for body mass index (BMI). Consistent with previous research (e.g., Cash & Henry, 1995), African Americans were expected to have higher BIS levels and self-esteem than Caucasians, which will be moderated by situational variables such as SES and urbanicity (e.g., Roy et al., 1995) after controlling for BMI. Sixty-five Caucasian and 47 African American female students from a midsize university in Texas volunteered to participate in the study. All volunteers were unmarried and ranged in age from 18 to 25 years. Participants completed several measures: The Multidimensional Body Self-Relations

Questionnaire (Cash, 2000a) and Body-Image Questionnaire (Cash, 2000b), Self-Perception Profile for College Students (Neeman & Harter, 1986), Hollingshead Four Factor Index of Social Status, and a demographic data sheet. Participants' actual weight, ideal weight, and height were obtained in order to compute their BMI. Participants from cities of population sizes greater than 250,000 were considered to be urban, whereas those with fewer were considered to be rural. Cronbach alphas for the scales ranged from .71 to .87. The hypotheses were supported: African Americans reported greater scores in most of the domains of self-esteem, body image satisfaction, and self-perception than Caucasians. In addition, these differences disappeared for a large number of domains when SES and urbanicity were considered. Implications for future research and possible application of these findings are discussed.

A173 A META-ANALYSIS OF THE GENDER-TYPING OF STEREOTYPES OF LEADERS

Anne M. Koenig¹, Alice H. Eagly², Abigail A. Mitchell³; ¹University of San Diego, ²Northwestern University, ³Nebraska Wesleyan University – We conducted a meta-analysis on three paradigms examining the gender-typing of stereotypes of leaders. Schein's (1973) "think manager-think male" paradigm (TM-TM) involved 50 samples comparing the correlation between stereotypes of leaders/managers and men to the correlation between leaders/managers and women. Powell and Butterfield's (1979) "agency-communion" paradigm (A-C) involved 47 samples comparing stereotypes of leaders/managers on agentic versus communal scales. Shinar's (1975) "masculinity-femininity" paradigm (M-F) obtained stereotypes of 101 leadership-related occupations on 7-point bipolar feminine-masculine scales. Using random-effect models, we analyzed each paradigm for overall sex-typing as well as for moderation by sex of rater, year of publication (1973-2007), and gender equality in the nations of data collection. In the TM-TM paradigm, leaders were more similar to men ($r=.62$) than women ($r=.25$). The female-leader correlation was larger for female than male raters. In the A-C paradigm, leaders were more agentic than communal ($d=1.40$), with no rater sex difference. In the M-F paradigm, the occupations were more masculine than feminine ($M=4.93$, scale midpoint of 4.00), with female raters rating leaders as less masculine than male raters. Across years, the female-leader correlation increased and the A-C and M-F effects decreased, showing reduced masculinity. The female-leader correlation was positively related to national gender equality. In summary, all three paradigms produced masculine stereotypes of leaders that became less masculine over time. In two of three paradigms, women held less masculine stereotypes than men. The implications for prejudice against female leaders are discussed (see Eagly & Karau, 2002).

A174 THE IMPACT OF INTERPERSONAL INTERDEPENDENCY AND INDIVIDUALISTIC COMPETITIVENESS ON HOSTILE AND BENEVOLENT SEXISM

I-Ching Lee¹; ¹National Chengchi University – According to Lee, Pratto, & Li (2007), Taiwanese participants' support of benevolent sexism, but not their support of hostile sexism, predicted their gender bias against women, whereas American participants' support of hostile sexism, but not their support of benevolent sexism, predicted their gender bias against women. Because Taiwanese culture emphasizes interpersonal interdependency, whereas American culture emphasizes individualistic competition, the present research examines the association of interpersonal interdependency and benevolent sexism and that of individualistic competition and hostile sexism. A survey study and an experiment study were conducted to investigate whether individuals who valued interpersonal interdependency would tend to support benevolent sexism and whether individuals who valued individualistic competition would tend to support hostile sexism. In the survey study, after accounting for participant sex and the other type of sexism, interpersonal interdependency significantly predicted support for benevolent sexism, whereas individualistic competitiveness significantly

predicted support for hostile sexism. In the experimental study, as predicted, participants in the interpersonal interdependency condition tended to support gender bias against women based on protection reasons more than those in competitiveness condition, suggesting that they were more likely to devalue/restrict women based on 'protection' of women. Conversely, participants in the individualistic competitiveness condition tended to support gender bias against women based on meritocracy reasons, suggesting that they were more likely to devalue/restrict women based on women's 'inferior ability'. Implications about ambivalent sexism theory and cultural values will be discussed.

A175**SEXISM IN CLOSE RELATIONSHIPS: THE IMPACT OF CULTURE AND GENDER ON IDEALS AND IDEOLOGIES** *Tiane L. Lee¹, Susan T. Fiske¹, Peter Glick²; ¹Princeton University, ²Lawrence University*

Heterosexual close relationships encompass a rare intergroup situation of dyadic interdependence, within societal hierarchy. This gender-based structural power imbalance and mutual dependency in turn produce complementary, ambivalent gender ideologies (Glick & Fiske, 1996), hostile and benevolent, that promote and maintain the status quo within close relationships. We investigated how culture and gender influence the relationship between ambivalent gender ideologies and people's relationship ideals. Undergraduate participants in the US (N = 257) and in China (N = 281) rated 85 prescriptions and 97 proscriptions (ideals) for a partner and then took the Ambivalent Sexism Inventory and Ambivalence toward Men Inventory (ideologies). Benevolent ideologies related to preferences for traditional partners (e.g. Romantic for female respondents, Traditional Female for male respondents), for both American men and women, in a cultural context where relationships are romantic and guided by egalitarian norms. In this case, the less-recognized benevolent ideologies appeal to cultural romantic ideals, including traditional gender roles. On the other hand, hostile ideologies predicted men's preferences (e.g. Abusive proscription), in both the US and China. The country differences on benevolence but not hostility suggests the importance of benevolent sexism in a culture that emphasizes romance in heterosexual relationships, whereas the gender differences on hostility suggests that men's societal power allows hostile attitudes to guide relationship preferences and that hostility is the blatantly powerful way to influence the relationship. Overall, hostile and benevolent ideologies each guide preferences in different circumstances: hostility when men hold greater societal power, and benevolence when people endorse romantic love.

A176**GENDER IDENTITY AND SELF-ESTEEM: EXPLORING THE IMPORTANCE OF GENDER IDENTITY** *Lissa Lim¹, Sharon Hamill¹;*

¹California State University, San Marcos – Females consistently exhibit lower self-esteem than males and some speculate this may be due to differences in gender identity, meaning how masculine, feminine, or androgynous an individual is. However, what has not been examined is how important gender identity is to female's self-concept. The goal of this pilot study was to examine whether the importance of gender identity differed by gender identity and whether importance moderated the relationship between gender identity and self-esteem. Fifty-two college females completed the Bem Sex Role Inventory, an importance of gender identity measure, and the Rosenberg self-esteem scale. Results of a one-way ANOVA revealed a significant relationship between gender identity and importance of gender identity, $F(3, 48) = 8.05, p < .001$. Specifically, androgynous ($M = 5.65, SD = .39$) individuals scored higher on importance of gender identity than masculine ($M = 4.95, SD = .27$) and undifferentiated ($M = 4.77, SD = .66$) individuals. To address moderation, a 4 (androgynous, masculine, feminine, undifferentiated) \times 2 (high importance of gender identity, low importance of gender identity) ANOVA was run. Results revealed no main effects, yet there was a significant interaction between gender identity and importance of gender

identity on self-esteem, $F(3, 44) = 5.18, p < .01$. Specifically, undifferentiated and masculine individuals had higher self-esteem when they placed less importance on gender identity, whereas feminine individuals had higher self-esteem when they placed more importance on gender identity. Therefore, differences in self-esteem by gender identity may stem from the importance placed on gender identity.

A177**SEX AND SUBORDINATION: WHAT IS THE APPEAL OF THE FORCEFUL SUBMISSION FANTASY?** *Justin T. Lynn¹, Patricia H. Hawley¹;*

¹University of Kansas – Forceful submission fantasies in women have been pathologized for a century (e.g., Freud, 1908). Predominant theories ignore the appeal to men and assume they reflect masochism, anxiety, or sex guilt. In contrast, Hawley and Hensley (2008) demonstrated empirically that they are enjoyed by confident, dominant women more than subordinate women. Moreover, the fantasy object tended to be a loving, committed man. Though the fantasies highlighted the power of the fantasist, the question remains: What makes this fantasy appealing? Romance novels' forceful submission tends to incorporate 4 themes: Force (over-coming initial resistance), passion/romance (ambiance), obsessive focus ("I want only you"), and clear-headedness of the suitor ("I know what I want"). Predominant theories, however, focus exclusively on force (or masochism). The present study methodically varied these themes to explore the underlying cause of appeal in both men and women. Vignette material derived from the romance literature was dissected into the 4 elemental themes. By removing of each element systematically, we explored its specific appeal. In a between-subjects design, 133 participants rated the appeal of the material. Removing the force caused no decrease in appeal. Removing the focus and the clear-headedness of the suitor reduced the appeal significantly for both men and women. Removing the passion/romance decreased the appeal for women only. Together with the results from Hawley and Hensley (2008), the present study challenges assumptions that forceful submission of romance novels represents masochism in women. Instead we demonstrate that such material represents the ardent pursuit of a highly interested suitor.

A178**BEHAVING LIKE THE OUT-GROUP: STEREOTYPE DISCONFIRMATION AFFECTS IMPLICIT GENDER IDENTITY** *Lori Wu Malahy¹, Cheryl Kaiser¹;*

¹University of Washington – The current study examined how behaviorally disconfirming stereotypes about one's gender group affects one's implicit gender identity. Using the framework of self-perception theory (Bem, 1967), we hypothesized that participants who engaged in gender counter-stereotypic behavior would see themselves as less identified with their gender group than participants who engaged in stereotype consistent behavior. We thus expected participants assigned to behave counter-stereotypically to exhibit lowered in-group identification and greater out-group preference than those assigned to behave stereotypically. University of Washington men and women (N = 105) sat in either a masculine (knees and arms apart) or feminine (legs crossed, elbows in) position while completing dependent measures. As expected, men and women who sat in a gender counter-stereotypic position showed less implicit identification with their respective gender group on the gender identity Implicit Association Test than those who sat in gender stereotypic positions. Although we did not find this effect for explicit gender identity reports, we did find that men who sat in feminine positions also demonstrated greater explicit preference for female names than men who sat in masculine positions. This research has implications for inter- and intra-group relations and demonstrates the power of stereotype disconfirmation for the self.

A179

HOW GENDER STEREOTYPES AND COMMUNICATION INFLUENCE RETROSPECTIVE MEMORY FOR SEXUAL HARASSMENT

Cynthia Marchal^{1,2}, Sabrina Pierucci², Olivier Klein²; ¹Fonds National de la Recherche Scientifique (F.R.S.-FNRS), Belgium, ²Université Libre de Bruxelles, Belgium – When people hear about a sexual aggressions (SA), they often overestimate SA predictability (hindsight bias –HB–, see Carli, 1999). Two studies examined how stereotypical expectations regarding gender of aggressors (i.e. typically male) vs. victims (i.e., typically female) of sexual harassment (SH) affect the HB and how communication can be linked to this cognition. In study 1, participants read a story in which either a male performed several ambiguous behaviours towards a female victim (stereotypical context) or vice versa (counter-stereotypical context). This story either ended in SH (hindsight) or not (foresight). As expected, the SH likelihood was perceived as higher in hindsight than in foresight (HB). Moreover, given that social stereotypes are heuristic devices, people ascribe a relatively greater predictability to the stereotype consistent than inconsistent ending in hindsight. Participants also perceived more coherence and communicated the SH-inconsistent information in less abstract terms in hindsight than in foresight. In study 2, participants were asked to retell the stereotypical story of study 1, such that an audience who either liked or disliked the harasser can recognize him. In line with recent work on audience-tuning effects on memory (Echterhoff, Higgins, Kopietz & Groll, 2008), participants showed the saying-is-believing effect (Higgins & Rholes, 1978), but only in foresight where audience impression was more plausible. Interestingly, feeling of SH necessity was greater in foresight than in hindsight, while abstraction of SH-consistent information increased with the time in the latter condition. Results of studies will be discussed in line with Pezzo's sense-making model (2003).

A180

GENDER AND THE PSYCHOLOGY OF CLOTHING SIZE

Denise Martz¹, Lisa Curtin¹, Caroline Williams¹, Holly Burgess¹, Laura Maphis¹; ¹Appalachian State University – Social scientists have long explored gender differences in the body image of Americans. Via the internet-based Psychology of Size survey, 3975 adult men and women provided data on their current and ideal clothing size (relative size [RS]), body mass indices (BMI), and body image variables. Consistent with high rates of body dissatisfaction, 83% of women and 70% of men were larger than their ideal size. RS corresponded precisely with increments of BMI providing validity of clothing size as an anthropomorphic measure. Fitting with cultural imperatives for women to be thin and for men to be muscular, a 2(gender) by 7(RS) ANOVA with BMI as the DV found a significant interaction characterized by men having a higher BMI than women when their clothing size was the same, plus one, and plus two sizes above their ideal. Factor analysis on 14 body image items, assessed on a Likert continuum, yielded Self-assurance and Size Control factors. A 2(gender) by 7(RS) ANOVA on Self-assurance found that men identified more than women with this construct and that individuals who were closer to their ideal clothing size as opposed to furthest away from their ideal reporting more self-assurance. A similar ANOVA for Size Control found an interaction between gender and RS. There were no gender differences in Size Control when participants were smaller or the same as their ideal clothing size. Starting at plus one size through plus five sizes above ideal, women identified more than men with size control.

A181

INDIVIDUAL DIFFERENCES IN WOMEN'S PERFORMANCE OF RAPE AVOIDANCE BEHAVIORS

William F. McKibbin¹, Todd K. Shackelford¹, Vincent M. Bates¹; ¹Florida Atlantic University – Rape can exact severe psychological, physical, and reproductive costs on women, and likely was a recurrent adaptive problem over human evolutionary history. Therefore, women may have evolved psychological mechanisms that motivate rape avoidance behaviors. Guided heuristically by an

evolutionary perspective, we tested the hypothesis that women's rape avoidance behaviors vary with several individual difference variables in women. Specifically, we predicted that performance of rape avoidance behaviors will correlate positively with (1) women's attractiveness, (2) women's involvement in a committed romantic relationship, and (3) the number of family members living nearby. We administered an inventory of rape avoidance behaviors to a sample of women (n = 144). The results were consistent with predictions: Women's performance of rape avoidance behaviors correlated positively with their self-reported attractiveness, their involvement in a committed romantic relationship, and the number of family members living nearby. Discussion addresses limitations of the current research and highlights directions for future work on individual differences in women's rape avoidance behaviors.

A182

GENDER DIFFERENCES IN CELL-MEDIATED IMMUNITY: THE EFFECTS OF STRESS AND COPING IN FIRST YEAR LAW STUDENTS

Sarah McQueary¹, Lindsey Schipper¹, Abbey Roach¹, Suzanne Segerstrom¹; ¹University of Kentucky – Law students show significant deficits in emotional and physical well-being compared to control groups of students in other areas of higher education. The stress of law school has shown to be worse for women than for men in some studies. The use of active coping can have positive effects on immunity under stress, but in the context of law school, this may be more true for men. Women may suffer from perceived benevolent sexism that leads to feelings of distraction and loss of control. As a result, the efficacy of women's active coping may be reduced, leading to decreased immune responses. The current study examined the DTH skin responses of first year law students and normal controls. Students' health behaviors, emotional reactions to law school, and coping strategies were also reported. Male law students had larger DTH responses than females, but this gender effect was not present in the control group. The use of perseverance under stress as an active coping strategy was a moderator of the gender effect on immunity. Men who endorsed perseverance as a coping strategy had larger immune responses, but this effect was reversed for women. In addition, men using this coping strategy felt more positive self-evaluative emotions than women. These results indicate that female law students are more likely to suffer from detriments to well being than their male counterparts. Lastly, the use of active coping may be less efficacious for women than for men in the law school context.

A183

PUBLIC ATTRIBUTIONS TO DISCRIMINATION: THE EFFECTS OF WOMEN'S INDIVIDUAL CONTINGENCIES OF SELF-WORTH

Lisa R. Milford¹, Gretchen B. Sechrist¹; ¹University at Buffalo, The State University of New York – The current research examines the effects of women's contingencies of self-worth (domains in which self-esteem is based) on their public attributions to discrimination. Past research has shown that women will privately attribute a failure to discrimination, but are unwilling to publicly attribute a failure to discrimination, especially in front of a male. In study 1, we preselected women whose self-worth was highly contingent on creativity (highs) and whose self-worth was not contingent on creativity (lows). All participants completed a creativity task and received failure feedback that was sexist, based on their gender. Participants then made public attributions for their failure. Study 1 found that highs attributed their failure to discrimination significantly more than lows. In study 2, we preselected women whose self-worth was highly contingent on academics (highs) and whose self-worth was not contingent on academics (lows). All participants completed a logical reasoning task and received either sexist or non-sexist failure feedback. Participants then made public attributions for their failure. Study 2 found that women who received sexist feedback attributed their failure to discrimination significantly more than women who received non-sexist feedback. Importantly, in the sexist feedback condition, highs publicly claimed discrimination as the cause of their failure significantly more

than lows. Finally, lows publicly attributed their failure significantly more to their own abilities than to discrimination, whereas highs did not minimize the occurrence of discrimination relative to their own ability. This research suggests the need to further examine factors that will motivate women to publicly claim discrimination.

A184**GENDER DIFFERENCES IN EXPECTATIONS OF FORGIVENESS**

Richard Miller¹, Suzana Cook¹, Jemma Hull¹, Megan Jones¹; ¹University of Nebraska at Kearney – Forgiveness can be defined as the willingness to abandon one's right to resentment and negative judgment. The purpose of this study was to examine gender differences in expectations of forgiveness. Consistent with evolutionary theory, previous research has demonstrated that men and women are expected to engage in predictably different lies. Male and female undergraduate students were asked to recall specific instances of lying to either a same-sex friend, opposite-sex friend, or significant other about one of several topics, some of which were predictable (men about wealth or women about appearance) and some of which were not predictable. Based on the research by Finkle et al. (2002), we hypothesized that individuals would expect forgiveness from significant others more than opposite-sex and same-sex friends. We also hypothesized that participants would expect forgiveness for predictable lies more than unpredictable lies. The results indicated that same-sex and opposite-sex friends were expected to be more forgiving than were significant others. This finding is not consistent with the work of Finkle et al. (2002) who found that people who were dependent on their relationships were more likely to forgive their partner. Expectations of forgiveness were also not enhanced when the lies were predictable, which was not consistent with the research by Benz et al. (2005), who found significant gender differences in expectations of lying.

A185**IT'S NOT ALL ABOUT HER: MEN'S RELATIVE MATE VALUE AND MEN'S MATE RETENTION**

Emily J. Miner¹, Valerie G. Starratt¹, Todd K. Shackelford¹; ¹Florida Atlantic University – Female infidelity has been a recurrent adaptive problem over human evolutionary history, sometimes inflicting reproductive costs on males. Consequently, men may have evolved psychological mechanisms that motivate mate retention behaviors to prevent their partners from being sexually unfaithful or defecting from the relationship. Mate retention behaviors include acts that provide benefits to a partner and acts that inflict costs on a partner. In the current research, 235 women provided information about their own and their long-term partners' mate value relative to alternative mates, as well as information about their partners' mate retention behaviors. The results indicate that men's relative mate value is a better predictor of men's mate retention behaviors than is women's relative mate value. Specifically, men of higher mate value perform more benefit-provisioning and fewer cost-inflicting mate retention behaviors than men of lower mate value. The discussion notes limitations of the current research and highlights several directions for future research.

A186**POWER, GENDER AND GENDER-BIASED TASKS**

Tali Nissan¹, Nira Liberman¹; ¹Tel-Aviv University – Research on gender differences in intellectual performance show that men are superior to women on spatial tests (Kimura, 1992), while women tend to perform better on emotion recognition tasks (McClure, 2000). Power and status theories of gender differences found many parallels between effects of gender (men vs. women) and effects of power (high power vs. low power) on various behaviors and abilities (Henley;1973; Galinsky, 2006). My research program demonstrates these parallel effects on spatial and emotion recognition abilities. More specifically, I show that power, induced via priming, influences performance on spatial ability and emotion recognition tasks. High power enhances spatial ability and reduces ability to recognize emotions, whereas low power has the opposite effect

– it reduces spatial ability and enhances ability to recognize emotions. In Study 1, priming participants with high power (vs. low power) by making them write about a situation in which they were in charge of others (vs. situations in which others were in charge of them) enhanced performance in spatial tests and reduced emotion recognition. Study 2 replicated this finding with another manipulation of power, in which participants were seated in an executive's chair vs. a regular chair. These findings support the idea that differences between men and women in intellectual performance mirror differences between high power and low power individuals.

A187**SOMEONE TO WATCH OVER ME: THE EFFECT OF THE INGROUP NORM ON IMPLICIT GENDER ROLE ATTITUDES**

Aya Nodera¹, Kaori Karasawa²; ¹Nihon Fukushi University, ²The University of Tokyo – This study examined whether participants' implicit gender role attitudes change to conform to the ingroup norm (i.e., that of the same gender group) when they are watched. The pilot study for Japanese students showed the following about ingroup norms: 1) Regardless of their attitudes about gender role, males infer that men in general have more traditional attitudes than themselves; 2) females whose attitudes are traditional, infer that women in general are more egalitarian; 3) egalitarian females infer that women in general are more traditional. On the basis of these results, we predicted that people tuned their implicit gender role attitudes to that of their ingroup when being exposed to a face who gazed at them. After answering the questionnaire about gender role, seventy Japanese undergraduates (32 men, 38 women) performed a gender role IAT in which either stylized face with direct or averted gaze was presented on CRT. We conducted a gaze (direct/ averted) x explicit attitude (traditional/ egalitarian) between-factorial ANOVA on IAT-D scores by participants' gender. The analysis revealed that women who had traditional attitudes had higher D scores than egalitarian women in the averted condition, whereas the effect of explicit attitude was not significant in the direct condition. Furthermore, the male participants showed higher D scores in the direct condition than in the averted condition. These results suggested that the participant's gender and explicit attitudes determined the content of the activated norms when they were watched.

A188**THE EFFECTS OF PRIMING OF A THREATENING OUT-GROUP ON WOMEN'S BENEVOLENT SEXISM**

Makoto Numazaki¹, Kumiko Takabayashi², Kunio Ishii¹, Kaori Sasaki¹, Yoichi Amano¹; ¹Tokyo Metropolitan University, ²Hitotsubashi University – Benevolent sexism is a paternalistic attitude that treats women as wonderful but vulnerable creatures who need men's protection and admires the virtues of women who embrace traditional gender roles. We'd like to argue that threatening situations let women accept benevolent sexism because these situations increase women's motivation to be protected. In this study, we examined the effects of priming of a threatening out-group on women's benevolent sexism. We hypothesized that female participants primed with a threatening out-group would show higher benevolent sexism and become more favorable to traditional women and less favorable to nontraditional women. We also hypothesized that these tendencies would be stronger for traditional participants than for egalitarian participants. Eighty five Japanese female undergraduates, who had completed Scale of Egalitarian Sex Roles Attitudes (SESRA) in advance, were instructed to write what they know about North Korea (one of the most threatening countries and regions for Japanese) or EU. Then, participants read a profile of either a traditional woman or a nontraditional woman and rated the target on several dimensions. They also completed Ambivalent Sexism Scale. A regression analysis on Benevolent Sexism score revealed a significant prime x SESRA interaction effect. A regression analysis on the likability of the target revealed significant prime x target and prime x target x SESRA interactions. Only

traditional participants showed higher benevolent sexism and became more favorable to the traditional target when they were primed with North Korea. These results suggest that a threatening out-group would increase benevolent sexism of traditional women.

A189

A CAMPUS IN CRISIS: STUDENT RESPONSES TO A CO-ED MURDER. *Camilla S. Overup¹, Tamra DeLong¹, Stephanie F. Hurley¹, Paige Muellerleile¹; ¹Marshall University* – Violence and injury prevention is among the priorities identified in the American College Health Association's Healthy Campus 2010 objectives. Immediately following the 2007 fall semester, a Marshall University student was murdered near her off-campus apartment. The police withheld all information about her murder circumstances until mid-way through the spring semester. Three aspects of student perceptions were examined: students' information-seeking behaviors about the case, their concerns about personal safety, and behavior change. Because this act of violence was more self-relevant for women than men, we expected differences to emerge along these three dimensions. Further, we expected differences to emerge as a result of the press release of details about the student's murder, which would have made the case less self-relevant for all students, given that it became apparent that the student was targeted by an acquaintance. Fifty-eight students responded to a questionnaire, *n* (males) = 19, *n* (females) = 39. Results of this study indicated that female students were more likely to seek information about the case and express concerns about their personal safety. However, despite the uncertainty about the case, there were no differences in self-reported behavior change. Analyses of responses gathered before and after the press release indicate that there were differences between men and women in how they believed the university could respond to the case. These results imply that college campuses can allay student fears and increase satisfaction by addressing communication strategies in light of tragedies that occur in the campus community.

A190

ANTIGAY AFFECT IS GENDERED: EMOTIONAL REACTIONS TO GAY MALE VERSUS LESBIAN BEHAVIOR *Matthew Paolucci Callahan¹, Theresa Vescio¹; ¹Pennsylvania State University* – Two studies investigated the antecedents to and nature of heterosexuals' felt experience toward gay men and lesbian women. Intergroup emotion research shows that people experience disgust toward gay men as a group (Cottrell & Neuberg, 2005). Other research shows that heterosexual men experience anger when viewing male homosexual behavior. However, no studies to date have measure the relative contributions of disgust and anger toward gay men, and people's emotional reactions to lesbian women are unclear. In Study 1, participants viewed film clips (counterbalanced for order) designed to elicit neutral emotion, disgust, anger and same-sex male affection (gay clip). Participants then completed a questionnaire assessing their emotional reactions to each clip. I hypothesized that people would experience a blend of disgust and anger to the gay clip. A 2 (gender: male vs. female) X 2(film clip: neutral, disgust, anger, gay) mixed analysis of variance was performed (gender: between participants; film clip: within participants). Results indicated that compared to the neutral clip, men experienced both disgust and anger to the gay clip, whereas women experienced only a slight increase in disgust. In Study 2, a clip depicting same sex female affection was included. Results indicated that when compared to the neutral clip, men did not experience increased disgust or anger, whereas women experienced a slight increase in disgust (but not anger). The implications of these results in terms of gender differences in antigay affect are discussed.

A191**COMPETENT YET OUT IN THE COLD: SHIFTING CRITERIA FOR HIRING REFLECTS BACKLASH TOWARD AGENTIC WOMEN**

Julie Phelan¹, Corinne Moss-Racusin¹, Laurie Rudman¹; ¹Rutgers University – To be perceived as qualified for leadership roles, it is incumbent on women to present themselves as competent and ambitious; yet when they do so, they risk social and economic penalties (Rudman & Glick, 1999; 2001). The present research demonstrates a novel means by which backlash impedes women's professional success. Participants (*N* = 428) evaluated male or female agentic or communal managerial applicants on dimensions of competence, social skills, and hireability. Consistent with past research, agentic women were perceived as highly competent but deficient in social skills, compared with agentic men. New to the present research, social skills predicted hiring decisions more than competence for agentic women; for all other applicants, competence received more weight than social skills. Thus, evaluators shifted the job criteria away from agentic women's strong suit (competence) and toward their perceived deficit (social skills) to justify hiring discrimination. The implications of these findings for women's professional success are discussed.

A192**REVISITING THE SEXUAL REVOLUTION: AN EXAMINATION OF POTENTIAL MODERATORS OF SEXUAL DOUBLE STANDARDS**

Danielle Popp¹, Maria Corbett¹, Mary Crawford²; ¹Florida Atlantic University, ²University of Connecticut – Crawford and Popp (2003) suggest the capricious nature of sexual double standards (SDS) in psychological research may be a product of methodologies used. Limitations of existing research are suggested including confounding participant sex and target sex, use of research methodologies prone to socially desirable responding and lack of research on moderators. This study examines target attractiveness as a moderator using quantitative and qualitative measures. 237 female and 117 male undergraduates (*M*age = 20.06, *SD* = 4.41) evaluated an online dating website including a profile of a member who varied in gender, attractiveness and number of past sex partners (1, 7, 14). Participants rated targets on 25 personality characteristics and responded to two open-ended items reporting their first impressions and describing a typical date for the target. 2 (target gender) X 2 (participant gender) X 3 (# past partners) X 2 (target attractiveness) ANCOVAs (covariate: participant # past sexual partners) were performed on 5 factors (e.g., Social Competence, Promiscuity, Masculinity, Dominance, and Seductiveness) and on coding of the qualitative responses. There were no significant SDS effects for the 5 factors. However, there were significant target gender X target attractiveness X target partner effects for negative personality characteristics, partying/drinking, and promiscuous clothing. Attractive female targets with 7 partners were evaluated more negatively, unattractive male targets with 14 partners were evaluated least negatively, attractive females with 1 partner were rated as most likely needing to drink to have sex and to wear promiscuous clothing. These results confirm Crawford and Popp's (2003) earlier findings.

A193**SEXUAL EXPERIENCE, SEXUAL IDENTITY, AND THE SPACE IN-BETWEEN: THE ROLE OF STIGMA**

Mariana A. Preciado¹, Letitia Anne Peplau¹, Kerri Johnson¹; ¹University of California, Los Angeles – Simply knowing that an individual self-identifies as heterosexual, homosexual, or bisexual is not sufficient for understanding that individual's sexuality. Whereas one man may call himself heterosexual and experience sexual encounters exclusively with opposite-sex partners, another man may also identify as heterosexual but experience sexual encounters with both same-sex and opposite-sex partners. Indeed, recent research has revealed that the relationship between sexual experience and identity is complex, with both factors fluctuating with context and across time. Moreover, these fluctuations may be poorly synchronized (e.g., Malcolm, 2000;

Diamond, 2008). Put simply, sexual experience alone is insufficient to predict an individual's sexual identity, and vice versa, suggesting that other factors must be at work. The current studies examine the experience of stigma as a potential factor impacting the relationship between sexual experience and identity. In two studies, we examined how priming participants with societal views that conveyed either stigma or support for homosexuality impacted participants' disclosure of past (Study 1, N=179) and predictions of future (Study 2, N=80) sexual experiences with same-sex partners. Across both studies we found a relation between prime condition and memory/prediction of same-sex sexual encounters. Implications for the study of sexual behavior, sexual identity, and sexual health are discussed.

A194

EMOTIONAL STABILITY MEDIATES THE SOCIAL SUPPORT-STRESS RELATIONSHIP FOR WOMEN *Gretchen Reevy¹; ¹California State University, East Bay* – Utilizing social support is a helpful coping technique during times of stress. Some individuals are more effective at perceiving and/or using social support than others. In general, research has indicated that women utilize social support more than do men during stress (Taylor et al., 2000). The current study focused on emotional stability (low neuroticism) as an attitude that is helpful to perceive social support as a resource for coping with daily hassles stress and life events stress for women. Using the recommendations of Chaplin (2008), emotional stability was investigated as a mediator in the perceived social support-stress relationship. Measures of emotional stability, social support, and stress were self-report. The results indicated that, consistent with earlier research (Reevy, 2007), social support and stress (both daily hassles and life events stress) were uncorrelated for men. Social support was negatively correlated with both types of stress for women. For women, emotional stability mediated the relationship between perceived social support and daily hassles stress, but did not mediate the relationship between perceived social support and life events stress. Encouraging an attitude of emotional stability among women high in neuroticism may help these individuals to recognize social support as a means to cope with daily hassles stress (but not necessarily life events stress); future research could test these ideas experimentally. Since emotional stability/neuroticism is presumably a personality trait and not easily changed, it is recommended that relaxation or cognitive techniques could be used to manage the high anxiety and other negative emotions characteristic of neuroticism.

A195

IMPLICIT ASSOCIATIONS BETWEEN WOMEN, MEN, NATURE AND CULTURE. *Catherine Reynolds¹, Nick Haslam¹; ¹The University of Melbourne* – Feminist anthropologist S. Ortner (1972) proposed that the universality of women's oppression is underpinned by symbolic associations of woman with nature and man with culture. The present study examined these associations using as indices of nature and culture the two dimensions of humanness proposed by Haslam (2006) – human nature traits and human uniqueness traits. Ortner's semiotic hypotheses were tested in a sample of 47 undergraduates using both an explicit questionnaire measure and an implicit measure (Go No-go Association Task). Consistent with the hypotheses, women were more associated with nature than men, and men were marginally more associated with culture than women. Although neither gender was more associated with the category 'human', women were perceived more favourably. These associations were only obtained at the implicit level, and were held equally by male and female participants.

A196

ON DIFFERENT WAVELENGTHS: GENDER DIFFERENCES IN THE USE AND PERCEPTION OF POLITENESS IN INTERPERSONAL POWER *Melissa Sanders¹, Fiona Lee¹; ¹University of Michigan* – Two studies investigated the relationship between gender, politeness, and power. Study 1 presented participants with descriptions of individuals who use power in either independent or interdependent ways and had them rate how likely each hypothetical would be to respond in certain ways, which varied in their level of politeness, in a variety of situations. In Study 2, participants were placed in a situation requiring them to use interpersonal power. Their responses were then coded for politeness. Results revealed significant gender differences in both the use and perception of politeness. In Study 1, women were much more likely to regard the interdependent power user as more polite than the independent power user, but men show no difference in their politeness ratings across power users. Study 2 showed that women were significantly more likely to react in both polite and impolite ways, while men used primarily impolite tactics.

A197

ARE SEXIST REMARKS HARMFUL?: MERITOCRACY BELIEFS AND PSYCHOLOGICAL AND PHYSIOLOGICAL RESPONSES TO SEXISM *Jennifer Schultz¹, Dina Eliezer¹, Brenda Major¹, Wendy Berry-Mendes²; ¹University of California Santa Barbara, ²Harvard University* – The worldview verification model proposes that meritocracy beliefs (e.g., beliefs that individuals of any group can get ahead in America; that success stems from hard work) shape how individuals respond to discrimination. The present study examined how meritocracy beliefs influence women's affective, behavioral, and physiological responses to sexist attitudes. Female participants, who previously completed a measure of meritocracy beliefs, watched a male confederate make a blatantly sexist speech about women in the workplace and then spoke on the same topic. Based on the worldview verification model, we hypothesized that meritocracy beliefs would differentially predict women's affect (self-esteem and anger), behavior (content of their speech), and physiology (vascular and cardiac reactivity) in response to a sexist speech. As predicted, endorsement of meritocracy beliefs was positively related to maladaptive cardiovascular responses (increases in vascular and cardiac reactivity) and negatively related to participants' discussion of sex discrimination in their speech, self-reported anger, and implicit self-esteem. Furthermore, self-reported anger mediated the relationship between participants' meritocracy beliefs and discussion of sex discrimination in their speech. Women with stronger meritocracy beliefs expressed less anger in response to the sexist speech, which in turn led to decreased discussion of discrimination in their own speech. These findings suggest that meritocracy beliefs may play an important role in shaping reactions to sexist attitudes.

A198

THE INFLUENCE OF INTERPERSONAL VERSUS INSTITUTIONAL SEXISM ON MEN'S AND WOMEN'S WILLINGNESS TO MAKE ATTRIBUTIONS TO DISCRIMINATION *Gretchen Sechrist¹; ¹University at Buffalo, SUNY* – Three experiments examined the effects of interpersonal (person-based) versus institutional (rule-based) discrimination on men's and women's willingness to make attributions to a sexist experimenter or sexist rules. A control condition, in which no discrimination occurred, also was included. Experiment 1 examined if there were differences in attributions based on discrimination source (person, rule, or control) and demonstrated that women were reluctant to indicate that a person was to blame for the discrimination they experienced even when a person was the source. Experiment 2 demonstrated that differences in attributions were not due to social costs associated with making public attributions. Overall, male and female participants were less likely to indicate that an experimenter was sexist, and replicating Experiment 1, women were even more reluctant than

men, especially when a person was the source. Experiment 3 showed one reason that there were differences in attributions was that individuals protected the perpetrator. Specifically, both male and female participants were less likely to indicate that an experimenter was sexist, and that even a rule was sexist, when there was a cost to the perpetrator for making such attributions. In addition to indicating another reason for why individuals may fail to make attributions to discrimination, this research suggests that a perpetrator could discriminate against an individual, especially a woman, and not be confronted or held accountable, but if a rule is involved in the discrimination, then individuals are more likely to stand up for themselves and report gender discrimination.

A199

EXPLORING THE GENDER-GAP IN EDUCATION: THE ROLE OF PERSPECTIVE-TAKING ON PERFORMANCE DETRIMENT Emma L. Seddon¹, Ashleigh M. Hamel¹, Harriet E. S. Rosenthal¹; ¹Durham University, UK – Stereotype threat refers to the predicament felt by people in situations where they could conform to negative stereotypes associated with their own group membership, resulting in underperformance on a task associated with the threatened domain (Steele, 1997). Using the stereotype that males underperform on tests of English literacy compared to females, this research aimed to establish whether an intervention designed to enhance perspective taking could be applied to the stereotype threat domain, in both single-sex (all male) and co-educational schools. Prior research (Marx & Stapel, 2006) heightened stereotype threat through the use of first-person perspective taking with a negatively stereotyped group member. Thus it was hypothesized here that stereotype threat would be reduced by presenting individuals with a positive group member. Two hundred and fifty-two male and female participants (mean age 16) were required to take the perspective of a female student, writing in either a first-person or third-person perspective. A number of important results were found, first, male participants from the single-sex school performed significantly better than their co-educational counterparts. Second, participants in the first-person perspective condition showed significantly lower performance compared to participants in the third-person perspective condition. This is contrary to the original hypothesis and the results are discussed in terms of the existing stereotype threat, perspective taking and stereotype reactance (Kray, Thompson & Galinsky, 2001) literature.

A200

MADAME PRESIDENT?: A CLOSER EXAMINATION OF THE GENDER GAP IN SUPPORT FOR A WOMAN FOR PRESIDENT Stefanie Simon¹, Crystal L. Hoyt²; ¹University of California, Santa Barbara, ²University of Richmond – Two strong explanations for the gender gap in support for a woman for president are that women have more liberal gender role and political attitudes. In the present research, we also contend that, unlike men, women share the same gender identity as a female candidate and that this shared social identity plays an important role in their support. In Study 1, we surveyed 56 women and 58 men and assessed their attitudes toward women (ATW) and attitudes toward electing a woman for president. Hierarchical regression analyses revealed that both ATW and sex independently predict a significant proportion of the variance in willingness to elect a woman for president. In Study 2, we experimentally investigated the role of gender social identity in support for electing a female candidate. We primed 44 women and 39 men with their gender identity and examined the extent to which the prime influenced support for Hillary Clinton. We also assessed participants' gender authority and political attitudes. Hierarchical regression analyses showed that when entered together, gender authority attitudes and sex independently predict support, but when political attitudes were entered, only sex and political attitudes predicted support. Finally, as expected, when primed with their gender identity, women increased support for Clinton and men decreased their support. These studies strongly support the arguments that the gender gap in support

for female presidential candidates stems in part from women's more liberal attitudes and also from women's sharing the same gender social identity as a female candidate for commander in chief.

A201

THE EVOLUTION OF MEDIA: DETERMINING THE INFLUENCE OF AN ADVERTISING CAMPAIGN ON FEMALE SELF-ESTEEM AND BODY IMAGE Natalie D. Smoak¹, Vanessa Dremonas¹; ¹Illinois Wesleyan University – For decades, advertising campaigns have been criticized for instigating many of the physical, social, and psychological problems affecting females. However, recent advertising approaches, namely the Dove Campaign for Real Beauty, endeavor to sell products by responsibly endorsing attainable beauty ideals. The present study evaluated whether campaigns like Dove's are successful at reducing negative female body image, or whether they are instead counterproductive to their goal due to persuasion-based sleeper effect processes. The sleeper effect occurs when a persuasive message and its non-credible source become dissociated from one another over time, thereby making the message more persuasive. In this research, we hypothesized a reverse sleeper effect process, such that immediately upon viewing a commercial from Dove's campaign, women's body esteem would be greater, consistent with Dove's campaign goals. However, if reverse sleeper effect processes were occurring, we predicted that, after a week had passed and the commercial's thin, sexy images and message had been dissociated from one another, body esteem would be lower. To test this, 102 female undergraduates were either exposed to the Dove commercial Evolution in its entirety, Evolution in part, or a control commercial. Participants then reported both implicit and explicit body image-related self-perceptions immediately following the commercial and again one week later. Results indicated that, contrary to the campaign's goals and theoretical predictions, the commercial negatively influenced several explicit body-image related self-perceptions both immediately and one week after it was viewed. Both practical and theoretical implications will be discussed, along with recommendations for future media literacy campaigns.

A202

THE EFFECT OF GENDER ROLE ON RISKY DRIVING IN OLDER ADOLESCENTS Marnie Sutton¹, Nancy Rhodes¹; ¹University of Alabama – Teens are at significant risk of dying in automobile crashes, and nearly twice as many adolescent males die in crashes as females (NHTSA, 2006). There is a dearth of research investigating the psychological reasons underlying this sex difference. Gender role socialization has been investigated as a potential explanatory mechanism (Ozkan & Lajunen, 2005; 2006), with stereotypically masculine traits of agency and unmitigated agency (respectively, concern for oneself and concern for oneself to the exclusion of others) being likely contributors to the sex difference in driving behavior. An online survey of college students (N=397, 50% male) examined gender role socialization and reports of risky driving. Male participants were higher in agency and unmitigated agency, while female participants were higher in communion and unmitigated communion (stereotypically feminine traits of concern for others and concern for others to the exclusion of oneself), and males engaged in more risky driving behavior than females. A multiple regression revealed that gender role traits accounted for greater variability in risky driving than participant sex: Significant predictors of risky driving were agency ($\beta=.10$, $p<.05$), unmitigated agency ($\beta=.18$, $p<.001$), and unmitigated communion ($\beta=.21$, $p<.001$). Participant sex was not a significant predictor ($\beta=.02$, $p>.10$). These findings indicate that gender role socialization is more important in driving behavior than biological sex. Our finding that unmitigated communion is a positive predictor of risky driving was counter to previous work, and thus needs further investigation. Interventions to counter risky driving may benefit from taking into account gender role socialization.

A203**BUFFERING EFFECTS OF COMMITMENT: THE ROLE OF GENDER**

SiSi Tran¹, Ellen Butler¹; ¹Vassar College – The present research uses a behavioral observation methodology to examine the buffering effects of commitment on reactions to threatening interpersonal situations in married couples. The research shows that greater commitment on the part of wives tends to buffer insecurities of both partners. Women report greater relationship security to the extent that they are more committed, whereas men report enhanced security if their wives are more committed. Similarly, if wives are more committed, both partners report fewer feelings of rejection and greater feelings of acceptance during a potentially threatening marital interaction. Additionally, if men are married to more committed wives, they exhibit more constructive accommodation behaviors during the interaction. In other words, wives' commitment to the relationship has a stronger impact on their husbands' outcomes than even their husbands' own commitment. These results emphasize the importance of wives' commitment in regulating the couples' cognitive, emotional, and behavioral reactions during difficult interpersonal interactions, and further reveal the critical nature of dyadic effects in which one partner has a significant impact on another.

A204**ARE ALL MODELS CREATED EQUAL? A CONTENT ANALYSIS OF WOMEN IN ADVERTISEMENTS OF FITNESS AND FASHION MAGAZINES.**

Louise Wasylikiw¹, Amber Emms¹, Kathryn Poirier¹; ¹Mount Allison University – Increasingly, advertisements in men's magazines emphasize appearance over performance of male models (Farquhar & Wasylikiw, 2007). Given the growing awareness that unrealistic portrayals of female models have negative effects on women's self-perceptions, one might expect that women's magazines aimed at fitness and health would call attention to what bodies can do as opposed to what bodies look like. The current study is a content analysis of women appearing in advertisements in two types of magazines: fitness/health versus fashion/beauty chosen because of their large and predominantly female readerships. Women appearing in advertisements of the June, 2007 issue of 5 fitness/health magazines were compared to women appearing in advertisements of the June, 2007 issue of 5 beauty/fashion magazines. Female models appearing in advertisements of both types of magazines were primarily young, thin Caucasians; however, models were more likely to adhere to the thin cultural ideal when they appeared in fashion magazines. Consistent with our expectations, models presented in advertisements appearing in fitness magazines had increased activity, decreased fragmentation, and increased direct eye gaze compared to models presented in advertisements of fashion magazines. In total, the results suggest that there is more than one cultural ideal and there is a need to disentangle the effects of viewing different ideals on women's self-perceptions.

A205**GENDER ROLE BELIEFS MEDIATE INCREASED SEX DIFFERENCES IN SEXUAL PREJUDICE FOLLOWING MORTALITY SALIENCE**

Russell J. Webster¹, Donald A. Saucier¹; ¹Kansas State University – Terror management theory (TMT) research has shown that mortality salience (MS) increases prejudice toward cultural worldview violators. Webster and Saucier (2008) found that MS increased sex differences in sexual prejudice, except when items referred only to lesbians (vs. gay men). However, their study still did not investigate possible mediators (i.e., the specific worldview violated) of these increased sex differences following MS. Sex differences in sexual prejudice predominantly stem from variations in gender role beliefs (Whitley, 2001), which collectively form a cultural worldview from a TMT perspective. Therefore, we predicted that increased sex differences in sexual prejudice following MS would be mediated by gender role beliefs. That is, given that gay men are perceived to be gender role

violators, heterosexual men (vs. women) report higher prejudice toward gay men following MS to reinforce their gender role beliefs. Accordingly, in the current study, 75 introductory psychology students first completed a gender role belief measure (Kurdek, 1988). Second, participants completed MS (writing about death) or control (writing about dental pain) essays. Third, participants completed three attitudinal measures assessing support for various same-sex policy initiatives, as well as affective prejudice measures (Webster & Saucier, 2008). Results showed that gender role beliefs indeed mediated increased sex differences in sexual prejudice following MS. The current study emphasizes the importance of investigating mediators in TMT research, suggesting that researchers may be able to attenuate MS effects by alleviating the specific perceived worldview violation in addition to alleviating the existential terror of death (c.f. Greenberg, 2008).

A206**UNDERLYING SEXUAL PREJUDICE: THE INFLUENCE OF GENDER NORMS**

Joseph D. Wellman¹, Shamon K. McCoy¹; ¹University of Maine – It has been suggested that sexual prejudice may be in part derived from traditional gender norms and the violation that gay and lesbian individuals represent (Capezza, 2007). Previous research has found that higher levels of gender norm endorsement were associated with increased discrimination towards gay men and lesbian women (Wellman, McCoy, & Allan, 2008). The current study extends this research by priming traditional gender norms and examining the consequences for discrimination towards gay men. Participants were 185 heterosexual male college students, randomly assigned to view ads that were either gender norm related (Prime) or neutral (No Prime). Participants then read one of four scenarios. Scenarios depicted either heterosexual or same-sex relationship violence. Discrimination was assessed through participant's perceptions of incident severity, willingness to intervene and victim blame. Consistent with hypotheses participants primed with traditional gender norms perceived gay male violence as less serious, were less willing to intervene and blamed the victim more for the incident than participants in the no prime condition. Conversely, when primed, participants perceived male against female violence as more serious, were more willing to intervene, and blamed the victim less. Results suggest that traditional gender norms contribute to sexual prejudice towards gay men.

A207**THE USE OF A TARGET-EMPLOYED SELF-AFFIRMATION STRATEGY REDUCES GENDER BIAS**

Jessica Whitehead¹, Toni Schmader¹, Jeff Stone¹; ¹University of Arizona – Research indicates that when stigmatized targets attempt to reduce bias against themselves by acting counterstereotypic, they engender backlash from perceivers in the form of decreased perceptions of warmth (Rudman & Glick, 2001). According to the Target Empowerment Model (or TEM, Stone & Schmader, 2003), targets can use more blatant and explicit prejudice reduction strategies if they first use a subtle strategy like affirmation to defuse the perceivers feelings of threat. The current research tested this hypothesis in the context of a getting acquainted exercise. Specifically, during an interaction with another male student, a female confederate either remained neutral (control), or employed an affirmation, counterstereotyping, or the combination of affirmation and then counterstereotyping strategy. Participants then made ratings of their female partner's personality, including the traits of warmth and competence. As predicted an Affirmation x Counterstereotypicality x Trait Dimension interaction showed that, inline with gender stereotypes, female confederates in a control condition received higher ratings of warmth and lower ratings of competence. Replicating past work, when the confederate provided counterstereotypic information, males perceived her as more competent, but less warm compared to the control. However, when the confederate asked questions designed to affirm the male partners, or affirmed participants before presenting herself as

counterstereotypic, participants rated her as both highly competent and warm compared to the other conditions. Thus, the use of a subtle TEM affirmation strategy reduced the negative responses that biased perceivers have when they are confronted by a target's use of a more blatant and explicit prejudice reduction strategy.

A208

SPEECH CONVERGENCE AND SOCIAL OUTCOMES: THE EFFECTS OF GENDER & LEADERSHIP ROLE *Lauren J. Aguilar¹, Geraldine Downey¹, Robert Krauss¹, Jennifer Pardo¹, Niall Bolger¹; ¹Columbia University* – We were interested in the social factors that give rise to speech convergence and the outcomes associated with this subtle form of mimicry. We examined the effects of gender and leadership role on speech convergence. Participants were scheduled in mixed- or same-gender dyads and took part in a collaborative task in the assigned role of Leader or Follower. Leaders used more speech convergence than Followers, despite gender. There was no main effect of gender; however, there was a significant interaction of gender, leadership role, and gender composition in the dyad, on speech convergence. In same gender dyads, Leaders converge towards Followers; however, in mixed-gender dyads there is no speech convergence by either participant. We also tested for the effect of rejection sensitivity based on gender (RS-gender) in female participants. Those who are highly gender rejection-sensitive anxiously expect and readily perceive rejection or discrimination based on gender, and are vigilant for cues of rejection in the interpersonal environment. High RS-gender women display significantly more speech convergence than those low in RS-gender. Outcomes of individuals' speech convergence on their partner-rated affiliation, likeability, and competence are discussed. The research brings together diverse literatures to discuss the importance of speech mimicry and its social consequences.

A209

IT'S NOT JUST ME! THE INFLUENCE OF SHARED EXPERIENCE ON PERCEPTIONS, GROUP EFFICACY AND PREFERRED BEHAVIORAL RESPONSES TO SEX DISCRIMINATION *Tracey Cronin¹, Nyla Branscombe¹, Greg Nichols¹, Dan Miller²; ¹University of Kansas, ²Indiana University-Purdue University* – Two experiments were conducted to test the effects of sharing an exclusionary outcome with another woman on perceptions of the situation, group efficacy and actions. In Experiment 1, we varied whether the rejection from a higher status group was either legitimate (based on a meritorious reason) or illegitimate (the rejection was gender-based). Women in the illegitimate condition perceived more group support, were more likely to perceive the source of the mistreatment as sexist, were less willing to accept the outcome received, and were more willing to challenge the situation. In Experiment 2, we held the illegitimacy of the unfair treatment constant and manipulated whether participants perceived the event as being shared with another woman or that they were alone in their experience. Although females in both conditions experienced the same unfair event, participants in the shared experience condition perceived the unfair treatment as more illegitimate compared to those in the alone condition. Further, when alone, the source of the mistreatment was perceived as less sexist, group efficacy was lower, and more costs were expected if they complained about the situation. Structural equation modeling shows how sharing the experience of discrimination shapes the anticipation of social costs and group efficacy beliefs, and how those perceptions affect decision acceptance, as well as collective action. These studies provide insight concerning how social sharing of discrimination can result in challenges to unfairness and when such responses will be particularly inhibited when discrimination is confronted.

A210

A PROTOTYPE ANALYSIS OF EVIL *Anomi Bearden¹, John Ellard¹, Megan Kinal¹; ¹University of Calgary* – Evil pervades various domains and numerous definitions of evil have arisen. Berkowitz (1999) points out that by including all characteristics and behaviours in the same category there is a high risk that all acts may be equally regarded as evil. One possible way to differentiate between degrees of evil is by adopting a prototypic approach, such that clear cases come to mind first and non-prototypical members come later. To investigate if evil is prototypically organized a series of 4 studies were conducted. Findings from studies 1 and 2 fulfill the first component of a prototype analysis as described by Rosch (1975a): Overall agreement about central versus peripheral features (suggesting prototypical structure for evil in general and evil people). Studies 3 and 4 provide partial support for the second requirement for prototypical organization: central features affect cognitions about the concept. Specifically, central features of evil were falsely recognized more often than peripheral features (Study 3) and some narratives including central characteristics of evil in general and evil people were rated as more evil and deserving of more punishment than those including mixed or peripheral characteristics of evil (Study 4). However, some findings from studies 3 and 4 were contradictory to a prototypic conceptualization of evil. These studies are exploratory in nature and conclusions can not yet be made regarding whether evil is prototypically organized. Another study is being conducted that will examine further the extent to which central features affect cognitions about evil.

A211

OH WHAT A TANGLED WEB WE WEAVE AN EMPIRICAL EXAMINATION OF THE NECESSITY AND ETHICS OF DECEPTION IN SOCIAL-PERSONALITY RESEARCH *Marcella Boynton¹, David Portnoy²; ¹University of Connecticut, ²National Cancer Institute* – Despite a long research of history of experimental deception in psychological research (Korn, 1997) and a great deal of interest on its impact (SPSP listserv, 2008) there is little empirical evidence addressing the effect of deception on participants. Hence, the purpose of this study was to determine whether experimental deception, along with other procedural factors, negatively impacts participants. Participants (N=183) were recruited for a computer-based experiment, which was a replication of Gramzow and Gaertner's (2005) minimal groups study, with three key additional manipulations: 1) level of deception about the task--full disclosure, partial disclosure, or active deception) 2) low or high self relevance 3) level of professionalism of the experimenter--participants were either treated nicely or rudely by the experimenter. A funnel debrief technique was utilized such that participants were first probed and debriefed about the computer task, after which participants completed a number of cognitive and affective measures including a research satisfaction scale, the PANAS, the Mini-IPIP, and a Trust in Psychological Researchers Scale. Participants were then probed and debriefed about the nice/rude manipulation, after which they completed another research experience satisfaction scale and PANAS. The minimal groups results generally replicated earlier findings; however, both deception and relevance moderated the results. Analyses of the cognitive and affective measures indicate that deception is only detrimental to participants when they are not treated in a professional manner and when they are not fully debriefed. Taken as a whole, these findings suggest that deception can, under certain conditions, be both necessary and ethical.

A212

THIS I BELIEVE: MAPPING BELIEFS ACROSS AMERICA USING TEXT ANALYSIS *Cindy Chung¹, Jay Allison², Dan Gediman², James Pennebaker¹; ¹The University of Texas at Austin, ²This I Believe, Inc.* – To assess beliefs across America, a bottom-up approach to text analysis was applied to a corpus of 37,315 open-ended essays about beliefs. The statements of the values and beliefs that guide people's daily lives are archived on www.thisibelieve.org, and some are featured on National

Public Radio. The corpus included over 17 million words (about 472 words per essay). A computerized text analysis technique, the Meaning Extraction Method (MEM), was used to derive common narrative themes. The MEM uses factor analysis to assess how common content words tend to co-occur. These word clusters tend to reflect underlying themes. The MEM analysis revealed "themes" at two different levels in the This I Believe corpus. Several of the themes reflected concrete topics such as money, religion, and being an American. Other themes suggested ways of thinking such as focusing on sensations in the here and now, general insights or realizations, etc. Regression-based factor scores were averaged by zip code to assess the degree to which various themes were mentioned across America. By mapping the most common words and factor scores by zip code, it was possible to see the degrees to which the various beliefs are salient across the country. By using the MEM on open-ended data, the beliefs examined were defined by the statistical co-occurrence of words that respondents used in free descriptions, rather than by researchers' biases about what Americans believe. The MEM presents an inductive, efficient, and reliable approach to assess attitudes and beliefs.

A214

PREPARING THE BRIEF IMPLICIT ASSOCIATION TEST FOR USE IN EFFICIENT AND ARTIFACT-FREE RESEARCH

Ricardo Contreras¹, Anthony G. Greenwald¹; ¹University of Washington – Sriram & Greenwald (under review) recently introduced the Brief Implicit Association Test (BIAT), a measure of association strengths less than one-third the length of the standard IAT. They found that associations tested first tended to be weaker than those tested second. We hypothesized that the cause of these slower initial response times was inadequate practice. In Study 1, subjects were administered three different BIATs: a Presidential Candidate Attitude, a Race Stereotype, and a Religious Identity BIAT. The BIATs were designed so that identical sections appeared multiple times during a test and thus subjects' performances on the same section could be compared across different sequence points. Data analysis confirmed significantly slower response times for associations when they appeared first compared to when they appeared later in the test. Response times of identical sections not appearing first in sequence were not significantly different from each other. In Study 2, five different practice and test section combinations were tested. Differences in response times within pairs of sections in all three BIATs were analyzed to gauge the effect of one on the other. The most significant decreases in response times between section pairs were observed when the stimuli of both sections were identical and when those sections appeared at the beginning of the test. These results suggest that utilizing practice sections identical to their subsequent test sections at the beginning of the Brief Implicit Association Test is an effective and efficient way to prepare the BIAT for use in future research.

A215

ASSESSING THE RELIABILITY AND CONSTRUCT VALIDITY OF THE BRIEF IMPLICIT ASSOCIATION TEST

Leona W. Dondi¹, Anthony G. Greenwald¹; ¹University of Washington – The present study investigated whether the Brief Implicit Association Test (BIAT) produces a measure of implicit associations with test-retest reliability and construct validity (as assessed by implicit-explicit correlations), similar to the standard IAT. The BIAT offers a shorter (2 vs. 7 blocks and 56 rather than 200 trials) and procedurally simpler (2 rather than 4 focal categories) measure of implicit associations than the standard IAT. Participants completed both standard and brief versions of a gender self-concept and political attitude IAT, as well as self-report measures on gender self-concept associations and political attitudes towards George Bush and Bill Clinton. Results showed that despite utilizing fewer trials, and with minimal time between administrations (about 12 minutes), both the gender self-concept and political attitude BIATs provided good test-retest reliability ($r = .60$ and $.61$ (Spearman-Brown) respectively). The gender

self-concept BIAT yielded high implicit-explicit correlations ($r = .65, .68$) comparable to the standard IATs implicit-explicit correlations ($r = .69, .76$). Implicit-explicit correlations for the political attitude IATs were also adequate (BIAT $r = .38, .48$; IAT $r = .45, .51$). Taken together, these results suggest that the BIAT measures implicit associations with reliability and construct validity comparable to the standard IAT. Because two BIATs can be completed in less time than it takes to complete one standard IAT, a study in which multiple implicit associations are being measured can take advantage of the BIAT's short length. The BIAT could allow for fast and easy administration on the web and in studies with several tasks.

A216

A NEW ASSESSMENT OF THE INTERPERSONAL CIRCUMPLEX:

THE IPIP-IPC *Joelle Fanciullo¹, Patrick Markey¹, Charlotte Markey²; ¹Villanova University, ²Rutgers University – The Interpersonal Circumplex (IPC) is arguably the most popular two-dimensional model of interpersonal behavior. The structure of the IPC asserts that interpersonal behaviors vary along a circular continuum and are oriented by the primary dimensions of dominate-submissive behavior (i.e., dominance) and hostile-friendly behavior (i.e., warmth). Although there are several self-report questionnaires that assess the IPC, all either are extremely time consuming (typically taking more than 30 minutes to complete), utilize unusual and sometimes confusing adjective descriptors, or are not freely available. In order to create a relatively quick, comprehensible, and free assessment of the IPC, the current study utilized items from the International Personality Item Pool (IPIP) to create an assessment of the IPC – the IPIP-IPC. The present study first utilized a sample of 250 participants to select items that confirmed the structure of the IPC. A separate sample of 251 participants confirmed the geometric structure of these items using randomization tests. Finally, the combined sample of 501 participants was used to demonstrate both the convergent and discriminant validity of the IPIP-IPC by relating it to 10 different personality assessments (e.g., NEO-PI-R, CPI, JPI-R, etc.).*

A217

ORTHOGONAL DREAMS IN AN OBLIQUE WORLD: A META-ANALYSIS OF THE RELATION BETWEEN ANXIETY AND AVOIDANCE IN THE ECR AND ECR-R

Heather Finnegan^{1,2}, Jessica Cameron¹; ¹University of Manitoba, ²University of Windsor – The 'Experiences in Close Relationships Scale' (ECR; Brennan, Clark, & Shaver, 1998) and the 'Experience in Close Relationships Scale - Revised' (ECR-R; Fraley, Waller, & Brennan, 2000) have become the two most popular self-report adult attachment measures used in recent research. Although the ECR and the ECR-R were created with the intention that the anxiety and avoidance dimensions were uncorrelated, anecdotal observations have revealed that this is not always the case in actual research samples (Mikulincer & Shaver, 2007). The aim of the present study was to examine the correlation between anxiety and avoidance in the original and revised versions of the ECR. A sample of 204 published studies was obtained through database and citation searches and a sample of 40 unpublished studies was obtained by posting to the Society of Personality and Social Psychology (SPSP) and the International Association of Relationship Researcher (IARR) listservs. Results of a meta-analysis of 244 studies and 62,518 participants revealed an extremely heterogeneous sample of studies whereby the correlation between anxiety and avoidance ranged from $-.36$ to $.68$. Version (ECR vs. ECR-R) was a significant moderator; studies that used the ECR reported significantly lower correlations between anxiety and avoidance than studies that used the ECR-R. An exploration of several possible moderators revealed that country, relationship status, and mean age moderated the relationship between anxiety and avoidance. Implications for the use and statistical analysis of the ECR and ECR-R as well as the theoretical implications for the structure and nature of attachment will be discussed.

A218**WHEN DO SUBJECTIVE NORMS MATTER? A DATA-MINING APPROACH TO REASONED ACTION**

G. Tarcan Kumkale¹; ¹Koc University, Istanbul, Turkey – Health behavior models suggest that different segments of the population may require different intervention strategies given their unique needs and experiences. However, sophisticated audience segmentation methods are rarely used in identifying homogenous population subgroups whose members share characteristics that are important barriers to or facilitators of the behavior. Given that the mechanisms governing the behavior may be different for groups varying in the level of past experience, perceived control, attitudes, and norms, it is necessary to identify interactions among these variables. Limitations of traditional OLS approaches, skewed distributions, and power related considerations, however, make it challenging to verify these interactions. After decades of research, for instance, there are still no empirical generalizations regarding whether perceived control interacts with attitudes and norms in predicting intentions to perform the behavior. The effects of past behaviors are similarly controversial. In the present study, we subjected reasoned action data from a community sample of 3284 adults to nonparametric, nonlinear, automated interaction detection analyses using various data-mining algorithms. The target variable was intention to use condoms, and the predictors were attitudes, perceived control (PBC), frequency of past behavior, and social norms (SN). These analyses revealed 18 reliable decision rules and homogenous clusters of individuals. For instance, SN does not matter (a) when attitudes are unfavorable, (b) PBC is low, and (c) there is past behavioral experience. SN becomes relevant only when several conditions are met simultaneously, including absence of behavioral experience and the presence of at least slightly favorable attitudes and moderate to high levels of PBC.

A219**ASSESSING THE QUALITY OF DIARY MEASURES USING DYNAMIC FACTOR ANALYSIS**

Sean Lane¹, Patrick Shrout¹; ¹New York University – Daily diary methods are becoming increasingly popular for studying patterns of psychological process and change. However, they require brief assessments that may be more subject to measurement error than longer assessments. Therefore, establishing the reliability of such measures is important prior to making statistical inferences. Standard estimates of reliability such as Cronbach's alpha (1951) do not apply to the within-person consistency of measurements over time. Cranford et al (2006) provided estimates of the reliability of within-person assessments based on Generalizability Theory (GT) for measures with two or more items. However, the GT framework assumes that scale items are parallel and it ignores the temporal dependence of measurement occasions. We provide a new method for estimating reliability in this context using Dynamic Factor Analysis (DFA; Browne & Zhang, 2007) and an adaptation of McDonald's (1985, 1999) omega reliability coefficient. The method is illustrated using a sample of 98 individuals who were preparing for the New York State bar examination and who completed five different mood scales twice a day for 44 days. We report the DFA results and reliability estimates for each of the scales. The DFA estimates were similar to the GT estimates using the Cranford approach, suggesting that in this case the GT assumptions were appropriate. DFA also revealed a second order autoregressive structure to the repeated measures, indicating that level of mood at one point was related to level at the next two time points.

A220**POSITIVE AND NEGATIVE AFFECT SCHEDULE X (PANAS X). THE STRUCTURE AND VALIDITY OF THE PANAS X WITHIN AN ADOLESCENT SAMPLE.**

Peter Leeson¹, Joseph Ciarrochi¹, Patrick Heaven¹; ¹University of Wollongong – This study investigated the structure and validity of the PANAS amongst Grade 10 students. Study 1 (388 boys; 386 girls) showed that adolescent affective experience can be

structured in terms of positive affect, fear, nervousness, sadness, guilt, and anger. This structure was replicated within boys and girls. Study 2 (43 boys, 53 girls) showed that the affect subscales were related in expected ways to accepted measures of adolescent anxiety and depression. Guilt in particular was one of the most powerful predictors of depression and of aspects of anxiety. We discuss the implications of these findings for clinical practice.

A221**INTERITEM STANDARD DEVIATION (ISD): AN INDEX FOR IDENTIFYING RANDOM RESPONDERS IN QUESTIONNAIRE DATA**

Zdravko Marjanovic¹, C. Ward Struthers¹, Robert A. Cribbie¹; ¹York University, Toronto, Canada – Although random responding compromises the integrity of self-report test data, researchers rarely try to identify random responders because the means to achieve this goal are extremely limited. We propose the interitem standard deviation (ISD), an index of response variability, is suited for this task. The ISD reflects the consistency of a person's responses across all of the items of a scale. We hypothesized that because random responders produce greater interitem response variability than systematic responders (presumed to be responding honestly and accurately), high ISD scores would indicate random responding whereas low ISD scores would indicate honest responding. In Study 1, this hypothesis was tested in a sample of systematic and random data by calculating the ISD from a single, widely used self-report measure. In Study 2, we calculated several ISD scores from a series of single measures, and then calculated aggregate ISD scores across several measures. In both studies, results showed that when calculated from a single measure, the ISD correctly discriminated between systematic and random responders more than 80% of the time. However, when calculated from an aggregate of measures, the classification accuracy of the ISD increased to about 95%. This means that if researchers were to calculate the ISD from a single measure or as an aggregate of several measures, they would correctly identify between 80% and 95% of all of the systematic and random responders in their samples. Implications and future research directions are discussed.

A222**COMPARING EXPLICIT AND IMPLICIT MEASURES OF DISPOSITIONAL COMPASSION**

Richard Martinez¹, Omri Gillath¹, Dan Batson¹, Ratliff Jackie¹; ¹University of Kansas – Title: Comparing Explicit and Implicit Measures of Dispositional Compassion Richard A. Martinez, Omri Gillath, Dan Batson, and Jackie Ratliff, University of Kansas Explicit, self-report measures of dispositional compassion are likely to be biased by self-presentation and social desirability. In the current study, we tested a new, implicit measure of dispositional compassion designed to overcome these biases. Eighty undergraduates completed two experimental sessions. In the first, they filled out explicit, self-report measures of dispositional compassion (e.g., Davis's Empathic Concern scale). In the second session, a week later (presented as an unrelated study), participants first reported their attitudes and emotions after reading a newspaper article about a young student in need, and then, after a distracter task, completed the implicit measure of dispositional compassion, a lexical decision task. The lexical decision task exposed participants subliminally to various pictures meant to prime compassion and/or disgust, and then measured reaction times for identifying letter strings as words or non-words. The letter strings included compassion-related words and various controls (disgust words, neutral words, non-words). Results indicated that scores on the implicit and explicit measures of dispositional compassion were unrelated. Moreover, each measure related to different emotional states in response to reading about the student in need. An explicit measure of dispositional compassion (Davis's Empathic Concern scale) was positively correlated with reported empathic concern for the student. An implicit measure (shorter reaction times on the lexical decision task specifically for compassion-related words following a compassion and disgust prime) was negatively

correlated with personal distress evoked by hearing of the student's need. Implications for the structure of compassion are discussed.

A223**SIMILARITY OF STUDY-TEST STIMULUS FORM AND THE IMPLICIT ASSOCIATION TEST** *Tamas Minarik¹, Chris Fife-Schaw¹*;

¹University of Surrey, UK – The impact of similarity between the presentation form (picture, word) of episodically learnt affective associations at study and affectively valenced target stimuli at test was in the focus of the current experimental study. During the study phase, participants learnt to associate faces with affectively valenced words and pictures. These episodically acquired associations systematically differed in valence (Positive, Negative) and form (Picture, Word). In the test phase, all subjects completed two IATs, in which the earlier shown facial photos were presented with either words-as-affective-target or pictures-as-affective-target. A significant effect showed that participants' response latency performance was influenced by both the affective and perceptual attributes of associations and affective targets. That is the ease of mapping two categories of stimuli onto the same key in the IATs was affected by the match of the presentation form between study-test materials. Only pictorial associations seemed to influence the results of the IAT with pictures-as-affective-target, while only verbal associations appeared to have any effect on the results of the IAT with words-as-affective-target. Theoretical implications on the process of affective association acquisition and on the representation of affective information are discussed.

A224**ERROR CHOICE: AN EVALUATION OF SOCIAL DESIRABILITY AND TIME CONSTRAINT ON AN INDIRECT MEASURE OF ATTITUDE.** *Ronald D. Porter¹, Leandre R. Fabrigar¹, Nicole A. Vigneault¹, Natalie O. Rosen¹*;

¹Queen's University, Kingston Ontario – The error choice (EC) technique was among the earliest indirect attitude measures developed and was originally designed to overcome social desirability (SD) concerns (Hammond, 1948). This method is based on the premise that when faced with a question for which a person is uncertain of the correct answer, people's guesses will be influenced by their attitudes. Unfortunately, subsequent research has failed to test if the EC measure is actually resistant to SD (Antonak & Livneh, 1995; Bishop & Slevin, 2004; Kubany, 1953; Weschler, 1950a). In the current study (N = 235), we examined the impact of manipulated level of SD and amount of time to complete an EC measure and a self-report measure of attitudes towards overweight people. As expected, the SD manipulation significantly altered responses to the self-report measure such that people reported more favorable attitudes toward overweight people in the high SD condition than in the low SD condition, thereby confirming the success of that manipulation. However, manipulated SD had no effect on EC scores. Given the EC's comparatively good reliability and that all target items loaded substantially on a single underlying factor, these null results for the EC are not simply due to random error and represent encouraging support for the EC measure's resistance to SD. Interestingly, a significant interaction between manipulated SD and time constraint for the EC measure indicated that contrary to past speculations (Hammond, 1948), placing people under time constraint made the EC measure more, rather than less, susceptible to SD.

A225**PSYCHOMETRIC CHARACTERISTICS OF THE OREGON VOCATIONAL INTEREST SCALES** *Julie Pozzebon¹, Beth Visser¹, Michael Ashton¹, Kibeom Lee², Lewis Goldberg³*;

¹Brock University, ²University of Calgary, ³Oregon Research Institute – The psychometric properties of the Oregon Vocational Interest Scales, a new public-domain inventory measuring eight dimensions of vocational interests, were investigated in a large community sample and in a college sample. In both samples, the scales showed wide variation in scores, high internal-consistency

reliabilities, and a pattern of strong convergent and weak discriminant correlations with the scales of a longer proprietary interest survey. The items defined a seven-factor solution in which items of two of the eight scales, Adventure and Production, together loaded most highly on a single factor of Realistic interests. Correlations of the scales with measures of personality traits and cognitive ability were generally modest in size. Results are interpreted as supporting the construct validity of the scales, which are recommended for use in research on vocational interests.

A226**WE LIKE OURSELVES, DON'T WE?: DEVELOPMENT AND VALIDATION OF THE GLOBAL INDEX OF SELF-RIGHTEOUSNESS**

Sean Ransom^{1,2}, Ian Pagano³; ¹Brigham Young University-Hawaii, ²Cancer Research Center of Hawaii, University of Hawaii at Manoa, ³Epidemiology Program, Cancer Research Center of Hawaii, University of Hawaii at Manoa – Folk theory suggests that the tendency to affirm one's own moral superiority relates with hypocrisy, extrinsic motivations, authoritarian socio-political views and ideologically-based aggression. The Global Index of Self-Righteousness (GISR) was developed to address these ideas. In Study 1, 639 U.S. undergraduate students completed the GISR. Exploratory factor analysis yielded a two-factor solution, with factors labeled Exceptionalism and Rejection. GISR scores were related with endorsement of religious values and a conservative political orientation ($r = -.14$). In Study 2, a diverse (50% non-U.S.; 69% non-Caucasian), highly religious sample of 398 undergraduates at a Mormon university completed the GISR. Confirmatory factor analysis replicated the initial factor structure. Study 3 reports on a subsample (N = 147) from Study 2 who completed conceptually related measures. GISR scores significantly related with authoritarianism ($r = .45$), interpersonal control ($r = .37$), and need for structure ($r = .47$) but not with narcissism or socially desirable responding. Study 4 reports on a second Study 2 subsample (N = 142). GISR scores significantly related with justification of spousal abuse ($r = .28$), and the shame, detachment, and externalizing subscales of the TOSCA-3 (all $r > .26$). Additionally, intrinsic ($r = .29$) and extrinsic ($r = .31$) religiosity were independently related with the GISR. Ethnic differences in self-righteousness were found in all studies, with less-advantaged groups showing greater GISR scores. Findings suggest that the GISR is a valid, reliable measure of self-righteousness and that self-righteousness may play an important cognitive role in both interpersonal and group conflict.

A227**GENERALIZABILITY OF REPETITIVE THOUGHT: EXAMINING STABILITY IN THOUGHT CONTENT AND PROCESS** *Abbey R. Roach¹, Charlotte E. Salt², Suzanne C. Segerstrom¹*;

¹University of Kentucky, ²Berea College – Trait conceptualizations of repetitive thought (RT) assume that both the degree and the quality of thoughts are stable over time. However, evidence from law students suggests that RT valence (positive vs. negative) and purpose (searching vs. solving) are not always trait-like tendencies. Generalizability theory was used to assess traits in RT and forecast the reliability of RT valence, purpose, and thought duration in dementia caregivers and matched controls (N=57). RT descriptions were generated every six months over 5 years. For valence, 25-70% of the variance in RT descriptions was due to stable individual differences between individuals. To reach a conventional standard of reliability (.80) for valence would require up to 12 occasions of measurement for caregivers'. However, controls' RT valence could be reliably predicted from 1 measurement. For purpose, 7-24% of the variance in RT was due to individual differences. Eighteen or more measurements would be needed to reliably predict caregivers' purpose while controls' purpose would require 12 measurements. With regard to thought duration, 0-8% of the variance in participants' RT descriptions was due to individual differences. For both dimensions and RT duration, most of the variance was due to relative changes across time points,

arguing against a trait concept of RT. In sum, RT qualities change over time and the generalizability of RT may depend on the sample and scope of thoughts. RT stability may be a function of development leading to changes over time, resulting in RT patterns that are more stable in older and less stressed samples.

**A228
DEVELOPMENT AND VALIDATION OF A COMPUTER VISION METHOD FOR IDENTIFYING AND TRACKING SMALL GROUPS**

Barry Ruback¹, Robert Collins¹, Weina Ge¹, Minwoo Park¹, Sarah Koon-Magnin¹; ¹Penn State University – Although small groups are ubiquitous, identifying them in natural settings is not always straightforward, particularly when social density is high. Aside from Campbell's application of Gestalt principles to the problem of recognizing small groups, there is little work on how small groups can be identified. In this research, we describe a computer algorithm used to identify and track small groups of pedestrians. One hour of video of more than 700 pedestrians was recorded. Three comparison standards were used to assess the validity of the computer vision technique: (1) the notes of two real-time observers, (2) coding by six independent raters, who identified pedestrians and small groups every 10 seconds of the video, and (3) interviews of every fifth pedestrian concerning whether they were alone or with others. Coders who watched the video showed generally high agreement: 86% of the time all six coders identified single pedestrians, 76% of the time all six coders identified dyads, and 73% of the time all six coders identified groups of three or four. The computer vision algorithm agreed with a composite of the six coders at a fairly high rate: 89% in terms of detecting people and 87% in terms of categorizing those individuals as alone or in a group. Overall, computer tracking was about as accurate as human observers (who took on average about three hours to code the video). This method has applications both for basic research on small groups and for real-time monitoring of collective behavior.

**A229
GREEN WITH RESPONSIBILITY: ASSESSING THE VALIDITY OF THE GLOBAL WARMING ASSUMPTION OF RESPONSIBILITY SCALE**

Monique L. Shidell¹, Kenneth E. Vail III¹, Matthew S. Motyl¹; ¹University of Colorado at Colorado Springs – The Global Warming Assumption of Responsibility scale (GWARS) consists of 12 items intended to measure a willingness to accept responsibility for global warming. The 12 items contained in the GWARS were entered into a principal components analysis, revealing a single factor solution with item loadings ranging from .62 to .85. These items produced an eigenvalue of 6.53, accounting for 54.39% of the variance within the scale. Further, a Cronbach's alpha of .92 indicated superb internal reliability of the scale. Construct validity was tested by comparing the GWARS to nine other measures of related constructs. A strong positive correlation was found between the GWARS and two comparative scales covering global climate change public policies and behavioral intentions. Other social issues were also compared to the GWARS and include themes such as hostile attitudes towards immigration, perceptions of common humanity (i.e., the Ubuntu scale), and support for international peacemaking. A moderate negative correlation was discovered between the GWARS and the hostile attitudes towards immigration scale; however a large positive correlation was revealed between the GWARS and the Ubuntu and international peacemaking scales. Four scales measuring right wing authoritarianism, religious fundamentalism, social dominance orientation, and political ideology exposed a moderately negative correlation to the GWARS. The results of these analyses demonstrate the validity and reliability of the GWARS, revealing this tool's effectiveness in measuring the willingness to accept responsibility for global warming.

**A230
INDIVIDUALISM AND COLLECTIVISM: REFINING DEFINITIONS AND MEASUREING INTERNALIZED DISPOSITIONS AS AN INDIVIDUALIST (IDI) AND A COLLECTIVIST (IDC) BY DOMAINS**

Hyeyoung Shin¹, James Uleman², Fang Fang Chen³; ¹University of Maryland, College Park, ²New York University, ³University of Delaware – There has been inconsistency in results with previous definitions and measurements of individualism and collectivism. Perhaps we have overlooked multidimensional aspects of culture. We suggest including internalized dispositions as individualist (IDI) and a collectivist (IDC) over 5 different facets and 19 domains: 1) interdependence/connectedness with kin (importance of having kin, absoluteness of relationship with kin, shared beliefs (religious & political), honor, shame, & responsibility), 2) social kin (importance of having social kin, shared beliefs, honor, shame, & responsibility), 3) others in general (independence in self, interdependence in self, and comparison & competition with others), 4) groups (a single domain facet about priority to group, common goals & fate, and conformity & harmony), and 5) situations (situation adjustability and attribution to situation). Average reliability was .75 at the domain level with 311 U.S. college students. In this sample, there was no correlation between independence in self and interdependence in self, which suggests that the two domains should not be considered as a continuum. There was no gender difference in the overall IDI-IDC, but female students scored higher on some collectivistic domains such as shared honor, shame with kin and interdependence in self. In addition, religious individuals tended to show stronger collectivism especially in kin domains and interdependence in self.

**A231
GIVING PEACE A CHANCE: FURTHER VALIDATION OF THE SUPPORT FOR PEACEMAKING SCALE**

Michael J. Sova¹, Matthew S. Motyl¹, Kenneth E. Vail III¹; ¹University of Colorado at Colorado Springs – The Support for Peacemaking Scale (SPS) establishes one of the first measures of an individual's support for international peacemaking and the use of diplomacy instead of hostile military intervention. The SPS is composed of 12 items that focus on the promotion of peace and the reduction of international conflict. A principle axis factor analysis was conducted, producing a single factor solution with an eigenvalue of 7.06 explaining 55.3% of the scale's variance. The SPS yielded a Cronbach's alpha of .94, demonstrating excellent internal reliability. To test the SPS' construct validity, Pearson correlations were calculated against nine other measures that evaluate similar constructs: the Global Warming Assumption of Responsibility Scale (GWARS), the Global Warming Policy Scale (GWPS), the Global Warming Behavioral Intentions Scale (GWBIS), political liberalism, the Immigration Attitudes Questionnaire (IAQ), the Right-Wing Authoritarianism Scale (RWA), the Perception of Common Humanity Scale (PHC), the Social Dominance Orientation Scale (SDO), and the Religious Fundamentalism Scale (RF). Positive correlations were observed between the SPS and each of the GWARS, PHC, GWPS, GWBIS, and political liberalism. The SPS elicited a negative correlation with the IAQ, RWA, SDO, and RF. In sum, the SPS is a valid and reliable measure of prosocial attitudes in the form of support for international peacemaking. The benefits of the SPS lie in the fact that it is a short 12 item measure that takes a novel approach to measuring aggressive intergroup relations by measuring support for diplomatic attempts to instill peace.

**A232
A HEATED DEBATE: VALIDATING A MEASURE OF GLOBAL WARMING POLICY SUPPORT**

Christy Warren¹, Kenneth Vail¹, Matthew Motyl¹; ¹University of Colorado at Colorado Springs – The Global Warming Policy Support (GWPS) scale condenses a wide array of issues in public policy concerning global climate change into 20 items, six of which are reverse scored, that have been derived from social and political commentary on climate change issues and political controversies. The 20

items of the GWPS were entered into a principal components analysis, unveiling a single factor solution with item loadings ranging from .38 to .86. These items rendered an eigenvalue of 10.46, which accounts for 52.27% of the variance within the scale. In addition, a Cronbach's alpha of .95 was obtained indicating excellent internal reliability. To test construct validity, the GWPS was measured against nine other measures of related constructs. Strong positive correlations were observed between the GWPS and two scales measuring acceptance of responsibility for global climate change and support for climate change policy. Moderate negative correlations were observed between measures of hostile immigration attitudes and attitudes regarding climate change policy support, while large positive correlations were observed between the GWPS and prosocial attitudes such as peacemaking and the perception of a common-humanity. Social ideological measures such as right-wing authoritarianism, religious fundamentalism, and social dominance orientation displayed negative correlations with the GWPS. The GWPS was also positively correlated with political liberalism. These data suggest strong preliminary convergent validity for the GWPS. In short, the GWPS is a valid and reliable resource for efficiently measuring support for global warming policies.

A233

THE RELIABILITY OF A CHILD-FRIENDLY RACE-IAT *Amanda Williams¹, Jennifer Steele¹, ¹York University* – The implicit association test (IAT; Greenwald et al., 2003) has been used extensively to measure implicit racial bias with adults and, due largely to the recent interest in the developmental foundations of social cognition (Olson & Dweck, 2008), the IAT is beginning to be administered to child participants as well. However, very little is known about the reliability of child-friendly versions of the IAT. The aim of the current study was to assess the test-retest reliability and internal consistency of a child-friendly version of a Racial Attitude IAT. As part of a larger study, 38 children (21 girls) in grades 1 and 4 completed two identical child-friendly race-IATs, comprised exclusively of pictorial stimuli and oral instructions. The children began the second IAT approximately 5 minutes after the first IAT was completed. Similar to previous research with child participants (Baron & Banaji, 2006; Dunham et al., 2006), our primarily White sample displayed racial bias at both time points (Time 1: $M = .17$, $SD = .36$, $t(37) = 2.93$, $p = .006$; Time 2: $M = .10$, $SD = .22$, $t(37) = 2.96$, $p = .005$). In line with previous research involving adult participants (Lane et al., 2007), the test-retest reliability of the child-friendly IAT was good, $r(38) = .42$. In addition, the internal consistency for the initial IAT was within acceptable limits (Cronbach's alpha = .74). Overall, our results suggest that the IAT demonstrates acceptable levels of reliability when completed by child participants.

A234

STRESS IN REAL TIME: MOMENTARY EFFECTS OF WORKLOAD AND EVERYDAY FAMILY INTERACTIONS ON SALIVARY CORTISOL *Richard Slatcher¹, Theodore Robles¹, Michelle Fellows², James Pennebaker², ¹University of California, Los Angeles, ²University of Texas at Austin* – For over a decade, studies have incorporated naturalistic cortisol sampling into investigations of everyday stress; a handful of these studies have used experience sampling to examine within-person covariation of momentary experiences and cortisol over the course of the day. One challenge facing researchers is fixing the timing of the stressor: whereas lab studies are able to tightly control stressor timing, participants in naturalistic studies are asked to recount experiences that may have occurred within the last several hours. Here we examine the timing of the effects of daily stress on cortisol in a sample of 52 married couples with 3-5 year-old children. Participants completed experience sampling questionnaires assessing work-related stress, parent-child interaction quality and marital interaction quality at three semi-random intervals in the late afternoon/early evening and at bedtime from Saturday-Monday; saliva samples were taken at each assessment point

and later assayed for cortisol. Dyadic lag analyses conducted using multilevel modeling tested associations between momentary experiences and cortisol measured: a) at the same time that the questionnaires were completed, b) approximately 1 hour later, and c) approximately two hours later. Results showed work stress to be associated with cortisol levels at the time of questionnaire completion, as well as 1 hour and 2 hours later. Parent-child interaction quality was associated only with cortisol levels 1 and 2 hours after questionnaire completion; marital interaction quality was associated with cortisol levels only 2 hours after questionnaire completion. Implications for measuring the timing of stressors in naturalistic cortisol studies are discussed.

A235

THE INFLUENCE OF VICTIM EMOTIONS ON OBSERVERS' WILLINGNESS TO COMPENSATE *Gabrielle Adams¹, Elizabeth Mullen¹, Rosalind Chow², ¹Stanford Graduate School of Business, ²Tepper School of Business, Carnegie Mellon* – Victims often react to transgressions by expressing negative emotions such as anger or sadness, but there may be differential effects of these emotions on observers' willingness to compensate victims. We predicted that participants would be less inclined to compensate angry than sad victims. Results of two studies supported this hypothesis. In Study 1, participants read about a victim who either expressed anger or sadness when he found out his car had been stolen. Participants were less likely to think that the victim should be compensated when the victim was angry, relative to when the victim was sad. In Study 2, participants witnessed an unfair division of \$3.00 in a dictator game that they were told was being played by two other participants. Ostensibly, the dictator kept \$2.50 for himself and allocated only \$0.50 to the victim. Participants were provided an opportunity to give up some of their own experimental pay to compensate the victim. Participants gave less to the victim when the victim expressed anger ($M = \$0.32$) about the allocation relative to sadness ($M = \$0.80$) or no emotion ($M = \0.53). Both studies show that expressions of anger on the part of the victim decrease observers' willingness to compensate. Results suggest that observers use victim emotions as information when deciding what is an appropriate response following a transgression, such that they infer angry victims are more competent and capable of achieving justice for themselves. Implications of these findings for legal policies are discussed.

A236

COOPERATION AS A MEANS OF REDUCING CONFLICT: REQUESTING VERSUS OFFERING HELP *Francis J. Flynn¹, Caitlin M. Hogan¹, ¹Stanford Graduate School of Business* – Attempts to initiate cooperation are an undeniably effective means of reducing interpersonal conflict (e.g., Aronson et al., 1978; Sherif et al., 1961). But what cooperative gesture is more effective—asking for help or offering it instead? In the present research, we suggest that the answer may depend on the type of conflict involved: those driven by perceived selfishness versus those driven by perceived condescension. In two studies—one based on a hypothetical scenario and another based on actual experiences—we explore the effectiveness of helping and help-seeking in resolving an interpersonal conflict based on either social loafing (i.e., selfishness) or social status (i.e., condescension). According to our findings, in a conflict where the target is perceived to be selfish, it is best for the target to offer help than to ask for it. But, in a conflict where the target is perceived to be condescending, it is best for the target to ask for help rather than offer it. We recognize that offering help might intuitively seem like the best approach to resolving all forms of interpersonal conflict. However, we find that a condescending individual causes more damage when offering rather than asking for help because offering help implies that the receiver is unable to help him or herself, thereby worsening the conflict.

Poster Session B

B1

EXTENDING STEREOTYPE THREAT TO LOW-INCOME PARENTS: IMPACT ON PARENTING STYLES AND BEHAVIORS

Andrew Abeyta¹, Emily Chan¹, Jill Bennet²; ¹Colorado College, ²University of Michigan – Although stereotype threat research has been studied in numerous stigmatized groups, there has been little research of low socioeconomic status. Some research has shown that stereotypes can interfere with the performance of lower income students on intellectual tasks (Croizet & Claire, 1998; Spencer & Castano, 2007). Bennet and Chan (2008) demonstrated that stereotype threat extends beyond academics and interferes with financial literacy and money management skills of low-income individuals, especially men. The current study explores how stereotype threat impacts the stereotypically more feminine domain of parenting. Stereotypes describe low-income parents as ineffective and uninvolved. Therefore, we hypothesized that low-income parents put under stereotype threat should exhibit attitudes and self-report behaviors that are normatively considered less desirable parenting compared to those not under threat. Low-income parents recruited at service agencies filled out a questionnaire measuring Baumrind's parenting styles and other parenting attitudes and behaviors. Parents in the threat condition were reminded of the stereotype that people from different social class have different parenting styles. As expected, parents in the threat condition reported being more permissive and authoritarian than lower income parents in the control condition. Interestingly, the desirable authoritative parenting style was not affected by stereotype threat. We also found evidence of disengagement in the stereotype threat condition the relationship between self-esteem and self-perception of parenting ability weakened under threat condition compared to the no threat condition. These findings stress the ubiquitous and pervasive nature of stereotype threat and its implications for low SES individuals in the domain of parenting.

B2

JUXTAPOSING RACIAL IN-GROUPS VS. OUT-GROUPS: DO WE NEED SELF-CONTROL?

Stephanie Afful¹, Richard Harvey²; ¹Fontbonne University, ²Saint Louis University – It has been widely demonstrated that expressing prejudicial attitudes is a highly controlled process (Monteith, 1993). Thus, when measuring socially sensitive attitudes such as explicit racism, it may be necessary to account for self-regulatory processes. The purpose of this study was to investigate if self-regulation moderated the relationship between Oppositional Perception of Groups (i.e., juxtaposition of in-group vs. out-group) and explicit racism. Juxtaposing, or rather viewing in-groups and out-groups as polar opposites of each other, should prove to be the common denominator of racism and therefore be more strongly associated with racism measures (e.g., Modern Racism) when self-regulation is controlled. Ninety participants were randomly assigned to complete the racism measures in 3 conditions: control, cognitive load (time pressure), and ego-depletion (impossible anagram task). A manipulation check indicated that participants were significantly more taxed in the anagram condition compared to the control but there was not a significant difference in the time pressure condition ($F(2, 87) = 5.16, p < .01$). Regression analyses revealed moderation in the anagram condition, confirmed by Cohen & Cohen's (1983) test, but not in the time pressure condition. Despite mixed support for self-regulation as a moderator, this study yields implications for our Oppositional Perception of Groups measure. Even when self-control is intact (control condition), Oppositional Perception of Groups was predictive of all racism measures. Thus, Oppositional Perception of

Groups may be a viable racism measure in future research as it is presumably less reactive and closer to the true essence of racism.

B3

EXPLANATIONS & IDENTITY: EXTERNAL EXPLANATIONS FOR THE LOW STATUS OF AN OUTGROUP ARE NOT NECESSARILY A GOOD THING

Michael R. Andreychik¹, Michael J. Gill¹; ¹Lehigh University – Social explanations shape intergroup attitudes and emotions (e.g., Fiske, Cuddy, Glick, & Xu, 2002; Gill & Andreychik, 2007; Jost & Banaji, 1994; McGarty, Yzerbyt, & Spears, 2002). Yet, different theoretical perspectives offer different predictions regarding associations between explanations and orientations toward the targets of those explanations. Specifically, whereas the Social Explanations Framework (Gill & Andreychik, 2007) suggests that external explanations regarding a low status group will foster positive orientations, Social Identity Theory (Tajfel & Turner, 1986) suggests that such explanations can result in more negative orientations. The results of one experimental and two correlational studies utilizing both implicit and explicit measures suggest that the Social Explanations Framework captures the psychology of dominant group members who are weakly identified with the dominant ingroup, whereas Social Identity Theory captures the psychology of those strongly identified with the dominant ingroup. We suggest that this pattern obtained because of the different social motivations of low versus high identifiers. Among low identifiers, external explanations for the low status of an outgroup are viewed through a framework of reasoning about justice (e.g., Gill & Andreychik, 2007), and thus more favorable attitudes are created to the extent that one embraces such external explanations. Among high identifiers, concern with a positive image of the ingroup is paramount. For such individuals external explanations for the low status of an outgroup result in a threat to social identity (e.g., My group's dominant position is undeserved) and lead to defensive responding and more negative attitudes.

B4

THE PROTECTION OF HUMAN PURITY OF INGROUP

Luca Andrighetto¹, Dora Capozza¹, Giulio Boccato², Rossella Falvo¹, Elena Trifiletti¹; ¹University of Padova, Italy, ²University of Verona, Italy – In two studies, we tested the hypothesis that people are inclined to protect the human purity of ingroup, but not that of outgroup (see infrahumanization theory; Leyens et al., 2007). The relationship between Northern and Southern Italians was considered. Two faces of human males and one face of monkey were used as stimuli. Each human face was merged with the monkey face, obtaining two 7-level continua. The first level represented the monkey face; at level 2: 95% of the face was monkey; at level 6: 95% of the face was human; level 7 represented the human face. Levels 3-5 were ambiguous. At level 3: 53% of the face was human; at level 4: 58%; at level 5: 63%. In Study 1, participants were Northerners (higher status group; $N = 51$); in Study 2, they were Southerners (lower status group; $N = 40$). Two conditions were used. In the ingroup condition, participants were told the human exemplars showed were ingroup members, in the outgroup condition that they were outgroup members. Participants categorized each exemplar as human or monkey. Findings of Study 1 showed that, in the ingroup condition, participants included ambiguous exemplars in the animal category (ingroup overexclusion effects: Blascovich et al., 1997; Leyens & Yzerbyt, 1992); categorical inclusions were instead not biased in the outgroup condition. No difference between ingroup and outgroup was found in Study 2. Thus, people protect humanity of ingroup but not that of outgroup. This preference, however, seems to be moderated by the status of ingroup.

B5
COGNITIVE LOAD AND NEGATIVE EMOTION'S INFLUENCE ON INTERPERSONAL SENSITIVITY TESTS INVOLVING BLACK AND WHITE TARGETS. Susan Andrzejewski¹, Judith Hall¹; ¹Northeastern University – There has been a tremendous amount of research conducted on the personality correlates associated with interpersonal sensitivity and the behavioral outcomes stemming from this skill. However, there has been little research investigating how proximal states, or more transient states of being, affect interpersonal sensitivity. In addition to limited research on this topic, all of the previous research has been conducted with interpersonal sensitivity tests consisting of primarily White targets. In two experiments, we explored how the proximal states of cognitive load and negative emotion (i.e. anxiety and anger) influence accuracy on tests of emotion recognition involving both White and Black targets. Previous research led us to hypothesize that these proximal states would impair performance on the Black target test but not on the White target test. In the first experiment the negative emotional states of anger and anxiety had little effect on performance on the White target test of interpersonal sensitivity, but both emotions created a significant decrease in accuracy on the Black target test of interpersonal sensitivity. In the second experiment, cognitive load had no effect on performance on the White target test, but significantly decreased performance on the Black target test. Overall, the proximal states of cognitive load and negative emotions seem to detrimentally influence accuracy on Black target test, but not White targets test. Implications for the automaticity of emotion recognition in interracial interactions are discussed.

B6
FAMILIARITY REDUCES RACIAL CATEGORIZATION Clarissa J. Arms-Chavez¹, L. Omar Rivera¹, Michael A. Zrate¹; ¹University of Texas at El Paso – The presented experiment investigates how familiarity with out-group members influences later categorization. The experiment tests how personalizing experiences with out-group members influences subsequent category-based perceptions. It was predicted that familiarity with out-group members will work to promote person based judgments. This hypothesis was tested by presenting photos of targets with individuating information for a total of two minutes. Participants then completed a categorization task where photos were presented for 180ms followed by a group label (e.g., Latino, Black, man, or woman). Results showed that trained targets ($M = 879$, $SD = 168$) were responded to more slowly than new targets ($M = 840$, $SD = 140$) in a race categorization task, $F(1, 42) = 11.64$, $p = .0014$. This difference was not found for gender categorization. The results are interpreted in the context of models of social perception and suggest that learning about an individual slows the activation of social categories and finds support for the hypothesis that familiarity does have an impact on social categorization processes.

B7
EXAMINING NON-CONCIOUS MIMICRY IN INTERRACIAL INTERACTIONS Steven Arthur¹, Margo Monteith¹, Stephanie Goodwin¹; ¹Purdue University – Recent research in interracial contact has focused on the dynamic between members of different racial groups during actual interactions (e.g., Richeson & Shelton, 2003; 2005). These studies reveal that nonverbal behaviors can play an important role in whether members of non-stigmatized groups are perceived positively by members of stigmatized groups. Furthermore, differences in implicit and explicit levels of prejudice are predictive of avoidance-related behaviors. The current research explored the potential role of nonconscious mimicry (Chartrand & Bargh, 1999) in fostering positive interracial interactions. Eighty-seven white participants engaged in two interactions with either a white or black confederate that was trained to engage in several behaviors (i.e., foot-shaking, face-touching) used in previous mimicry research. It was expected that participants would mimic white interaction partners more than black interaction partners, and that both implicit and explicit levels of prejudice towards blacks would moderate these

differences. Results showed significant differences in the performance of observed behaviors as a function of race, implicit prejudice, and explicit prejudice. Specifically, participants low in implicit prejudice were more likely to touch their face in the presence of a Black confederate compared to participants high in implicit prejudice. Furthermore, face touching was related to more positive ratings from confederates. Contrary to expectations, greater foot shaking occurred in the presence of Black confederates than White confederates. Overall, foot shaking was associated with greater levels of prejudice, and was predictive of more negative evaluations from confederates. Results are discussed in the current context of current work on interracial interactions.

B8
WHEN DO DISADVANTAGED GROUP MEMBERS COMPLAIN ABOUT DISCRIMINATION? : IMPACT OF SOCIAL SUPPORT AND SOCIAL COST. Nobuko Asai¹, Minoru Karasawa¹; ¹Graduate School of Environmental Studies, Nagoya University – Members of disadvantaged groups often show unwillingness to claim that they are treated negatively because of discrimination, even if they privately make the discrimination attribution. This tendency is interpreted as an attempt to avoid the negative impression of a complainer. The present study aimed to test the hypothesis that the perception of available social support mediates the willingness of claiming discrimination. Female undergraduate students participated in a fictitious future-career test, along with another examinee who was either a friend or a stranger. The co-examinee was either a male (i.e., out-group) or a female (i.e., in-group). While waiting for their test result, participants read information about a male grader allegedly located in a separate room, who had a record of discriminating against women. Each participant then received a failing grade, and was led to believe that this undesirable outcome was due to discrimination. Consistent with our hypothesis, participants in the friend condition showed a higher level of expectation for social support from the co-examinee as well as a greater willingness to report the existence of discrimination than those assigned to the stranger condition. Furthermore, internal causal attribution (i.e., lack of effort) was less prevalent in the former condition. These results suggest that the potential availability of social support encouraged the disadvantaged group members to complain about discrimination. Also, social support might have reduced or even compensated for the interpersonal costs associated with reporting discrimination. Implications for the study of personal and collective actions against discrimination are discussed.

B9
TESTING THE MODERATING EFFECT OF CLARITY OF COLLECTIVE IDENTITY IN THE INTERGROUP SENSITIVITY EFFECT Roxanne M. Aubin¹, Catherine E. Amiot¹, Maya A. Yampolsky¹, Catherine Bergeron², Anne-Sophie Langlois¹; ¹Universit du Qubec Montral, ²Universit de Montral – The intergroup sensitivity effect is the tendency for a criticism to be received in a more defensive manner when it comes from an outsider than when it comes from a fellow ingroup member (ISE; Hornsey, 2005). A study was conducted to verify the moderating effect of clarity of collective identity (CCI) in the ISE. A clear collective identity arises when individuals perceive that their social group provides them with clear reference standards (Taylor, 2002). A person with a clear collective identity will have an unambiguous sense of what it means to be a member their ingroup, which is seen as an essential precondition for positive self-esteem. In an online study, it was hypothesized that individuals high in CCI will display less defensiveness and ingroup bias when confronted with a criticism coming from an outgroup member. The participants, 121 Qubcois university students, received criticism or praise from either an ingroup or an outgroup member. After controlling for identification with the ingroup, the typical ISE emerged on perceived constructiveness of the criticism and on perceived likeability of the outgroup speaker criticizing the ingroup. Interestingly, the analysis also revealed that when receiving a praise, participants liked the speaker

more when he was an outgroup member compared to when he was an ingroup member. The buffering effect of CCI emerged on the ingroup bias measure: After being confronted with a criticism, lower levels of ingroup bias occurred among participants high in CIC. Implications and future directions will be discussed.

B10**THREAT TO GROUP IDENTITY AS A PREDICTOR OF WELL-BEING: COPING WITH DRAMATIC SOCIAL AND POLITICAL CHANGE IN SOUTH AFRICA** *Emilie Auger¹, Roxane de la Sablonniere¹, Donald M. Taylor²; ¹Universit de Montral, ²McGill University – Research*

has demonstrated that group-based temporal relative deprivation is associated with well-being. Traditionally, social scientists have assessed temporal relative deprivation by asking participants to compare their group's present situation to a single point of comparison in the recent past. However, de la Sablonniere, Taylor, Perozzo and Sadykova (in press) demonstrated that it is not necessarily the point in the recent past that best predicts well-being. Rather, it is the historical period perceived by participants to be most defining of their group identity that best predicts well-being. In the present study, we extend this theoretical proposition in the context of racial identity in South Africa. Specifically, we hypothesize that the historical period that best predicts well-being is the one that constitutes the biggest threat to a group's identity. We argue that for the black and white South Africans (N = 2 989), different historical periods will affect their well-being. Specifically, for the Blacks, we predict that the Apartheid period will best predict their current well-being, but for Whites we predict that it will be the post 1994 apartheid period. Results from multiple regressions confirmed these hypotheses. Theoretical and applied implications of the findings are discussed.

B11**EFFECT OF PREJUDICE ON ESSENTIALIST BELIEFS: CONTRADICTING AN ATTRIBUTIONAL EXPLANATION** *Ross Avilla¹; ¹University of California, Davis – Natural kind beliefs (i.e., the belief that the stigmatized characteristics of an outgroup are biologically caused, and thus uncontrollable) have been shown to negatively correlate with many different types of prejudice. In the past, an attributional explanation of this relationship has been most common—that prejudice against an outgroup is least justifiable and thus least likely to be held if the group's stigma is perceived as being outside of their control. Contrary to this explanation, Hegarty (2002) posited that the adoption of natural kind beliefs is actually determined by their perceived tolerance toward outgroups, so that low-prejudiced individuals are more likely to adopt essentialist beliefs that are perceived to be more tolerant and vice versa. The current study demonstrated that participants' relative adoption of natural kind beliefs can be altered by manipulating the perceived tolerance of those beliefs (without ever affecting the types of attributions they make) and, more so, that this change can be significantly predicted by participants' preexisting level of prejudice. Following from past research on this topic, the current study examined natural kind beliefs about gay men. Implications of these findings on an attributional vs. symbolic explanation of the relationship between essentialist beliefs and prejudice are discussed.*
B12**THE EFFECT OF SPEAKER RACE AND INTERACTION TOPIC ON ANXIETY ATTRIBUTIONS IN INTERRACIAL AND SAME-RACE INTERACTIONS** *Allison Bair¹, Jennifer Steele¹; ¹York University – The fear of appearing prejudiced can produce anxiety for Whites in interracial interactions (Vorauer et al., 2000; Trawalter & Richeson, 2008). Similar concerns might be present in same-race contexts, when race-related topics are raised. In the current study we investigated this possibly by manipulating whether White participants anticipated hearing a Black or a White partner speak on a race-related (racial profiling on campus) or non-race related (increasing parking fees) topic. Prior to the anticipated*

virtual interaction, a Black or a White confederate's face appeared on the computer screen and participants completed social anxiety questionnaires (Fenigstein et al., 1975). A planned contrast analysis revealed the lowest levels of anxiety for White participants who anticipated having a same race interaction on a race-neutral topic. Similarly, direct comparisons indicated that White participants showed lower levels of anxiety when their anticipated White interaction partner would be speaking on the race-neutral, as opposed to a race-related topic. For participants anticipating a Black interaction partner, the topic had no effect on self-reported anxiety. This finding suggests that race-related anxiety can extend to same-race interactions if there is a fear of an ingroup member revealing prejudice.

B13**INDIVIDUAL DIFFERENCES IN SYSTEM ENDORSEMENT AND SUPPORT FOR REDRESS** *Jillian C. Banfield¹, Karina Schumann¹, Aaron Kay¹, Michael Ross¹; ¹University of Waterloo – Why do non-victimized citizens often oppose government redress for historical injustices committed against minority groups (Viles, 2002)? One possibility is that government redress serves as an admission of government wrongdoing and accountability (Blatz, Schumann & Ross, 2008). According to system justification theory, people are motivated to avoid such perceptions of government unfairness (Jost & Banaji, 1994). We propose, therefore, that individual differences in system endorsement influence the extent to which people are supportive of government apologies. For those low in system endorsement, perceiving unfairness in the system might be especially threatening, as it further thwarts their motivation to perceive their system as fair. We thus predicted that participants low in system endorsement would support redress less than no redress. In contrast, participants high in system endorsement should endorse redress more than no redress, as they feel less threatened by an injustice perpetrated by their government. In two studies, we found that participants who scored highly on a measure of system endorsement preferred redress over no redress, but that participants who scored low on system endorsement preferred no redress over redress. In a third study, we found supportive evidence that participants lower (versus higher) in system endorsement were more likely to perceive redress as indicating that their government had acted unjustly.*
B14**EFFECT OF FILM STEREOTYPES ON HISPANICS' RACIAL ATTITUDES** *Tatiana Basanez¹; ¹California State University Los Angeles – What beliefs influence Hispanics' opposition to affirmative action policies? Does group prejudice help explain the Hispanic-Black gap? Based on social learning and cultivation theory, the present study's assumption was that TV stereotypes can shape beliefs and influence racial attitudes. A priming experiment was conducted among 123 Hispanic students participants who viewed one of three film conditions: Black stereotypes, Hispanic stereotypes or a control film. The hypothesis that viewing negative stereotypes has an effect on racial attitudes was assessed measuring symbolic racism (SR), opposition to affirmative action policies (AAP) and feelings of closeness to ethnic groups. Among Hispanics, viewing stereotypes of their in-group had a significant effect on feeling more distant to Whites (p = .002). Priming Hispanic viewers with TV stereotypes did not affect beliefs as measured by the SR questionnaire but a significant correlation was found between SR and opposition to AAP. This exploratory study is important since very little is known about Hispanics racial attitudes and can help raise viewer's awareness about the effect of prevalent stereotypes in the media.*
B15**UNIFORM JUDGMENTS? THE IMPACT OF TARGET RACE AND UNIFORM ON PERCEPTIONS OF THREAT AND TRUST** *Meghan Bean¹, Jennifer Richeson¹; ¹Northwestern University – Past research has found support for a widely held association between Black males and*

crime, danger, and threat. The present work aimed to examine whether additional social information suggesting that Black men are, in fact, safe and trustworthy attenuates this Black = threat association. Specifically, this work examined whether wearing a police officer's uniform, a symbol that has been shown to purvey trust and safety to perceivers, decreases the threat associated with Black men. To that end, the present work drew upon research suggesting that approach movements are facilitated for liked (and ostensibly trusted) groups and avoidance movements are facilitated for disliked or feared groups. Specifically, two studies assessed the ease with which participants made approach and avoidance movements in response to images of Black and White police officers, compared with Black and White civilians (Study 1) or Black and White criminals (Study 2). The results of Study 1 suggest that the police officer's uniform may, in fact, increase rather than decrease the threat associated with Black males (i.e., avoid movements were facilitated and approach movements were inhibited for these targets), compared with Black male civilians. Study 2 sought to examine whether explicitly motivating participants to search for safety cues (i.e., a police officer's uniform) decreases the threat associated with Black men. Results revealed that when participants were motivated to be vigilant for safety cues, they were equally fast to make approach movements in response to Black and White police officer targets. Implications and future directions will be discussed.

B16

RELATIVE GROUP PRIVILEGE: UNPACKING THE INVISIBLE KNAPSACK Ann Beaton¹, Iain Walker², Jose Leblanc¹; ¹Université de Moncton, ²Murdoch University – Collective relative deprivation exacerbates intergroup conflict (Walker & Smith, 2002). What of the effects of relatively favorable group outcomes? Relative group privilege (RGP) is a mixed blessing: RGP generates outgroup derogation (Guimond & Damburn, 2002) and positive intergroup outcomes (Beaton & Deveau, 2005). The object of this study is to disentangle these findings by examining the effect of the legitimacy of RGP on racial prejudice toward Aboriginal people in Canada. Euro-Canadian students from the Université de Moncton (N = 130) completed a survey on the employment rate of graduates from their alma mater compared to another university. Participants were presented with a survey containing a chart featuring the superior employment rate of the ingroup relative to the outgroup, or no chart at all (control group). The chart was followed by a short paragraph meant to describe the data and provide a legitimate, illegitimate or no explanation about the relative ingroup advantage. In sum, according to analyses, the RGP manipulation was successful. Furthermore, results of an ANCOVA, controlling for blatant racism, yielded a significant effect of the RGP manipulation on modern racism ($F(2,103)=2.95, p=.05, 2=.05$). Planned comparisons revealed that RGP based on illegitimate grounds produced significantly less racism ($M_{\text{marginal}}=2.73$) than in the legitimate and no explanation RGP conditions ($M_{\text{marginal}} = 3.13$ and $M_{\text{marginal}}=3.01$ respectively). As predicted, this effect was mediated by the perception of the legitimacy of the ingroup privileged status ($F(2,102)=2.36, n.s., 2=.04$). These findings are discussed in light of a comprehensive approach to intergroup conflict resolution.

B17

NOT ALL INJUSTICES ARE CREATED EQUAL: TESTING THE MODEL OF REACTIONS TO INJUSTICE Alicia F. Bembeneck¹, Nancy Brynteson¹, Marian Beasley¹, Jessica Ollom¹, Emily Raymond¹, David A. Schroeder²; ¹Georgia College & State University, ²University of Arkansas – The current study was developed to find support for a recently proposed model of reactions to injustice. Specifically, will individuals experience anger after being denied research credit for their participation (i.e., a procedural justice violation)? Will an experimenter's disrespectful time-wasting phone call during the session also result in anger (i.e., an interactional justice violation)? Will individuals seek retaliation in

response to the injustices? Most importantly, if anger is experienced, will the emotion perform a mediating role between the experience of injustice and one's retaliatory response? Undergraduates (N = 37) were provided with a cover story that they were completing a student lifestyle survey for research credit. Prior to the survey being completed, a portion of participants experienced the interactional injustice (the experimenter's disrespectful and unrelated phone call); after the survey was completed, some participants experienced a procedural injustice (denial of research credit for their participation). Responses to the injustices were thereafter obtained with an experimenter evaluation which measured participants' perceptions of the experience and their affect, while also providing anonymous opportunities for retaliation. Interestingly, participants expressed anger and retaliatory intentions only after the procedural injustice was committed (i.e., when they were denied research credit), and participants did not appear to be affected by the interactional injustice (i.e., the inappropriate phone call). In addition, anger performed a mediating role between the procedural injustice and retaliation. Further questions remain as to whether a non-student population would react similarly to the injustices, as reactions may depend strongly on expectations of social interactions.

B18

STEREOTYPING BY OMISSION: CHANGES IN STEREOTYPES EXPRESSED ACROSS 75 YEARS Hilary B. Bergsieker¹, Lisa M. Leslie², Susan T. Fiske¹; ¹Princeton University, ²University of Minnesota – Extending the Princeton trilogy studies, we use the classic methodology of Katz and Braly (1933) to examine changes in the content and expression of ethnic and national stereotypes. Our data reveal a clear pattern of stereotype moderation from 1932 to 2007: Stereotypes of non-European outgroups became more favorable, and stereotypes of European outgroups remained positive, whereas self-stereotypes of the American ingroup grew increasingly negative. We present data supporting two mechanisms for this moderation process. First, we apply the Stereotype Content Model to demonstrate that negative stereotypes of groups in a given domain (e.g., incompetence) were not reversed over time but instead omitted, as participants selectively emphasized positive stereotypes in other domains (e.g., warmth). Second, we show that among participants low in egalitarianism, those primed with self-presentational pressures reported more favorable outgroup stereotypes, whereas those in the control condition reported more negative stereotypes. Taken together, these results suggest that increased favorableness of outgroup stereotypes expressed today may be due to (a) participants selectively emphasizing positive dimensions for ambivalently stereotyped groups and (b) societal anti-prejudice pressures causing participants to omit mention of lingering negative stereotypes. Predictions for future stereotype change and implications of underreporting ambivalent stereotypes are discussed.

B19

LAY BELIEFS ABOUT SITUATIONS THAT PRODUCE STEREOTYPING: A COMPARISON TO EMPIRICAL RESEARCH Anna Berlin¹, Steven L. Neuberg¹; ¹Arizona State University – When individuals are aware of their own likelihood to stereotype, they are better able to actively correct for it. The current research seeks to outline situations in which individuals may become aware of their own potential for bias—a necessary first step toward motivated debiasing. How accurate, though, are perceivers' beliefs about the circumstances under which they are particularly likely to stereotype? Participants read several scenarios designed to make salient factors previously demonstrated by empirical research to either increase or decrease stereotyping. Following each scenario, participants responded to questions about the extent to which the perceiver (a white male) would rely on stereotypes to evaluate the target (a black male). Results indicated that participants were relatively accurate in their evaluations of scenarios that affected the perceiver's cognitive state as well as the perceiver's motivation. For example,

participants expected that being distracted would lead to increased stereotyping, but that the goal of being accurate would decrease stereotyping. Participants tended to be inaccurate, however, when considering the affective state of either the target or the perceiver. For example, participants reported that sadness would produce increased stereotyping, whereas empirical research suggests the opposite. The current study provides a preliminary look at lay beliefs of situational and motivational factors that may affect stereotyping and may help to outline the conditions under which motivated debiasing may occur.

B20

THE DIFFERENTIAL EFFECT OF IDENTITY CENTRALITY AND GLORIFICATION ON CONSTRUAL OF AND EMOTIONAL REACTIONS TOWARD PAST INTERGROUP VIOLENCE

Rezarta Bilali¹; ¹University of Massachusetts at Amherst – Social identity theory (Tajfel & Turner, 1986) proposes that group members strive to maintain a positive social identity, thus group members make ingroup-serving attributions in recalling the ingroup's past. How individuals relate to their ingroup is also likely to affect interpretations of past events. By using a multidimensional approach to identity the current research examines how distinct dimensions of ingroup identification (e.g., identity centrality, glorification) differentially relate to interpretations of and emotional reactions toward past ingroup harmdoing and ingroup victimization events. In an American sample, Study 1 explored the effect of identity centrality and ingroup glorification on the legitimization of free-recalled ingroup victim and ingroup perpetrator events. SEM analyses revealed that identity centrality and glorification dimensions differentially predicted justification for ingroup victimization and ingroup harmdoing events such that higher identity centrality was related to lower justification of ingroup victimization, while higher glorification was related to more justification for ingroup perpetrator events. Study 2 carried this investigation to another intergroup context by examining the effect of identity centrality and glorification on Turks' construal of Armenian massacres between 1880s-1920s. Complementing the first study, the results showed that only glorification (but not centrality) predicted justification of ingroup harmdoing. Study 3 extended these findings by examining the relation between identity dimensions and emotional reactions (anger and sympathy) toward past events. While identity centrality predicted emotional reactions toward ingroup victimization, glorification predicted emotional reactions toward ingroup harmdoing events. Implications for intergroup relations and directions for future research are discussed.

B21

WHEN PREJUDICE IS SUSPECTED, BUT DENIED: COPING WITH MODERN PREJUDICE VIA EXPRESSIVE COMMUNICATION

Kevin Binning¹; ¹Stanford University – When people are accused of racial prejudice, research and anecdotal evidence suggest the most common response is denial. The present research sought to understand how observing someone deny racial prejudice differs psychologically from observing someone admit to racial prejudice. It was proposed that denial creates a disconnect between perceivers' emotions and the subjective reality of the situation, which makes attempts to actively resolve denied prejudice counter-productive for coping with emotions arising from the event (e.g., anger). In two experiments (Ns = 92 and 110), equal numbers of Black and White adults witnessed a video in which a White car salesman appeared to discriminate against a Black customer. The salesman was confronted about his actions, and he then either 1) denied prejudicial intent or 2) affirmed prejudicial intent by making a racist slur. Results indicated that, consistent with expectations, participants who witnessed denied prejudice reported increased negative affect and decreased positive affect after they analyzed and wrote expressively about the event. By contrast, participants who analyzed and wrote about affirmed prejudice displayed decreased negative affect and increased positive affect. The results suggest that expressive communication helps

people cope with emotions arising from blatant prejudice but hinders coping with emotions arising from denied prejudice.

B22

GIVING CREDIT WHERE CREDIT IS DUE: FRAMING PATIENT INSTRUCTIONS TO REDUCE EVALUATION INEQUITIES TOWARD FEMALE PROVIDERS

Danielle Blanch¹, Judith Hall¹, Debra Roter², Richard Frankel³; ¹Northeastern University, Boston, MA, ²The Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, ³Indiana University School of Medicine, Indianapolis, IN – The expectation that females are naturally caring can mean they are denied full credit for effective communal behaviors in their professional roles. Physicians in particular are taught that a compassionate approach is crucial for patient care, yet females who embrace this style are often not perceived as more competent. A manipulation increasing patients' positive valuation of these communal behaviors attempted to decrease this gender double bind and ensure females were given credit for compassion in patient interactions. Seventy-two medical students in simulated patient encounters were viewed by 428 participants, who were instructed to view as if they were a real patient. These analogue patients were randomized to receive one of two framed messages. Participants in the communal condition read instructions which encouraged them to value compassionate aspects of care. The control participants read neutrally framed evaluation instructions. All analogue patients rated the medical students' competence. Trained coders then objectively measured the medical students' communal behaviors. There was a significant three-way interaction between medical student gender, effectiveness at a communal interaction style, and analogue patient viewing condition on perceptions of competence ($F(1, 57)=5.84, p=.02$). As expected, control viewers did not associate females' communal behaviors with competence as they did for males. However, for analogue patients in the communal condition, compassionate female medical students were perceived as more competent. Increasing the value of communal behaviors may be one way to reduce evaluation inequities and allow females to get full credit for behaviors that are essential to their professional role.

B23

THE LARRY SUMMERS' EFFECT: HOW DO STIGMATIZED GROUPS REACT TO DEROGATORY COMMENTS FROM PROMINENT FIGURES?

Craig Blatz¹, Christine Logel²; ¹Simon Fraser University, ²University of Colorado, Boulder – All too often, public figures are caught making derogatory statements about stigmatized groups. The present research examined what effect, if any, media reports of these comments have on members of the target groups. We recruited male and female students from all years and faculties at the University of Waterloo. We randomly assigned students to read or not read excerpts from the Boston Globe article which first described then Harvard President Larry Summers' statements that genetic differences in ability may explain why women are underrepresented in mathematics and science faculties. All participants also read filler articles to disguise the purpose of the study. Results revealed that the effect of Summers' comments depended on participants' gender, year and faculty. First and second year women with Arts and Humanities majors showed a reactive effect; their desire to pursue careers in math and science increased when they read Larry Summers' comments relative to the control condition. Third and fourth year women with Science, Technology, Engineering or Math (STEM) majors (those actually choosing whether or not to pursue STEM careers) showed the opposite pattern; their desire to enter STEM fields decreased, and their desire to enter helping professions increased, when they read Larry Summers' comments, relative to the control condition. Men did not show similar effects. We discuss reasons for, as well as means of undoing, the effect.

B24**PERCEPTIONS OF RACISM AND MENTAL HEALTH OUTCOMES IN POST-KATRINA NEW ORLEANS: THE ROLE OF COGNITIVE APPRAISALS**

Alison Blodorn¹, Laurie T. O'Brien¹; ¹Tulane University – We surveyed 286 community members (54% Black) living in post-Katrina New Orleans to examine the relationship between perceived racism in Katrina-related events and mental health outcomes. Previous research suggests that high levels of perceived racism tend to be associated with higher levels of depressive symptoms among Blacks. In the present sample, many Black (47%) and White (35%) participants demonstrated clinically significant depressive symptoms. Interestingly, perceived racism in Katrina-related events was positively associated with depressive symptoms among Whites but not Blacks. Using a stress and coping perspective, we assessed participants' appraisals of their ability to cope with racism in post-Katrina New Orleans. Threat appraisals result when individuals assess the demands of coping with racism as exceeding their resources to meet those demands. In contrast, challenge appraisals result when individuals assess their resources as exceeding the demands of coping with racism. We predicted that threat appraisals would be related to increased depressive symptoms and that challenge appraisals would be related to decreased depressive symptoms. For Blacks, perceived racism predicted appraisals, which, in turn predicted depressive symptoms. However, for Whites, appraisals had little relationship to depressive symptoms. The present research demonstrates the importance of examining the relationship between perceived racism and depression among both Whites and Blacks. While a stress and coping perspective provides a useful model for understanding the relationship between perceived racism and depression for Blacks, more research is needed to understand how and why perceived racism relates to depression for Whites.

B25**PREJUDICE TOWARD IMMIGRANTS: THE ROLE OF ATTACHMENT SECURITY AND EMPATHY**

Elle Boag¹, Katherine B. Carnelley¹; ¹University of Southampton, UK – Research shows that secure attachment and primed attachment security are related to low prejudice (Hofstra, van Oudenhoven, & Buunk, 2005; Mikulincer & Shaver, 2001; Webster, Whitley, & Miller, 2006) and high empathy (Gillath, Shaver & Mikulincer, 2005; Mikulincer et al., 2001; Mikulincer & Shaver, 2003). Further, experimentally manipulated empathy is associated with low prejudice (Batson et al., 1997). Attachment security may lead to low prejudice due to secure individuals' ability to take the perspective of targets of prejudice. However, to date no research has identified the role that empathy may play in the relationship between attachment patterns and prejudice. We bridge this gap, focussing on whether empathy mediates the relationship between primed attachment security and level of prejudice. Using an internet-based survey, we primed attachment security or a neutral control prime and examined felt-security (a manipulation check; Luke, Carnelley & Sedikides, 2006), empathic ability (Batson, 1991) and prejudice (Akrami, Ekehammar, & Araya 2000) (N = 139, 114 female, M age = 24.9, SD = 7.9). We focused on immigrants as a target of prejudice, therefore only nationals were participants. As expected, participants in the security-prime group reported more empathy and less prejudice than the neutral-prime group. Further, empathy mediated the relationship between primed attachment security and prejudice. This is an important finding as it provides one explanation as to how attachment security and empathy operate in reducing prejudice towards immigrants.

B26**WOMEN'S BENEVOLENT SEXISM PREDICTS IMPRESSIONS OF RECIPIENTS OF AN ENDEARMENT TERM**

Alyssa Boasso¹, Janet B. Ruscher¹; ¹Tulane University – The present study investigated the endorsement of benevolent sexist ideologies in relation to perceptions of communicators and recipients of terms of endearment. Benevolent sexist

ideologies when held by women as well as men advocate protection and affection for women. Despite being evaluatively positive in nature, these beliefs influence how people perceive and think about sexist language even if it is not hostile in nature. To investigate the impact of these seemingly benign addresses, college-aged women assessed the likability of actors in video clips where a woman complied with a request when addressed as 'hon', or where a woman simply responded to a request. Repeated measures multiple regression revealed a three-way interaction of the continuous measure of benevolent sexism, endearment ('hon'/control), and who was rated (communicator or recipient). Benevolent sexist beliefs positively predicted aggregate ratings of the recipient's likability when she was called 'hon'. Thus, women who more strongly endorsed benevolent sexist beliefs viewed another woman as more likable when she was portrayed in a prescribed gender role (i.e., being the recipient of a term endearment); in contrast, as rejection of these ideologies increased, the recipient was derogated, presumably because she represented traditionalism to which the onlooker did not subscribe. Results indicate that endorsing benevolent sexist ideologies differentially influences the impressions of recipients addressed by a seemingly benign term, and more generally provide insight into how sexism subtly colors perception of social interactions.

B27**PRIMING NATIONAL IMAGES: AN EXPERIMENTAL TEST OF INTERGROUP SCHEMAS**

Alain Bonacossa¹, Emanuele Castano¹; ¹New School for Social Research – International Image Theory (Herrmann, Voss, Schooler, & Ciarrochi, 1997) argues that the interaction between perceived structural factors of intergroup relations (e.g., perceived nature of the intergroup relations, power capabilities and cultural status) differentially determine outgroup images. Images, in turn, are supposed to affect intergroup attitudes and policy choices. The aim of the present research was to investigate whether images can be experimentally manipulated, and whether the differential induction of images leads to the endorsement of different policy preferences and emotional reactions. Experiment 1 tested whether differential perceptions of power capability of a national outgroup can be manipulated via implicit priming. Experiment 2 showed that the endorsement of a dependent image can be induced by priming participants with words related to the dependent image. Finally, in Experiment 3, participants were primed with the ally, enemy, or dependent image of a country, and then presented with an intergroup conflict scenario between that country and the U.S. Results indicated that the differential induction of images leads to the preference towards policies and emotional reactions that are consistent with the primed image.

B28**IT'S WRITTEN ALL OVER YOUR FACE: THE IMPACT OF AFROCENTRIC FACIAL FEATURES, GENDER, RACE, AND EXPLICIT ATTITUDES ON IMPLICIT PREFERENCES**

Ayesha S. Boyce¹, William C. Pedersen¹, Annika Tzschatzsch¹, Lady Ivory Chua¹, Monica Harris¹, Laura Matthews¹, Sima Patel¹; ¹California State University, Long Beach – Recent research has investigated the phenomenon of facial feature based stereotyping (Blair, Judd, & Fallman, 2004). The current study is the first to manipulate gender and Afrocentric facial features in an Implicit Association Test (IAT) with computer simulated target pictures in order to assess their effect on implicit preferences. It is also the first to use an ethnically balanced sample that includes White, Black, Latino and Asian participants. Explicit racial attitudes were first assessed with both the Racial Ambivalence Scale and the Color-Blind Racial Attitudes Scale. This was followed by an IAT where participants classified target stimulus pictures and discriminated pleasant versus unpleasant word meanings. Target stimulus pictures varied in a 2 (gender of target picture: male/female) x 2 (race of target picture: black/white) x 2 (Afrocentric facial features of target picture: low/high) within subjects design. Several findings emerged. First, White, Asian, and Latino participants had an

implicit preference for the positive White condition whereas Black participants had no such preference. Second, there was an implicit preference for male compared to female target faces that did not differ based on the sex of the participant. Third, White and Asian participants had a preference for stimuli with low Afrocentric facial features while the degree of Afrocentric facial features did not impact Black and Hispanic participants. Finally, higher levels of anti-Black and color-blind attitudes uniquely predicted implicit preferences for White over Black. Taken together, these findings enhance our understanding of the factors that impact implicit preferences.

B29

SYMBOLIC RACISM AS A LEGITIMIZING IDEOLOGY: REVISED AND REVISITED Mark Brandt¹, Christine Reyna¹; ¹DePaul University – The theoretical debate surrounding the use of symbolic racism (SR) as a legitimizing ideology (LI) has received some attention, but has only gone as far as to demonstrate SR as a legitimizer for race-based policies. Critics of this position suggest that SR cannot work as a LI, because it is not related to white's ingroup identity. It is possible, however, that SR works to justify the status quo more generally. The research presented here suggests that, for Whites, symbolic racism may legitimize similar policies not explicitly race-based as well as influence beliefs that serve to bolster the status quo. Using mediation analysis, results from a large community sample and the 1990 GSS suggested that not only does SR legitimize race-based policies (all $>.116$, Goodman's Statistic >4.35 , $p < .00001$) but also legitimizes attitudes (albeit to a lesser degree) towards diversity, assistance to big cities, and affirmative action for women (all $>.032$, Goodman's Statistic >3.21 , $p < .001$). Going one step further, data from the 1990 GSS suggested that SR was related to support for justifications of the status quo including beliefs that the income gap works as an incentive ($= .127$, $p < .001$) and that no one would become doctors or lawyers unless the pay was high ($= .214$, $p < .001$). These results suggest that symbolic racism not only is an especially potent legitimizer in the realm of racialized politics, but also policies surrounding these attitudes. The results also suggest that SR may be related to beliefs that support the status quo.

B30

THE MEANING AND CONSEQUENCES OF RACIAL/ETHNIC IDENTITY AMONG WHITE ADOLESCENTS Amanda Brodish¹, Oksana Malanchuk¹, Steve Peck¹, Jacquelynne Eccles¹; ¹University of Michigan – In this project, we were interested in understanding the meaning and consequences of racial/ethnic identity among White adolescents. Although models of racial/ethnic identity formation among Whites have been developed, little is known about the relationship between Whites' racial/ethnic identity and important social outcomes. The goal of the present study was to use a person-centered approach to create profiles of racial/ethnic identification among White adolescents and to examine how profile membership is related to mental health, problem behavior, and academic outcomes. 324 White adolescents in the eighth grade completed items assessing their racial/ethnic identity, attitudes, mental health, academic performance, and academic motivation. A cluster analysis on four dimensions of racial/ethnic identity (attachment, sense of tradition, social embeddedness, John Henryism) revealed a four cluster solution. One cluster included individuals who were low on all dimensions (low identity profile); a second cluster included individuals high only on attachment (simple identity profile); a third cluster included individuals high on both attachment and a sense of tradition (cultural identity profile); the final cluster included individuals who were relatively high on all dimensions (high identity profile). High identity profile individuals had the worst academic and mental health outcomes and engaged in the most problem behavior, whereas, cultural identity profile individuals had the most positive academic and mental health outcomes. These findings suggest that the nature of racial/ethnic identity among White adolescents is complex and that the consequences of racial/

ethnic identity depend not on the amount of identification, but rather on nuanced aspects of its quality.

B31

DOES THE CONTROL OF INTERGROUP RESPONSES ENHANCE SUBSEQUENT RACE BIAS? A TEST OF COMPETING HYPOTHESES Jennifer Brooke¹, David Amodio¹; ¹New York University – Are interactions with out-group members cognitively detrimental? Research suggests that after interacting with a Black person, some White participants perform more poorly on response control tasks. One interpretation of these findings is that interracial interactions are cognitively depleting. However, another interpretation is that participants become focused on prejudice-related concerns, which distracts them from tasks that are unrelated to prejudice. If so, participants who engage in a demanding task associated with racial bias should perform better, and not worse, on a subsequent self-control task that pertains to race. To test these competing hypotheses directly, 44 participants completed either a self-control task requiring stereotype inhibition or a non-demanding control task. Next, in an ostensibly unrelated study, participants completed two response-control tasks in counter-balanced order. One task was related to race (a racial flankers task) and the other was unrelated to race (the Eriksen flankers task). Results show that after completing the demanding task associated with race bias, participants performed somewhat worse on the Eriksen flankers task, consistent with past work. However, they performed significantly better on the race-flankers task, compared with control participants. Thus, engagement in stereotype control appeared to enhance egalitarian motivations, which then increased performance on the goal-relevant racial flankers task, to the detriment of goal-irrelevant Eriksen flankers task. Our results suggest that interracial contact may not be cognitively depleting after all, but rather may shift focus to activities related to the goal of responding without prejudice.

B32

INTERPERSONAL REALITY MONITORING AND (DIS)BELIEVING OUR POLITICIANS Kerra Bui¹, Valerie Purdie-Vaughns¹, Marcia K. Johnson¹; ¹Yale University – Interpersonal reality monitoring (IRM) includes evaluating whether other people's memories are imagined or experienced. While cognitive psychologists have identified some of the factors affecting IRM (Johnson, Bush & Mitchell, 1998), social psychologists have yet to examine IRM in the context of issues central to our field. The present research combines cognitive and social psychological methods to examine social judgment and stereotyping through the lens of IRM. Past research has shown that adding details to verbal accounts increases believability; however, in the context of suspicion, details decrease or do not affect believability. Like suspicion, the dishonest politician stereotype should also affect IRM. We hypothesized that when their accounts contained added details, teachers, a low-suspicion group, would be more believable, whereas politicians, a stereotypically high-suspicion group, would be less believable. In a laboratory experiment, 71 participants rated believability of accounts varying in type and amount of detail, ostensibly told by politicians or teachers. Accordingly the design was a 2 (occupation: politician, teacher) X 4 (account type: no detail, emotion detail, perceptual detail, both details) mixed ANOVA. Occupation was a between-subjects factor and account type was a within-subjects factor. Participants' believability ratings of both politicians and teachers increased with the addition of either emotional or perceptual detail relative to no detail. When accounts contained both types of details, believability of teachers further increased, whereas believability of politicians did not. Thus the highest level of detail did not afford politicians the credibility it afforded teachers. Implications for stereotyping research in social psychology are discussed.

B33**THE INFLUENCE OF SOCIAL IDENTITY CONCERNS ON INTER-GROUP RATINGS: WHEN PERSPECTIVE-TAKING BACKFIRES**

Raff Calitri¹, Mark Tarrant¹; ¹Keele University – Two experiments tested the prediction that the effects of perspective-taking on intergroup perceptions are influenced by social identity concerns. In Experiment 1 (N = 115) conditions that directly threatened social identity were presented. Participants viewed a scenario depicting an outgroup member who had been harmed either by the ingroup (threat condition) or by a third group (no threat condition) and were asked either to adopt the perspective of the outgroup member or to remain objective. When social identity was threatened by being implicated in the harm-doing, perspective-taking led to a comparatively negative emotional response to the outgroup member and stronger justification of the ingroup's actions. Experiment 2 (N = 49) demonstrated that, even in a context where an outgroup had not been harmed—and so when social identity was not directly threatened—perspective-taking could have negative consequences for outgroup perceptions. Specifically, compared to control participants who were merely exposed to a member of an outgroup, participants who took the perspective of an outgroup member subsequently reported less positive outgroup evaluations, more negative outgroup stereotyping, and more negative emotional responses to the outgroup. These findings add to the recent literature which has examined the effects of social identity concerns on responses to perspective-taking (e.g., Mallett, Huntsinger, Sinclair, and Swim, in press, Zebel, Doosje, & Spears, 2004), and suggest that perspective-taking can sometimes backfire, undermining efforts to foster positive relations between groups.

B34**DO THEORIES OF IMPLICIT RACE BIAS CHANGE MORAL JUDGMENTS?**

C. Daryl Cameron¹, Keith Payne¹, Joshua Knobe¹; ¹University of North Carolina at Chapel Hill – Recent work in social psychology suggests that many people harbor implicit race biases, biases which can be unconscious or uncontrollable. Because awareness and control have traditionally been deemed necessary for the ascription of moral responsibility, implicit race biases present a unique challenge for moral appraisal: do we pardon implicit biases because of their unconscious, uncontrollable nature, or do we punish discrimination regardless of how it comes about? The present paper reports two experiments that investigated the impact such theories have upon moral judgments about racial discrimination. The results show that different theories offered by social psychologists differ in their impact on moral judgments: when implicit biases are defined as being unconscious, people hold the biased agent less morally responsible than when these biases are defined as being uncontrollable but still conscious, or when no theory of implicit bias is provided. This effect appears to be driven by negative emotional responses on the part of participants, and is not impacted by more traditional moral psychological variables such as the agent's intent or core personal attitudes.

B35**REACTING TO RACIST EVENTS: THE EFFECTS OF TRIOS AND THE MEDIATING ROLE OF RACIAL IDENTITY**

Santiba D. Campbell¹, James M. Jones¹; ¹University of Delaware – A moderate amount of research explores what influences the responses of African-Americans towards events of discrimination and what mediates their interpretation of these events. We propose that TRIOS, a measure of psychocultural coping with racism (Jones, 2003) may positively affect this relationship. This study examined how TRIOS and racial identity influenced the degree to which African Americans were sensitive to the subtle and overt aspects of racism in a range of race-relevant events. African-American college students completed a measure of racial identity (Multidimensional Inventory of Black Identity (MIBI; Sells et al, 1997), TRIOS and judged the degree to which 15 racially sensitive events were racist, intentionally harmful and potentially caused detriment to the

target. TRIOS predicted all components of racial sensitivity. In terms of racial identity, two dimensions from the MIBI, Nationalist and Private Regard predicted the degree of racism and overall harm with only Private Regard predicting the bad feelings. Initial results indicate that, Private Regard partially mediated the relationship between TRIOS and racial sensitivity. Specifically, the significance of the relationship between TRIOS and racial sensitivity was diminished but not eliminated when Private Regard was included. Participants who were high in TRIOS and Private Regard were more sensitive to the racial events. This study shows the significance of TRIOS as a life view as it relates to racial understanding and the importance of one's racial identity. How a person views their in group affects their feelings and situational interpretations of race-related events relating to their in group.

B36**REDUCING EXPLICIT AND IMPLICIT PREJUDICE TOWARD DISABLED: THE ROLE OF A COMMON INGROUP IDENTITY**

Dora Capozza¹, Loris Vezzali², Anna Pasin¹; ¹University of Padova, Italy, ²University of Modena and Reggio Emilia, Italy – We tested for the first time the role of a common ingroup identity (Gaertner & Dovidio, 2000) in moderating the effects of contact on explicit and implicit attitudes held by non-disabled toward disabled. The research was conducted in a Northern Italian city. Participants were 74 non-disabled employees of firms and cooperative societies, who worked in contact with colleagues with psychiatric problems. Participants answered a questionnaire concerning relations with both outgroup members involved in contact and the category of disabled. Furthermore, a measure of implicit attitude toward the general category of disabled was included (GNAT; Nosek & Banaji, 2001). The hypothesis was that quantity, but especially quality of contact, would improve the relations with known disabled, and this effect would generalize to unknown members of outgroup. In addition, we expected that contact effects would be more intense for those with stronger perceptions of being members of a superordinate category, including disabled and non-disabled. To test the hypotheses, hierarchical regression was applied. Results indicated that quality of contact, rather than quantity, was especially relevant in improving intergroup relations. The moderating role of the common ingroup identity was evident in particular for the implicit measure: quality of contact reduced implicit prejudice only when frequent contact was associated with high levels of common identity. Results are discussed in terms of importance of fostering one-group perceptions to reduce prejudice, and in terms of the need to consider both explicit and implicit measures, in contact research.

B37**MOVING ON: STEREOTYPE THREAT'S EFFECTS ON INFLEXIBLE PERSEVERANCE IN INEFFICIENT STRATEGIES**

Priyanka B. Carr¹, Claude M. Steele¹; ¹Stanford University – While following routines and persisting in previously successful strategies often serve us well, such persistence implicitly relies on an unchanging world. However, change is inevitable, and flexibly changing with changing conditions is important for success in test-taking and decision-making (Payne, Bettman, & Johnson, 1993). But, are all people given equal opportunity to change? We hypothesize and find that those burdened by stereotype threat, a threat of confirming negative ingroup stereotypes, are less able to abandon old strategies and employ newer, more efficient ones when the situation changes. Participants, math-identified men and women, solved problems from Luchins' Water-Jar Task (Luchins & Luchins, 1994), described either as a diagnostic math test (Diagnostic Condition) or as a puzzle-solving task (Non-Diagnostic Condition). They were instructed to solve all problems with the simplest solution available. The task consisted of 6 initial problems, solvable only by a complicated solution (B-A-2C), followed by 5 critical problems, solvable by the previously successful solution (B-A-2C) and a simpler, more efficient solution (A-C). Stereotype threatened participants (Women in the Diagnostic condition), compared to those not so threatened, solved more critical problems with

the inefficient solution and were more likely to be extremely inflexible—to persist in the inefficient solution on more than half of the critical trials. The inflexible perseverance of stereotype-threatened women was predicted by the degree to which they suppressed relevant negative stereotypes. The present research identifies inflexible perseverance as a potential behavioral mediator of stereotype-threatened underperformance and suggests a new route for interventions. Further studies are discussed.

B38
ARE YOU MINORITY ENOUGH? LANGUAGE ABILITY AFFECTS PERCEIVERS' ASSESSMENTS OF MINORITY STATUS *George*

Chavez¹, Diana Sanchez¹; ¹Rutgers, The State University of New Jersey—We argue that cultural competence serves as a predictor of whether minorities are perceived as full-fledged minorities (i.e. perceived as minority enough). Furthermore, we hypothesize that individuals view minorities with greater cultural competence as more appropriate for race-based affirmative action benefits. Participants evaluated applicants for a competitive minority research internship and received the resume of a Latino candidate who was fluent either in Spanish and English or in English only. Results indicated that participants viewed Spanish-speakers as more appropriate for affirmative action than non-Spanish speakers (controlling for intellectual competence evaluations). The advantage for Spanish-speakers over non-Spanish speakers for affirmative action was explained by perceivers viewing the non-Spanish speakers as not minority enough for affirmative action. Our results show that cultural competence serves as an indicator of minority status. It also demonstrates that there are contexts (e.g. affirmative action based jobs) in which greater minority status is advantageous.

B39
IMPLICIT ANTI-GAY BIAS AS A RELATIONSHIP-PROTECTIVE DEVICE *Rick Cheung^{1,2}, Steven Noel^{1,2}, Adam Johnson^{1,2}, Curtis Hardin^{1,2};*

¹Graduate Center, City University of New York, ²Brooklyn College, City University of New York—Although most modern societies expressly embrace equalitarianism as fundamental social values, group-based prejudice and discrimination remain rampant. The present research examined the relational foundation of prejudice. Consistent with the relationship-protective self-regulation hypothesis of shared reality theory, two experiments show that people regulate immediate relational need in favor of long-standing relational need, even if it means that they have to reinforce incorrect attitudes as prejudice. Experiment 1 used the social tuning paradigm, which has consistently shown that people tune their attitudes toward those of the immediate social partner for affiliative purpose. Participants completed an implicit measure of anti-gay prejudice after interacting with a gay or heterosexual experimenter. Instead of becoming more pro-gay in the presence of a gay versus heterosexual experimenter, participants became more anti-gay when their family was religious and when they had few gay friends. Experiment 2 used the Cyberball paradigm, which has consistently shown that people become more positive towards those who include as opposed to exclude them. Participants were either included or excluded by two gay people in the ball-tossing game, after thinking about a friend who was either pro-gay or anti-gay. Instead of becoming more pro-gay after being included versus excluded by gay people, participants became more anti-gay when they had no gay friends and were being reminded of the anti-gay consensus. This research suggests that even (or especially) when the immediate social situation requires equalitarianism, people may bolster their prejudiced attitudes shared with their significant others.

B40
PREJUDICE HURTS, CONFRONTATION HEALS: THE BENEFITS OF CONFRONTATION ON MINORITY MEMBERS' MENTAL HEALTH *Christina Chin¹, Alexander Czopp², Joseph Hovey¹; ¹University of Toledo, ²Western Washington University*—Minority members are reluctant to confront due to the social costs of confronting, such as being seen as a complainer and/or as impolite (Czopp and Monteith, 2003; Swim and Hyers, 1999). However, research suggests not confronting can result in negative intrapersonal effects (e.g. guilt, self-criticism, and shame) (Shelton et al., 2006). Confrontation has been shown to have interpersonal benefits as a prejudice reduction strategy (Czopp et al., 2006), but the intrapersonal benefits have not been established. The current study examined minority member mental health benefits of confrontation in dealing with day-to-day social biases. 65 minority participants completed pre-test mental health measures. Half of the participants were given a workshop on confrontational strategies. This workshop included hypothetical scenarios, examples of confrontational responses, and urged participants to utilize confrontation when they felt comfortable doing so. The remaining participants (control) were given no prompts to confront. All participants were then asked to record prejudiced situations they witnessed or happened to them in their day-to-day lives and their reactions to the incidents throughout a school semester. Lastly, post-test mental health measures were administered. Relative to those in the control condition, minority members who completed the confrontation workshop showed significant decreases in anxiety, depression, and somatization.

B41
RELIGION AND PREJUDICE: IS A RELIGIOUS PERSON ACTUALLY GOOD TO OTHERS? *Jaee Cho¹, Min Han¹, Sangyeon Yoon¹;*

¹Korea University—Religious-based conflicts can be due to one's own religious beliefs or to intolerance of another's religious beliefs or practices. Past research has shown that the way people deal with religion is related to socio-political attitudes (Duriez, 2006). The present study examined how religion and religiosity influence the attitudes toward minority groups as well as people of differing religions in Korea. Participants (N = 100) completed questionnaires assessing religiosity measures (religious affiliation, religious orientation, religious commitment, and spiritual maturity index) and participants' attitudes toward four different groups (foreign workers, the disabled, defectors from North Korea, and people of differing religions). Results revealed that the attitudes toward the defectors from North Korea and the disabled were significantly different according to the religions. Participants who categorized their religion as Catholic showed a more positive attitude toward these two groups than did participants from other religions. In addition, participants who self-identified as atheists maintained a more negative attitude toward the defectors from North Korea than did participants from religious groups. Furthermore, Buddhists demonstrated a more negative attitude toward the disabled compared with other faith groups. Finally, only for Christians was intrinsic religious orientation negatively correlated with the attitude toward people of differing religions while extrinsic religious orientation was negatively related to the attitude toward foreign workers. These findings suggest that considering different religiosity between religions and cultural backgrounds may be a productive way to reduce conflicts and prejudice.

B42
SYMBOL OF PRIDE OR OF HATE? THE EFFECTS OF THE CONFEDERATE FLAG ON INTERRACIAL HELPING *Corey Columb¹, Joyce Ehrlinger¹, Jonathan Kunstman¹, Joanna Goplen¹, Ashby Plant¹; ¹Florida State University*—In today's society, the Confederate flag is viewed as a controversial symbol with multiple definitions; it is a symbol of racial hate to some and southern pride to others. The present research explores how exposure to this symbol impacts interracial interactions. We

predicted that subliminal exposure to the Confederate flag would decrease helping behavior by White participants toward bogus Black participants. White and Black participants were told they would have an interaction either with a White or Black same-sex partner. Next, participants were randomly assigned to a task that subliminally primed them with either a Confederate flag or a neutral symbol. Participants were then asked to select Scrabble tiles for their partner for a word creation task. Helping behavior was determined by both the point value of the tiles and the number of words that could be generated by the letters selected. Being primed with the neutral symbol had no impact on the helping behavior given to a White versus Black partner. However, as predicted, when exposed to the Confederate flag, White men were less likely to help their black partner, compared to a White partner. We also found an unexpected gender effect whereby White women, after exposure to the Confederate flag, were more likely to help Black partners than white partners. The research suggests that this symbol does impact interracial interactions, leading to less helping behavior on the part of white men though greater helping among white women.

B43

IMPLICIT ASSOCIATIONS AND SHOOTER BIAS William T. L. Cox¹, Ashby Plant², Patricia G. Devine¹; ¹University of Wisconsin, Madison, ²Florida State University – Previous research has shown that individuals are more likely to mistakenly shoot unarmed Black suspects than White ones in shooting simulations (Plant, Peruche, & Butz, 2005). However, it is still unclear what processes underlie this shooter bias effect. Whereas previous work (Correll et al., 2002) have shown the bias to be related to explicit stereotyping but not explicit prejudice (Correll et al., 2002) no previous studies have examined the influences of implicit affective associations (i.e., evaluative prejudice) and implicit cognitive associations (i.e., stereotypes) on shooter bias. Our study was designed to fill this void. Participants in our study completed evaluative and stereotyping Implicit Association Tests (IATs: Greenwald, McGhee, & Schwartz, 1998; Amodio & Devine, 2006) and the Plant et al. (2005) shooter bias program to help us untangle the implicit processes affecting participants' amount of shooter bias. High levels of implicit evaluative bias were associated with higher levels of shooter bias, but higher implicit stereotyping (e.g., stronger association of Blacks with stereotypical physical characteristics and Whites with metal characteristics) were associated with lower levels of shooter bias. We believe that the inverse relationship between the stereotyping IAT and our measure of shooter bias may reflect that the stereotype of Blacks as athletes interferes with the stereotype of Blacks as criminals, but further studies will be needed to specifically investigate this possibility.

B44

BETRAYAL BY OMISSION: WHEN FRIENDS DON'T ASK & DON'T TELL Traci Craig¹, Shantel Chapple¹; ¹University of Idaho – Lesbian and gay individuals are often asked to abide by Don't Ask, Don't Tell. The implication of this norm is that gay men and lesbians should not disclose their sexual orientation in situations where sexual majority individuals discuss their partners. Contrary to the positive reward lesbian and gay individuals are promised if they stay closeted, we expect that failure to disclose sexual orientation to someone may be perceived as betrayal by omission. In this study, 658 participants were randomly assigned to read 2 vignettes in a 2 (Disclosure vs. No Disclosure) X 2 (Target Sex: Lesbian or Gay Man) X 2 (Participant Sex) mixed design. Participants were presented with brief vignettes in which a gay or lesbian member of a study group discloses or does not disclose their sexual orientation. In the non-disclosure scenario participants are told that they realize that their study partner is gay/lesbian, when another student asks if they will be attending a drag show. Participants are asked to write an open ended response following each vignette and complete attitudinal measures. Participants also rate the positivity of their own responses on a 7 point scale. A significant 3-way interaction, $F(3, 654) = 4.25, p = .006$, indicates

that participants rated their responses more positively when the target individuals disclosed their sexual orientation and that female participant responses whose male study partners do not disclose were rated lowest. In addition, attitudes toward lesbians and gay men also played a significant role in participant reactions to disclosure conditions.

B45**EXPLORING MULTIPLE ROLES FOR VOCAL CONFIDENCE**

Laura A. Creighton¹, Leandre R. Fabrigar¹, Kevin G. Munhall¹; ¹Queen's University – In the past, very little research has been conducted examining how various qualities of voice translate into enhanced or decreased persuasiveness. Using the Elaboration Likelihood Model (ELM; Petty & Cacioppo, 1986a) as a framework, the present research explored possible mechanisms through which vocal confidence might influence attitude change. Vocal confidence was manipulated by electronically modifying an original sound file (on the topic of senior comprehensive exams) to introduce two hallmarks of vocal confidence: rate of speech and intonation. Participants then reported their attitudes toward implementing senior comprehensive exams and completed a cognitive response measure. Electronically manipulated vocal confidence was found to influence attitudes. Mediation analyses indicated that this significant effect of vocal confidence on attitude change occurred as a result of manipulated vocal confidence acting as a peripheral cue. Interestingly, analyses also suggested that participants were not aware that hallmarks of vocal confidence played a role in determining their post-message attitude.

B46**THE EFFECTS OF EXPOSURE TO GENDER-COUNTERSTEREOTYPIC TARGETS ON SEXIST BELIEFS**

Jessica L. Cundiff¹, Theresa K. Vescio¹; ¹The Pennsylvania State University – Past research has examined the effects of exposure to gender-stereotypic and counter-stereotypic targets on stereotype activation, interests, goals, and math performance, but not on endorsement of sexist beliefs. To examine how exposure to gender-stereotypic and counter-stereotypic targets may affect sexist beliefs, participants (117 female and 68 male undergraduates) were led to believe that they would meet with a partner in a getting acquainted study. Background information about their supposed partner noted their partner's gender (male or female) and described their gender-stereotypic or counter-stereotypic interests. This information was pretested for feminine and masculine stereotypicality and counterstereotypicality. After reviewing their partner's information, participants completed the short version of the Ambivalent Sexism Inventory (Glick & Fiske, 1996), consisting of both benevolent and hostile sexism items. Results indicated that women, but not men, who were presented with a gender-counterstereotypic partner expressed less sexism than participants who were presented with a gender-stereotypic target, $F(1,115) = 3.98, p < 0.05$. Simple-effect tests revealed that this result was only prevalent for women's benevolent, but not hostile, sexism scores, $F(1,115) = 5.60, p = 0.02$. In contrast to research showing that exposure to benevolent sexist stereotypes can increase women's support for the status quo (Jost & Kay, 2005), the current research shows that exposure to counterstereotypic examples can reduce benevolent sexism among women and may therefore decrease their support for the status quo.

B47**PERPETRATORS OF PREJUDICE: DO CLOSE OTHERS INFLUENCE PERSONAL PREJUDICE STANDARDS?**

Kelly Danaher¹, Anne Beauchamp¹, Monica Biernat¹; ¹University of Kansas – When prejudice norms are made salient through false consensus information (Wittenbrink & Henly, 1996) or through attitudes expressed by a single peer (Blanchard et al., 1994; Monteith et al., 1996), individuals tend to conform to those norms. The current research assessed the extent to which discriminatory behavior by a close other (i.e., a friend) versus relatively distant others impact prejudice standards, or personal beliefs

for how the self should respond in inter-racial situations. Undergraduates completed an ostensible creative writing task. Participants wrote a scenario about a close other, an acquaintance, or a typical student who made one of three statements: discriminatory, non-discriminatory, or neutral. Other \times statement \times prejudice multiple linear regressions were computed. A three way interaction, $B = -.57$, $t(114) = -2.34$, $p < .05$, revealed that among those high in prejudice, prejudiced standards became lower (more tolerant of prejudice) when a typical student made a discriminatory statement compared to those low in prejudice, $p < .05$. A three way interaction, $B = 1.02$, $t(114) = 1.74$, $p = .0840$, revealed that those high in prejudice reported less negative self-directed affect when the discriminatory statement was made by an acquaintance or typical student compared to a close friend, $p = .065$. Those low in prejudice reported more negative self-directed affect when the discriminatory statement came from an acquaintance or typical student instead of a close friend, $p < .05$. Contrary to expectations, close others were less influential than an acquaintance or typical in-group member.

B48

AUTOMATIC ACTIVATION OF PREJUDICE IN CHILDREN AND ADOLESCENTS: HOW EARLY DOES IT BEGIN? *Juliane Degner¹*;

¹*University of Amsterdam, the Netherlands* – In social psychology, it has been repeatedly presumed that early acquisition and frequent use of prejudice leads to their automatization. However, only few studies tested these assumptions. Recently, the IAT has been adapted to the use in younger populations and it has been shown that implicit prejudices appear as early as at the age of 3 years. However, from the available studies it is not clear to which extent the results indicate a mere awareness of negative association of a category label in society versus children's spontaneous evaluative reactions towards members of the stigmatized groups. In two studies ($N_1=264$, $N_2=304$), we used different versions of the affective priming paradigm, a measure that is supposed to assess negative evaluative reactions of exemplars rather than the subordinated category label. In these studies, pictures of Turks and Germans were presented as primes in an either clearly visible way (Study 1) or masked (i.e., outside conscious awareness, Study 2). Additionally, measures of open prejudice expression were included. Participants were aged between 9 to 15 years. In both studies, open expression of prejudice decreased with age. However, reverse trends were found for automatic prejudice. Specifically, only adolescents aged between 13 and 15 years showed significant priming effects indicating automatically activated negativity towards Turks compared to Germans. Younger participants did not show any sign of automatic prejudice activation. These results are discussed in relation to a descriptive developmental theory on the acquisition and automatization of intergroup prejudice in childhood and adolescence.

B49

RELATIONSHIPS BETWEEN EXPLICIT MEASURES OF BIAS, PROCESSING SPEED AND MOOD *Bruce J. Diamond¹, Elizabeth L. Haines¹, Joseph Mosley², Amy C. Moors³, Angelica Rojas¹, Danielle Gemmell¹*;

¹*William Paterson University*, ²*Montclair State University*, ³*Villanova University* – There were three aims in this study: First, examine the relationship between explicit measures of bias and processing speed; second, examine the relationship between race IAT scores and explicit measures of bias and third, examine the relationship between mood and negative concepts associated with African and European Americans. Methods: Fifty-two college students (19 to 49) ($M = 23.8$ yrs, $SD = 7.4$) participated. Results Processing Speed Three-back performance was correlated with Thermometer scores ($\rho = -.27$, $p = .04$) and with External Motivation Deviation (EMD) scores ($\rho = .30$, $p = .03$). Dual task performance was correlated with the EMD ($\rho = .36$, $p = .01$). Faster reaction times (RT's) were correlated with a higher Total Semantic Differential (TSD) ($\rho = -.30$, $p = .03$). RT was correlated with the African American (AA) ($\rho =$

$.306$, $p = .037$) and the European American Semantic Differential (EASD) scores ($\rho = .293$, $p = .044$). IAT and Explicit Measures of Bias IAT scores and explicit measures were not correlated. Mood and Explicit Measures The AASD ($\rho = .33$, $p = .02$) and the EASD ($\rho = .32$, $p = .02$) scores were correlated with mood (BDI-I). Discussion Greater bias on the EMD was associated with slower processing on the 3-back and Dual task. Higher Thermometer and TSD scores (i.e., greater bias) were associated with faster processing on the 3-back and RT task, respectively. AASD and EASD scores reflecting more negative concepts were associated with slower RT and with more depressed mood.

B50

THE DOUBLE-EDGED SWORD OF MINORITY STATUS: AFRICAN-AMERICANS' EXPECTANCIES FOR INTERRACIAL INTERACTIONS *Celeste Doerr¹, E. Ashby Plant¹, Jonathan W. Kunstman¹, David Buck¹*;

¹*Florida State University* – By virtue of their numerical minority in the United States, Black people, compared to White people, may have experiences that make interracial interactions less stressful and more pleasant. We posited that, on average, Black individuals in the United States have more contact with White people than White individuals have with Black people and that increased interracial contact contributes to increased interracial self-efficacy. However, Black people's minority status might also create burdens in interracial interactions that White people do not experience or anticipate. Specifically, Black people may expect to bear the burden of explanation on behalf of their racial group and to be assumed responsible for educating White people about perceived cultural differences. Across two studies, we found that Black people had more positive past interracial contact than White people, which influenced Black people's greater self-efficacy for interracial interactions. Black people's greater interracial self-efficacy than that of White people partially accounted for their also having greater optimism about the pleasantness of future interactions and more subsequent interracial contact. However, we found that Black people, more than White people, anticipated being burdened with explaining and representing their culture. This burdensomeness expectancy contributed to the desire to avoid interracial interactions and undermined the belief that interracial interactions would be pleasant. Together, these findings indicate that Black people and White people face distinct concerns about interracial interactions that are likely to influence subsequent interactions. Efforts to support positive intergroup relations should address the specific concerns and experiences of minority and majority group members.

B51

HOW WELL WILL (YOU AND I/WE) GET ALONG? HIGH BLACK IDENTITY LEADS WHITES TO PREDICT LESS POSITIVE INTERRACIAL INTERACTIONS *Benjamin J. Drury¹, Cheryl R. Kaiser¹*;

¹*University of Washington* – Highly identified Blacks report experiencing more prejudice from Whites than do weakly identified Blacks. We argue that these different perceptions of prejudice occur because Whites react more negatively toward highly identified minorities than weakly identified minorities (Kaiser & Pratt-Hyatt, in press). To test this hypothesis, White participants read a survey ostensibly completed by a Black male target. Within the survey, the target described his race as either central to his identity (highly identified) or as not central to his identity (weakly identified). Participants then wrote a short essay predicting how a future interaction with this person would progress. We submitted these responses to analysis using the Linguistic Inquiry Word Count (LIWC) software (Pennebaker, Booth, & Francis, 2007). Participants used fewer plural personal pronouns (such as we and us) than singular personal pronouns (such as you and I) when describing interactions with a highly identified target. The pattern reversed when describing an interaction with a weakly identified target such that participants used relatively more singular personal pronouns than plural personal pronouns. This difference in usage of inclusive language

suggests less positive and inclusive attitudes toward highly identified partners than toward weakly identified partners. Further supporting this interpretation, participants predicted that they would interact with the highly identified target for significantly less time than with the weakly identified target. The impact of these expectations on Whites' actual behavior provides one possible explanation as to why highly identified Blacks report experiencing more prejudice from Whites than their weakly identified counterparts.

B52

DOES AFROCENTRIC BIAS APPLY TO BLACK WOMEN? *Kristin N. Dukes¹, Keith B. Maddox¹; ¹Tufts University* – Research indicates that Blacks with more Afrocentric features are stereotyped to a greater degree than Blacks with fewer Afrocentric features (Blair, et al., 2002, 2004; Maddox and Gray, 2002). However, the majority of this research has only examined perceptions of male targets. Two experiments explored the role of Afrocentricity in forming impressions of Black women. Participants rated the likelihood that several stereotypic traits or behaviors were associated with photographs of high or low Afrocentric Black women (Experiment 1) and Black women ranging in Afrocentricity with Afrocentric and Eurocentric first names (Experiment 2). Results did not indicate Afrocentricity as a factor in evaluations of Black women. However, name did influence stereotypic evaluations -- Black women with Afrocentric names ($M=2.90$; $SD=.37$) were stereotyped to a greater degree than Black women with Eurocentric names ($M=2.25$; $SD=.35$) ($F(1, 36) = 90.99$, $p<.0001$). The current findings suggest that Black women may not be stereotyped in a manner similar to Black men on the basis of Afrocentricity. Several hypotheses that could account for this apparent asymmetry between Black women and men are discussed.

B53

IT'S NOT YOUR FAULT: THE INTERPERSONAL CONSEQUENCES OF ATTRIBUTING OTHERS' OUTCOMES TO DISCRIMINATION *Dina Eliezer¹, Brenda Major¹; ¹University of California, Santa Barbara* – Individuals who attribute their own outcomes to discrimination are often perceived negatively. Three studies examined reactions to an observer who attributes another person's outcome to discrimination. In study one, male and female participants read a vignette about a woman who was treated in an ambiguously sexist manner by a man. A male or female observer either told the woman that her treatment was sexist or that he/she was sorry about her treatment. Participants then evaluated the observer. Male participants rated the observer who claimed discrimination more negatively (e.g. troublemaker, irritating) than the observer who expressed sympathy, regardless of the observer's gender. Female participants also derogated the observer who claimed discrimination relative to the observer who expressed sympathy; however they rated the female observer who claimed discrimination more negatively than the male who claimed discrimination. Study two followed the same procedure only the vignette featured blatant sexism. Male and female participants derogated the observer who claimed discrimination more than the observer who expressed sympathy. However, both male and female participants rated the female observer who claimed discrimination more negatively than the male who claimed discrimination. Study three manipulated the nature of the discrimination (ambiguous or blatant) and replicated the results of the previous studies. These studies suggest that attributing others' outcomes to discrimination may lead to negative interpersonal consequences. Nonetheless, individuals who admit that their ingroup member discriminated against an outgroup member may be viewed less negatively, perhaps because they seem to be going against their self and group interest.

B54**EQUAL OPPORTUNITY STEREOTYPING? AN ASSESSMENT OF STEREOTYPE ENDORSEMENT AS A GENERAL TENDENCY**

Jason Emory¹, Yarrow Dunham¹; ¹University of California, Merced – Previous research has contended that the tendency to endorse stereotypes is a general tendency such that an individual likely to endorse stereotypes towards some groups will also endorse them towards other groups (Carter, Hall, Carney, and Rosip, 2006). However, this research has focused on gender and racial groups. It is less clear whether this tendency extends to other groups that may differ from race and gender in various ways (e.g. in the degree to which there is social stigma associated with expressing negativity towards the groups). In the current study we sought to rectify this limitation by assessing stereotype endorsement, using questionnaire methods, of a wider range of group types (e.g. occupation, political affiliation, nationality). We expected that generalized stereotype endorsement would be weaker or absent in this broader context. While we found that stereotyping of race and gender were related, stereotype endorsement of many of the other groups was not related to stereotyping either race or gender. In subsequent analyses, we found that the factors predicting increased stereotype endorsement were perceived similarity of group members and shared common goals among group members. Because these factors are correlated for race and gender, past findings of a generalized tendency to stereotype may be driven by common features of the groups examined (i.e. common perceptions that similarity amongst members and degree of shared goals are low), rather than a generalized personality trait.

B55**JUSTICE VS. JUSTIFICATION: THE UNIVERSAL CONTEXT OF FAIRNESS (UCF) AS A CULTURAL EXPLORATION OF WHITES' RESPONSES TO ANTI-BLACK INJUSTICE**

Shelly Engelman¹, James M. Jones¹; ¹University of Delaware – The Universal Context of Fairness (UCF) is an accessible cultural frame for Whites that maintains the belief in fair opportunity and places the individual at the center of an explanatory framework. The present study examines the effects of the UCF on psychological processes following an anti-Black oppression prime. Making race-based unfairness salient, we maintain, activates a counter narrative in which the UCF expectancy is contradicted. According to equity research, two main motivations may arise from this contradiction: Justice or Justification. In the lab, White participants' cognitive, emotional, and behavioral reactions were assessed following exposure to images of black oppression or nature scenes; a 3-factor UCF measure was administered during pre-testing. Overall, the chronic endorsement of different factors within the UCF led to either prosocial or antisocial behavior. Whites who placed a personal importance on being fair reported guilt, moral outrage, and affirmative action support following oppression prime. By contrast, White who believe the U.S. is a fair place were more likely to justify racial inequalities and less likely to endorse moral emotions and affirmative action policies. A structural equation model of responses to race-based injustices clarifies the divergent paths toward justice or justification and offers insight into how to arouse moral emotions, promote prosocial behavior, and mitigate justification tendencies.

B56**HE LIKES ME, HE LIKES ME NOT, SHALL I LIKE MATH, OR SHALL I NOT?: THE ROLE OF INTERPERSONAL ACCEPTANCE IN STEREOTYPE DOMAIN IDENTIFICATION**

Sara Etchison¹, Mark W. Baldwin¹; ¹McGill University – Much research on women's disidentification with the math domain, especially within the stereotype threat literature, has theorized that a primary reason women disidentify with math is less about the specific content of the stereotypes and more about the concern that one will be evaluated negatively –especially by men– as a result. We tested this hypothesis by manipulating perceived evaluation from others, not their perceived stereotype beliefs, to test

whether anticipated negative evaluations alone would lead to women's disidentification with math. Specifically, female participants visualized an accepting or rejecting man or woman, completed some difficult math questions, and then indicated their level of math identification. There was a significant gender by acceptance/rejection interaction, such that women who visualized accepting men were more math-identified than any other group. This means that acceptance at the interpersonal level, especially from men, reduces the extent to which women disidentify with the stereotyped domain of mathematics. These findings suggest that self-stereotyping may be another instance of the growing body of research demonstrating the influence that expectancies of acceptance and rejection have in shaping the self-concept.

B57

PRIDE AND PREJUDICE: STATUS AND EXPRESSIONS OF INTER-GROUP PRIDE SHAPE EVALUATION AND PERCEIVED LEGITIMACY Clifford Evans¹, Heather Claypool¹; ¹Miami University – Intergroup Emotions Theory (IET, e.g., Mackie, Devos, & Smith, 2000) posits that specific emotions experienced in intergroup contexts predict specific intergroup action tendencies. One implication of IET is that observers may conversely infer a group's intergroup tendencies by observing its expression of emotions in intergroup contexts. The purpose of this research was to investigate the effect of group status and expressions of group pride on evaluations of group members. In three studies, participants read a paragraph depicting two groups. In some cases, the groups were of equal status, and in others, one group was of higher status than the other. In the paragraph's conclusion, a target member of one of the groups made a statement in which he either did or did not express pride in his group membership. Participants then rated the likelihood that the target possessed specific negative and positive traits and engaged in specific positive and negative behaviors. Members of high-status groups who expressed group pride were rated more negatively than targets in all other conditions on all trait and behavior measures. These results suggest that perceivers use the emotions expressed by a group, along with its status, to make inferences about how its group members will behave and about the values it will hold.

B58

ATTRIBUTIONS FOR BLACK AND WHITE CRIMINAL BEHAVIOR Arpi Festekjian¹, Lilia R. Briones¹, Carolyn B. Murray¹; ¹University of California, Riverside – There is evidence that an association exists between Black and crime, which may lead to stereotypical explanations of behavior (Eberhardt, Goff, Purdie, & Davies, 2004). The purpose of the present study was to examine whether interpretations of criminal activity depend on the race of the perpetrator and victim. 142 participants were asked to read one of four simulated newspaper articles about a robbery, in which the race of the suspect and victim were experimentally manipulated (i.e., Black or White). They were then asked a series of questions about the criminal, including attributions of his behavior. An independent group of undergraduates read transcriptions of the participants' responses and made ratings of their psychological states during the questioning (e.g., comfortable, angry, hostile) and their attributions for the suspect's behavior (e.g., how stereotypical they were). A series of 2 (suspect race) x 2 (victim race) ANOVAs were performed on the ratings of participants' psychological states and their attributions for the suspect's behavior. Results showed that participants were more hostile, angry, and provided more stereotypical descriptions of the Black suspect than the White suspect. Participants seemed more comfortable when the suspect and victim were of the same race than when they were of opposite races. In addition, participants provided more stereotypical explanations of the suspect in the Black suspect and White victim condition than in any of the other three conditions. Results confirm the existence of negative racial stereotypes (i.e., Black criminals) and their ubiquitous role in biased social perception.

B59

BEHAVIORAL REBOUND FOLLOWING STEREOTYPE SUPPRESSION: INCREASED STEREOTYPED PERCEPTION OR AUTOMATIC BEHAVIOR? Alice Follenfant^{1,2}, François Ric^{1,2}; ¹University of Poitiers, ²CeRCA (UMR CNRS 6234) – Attempts to suppress stereotypes often result in rebound effects that are characterized by an increased use of these stereotypes in subsequent judgments. It has been further demonstrated that these judgmental effects can in turn lead people to behave accordingly toward a stereotyped target (Macrae, Bodenhausen, Milne & Jetten, 1994). Thus, according to this theoretical position, the effects of stereotype suppression on behavior toward a target are mediated by participants' judgment about this person. Considering research on automatic behavior (Bargh, 1997), we hypothesize that rebound effects following stereotype suppression result from the direct impact of accessible thoughts on behavior. A first experiment shows that the suppression of a stereotype leads participants to subsequently behave in accordance with its content, even with comparison with participants who were initially free to use the stereotype. A second experiment replicated this behavioral rebound in a situation in which opposed effects were expected depending on whether the suppressed stereotype influences people's judgment of the target or directly influences people's behavior. In this experiment, participants who had to suppress the stereotypes of muslim women (associated with dependence) waited longer for their ostensible partner (a muslim woman) to engage in a collaborative task than no-suppression participants. Furthermore, our results suggest that the effects of suppression on subsequent behavior are mainly due to an increased accessibility of stereotyped thoughts and not to motivation as motivation fulfillment did not alter the results. These findings are considered in the context of mental control and social stereotyping issues.

B60

EXPLAINING THE RELATIONSHIP BETWEEN STIGMATIZATION AND PSYCHOLOGICAL WELL-BEING David Frost¹; ¹City University of New York, Graduate Center – Researchers have consistently demonstrated that stigmatization is associated with decreased psychological well-being. However, few have examined the contexts and processes through which societal stigma impacts the well-being of marginalized individuals. Two studies tested whether processes specific to the nature of one's stigmatized status mediated the association between stigmatization and psychological well-being. Both studies focused on the stigma surrounding intimacy and same-sex relationships in the lives of lesbian, gay, and bisexual (LGB) individuals. In Study 1, 100 LGBs in committed relationships completed a questionnaire including measures of perceived stigmatization, relationship quality, and psychological well-being. Results demonstrated that the association between stigmatization and mental health was partially mediated by relationship quality. Study 2 assessed the psychological well-being and intimacy personal projects (e.g., finding a date, getting married, moving in with my partner, talking about my feelings) of 239 single and coupled LGBs. Participants rated each intimacy project in terms of its meaningfulness, efficacy, and perceived stigmatization. Results demonstrated that greater intimacy project stigmatization was associated with decreased meaningfulness and efficacy, which in turn led to decreased psychological well-being. The results of both studies illustrate the importance of understanding context-specific processes when attempting to explain the relationship between stigmatization and psychological well-being. Although these studies focused on only one context of stigma, the approaches we employed are likely useful in studies of stigma and well-being among other marginalized groups (e.g., African-Americans in the educational system). Contextualizing experiences of stigmatization will likely improve interventions aimed at helping marginalized individuals cope with societal devaluation.

B61**ASSOCIATIONS WITH AFFIRMATIVE ACTION AND DIVERSITY POLICIES**

Madeline A. Fugere¹, Jonathan Iuzzini², Christie Cathey³, Colleen Carpinella², Elizabeth Greene²; ¹Eastern Connecticut State University, ²Hobart & William Smith Colleges, ³Missouri Southern State University—The present study explored how the policy labels affirmative action policy (AAP) and diversity policy (DP) influenced associations with the relevant policy as well as perceptions of potential components of the policy. Using a between subjects design, 143 student and community participants from three different geographic areas completed an open-ended survey assessing associations with either an AAP or a DP. Responses revealed that the AAP was associated with racial/ethnic background, discrimination, racism, unfairness, and African Americans, while the DP was associated with racial/ethnic background, diversity, gender, and equality. When given a forced choice between an AAP and a DP, participants overwhelmingly preferred the DP. When asked to list positive and negative associations with the relevant policy, participants in the AAP condition listed more negatives while participants in the DP condition listed more positives. However, when participants rated the likelihood that different components (e.g. quotas, training, etc.) would be a part of an AAP or a DP, the ratings did not vary by policy condition. Finally, all participants rated the favorability of the potential components of the relevant policy. Across conditions, disregarding minority/majority status and forbidding discrimination were viewed favorably while quotas, reverse discrimination, favoring less qualified minority applicants, favoring minorities when equally qualified, and training minority applicants were all viewed negatively. The results suggest that although AAPs and DPs are viewed similarly with regard to potential components, DPs are preferred, perhaps because of the negative associations with AAPs such as racism, discrimination, and unfairness.

B62**LATINOS' ATTITUDES TOWARD INTERETHNIC COUPLES**

Amber L. Garcia¹, Heidi Riggio²; ¹The College of Wooster California State University, Los Angeles—Latinos represent the largest ethnic minority group in the United States, yet relatively few studies have examined Latinos' attitudes about intergroup relations. The current research examined Latinos' affective and cognitive responses to dating couples that were either ingroup members, outgroup members (Asian/Black) or interethnic couples where one member was Latino. From a social identity perspective, interethnic couples might represent a threat to one's ethnic group, especially for group members who have a strong ingroup identity. We predicted that highly identified Latinos would evaluate interethnic couples more negatively than ingroup couples. Moreover, we expected this pattern of results for evaluations of Latino/Black couples, as dating a stigmatized outgroup member might be viewed as especially threatening. Participants ($n = 165$) were given information about a dating couple and asked to report their feelings and thoughts about the couple. The racial composition of the couple was manipulated between subjects, such that participants read about a Latino couple, an Asian/Black couple, or an interethnic couple (Latino/White, Latino/Black). Results indicate a significant interaction between ethnic identity and racial composition of the couple on affective responses. Consistent with the hypothesis, Latinos who had high ethnic identification had more negative feelings toward Latino/Black couples compared to other couples. There was no significant interaction between ethnic identity and racial composition on cognitive responses. The results of this study suggest that prejudiced responses may show themselves through more visceral feelings, as opposed to overt devaluation of others. Directions for future research and implications for intergroup relations are presented.

B63**FREETHINKER AS FREERIDER: THE CONTEXT SPECIFICITY OF ANTI-ATHEIST PREJUDICE**

Will Gervais¹, Azim Shariff¹, Ara Norenzayan¹; ¹University of British Columbia—In recent years the topic of atheism has garnered significant attention in the popular press, while being almost wholly ignored in the scientific literature. This is especially surprising because there is evidence that atheists are the group least likely to be accepted publicly and privately in America today (Edgell, Gerteis, & Hartmann, 2006). We explored the psychological factors underlying anti-atheist prejudice. Previously, we found that anti-atheist prejudice is driven by moral distrust rather than a more generalized feeling of unpleasantness and belief in God was the single best predictor of distrust for atheists. These findings led us to predict that prejudice against atheists should be highly context specific. We predicted that anti-atheist prejudice should be most apparent in high-trust domains. Using a job selection task, we found that belief in God predicts a preference for hiring religious job applicants, but only for jobs rated as high in required trustworthiness (such as daycare workers and kindergarten teachers). Furthermore, we found that this context specific anti-atheist prejudice is not the product of authoritarianism. Controlling for authoritarianism, belief in God predicts discrimination against atheist candidates for jobs requiring a high degree of trust. This experiment provides further evidence that prejudice against atheists may be psychologically distinct from other types of prejudice.

B64**MINORITY IDENTITY: RELATIONSHIPS AMONG MINORITY IDENTITY EXPLORATION, BELONGING AND WELL-BEING**

Negin Ghavami^{1,2}, Cesar Molina², Lee Tillman², Stacy Blanco², Sheila Grant², Jackelin Maldonado²; ¹University of California, Los Angeles, ²California State University, Northridge—Models of ethnic identity development posit a process of identification that is marked by a period of exploration during which an individual learns about their ethnic group. To the extent that the result of this exploration is positive, a greater sense of belonging to one's ethnic group is facilitated (e.g., Roberts et al., 1999). Although research links both identity exploration and belonging to well-being, no studies have systematically tested this sequential process of identification and its impact on well-being. Additionally, little is known about the utility of identity development models for identities that are adopted later in life such as gay and lesbian identity. Drawing on Phinney's (1992) conceptualization of ethnic identity, we developed and tested a model of minority group identity exploration, belonging and well-being. We propose that to the extent that minority group members engage in an exploration of the meaning of their minority identity, their feelings of belonging to their group are facilitated. In turn, a greater sense of belonging is predictive of greater well-being. In two studies, ethnic minorities (Study 1) and gay men and lesbians (Study 2) answered questions about their minority identity and various indicators of well-being including self-esteem, positive and negative affect, anxiety, depression, and satisfaction with life. The results of both studies converged in showing that belonging mediated the relationship between minority identity exploration and well-being. The present model provides empirical support for identity development models and extends existing literature on identity processes and well-being to sexual minority identity.

B65**HOW ARE TEACHER'S PERCEPTIONS OF CLASSROOM DISCRIMINATION RELATED TO CHILDREN'S INTERGROUP ATTITUDES?**

Lisa S. Giamo¹, Stephen C. Wright¹, Jane Friesen¹, Jasmina Arifovic¹, Andreas Ludwig¹; ¹Simon Fraser University—Early childhood is an important developmental period, both socially and cognitively (Ramsey, 1991). With regards to intergroup perceptions, children can make reasonably accurate distinctions between ethnic groups and comprehend ethnic labels by age 4 or 5 (e.g., Doyle & Aboud, 1995). Not

only does classroom environment play an important role in the development of intergroup attitudes (Aboud & Fenwick, 1999), but research with adult populations has demonstrated that awareness of prejudiced attitudes towards one's own group can negatively influence one's own intergroup attitudes and behaviors (e.g., Dovidio, 2001). The current study seeks to generalize such findings to a multi-ethnic classroom setting by exploring how teachers' assessments of classroom prejudice affects variables such as students' self- and other- evaluations, intergroup anxiety and willingness to form cross-group friendships. Specifically, we asked teachers from 16 Kindergarten and Grade 1 classrooms in Vancouver to report the frequency at which they heard prejudiced statements in the classroom. We obtained measures of students' (N = 194), who came from a variety of ethnic backgrounds (e.g., White, Asian, Indo-Canadian), intergroup attitudes using a photo sorting task. Results will be discussed in terms of the significant relationship between frequency of prejudiced comments reported and negative evaluations of outgroup targets and of self, increased anxiety regarding outgroup targets and decreased willingness to form outgroup friendships. This suggests that the effects of prejudice awareness may not be exclusive to adults and can have negative effects on intergroup evaluations as early as elementary school.

B66**GENDER DISCRIMINATION: EMOTIONS AND INGROUP STRENGTH**

Ritu Gill¹, Kim Matheson²; ¹Defence R&D Canada - Toronto, ²Carleton University – It is not an uncommon belief that women are no longer discriminated against, even though objective indicators reveal that North American women continue to experience inequities. Women may respond to such discrimination differently, depending on their group identification, perceptions of ingroup strength, and emotional states. The present study examined the impact of encountering an acute instance of discrimination on perceptions of whether the event was discriminatory, control appraisals, and actions endorsed. In an experimental simulation involving sex discrimination, women (N=151) were primed to experience anger or no emotion (control) and their perception of ingroup strength was manipulated (strong, weak, control). The moderating influence of gender identification was assessed. Consistent with expectations, strong gender identification and primed anger resulted in greater recognition of discrimination. Although emotional priming manipulation did not directly effect action endorsements, self-reported anger was positively related to the endorsement of collective actions. Women who were led to believe that their ingroup was strong perceived lower control, suggesting women may have trusted their ingroup members would take control. Finally, appraisals of control and efficacy were found to mediate the association between perceived discrimination and action endorsements, representing a unique pathway to the endorsement of actions in response to discrimination. Findings have implications for understanding the role of emotion and identity in perceiving discrimination, and ingroup strength in appraisals of control in a discrimination event.

B67**PREJUDICE AS CONTEXT-SPECIFIC EVALUATIONS: A MATTER OF SHIFTING STANDARDS AND EVALUATIVE DIMENSION**

Anke Goerzig¹, Kimberly Quinn¹, Dan Carroll², Russell Hutter³; ¹University of Birmingham, ²University of Sheffield, ³University of Leeds – The current research builds on Role Congruity Theory (RCT; Eagly, 2004), which suggests that prejudice arises when a target person's role requirements are incongruent with the stereotype of their social group. The current work relies on the shifting standards model (Biernat, 2003) to extend RCT and proposes (1) that prejudice will occur only when the comparison standard is a typical person in the social role and not when a typical member of the target's group is chosen as the comparison standard and (2) that prejudiced evaluations will occur only on characteristics that are relevant to the social roles' requirements. These assumptions were tested using gender as the target stereotypes and female- or male-typed

occupations as the target social roles. Participants evaluated targets for warmth (required for female-typed occupations), agency (required for male-typed occupations), and competency (required for female- and male-typed occupations), in comparison to (a) the typical person in that occupation and (b) the typical woman/man. Results revealed that role-incongruent targets (women in male-typed occupations and men in female-typed occupations) were evaluated less positively than role-congruent targets on the dimensions that matched the occupations' requirements – but only when compared to the typical job occupant and not to the typical woman/man. These results confirm the importance of the comparisons standard and evaluative dimension with regard to prejudice towards women and men in gender-incongruent occupations. Further implications will be discussed.

B68**WHEN EXTENDED CONTACT IS NOT ENOUGH: THE ROLE OF INGROUP NORMS ON REDUCING PREJUDICE**

Angel Gomez¹, Miles Hewstone², Alberto Voci³; ¹UNED, ²Oxford University, ³University of Padova – The present research explores the limitations of the original formulation of extended contact hypothesis on improving intergroup attitudes (Mendez, Gmez & Tropp, 2007). The extended contact approach stipulates that knowing that ingroup members have outgroup members as friends will improve attitudes toward the outgroup (Wright, Aron, McLaughlin-Volpe, & Ropp, 1997). However, when extended contact is not an exception, its positive effects on prejudice reduction could be reduced or even cancelled. For example, nowadays in Spain, knowing one or two ingroup members who have an immigrant as a friend is becoming something usual. As a consequence, extended contact will not be effective for prejudice reduction if it does not represent a normative influence for ingroup members. For the present research, two studies tested the effect of extended contact and normative influence on intergroup perceptions. Study 1 manipulated extended contact and normative influence (ingroup members approve having outgroup members as friends) and showed that differences between no extended contact and extended contact conditions on intergroup attitudes are only produced when ingroup members consider as positive having outgroup friends. Study 2 tested the effect of the ingroup consensus on approving outgroup friendship on intergroup perceptions. Results indicated that intergroup perceptions improved when participants perceived that the majority of ingroup members who have outgroup friends perceive this friendship as something positive. In addition, the present research show the role of the possible moderators and mediators of extended contact and normative influence on outgroup attitudes.

B70**THE ONE-DROP WHITE RULE: HOW MULTIRACIAL INDIVIDUALS ARE DISADVANTAGED BY THEIR WHITENESS**

Jessica J. Good¹, Diana T. Sanchez¹; ¹Rutgers University – Historically, the one-drop rule was used to discriminate against persons with any African heritage by classifying them as Black, and thereby denying them access to resources reserved for Whites. Currently, we propose that when considering programs designed to benefit minority individuals, there is a one-drop White rule in place, which is used to discriminate against part-White multiracials by classifying them as White. Indeed, previous research has shown that multiracial individuals are viewed as not minority enough to receive affirmative action (Sanchez & Bonam, 2007). The present research investigates whether judgments of a person's minority status are made based on the amount of minority within a person's genetic background. In a within-subjects design, undergraduate participants (N = 271) evaluated 5 hypothetical students in terms of their eligibility and deservingness of affirmative action. Students were presented as monoracial majority (100% White), multiracial (75% White/25% Black, 50% White/Black, or 25% White/75% Black), or monoracial minority (100% Black), with all other descriptors held constant and order of presentation counterbalanced. Results showed significant linear

contrasts such that the greater the students' percentage of majority (White) background, the less participants felt they held minority status, and the less deserving of a minority scholarship they were rated. Overall, white participants rated multiracial students as less deserving of minority assistance than minority participants. Implications for determining eligibility for affirmative action and student aid are discussed, as well as how judgments of minority status are formed, and how those judgments impact the lives of multiracial individuals.

B71

PRIDE OR PREJUDICE? IMPLICATIONS OF THE CONFEDERATE FLAG FOR ACADEMIC PERFORMANCE Joanna Goplen¹, E. Ashby Plant¹, Joyce Ehrlinger¹, Jonathan W. Kunstman¹, Corey J. Columb¹, David A. Butz²; ¹Florida State University, ²University of Massachusetts at Amherst – As debates rage over bans restricting the display of the confederate flag on state capitol grounds and the flag is increasingly prohibited in public schools, some protest the bans as an infringement on their freedom of speech. Whereas some people view the confederate flag as a symbol of heritage and pride, others perceive it as a symbol of division, hatred, and prejudice that perpetuates inequality in our society. In the present research, we assessed the impact of exposure to the confederate flag on undergraduate students' academic performance. We compared the academic performance of Black and White students while in the presence of the confederate flag or in a control condition. Participants completed difficult mathematical and verbal GRE problems in the presence of a forgotten notebook, which either displayed the confederate flag or had a blank cover. The results revealed a significant interaction of race and flag exposure condition. Specifically, although the academic performance of Black and White students did not differ in the control condition, when exposed to the confederate flag, White students performed significantly better than Black students. It is worth noting that this effect was particularly strong for people who self-identified as Southern. These results indicate that the confederate flag may do more than arouse debate and anger; it may have significant implications for people's academic performance. The possible causes of this effect including stereotype threat and feelings of inclusion versus exclusion that the flag may arouse in Southern Whites versus Blacks will be explored.

B72

FEATURE-BASED STEREOTYPES OF AFRICAN AMERICAN, ASIAN AMERICAN, AND EUROPEAN AMERICAN FACES Randall A. Gordon¹, John A. Kostek¹, Michael S. Butchko¹, Christine A. Farrell¹; ¹University of Minnesota, Duluth – Current research has shown that judgments of others are affected by the extent to which facial features are perceived as consistent with African American vs. European American facial physiognomy (Blair, Judd, Sandler, & Jenkins, 2002). Two studies extended the work of Blair et al. (2002) by examining feature-based stereotypes of Asian American faces. Study one validated a set of 30 male African, Asian, and European American faces (yearbook photos). Three groups of thirty participants (N = 90) evaluated faces of one race on physical attractiveness, babyface-ness, and the extent to which facial features represented each race. The order of the three dependent measures (feature-based measure, babyface-ness, and physical attractiveness) was counterbalanced; the order of stimuli presentation was randomized within each of three blocks. Reliability coefficients based on computation of intraclass correlations ranged from .83 - .96. Consistent with data from Blair et al., (2002), feature-based ratings were positively correlated with physical attractiveness, but only for the African and European American faces. Ratings of babyface-ness were not correlated with the feature-based or attractiveness ratings. Study two collected similar data from 75 participants, but also involved having participants rate each race on the following dimensions: intelligence, conscientiousness, and athleticism. As expected, Asian and European American feature-based ratings were positively correlated with both intelligence and conscientiousness ratings. Athleticism ratings were also

positively related to feature-based ratings, but only for European American faces. The extent to which these data provide additional support for the impact of feature-based stereotyping is discussed.

B73

WHEN A STRONG WHITE IDENTITY ISN'T BAD: THE MODERATING ROLE OF BELIEF IN WHITE PRIVILEGE Matt J. Goren¹, Victoria C. Plaut¹; ¹University of Georgia – Some White identity research suggests that to achieve the most positive inter-group outcomes, Whites must be aware of their race (McIntosh, 1988) but not strongly identify with it (Verkuyten & Zaremba, 2005; White & Burke, 1987). But other research has suggested that White identity is multidimensional: while certain forms may indeed predict negative inter-group outcomes, other forms may predict positive inter-group outcomes (Knowles & Peng, 2005; Perry, 2001). In a previous study, using open-ended measures, we found initial support for the multidimensional White identity hypothesis. Despite scoring similarly on the Collective Self-Esteem scale (CSE; Crocker & Luhtanen, 1990), Whites who adopted a pride identity (compared to a power-cognizant identity) displayed more negative inter-group attitudes. In the present study, we used a validated power-cognizance scale to more precisely test whether a strong White identity is necessarily associated with negative inter-group outcomes. To this end, 94 White undergraduates completed the CSE and the Belief in White Privilege scale (BWP; Woodzicka & Banaszynski, under review) and measures of positive and negative inter-group attitudes. We found that BWP moderated the relationship between CSE and dependent measures. Among participants with lower BWP, higher CSE predicted less positive and more negative inter-group outcomes. Among participants with higher BWP, there was no relationship between the CSE and inter-group outcomes. In other words, a strong White identity does not always predict negative inter-group outcomes – certain forms of White identity, such as power-cognizance, may actually lead to positive inter-group attitudes among highly identified Whites.

B74

PUBLIC SCHOOL TEACHERS' FEEDBACK TO MINORITY STUDENTS IS POSITIVELY BIASED Jamie L. Gorman¹, Kent D. Harber¹; ¹Rutgers University at Newark – The "positive feedback bias" (Harber, 1998; 2004) is the tendency among Whites to give more praise and less criticism to minorities than to fellow Whites for equivalent work. Previous positive bias research was conducted with undergraduates and teacher trainees, and focused exclusively on feedback to Blacks vs. Whites. The present research asked: do actual classroom teachers show the positive bias, does the bias extend to Latinos, and is the bias moderated by social support? White teachers (n = 113) were recruited from three middle schools and two high schools in two separate districts. Teachers gave feedback on poorly-written essays supposedly written by a Black, Latino, or White student. In reality, the essays were developed by experimenters to be error-ridden. Only the student's race was varied. Teachers' feedback consisted of an anonymous rating sheet, supposedly mailed directly to the student in envelopes that teachers sealed. Social desirability confounds were thereby avoided. A follow-up survey sampled teachers' social support. Results showed that teachers gave more positive feedback to Latino students; there were no overall differences in feedback to Black and White students. However, feedback to Black students was moderated by teachers' perceptions of social support from school administrators and fellow teachers. Teachers with less support supplied Blacks more positive feedback, and those with more support provided Blacks more critical feedback. In sum, public school teachers are susceptible to the positive feedback bias, which may place minority students at risk. Further, the bias is affected by psychosocial resources, especially when recipients are Black.

B75**COLLECTIVE IDENTITY - GOOD FOR INGROUPS, BAD FOR OUTGROUPS**

Marie Gustafsson¹, Sverker Sikström¹; ¹Stockholm University, ²Lund University—We use personal pronouns to investigate how language around individuals and groups in news flashes can bring clarity to how the evaluation of individuals and groups are shared in a society. Language is a human tool to shape culture, to explain the world and to form societies and groups. How personal pronouns are used in different context is therefore highly relevant for psychology. Our data consist of 100 K Reuter messages; where valence was computed by a human-ranked list of words for valence. We use latent semantic analysis and compare how ingroup and outgroup personal pronouns are evaluated; we also compare valence differences in individual and collective personal pronouns. Previous research such as social identity theory suggests that a human need to belong and a human need for a collective identity brings higher valence to ingroups compared to outgroups. However, it is unclear whether a collective identity always is higher evaluated compared to an individual identity. Some research has shown that an individual identity is superior to a collective identity, whereas culture psychology has shown that the evaluation is context dependent (Gaertner et al 2002). The results in this study show that ingroup personal pronouns are higher evaluated. There was no difference between collective and individual personal pronouns. However, there was an interaction effect showing that the evaluation of collective and individual identity is context dependent. Among ingroup pronouns the collective personal pronouns were superior, among outgroup pronouns the individual personal pronouns were superior.

B76**THE EFFECT OF MULTICULTURALISM ON LIKING AND COMPETENCE RATINGS OF COUNTERSTEREOTYPIC OTHERS**

Anglica S. Gutierrez¹, Miguel M. Unzueta¹; ¹University of California, Los Angeles—Individuals who exhibit counterstereotypic behavior face social and economic sanctions, which comprise what is referred to as the backlash effect (L.A. Rudman, 1998). Counterstereotypic behavior is defined as behavior perceived as deviant—that is, an expectancy violation (Biernat, Vescio, & Billings, 1999). Women and men who do not conform to gender norms and are viewed as not sufficiently feminine or masculine, for example, are characterized as gender deviants and penalized. We posit that perceivers will have the same perception of and elicit similar responses toward counterstereotypic others in a multicultural environment. We propose that multicultural ideology may increase backlash against counterstereotypic targets because multicultural ideology raises stereotype activation (Wolsko, Park, Judd, & Wittenbrink, 2000). Thus, counterstereotypic targets are seen as particularly deviant following a multicultural prime. Conversely, colorblind ideology, which lowers stereotype activation, may increase liking for counterstereotypic targets because such individuals do not conform to stereotypes, which are viewed as information that precludes equal interaction among individuals and should be avoided. Study 1 found lower liking and competence ratings for a counterstereotypic African-American target, relative to a stereotypic target, following a multicultural prime. Exposure to a colorblind prime reversed the effect, such that the counterstereotypic target was rated more favorably than a stereotypic target. Study 2 replicated this effect using a Latino target and found that this effect is mediated by stereotype activation. These studies suggest that counterstereotypic individuals in a multicultural environment, relative to a colorblind environment, may be more likely to encounter backlash and social sanctions.

B77**JUST KIDDING!: THE CONSEQUENCES OF FRIENDLY INTERGROUP TEASING**

Tay E. Hack¹, Margo J. Monteith²; ¹Angelo State University, ²Purdue University—The present research investigated perceptions and potential consequences of playful teases that target one's

group membership. Although perceived as harmless fun, related research suggests that such teases may nonetheless result in negative affective and/or cognitive consequences for the target. Two studies were conducted to examine the phenomenon of friendly sexist teasing. Study 1 employed an event-sampling procedure to assess the frequency of gender-related teases in everyday life as well as the relationship between teaser and target. For one week, participants recorded the content of gender-related statements and their relationship and perceived closeness with the person who made the statement. Results indicated that intergroup gender teasing is relatively common among males and females and occurs mainly between close others. Study 2 experimentally investigated the moderating effect of perceived closeness on reactions to, and consequences of, friendly sexist teases. Closeness was manipulated using a technique to create a friend (close) and acquaintance (less close) condition. All participants interacted online with a confederate. Some participants were teased with a friendly sexist tease, whereas others were not. Affective responses and level of gender group identification were recorded. Results revealed cognitive consequences in response to intergroup gender teases, such that participants teased in the acquaintance condition were significantly more likely to disidentify with their gender group than other participants. Taken together, these studies suggest that intergroup teasing is fairly common among adults, and that although perceived as playful fun such teases may have unintended effects.

B78**RE-EXAMINING THE OUTGROUP HOMOGENEITY EFFECTS: A SOCIAL RELATIONS PERSPECTIVE**

Nao Hagiwara¹, Deborah A. Kashy¹; ¹Michigan State University—There are robust findings in the intergroup perception literature that outgroup members are seen as more similar to one another than are ingroup members (i.e., the outgroup homogeneity effect). However, much of this work is limited by the fact that it is based on research paradigms in which perceivers are given very little individuating information about the targets. Measures of outgroup homogeneity have also been somewhat problematic (Boldry & Kashy, 1999). The present study re-examines the outgroup homogeneity effect using rich target information as stimuli, and by using the social relations model to assess three types of outgroup homogeneity (Kenny, 1994). The study consists of two parts. In Part 1, participants from three different racial groups (i.e., Asian, Black, White) provided personal information, such as demographic information, work experience, academic performance, and they participated in a brief interview in which they elaborated on an important aspect of themselves. In Part 2, a new set of participants from the same three racial groups were asked to review the target stimuli and to complete measures that were designed to assess their perceptions of the targets personalities. The results show that when given rich personal information, Black and White perceivers did not show outgroup homogeneity effects. These findings suggest that outgroup homogeneity effects may be limited by the extent of individuating information available to perceivers. Interestingly, Asian perceivers showed consistent outgroup homogeneity across a range of measures even with rich information. The effects of outgroup homogeneity across different racial groups are also discussed.

B79**WHERE THE GLASS CEILING MEETS THE MATERNAL WALL: PARENTHOOD STEREOTYPES PROMPT WORKPLACE LENIENCY AND PENALTY**

Elizabeth L. Haines¹, Jennifer D. Bragger²; ¹William Paterson University, ²Montclair State University—Where the glass ceiling meets the maternal wall: Parenthood stereotypes prompt workplace leniency and penalty The role of Shifting Standards (e.g., Biernat & Manis, 1994) and Ambivalent Stereotyping (e.g., Fiske, Zu, Cuddy, & Glick, 1999) were examined for gender role (father vs., mother) and social role (primary caretaker) when evaluating employees. Participants were asked to read one of four vignettes of a parent (father

or mother) taking a parental leave or not. Results indicate a main effect for gender role: fathers received better work performance ratings than mothers; mothers were expected to be less available at work than fathers. A main effect for parental leave indicated that workers were more likely to be fired when taking a caretaking leave than workers taking no leave. An interaction between gender role and caretaking role shows that fathers taking leaves were seen as more committed to work than mothers (either taking leaves or not). Further analysis showed that subjective and objective performance evaluations had effects on workplace bias. For example, the most lenient standards were applied to workers evaluated subjectively and who did not take a childcare leave. Taken together, these results strengthen the finding that gender and parental leaves affect mothers and fathers differently (in favor of fathers) (e.g., Fuegen, Biernat, Haines & Deaux, 2004) and performance evaluation may affect leave taking employees differently. These results are informative for understanding (a) theories understanding leniency as well as penalty bias (b) benevolent sexism (e.g., Glick & Fiske 1996) and (c) personnel practices and workplace discrimination.

B80

STRAYING FROM THE STRAIGHT AND NARROW PATH: SEX BIAS IN HIRING ATYPICAL JOB CANDIDATES *May Ling Halim¹, Madeline E. Heilman¹, Zhan Gao¹; ¹New York University*—Two studies tested the hypothesis that, when making hiring decisions for a male gender-typed job, individuals penalize females with atypical job credentials to a greater extent than males with the same qualifications. It was further predicted that, due to gender stereotyping, negative expectations and differential evaluation contribute to this process. Results supported these hypotheses. Participants recommended female applicants with atypical credentials for hire less often than they did their male counterparts. This was the case when the atypical candidate initially pursued a different, but still highly successful and focused career track (e.g., studying and succeeding in film studies before deciding to go into business; Study 1). Women were also differentially penalized when the atypical candidate took time off and was less career-focused (e.g., leaving school temporarily to travel and work odd jobs for an extended amount of time; Study 2). Closer examination of the data revealed that females with atypical credentials were expected to fail at the job more than males with the same qualifications were. Also, males with atypical credentials were seen as more competent. Finally, having atypical credentials seemed to be cast in a more positive light for male candidates. They were evaluated as more flexible, creative, and unique in their perspectives than atypical female candidates were. Together these data suggest that, in a male gender-typed setting, women are penalized for having atypical job credentials because individuals have lower expectations for them and view them more negatively than their male counterparts.

B81

SELECTION OF HIGH VERSUS LOW DIFFICULTY GOALS AS A PREDICTOR OF STEREOTYPE THREAT AFFECTIVITY *Deborah L. Hall¹, James Y. Shah¹, Marvin L. Marcelin¹; ¹Duke University*—This research investigated the relationship between the selection of high versus low difficulty goals and stereotype threat-related affectivity. African American and White college students were given three computer tasks to work on and were informed that their performance on each of the tasks would be highly correlated with their actual academic abilities. Task difficulty was manipulated within-subject, so that each participant had one high difficulty, one moderate difficulty, and one low difficulty task on which they could work. It was hypothesized that the high difficulty task would be the most threatening for African American participants worried about confirming negative stereotypes about academic performance. It was, therefore, predicted that for African American participants, spending more time and generating more answers on the high difficulty task relative to the low difficulty task would be associated with a decrease in overall mood, as well as an

increase in anxiety and depression. No such pattern was predicted for White participants. Consistent with hypotheses, spending more time and generating more answers on the high difficulty task relative to the low difficulty task was a significant predictor of decreased mood for African American participants, but not for White participants. Furthermore, African American participants who spent more time and generated more answers on the high difficulty task relative to the low difficulty task showed a significant increase in anxiety and a marginally significant increase in depression. The implications of these findings are discussed within the contexts of self-regulation and stereotype threat.

B82

LATERAL INHIBITION OF STEREOTYPE IN MEMORY: FORGETTING STEREOTYPIC INFORMATION BY FOCUSING ON OTHER ASSOCIATED INFORMATION *Kenji Hanita¹, Satoko Kita¹, Koji Murata¹; ¹Hitotsubashi University*—It is known that the act of retrieving some knowledge can inhibit memory for associated knowledge. This phenomenon is called retrieval-induced forgetting (RIF), which has also been demonstrated in social cognitive research. We applied these research to the issue of stereotype inhibition, especially inhibition of female subtypes (i.e., career woman and homemaker). In Study 1, we examined whether retrieving some stereotypic traits of the target person could inhibit the other stereotypic traits of that person. Participants learned about traits of the two female targets who could be categorized as career woman or homemaker, then practiced retrieving half of the stereotypic traits of either target. Finally, participants were asked to recall as many traits as possible that were presented at first. As expected, participants showed inhibited memory for unpracticed stereotypic traits of the target. In Study 2, we examined whether stereotypic traits could be inhibited by focusing on individuating traits. Procedure was similar to Study 1, but in Study 2, participants learned targets' stereotypic and individuating traits, and then practiced retrieving either of them. As a result, participants who practiced stereotypic traits of the target showed inhibited memory for individuating traits. On the other hand, participants who practiced individuating traits of the target showed inhibited memory for stereotypic traits. These results indicate that focusing on one aspect of a person leads to forgetting other aspects of the same person. Moreover, it is also indicated that focusing on individuating information can avoid stereotyping without perceiver's conscious effort.

B84

THE EFFECT OF INGROUP SPECIFICITY ON INGROUP FAVORITISM *Carlee B. Hawkins¹, Brian A. Nosek¹; ¹University of Virginia*—A Baptist could describe her religious ingroup as religious people, Christians, or Baptists—each one a subset of the former. We term this range of general to specific description ingroup specificity. Related concepts such as ingroup distinctiveness (Jetten, Spears, & Manstead, 1998) and ingroup size (Leonardelli & Brewer, 2001) predict ingroup favoritism. We tested whether ingroup specificity predicts favoritism in a charitable giving context. Christian participants divided \$1000 between six charities, five fillers and a sixth named the community service center preceded by nothing, Religious, Christian, or the participant's denomination. Political orientation moderated the effect of ingroup specificity on ingroup favoritism in the three more general conditions, $F(1, 538) = 5.64, p = .02$. Conservatives donated \$277 to the community service center, \$280 to the religious community service center, and \$329 to the Christian community service center. Liberals' donations did not significantly differ across specificity conditions ($M_s = \$236, \$190, \$191$). Unexpectedly, neither conservatives ($M = \$255$) or liberals ($M = \181) donated more to their denomination ingroup compared to the less specific ingroup conditions. The political differences are consistent with evidence suggesting that conservatives value ingroups more than liberals (Haidt & Graham, 2007). The absence of an ingroup favoritism effect for liberals may be unique to religious ingroups, though it is not obvious

why that would occur. The lack of increasing favoritism for the most specific ingroup suggests that there may be a threshold of specificity for ingroup favoritism – at least in a charitable giving context.

B85**GOD VS. ALLAH: THE EFFECTS OF RELIGIOUS AND NATIONAL IDENTITY SALIENCE ON AMERICANS' ATTITUDES TOWARDS MUSLIMS**

R. David Hayward¹, Markus Kemmelmeier²; ¹Duke University, ²University of Nevada, Reno – Following 9/11, many Americans directed a great deal of hostility against Muslims. For instance, the FBI has documented a surge in anti-Muslim hate crimes, and large segments of the U.S. population supported the racial profiling on American Muslims. Turner's self-categorization model and Dovidio & Gaertner's common ingroup model predict that a shared and salient ingroup identity has the potential to improve intergroup relations. As a result, highlighting the similarity between the monotheistic faiths of American Christians and American Muslims should improve evaluations of the latter. However, research in social judgment also suggests that a shared identity can backfire by focusing attention to the incompatibility of two group members, especially if one of them is considered extreme. Two experiments examined the effects of identity salience on American college students' attitudes towards Muslims. Using a vignette approach, Study 1 showed that Muslims who referred to God were evaluated more favorably than those using referring to Allah, showing that shared religious identity improved relations. Study 2 replicated this effect using original messages written by American Muslim leaders denouncing the 9/11 attacks. However, in Study 2 this effect was reversed when the display of an American flag also highlighted the shared national identity between American Muslims and Christians. Supporting the prediction of a contrast effect derived from social judgment theory, Muslims using the term God were more likely to be rejected than those using the term Allah. The discussion focuses on the implications of these findings for interfaith relations in the U.S.

B86**ASSESSING CULTURAL STEREOTYPES AND PERSONAL BELIEFS ABOUT LITTLE PEOPLE**

Jeremy D. Heider¹, Cory R. Scherer², John E. Edlund³; ¹Stephen F. Austin State University, ²Penn State University-Schuylkill, ³Hamilton College – In studies of stereotyping, the stigmatized group known as little people (also known as midgets or dwarves) has been virtually ignored. The present research assessed the content of cultural stereotypes and personal beliefs regarding little people by adopting the adjective checklist method originally developed by Katz and Braly (1933) and later refined by Devine and Elliot (1995). After a pilot study (N = 30) to determine adjectives to add to the original lists used by the aforementioned researchers (e.g., incapable, humorous, weird, childlike), 172 undergraduates selected adjectives to reflect traits constituting the cultural stereotype about little people. They also selected adjectives from the same list to reflect their personal beliefs about little people. The most commonly endorsed traits for the cultural stereotype were: weird (40.1% of respondents), incapable (34.7%), creepy (32.9%), unathletic (29.3%), childlike (26.3%), clumsy (22.8%), entertaining (18.6%), low self-esteem (18.6%), quick-tempered (18.0%), and humorous (13.8%). Favorability ratings obtained from a separate sample (N = 30) indicated 8 of these 10 traits carried negative connotations (average $z = -.34$). The most commonly endorsed traits for personal beliefs were: capable (34.4%), independent (28.8%), intelligent (20.9%), individualistic (20.9%), kind (19.6%), ambitious (17.8%), sensitive (16.6%), low self-esteem (14.1%), loyal to family ties (13.5%), and witty (12.9%). Favorability ratings for these traits were primarily positive (9 of 10; average $z = .48$). Further research will examine whether lack of experience with the target group and/or socially desirable responding could account for the markedly different valence of the two sets of responses.

B87**IMPLICIT DANGER STEREOTYPES PREDICT FIRST-PERSON-SHOOTER BIAS**

Leakhena Heng¹, Melody Sadler¹; ¹San Diego State University – Several implicit techniques have been developed or adapted to assess implicit associations about social groups (Fazio & Olson, 2003; Wittenbrink & Schwarz, 2007). One criticism with implicit work is that it confounds attitudes toward social groups with stereotypes or beliefs about what group members are like in general (Judd, Blair, & Chapleau, 2003; Wittenbrink, Judd, & Park, 1997). The present study examined whether the Extrinsic Affective Simon Task (EAST task, de Houwer, 2002) could be used to distinguish implicit attitudes from stereotypes. In the EAST task, participants categorized Black or White male faces and negative or positive words from three categories of danger stereotypes, danger-irrelevant stereotypes, and non-stereotypic words. Responses on the EAST task were compared with reactions in a first-person-shooter task (Correll, et al., 2002). In the FPS task, perceivers are asked to identify the object being held by Black and White male targets. Perceivers are asked to shoot targets holding guns and to not shoot targets holding non-harmful objects (e.g., cell phones). Racial bias on the FPS task is thought to reflect stronger stereotypic associations between African-Americans and violence or aggression. We predicted and found that danger stereotypes as assessed by the EAST task were positively correlated with racial bias in reaction times in the FPS task, controlling for race of participant. General stereotypes and two measures of prejudice computed from EAST performance were not related to FPS bias. The viability of the EAST task as an individual difference measure of implicit stereotypes is discussed.

B88**EFFECTS OF ALCOHOL ON ERRORS INDICATING RACE BIAS: ARE DRUNKS JUST TOO HAPPY TO CARE?**

Erika Henry¹, Sarah Lust¹, Bruce Bartholow¹; ¹University of Missouri – Ridderinkhof et al. (2002) found that alcohol decreased the amplitude of an event-related brain potential (ERP) component known as the error-related negativity (ERN), and attributed this effect to impaired error detection. This conclusion, however, does not account for affective/motivational factors that are known to contribute to ERN amplitude, or the fact that alcohol is known to dampen negative affective states. The current study tested the role of mood in the effect of alcohol on the ERN, and directly tested whether alcohol impairs one's ability to detect errors. Participants consumed either alcohol (target BAC = .09%) or a placebo beverage prior to completing the Weapon Identification Task (Payne 2001). Following each trial participants judged their response accuracy using a 3-level scale (sure correct, don't know, sure incorrect), similar to Payne et al. (2005). Participants also completed a state affect measure (PANAS) at multiple times during the experiment. Consistent with prior research (Bartholow et al., 2006), alcohol increased some indices of race bias; consistent with Ridderinkhof et al., the ERN was smaller in the alcohol group than in the placebo group. However, alcohol participants high in negative affect showed larger ERNs than alcohol participants low in negative affect. Furthermore, judgment data showed that participants in the alcohol group were as accurate as those in the placebo group in determining their response accuracy. Findings indicate that alcohol does not impair error detection, and suggest that alcohol-induced increases in race bias might be due to decreased motivation to monitor performance.

B89**THE IMPLICIT ANIMALIZATION OF MIDDLE-EASTERNS AS A FUNCTION OF MORTALITY REMINDERS, RIGHT-WING AUTHORITARIANISM AND OUT-GROUP IMAGES**

Carl N. Henthorn¹, Zachary K. Rothschild¹; ¹University of Colorado at Colorado Springs – Whereas a great deal of research has focused on instances in which individuals explicitly dehumanize out-group members as a way of legitimizing violence against them, a new line of emerging studies have found a more common and far reaching implicit denial of humanity to

others known as infra-humanization. The current study used a terror management framework to provide insight into this phenomenon with a newly designed Go/No-Go (GNAT) implicit infra-humanization measure that assessed how Americans reserve uniquely human characteristics for other Americans while actively animalizing Middle-Easterners. In addition, the current study looked at how mortality concerns can lead high right-wing authoritarians (RWA) to animalize out-group members more when they pose a group distinctiveness threat. Participants were subliminally primed with either death or failure (control), were shown either neutral pictures, images of Middle-Easterners as similar (wearing more western attire), or Middle-Easterners as dissimilar from themselves (wearing traditional Muslim attire). Following these manipulations, participants completed an implicit measure assessing the latency of categorizing human and animal words with American and Middle-Eastern names. Results both validated the infra-humanization measure and found that while high RWAs were more likely to implicitly animalize Middle-Easterners who looked culturally alien in the control condition, death reminders caused these participants to implicitly animalize out-group members more when they looked similar to in-group members. These results are discussed in terms of the need to maintain in-group entitativity and stereotype consistency following mortality reminders.

B90

MEASURING THREAT: VALIDATION OF THE STEREOTYPE VULNERABILITY SCALE (SVS) Paul Hernandez¹, Anna Woodcock², P. Wesley Schultz³; ¹University of Connecticut, Storrs, ²Purdue University, ³California State University, San Marcos – Stereotype threat occurs when members of stereotyped groups anticipate that their performance may confirm a negative stereotype. There is evidence that stereotype threat can be measured in naturally occurring situations that produce stereotype threat (e.g. women in male dominated majors, African Americans in academics) using self-report measures (Steele, James, & Barnett; Aronson, Fried, & Good, 2002). The 8-item Stereotype Vulnerability Scale (SVS) developed by Spencer (1993) has been used in both correlational and experimental research, but has not been psychometrically validated or used to predict performance. The current study evaluates the psychometric properties of the SVS and identifies correlates of stereotype threat. Data were drawn from a three year longitudinal study of over 1,300 talented minority science students. Exploratory (EFA) and confirmatory (CFA) factor analyses were conducted to evaluate the psychometric properties of the SVS. The EFA revealed a 3-factor structure (Authority: 2-items; Climate: 3-items; and Performance: 2-items), which was supported by the CFA. High inter-factor correlations indicate that SVS scores are due to the second-order factor (Stereotype Threat). Reliability analyses show the SVS has high internal consistency and acceptable test-retest reliability. Bivariate correlational analyses revealed that SVS composite scores were negatively correlated with academic identity, intention to pursue a scientific career, GRE score, feelings of belonging in the sciences, and adoption of a mastery goal orientation. The SVS was found to have sound psychometric and predictive properties.

B91

IS RACE IN THE EYE OF THE BEHOLDER? THE EFFECTS OF THEORIES OF RACE ON FACE PERCEPTION AND RACIAL CATEGORIZATION Rebecca C. Hetey¹, Jennifer L. Eberhardt¹; ¹Stanford University – Do individuals' beliefs about the nature of race affect how they categorize racially ambiguous people? We propose that just as people rely automatically on social cues to facilitate impression formation (Fiske & Taylor, 1991), they may also depend on their preexisting theories about the origins of race as a type of heuristic to aid them in more efficiently categorizing individuals by race, especially those who appear racially ambiguous. Our research aims to establish a link between racial theories (i.e., essentialism, social constructivism) and face perception. We predict

that a biological conception of race leads perceivers to more quickly categorize faces by race, even despite their perceptual ambiguity. In contrast, a social conception of race leads to slower, more effortful racial categorization. We manipulated racial theories by presenting participants with a scientific article that either described researchers' failed or successful attempts to pinpoint the genetic underpinnings of race. Participants then completed a dichotomous racial categorization task in which White participants categorized White, Black, and racially ambiguous faces as either White or Black. We examined the response latencies required to racially categorize others and the actual categorizations participants made about racially ambiguous faces in order to see whether racial theories affected person perception. While participants were always faster to categorize Black faces than White faces and slowest to categorize ambiguous faces, those primed with a biological conception of race were significantly faster to categorize all types of faces than those primed with a social conception. Additional results and their implications are discussed.

B92

DIFFERING EFFECTS FOR CONFRONTATION OF MORE VS. LESS OFFENSIVE STATEMENTS OF PREJUDICE. Amy L. Hillard¹, Carey S. Ryan²; ¹University of Nebraska-Lincoln, ²University of Nebraska-Omaha – We examined the effect of confronting offensive phrases. College students (N=115) were randomly assigned to listen to a conversation in which one student said that's so gay or that's so lame. In a third condition, participants heard the that's so gay conversation, but the expression was followed by confrontation. That is, the other student voiced opposition to the derogatory use of gay. As predicted, participants in the confrontation condition subsequently judged gays more positively. However, hearing that's so gay without confrontation led to an unexpected and consistent (albeit nonsignificant) improvement in attitudes towards gays. We further examined this effect by having 62 additional participants listen to a conversation (with vs. without confrontation) in which someone was called a homo, which pilot data indicated was more offensive. Participants were expected to feel more uncomfortable after hearing the more (homo) versus less (that's so gay) overtly offensive language and to rate gays more positively to ease their discomfort. Indeed, participants hearing homo rated gays significantly more positively than did those hearing that's so lame and that's so gay. Although participants who heard someone confront the less offensive phrase (that's so gay) had more positive attitudes, participants hearing the same confrontation of a more offensive word (homo) did not significantly differ from those hearing homo without confrontation. Simple demand characteristics seem unlikely to have been responsible. In the short term, then, confronting offensive remarks may improve observers' attitudes; however, if language is more offensive, observers may judge groups more positively regardless of confrontation.

B93

IMPLICATIONS OF GROUP-BASED DOMINANCE AND GROUP-BASED ANTI-EGALITARIANISM FOR INTERGROUP ATTITUDES AND BEHAVIOR Arnold K. Ho¹, Jim Sidanius¹; ¹Harvard University – Jost and Thompson (2000) demonstrated that the construct of social dominance orientation (Pratto, Sidanius, Stallworth, & Malle, 1994) might fruitfully be conceptualized as two separate but related constructs – group-based dominance (GBD) and group-based anti-egalitarianism (GBAE). We extend this work, finding evidence for both differential effects of GBD and GBAE and ideological asymmetry between White and Black respondents. Across four large samples, we find that GBD is more related to outgroup derogation, zero-sum competition, and generally more aggressive intergroup attitudes and behavior. Meanwhile, GBAE appears to better predict legitimizing ideologies, social policy attitudes, and generally more passive and indirect forms of intergroup attitudes and behavior. Ideological asymmetry between Whites and Blacks appears to apply primarily with GBAE. We discuss this in the context of

ideological asymmetry effects found for system justifying norms (which GBAE may constitute) versus group justifying norms (which GBD may constitute).

B94**EFFECTS OF NON-PREJUDICIAL NORMS AND MOTIVATION TO CONTROL PREJUDICED REACTIONS ON INTERGROUP ANXIETY**

Dawn M. Howerton¹, Michael A. Olson¹; ¹University of Tennessee, Knoxville – Whites and Blacks alike often describe interracial interactions as forced and uncomfortable. The present research examines whether the two factors of the Motivation to Control Prejudiced Reactions scale (Dunton & Fazio, 1997), concern for acting prejudice and restraint to avoid dispute with our about Blacks, and societal non-prejudicial norms interact to influence intergroup anxiety. Sixty-nine White participants, for whom motivation scores were available, were led to believe they would be completing a video email with either a White or Black interaction partner. Half of the participants were reminded of society's non-prejudicial norms, and believed their partners to be similarly reminded, by reviewing the university's non-discrimination policy prior to participation. Results indicated participants were more comfortable, liked their partners more, and were more motivated to make their interactions go well, when their interaction partner was White rather than Black. Those low in concern for acting prejudiced found it easier to talk with a Black partner, and believed a Black partner would disclose more personal information, when they were not reminded of society's non-prejudicial norms. Additionally, those who were less motivated to avoid dispute with or about Blacks believed they would enjoy their interactions more when they were not reminded of non-prejudicial norms. However, they also believed their interaction would go more smoothly when non-prejudicial norms were present. Thus, the present research adds to our understanding of intergroup anxiety by demonstrating that societal norms may hinder intergroup interactions for those who are less motivated to control prejudiced reactions.

B95**HOW STEREOTYPICAL IS BARACK OBAMA? EXPLICIT AND IMPLICIT ASSOCIATIONS IN THE PRESENCE OF INDIVIDUATING INFORMATION**

Jennifer Hunt¹, Rhudwan Nihlawi¹; ¹SUNY College at Buffalo – Knowledge of individuating information can reduce explicit stereotype use (Kunda & Thagard, 1996), but it is unclear whether it eliminates implicit associations with group stereotypes. We conducted two studies to investigate whether Barack Obama, a person for whom most Americans possess individuating information, is explicitly and implicitly associated with the stereotype for African Americans. In Study 1, participants indicated the extent to which a series of words was associated with Barack Obama or African Americans. Results indicated that participants associated Obama with basic individuating characteristics such as being a presidential candidate, senator, and democrat ($M = 5.86$, with 7 = strongly associated). In contrast, participants did not explicitly associate Obama with common stereotypes for African Americans; compared to Africans Americans, they indicated Obama was less aggressive ($M_s = 3.53$ for Obama, 6.07 for African Americans) and athletic/physical ($M_s = 4.07, 2.13$), but more smart ($M_s = 5.80, 4.21$) and hardworking ($M_s = 5.36, 3.71$). In Study 2, we investigated whether participants had implicit stereotypical associations with Obama. Participants completed a series of Go/No Go Association Tasks (Nosek & Banaji, 2001) that assessed associations between a target entity (Obama, African Americans, or White Americans) and the same four stereotypes. Preliminary results indicate that participants implicitly associate these stereotypes with African Americans and, to a lesser extent, Obama, suggesting that individuating information does not fully eliminate implicit stereotypical associations. Together these studies suggest that individuating information has a stronger impact on explicit than implicit stereotypes.

B96**FOR BETTER OR WORSE: MAPPING SUPPORTIVE AND UNSUPPORTIVE IDENTITY-RELATED EVENTS WITHIN THE LGB COMMUNITY**

Amy S. Huntington¹; ¹University of Connecticut – Much of the previous work on stigma has focused on adverse consequences of the individual being made aware of his or her stigmatized identity. However, the full impact of social support and personal acceptance of one's stigmatized identity has been largely overlooked. This study analyzes changing patterns in both unsupportive and supportive identity salience among 48 Lesbian, Gay, Bisexual (LGB) college students. Data was collected over a 14 days using Personal Data Assistants (PDAs) pre-loaded with brief questionnaires that obtained information about daily activities whenever participants had a LGB identity salient experience (ISE). Experience-based sampling was utilized to perform a series of two-step cluster analyses to identify distinct natural groups of ISEs, which included supportive and unsupportive participant-rated ISE clusters. Direct interactions with friends, family, romantic interests and classmates consistently clustered into the supportively rated LGB identity salience grouping. The most frequent scenario for the supportive cluster included increased comfort with identifying openly as LGB and connecting with other LGB people. Thoughts related to participants' LGB identity, and indirect interactions with strangers, such as overhearing a homophobic insult, consistently grouped into the unsupportive cluster. All direct interactions were rated as more supportive by LGB participants than indirect interaction and thoughts, suggesting that face-to-face contact may provide LGB individuals with an opportunity to gain support from others. Additional descriptive information is provided, supplying valuable information about typical contexts in which LGB individuals are made aware of his or her sexual orientation both socially and privately.

B97**IS WHITE (SOMETIMES) THE NEW BLACK? THE EFFECT OF IMPLICIT AND EXPLICIT PREJUDICE ON THE PERCEPTION OF SAME-RACE OUT-GROUPS.**

Paul B. Hutchings^{1,2}, Geoffrey Haddock²; ¹Swansea Metropolitan University, ²Cardiff University – Immigration to the United Kingdom by White non-British nationals (i.e., Polish and Romanian nationals) has aroused much interest in the media, with many negative articles appearing in the mainstream press concerning consumption of resources and resulting unemployment of British nationals. Our study aimed to examine attitudes towards immigrants and nationals of same and other-race targets in a between-subjects design. White British participants were presented with a number of tasks, one of which made salient their British identity. They were then shown a number of White and Black faces on a computer screen, each preceded by a 15ms subliminal prime word of either 'BRITISH' or 'FOREIGN', and were asked to rate each face for attractiveness and likeability. The same pictures were used across both groups, with only the primes reversed for each group. Measures of implicit and explicit prejudice were also taken. Results showed that, whilst all participants reported a preference for same-race in-group faces (White British), participants high in both implicit and explicit prejudice (e.g., bigots) reported liking these White-British faces significantly more than all other participants. Furthermore, these bigoted individuals rated same-race out-group (White Foreign) and other-race in-group (Black-British) faces significantly lower than all other participants. We discuss the results in relation to prejudice and face perception.

B98**IMPLICIT AND EXPLICIT STEREOTYPE THREAT: INCREMENTAL EXPOSURE LEVEL EFFECTS**

Russell R. C. Hutter¹, Laurie Sutton-Teague¹, Charlotte L. Cole¹; ¹University of Leeds, U.K – The performance deficit commonly observed following exposure to material that threatens perceivers via activation of negative self applicable stereotypes is a robust effect. It remains less clear what types of stereotype cue activation are more detrimental to performance – explicit or implicit and the nature of

the processes involved. The mere effort account suggests that perceivers actively set out to disprove the activated negative stereotype (e.g. Jamieson & Harkins, 2007). This results in increased performance under conditions of greater certainty and a decrease under conditions of less certainty. Alternatively a working memory interference explanation suggests that cognitive resources are depleted through processing threatening information, thus leaving fewer resources for the task at hand (e.g. Schmader, 2002). Across two studies we manipulated implicit versus explicit stereotype cue activation (using stereotypically threatening anagrams and articles) and level of exposure to threatening material. We reasoned that the nature of implicitly activated negative stereotypes makes it harder to inhibit their detrimental performance effects (c.f. explicit activation). Incorporating incremental levels of stereotypically threatening exposure allowed us to show that greater exposure leads to poorer performance at an implicit level but that this reverses under explicit cue activation. The implicit cue activation findings match a working memory interference explanation, while the explicit activation pattern of results is best explained using the mere effort account. These findings are consistent with Stone and McWhinnie's (2007) dual process account.

B99

IMPRESSIONS OF AFFIRMATIVE ACTION BENEFICIARIES ARE INFLUENCED BY COLOR-BLIND RACIAL ATTITUDES AND EXPOSURE TO DIVERSITY Jonathan Iuzzini¹, Madeleine Fugre²; ¹Hobart & William Smith Colleges, ²Eastern Connecticut State University – Recent research indicates that impressions of affirmative action (AA) beneficiaries are negatively impacted by implicit and explicit racial prejudice and positively impacted when one perceives a common ingroup identity with a beneficiary. The present research further examines this issue by assessing the extent to which (a) color-blind racial attitudes and (b) experiences with members of diverse groups may impact these perceptions. Participants completed a measure of color-blind racial attitudes and provided a list of on-campus and off-campus activities in which they were involved. This list was later coded to yield a measure of the degree to which participants regularly interacted with members of other racial backgrounds. Finally, participants provided ratings of mock college applications. We told participants that these applications were being considered under a variety of preferential treatment programs (i.e., affirmative action, and legacy admissions). The content of the applications was manipulated by applicant race (white vs. African American) and type of selection (preferential selection vs. control). Findings were consistent with predictions that stronger color-blind racial attitudes would be associated with relatively negative impressions of African American AA beneficiaries and relatively positive impressions of White legacy beneficiaries. Furthermore, participants with higher levels of exposure to diversity had significantly more positive impressions of African American AA beneficiaries than did those participants with lower levels of exposure to diversity. These results indicate that although naive (i.e., color-blind) racial attitudes are associated with negative impressions of AA beneficiaries, these impressions can be improved through increased interaction with members of different backgrounds.

B100

ANXIETY, IN-GROUP IDENTIFICATION, AND DEPERSONALIZED TRUST Jennifer Jones¹, Jared B. Kenworthy¹; ¹The University of Texas at Arlington – In a previous study, we (Kenworthy & Jones, 2008) examined the effect of induced anxiety on depersonalized in-group trust within low and high importance groups. We found that the anxiety induction increased depersonalized in-group trust within high importance groups, but did not do so within low importance groups. Further, self-reported anxiety scores mediated the relationship between the emotion induction and depersonalized trust in high importance groups. Taking a social identity theory (Tajfel & Turner, 1986) approach, I

replicated Kenworthy and Jones (2008) using a different anxiety induction and limiting group type to ethnic and religious groups. I found that individuals, who highly identified with their ethnic in-group, while in an anxious state, displayed more depersonalized trust than those who did not identify with their in-group. Implications of this experiment may help to understand individuals' willingness to trust others when experiencing anxiety.

B101

COLOR-BLIND RACIAL ATTITUDES NEGATIVELY IMPACT INTERRACIAL INTERACTIONS Sad M. Jones¹, Jonathan Iuzzini², Alison Art²; ¹University of Texas, ²Hobart & William Smith Colleges – Recent research has demonstrated that interracial interactions are often fraught with negativity for each of the participants. Having experienced such interactions as anxiety-provoking and awkward, individuals may try to avoid interacting with members of other racial backgrounds, creating a cycle of self-segregation between members of different racial and ethnic groups. The present research builds on those findings by examining specific predictors of positive and negative interracial interactions. White participants completed a series of measures (e.g., color-blind racial attitudes, attitudes toward diversity, previous experiences with diversity) and returned one week later for a ten-minute interaction with an African American confederate. The interaction – which was video-recorded and coded by observers – was structured around four neutral questions and four racially-charged questions, which the participant and confederate took turns asking. Afterwards, the participant provided an assessment of the quality of the interaction. As we predicted, stronger color-blind racial attitudes were associated with more negative interracial interactions. The stronger participants' color-blind racial attitudes, the less they reported being engaged in the interaction and the more anxiety they reported feeling in the interaction. Given that there is a negative correlation between color-blind racial attitudes and attitudes toward diversity, it is also notable that positive attitudes toward diversity were associated with lower levels of hostility and anxiety in these interactions.

B102

MEETING AN INGROUP OR AN OUTGROUP REPRESENTATIVE AFFECTS HOW PEOPLE REPORT THEIR INGROUP ATTITUDES Yoind Jrgensen¹, Fredrik Bjrklund¹, Martin Bckstrm¹; ¹Lund University Sweden – Much research has studied how people sometimes attempt to control negative attitudes toward outgroups in order to appear nonprejudiced. It has been demonstrated that people tend to rate the outgroup as more positive when meeting a representative from that outgroup compared to when meeting an ingroup representative (Fazio, Jackson, Dunton & Williams, 1995). In the present study it is demonstrated that reported ingroup attitudes can also be influenced by manipulating the ingroup/outgroup context. Two experimental studies with a 2 (experimenter ethnicity: Swedish vs. non-Swedish) x 2 (accountability: written vs. verbal response format) between-subjects design were conducted. In study 1 a sample of ethnic Swedes (mainly students) rated Swedes more positively on a set of attributes when questioned by an ethnic Swedish experimenter compared to participants questioned by an experimenter originating from the Middle East. This effect was moderated by accountability concerns; participants responding verbally to the Swedish experimenter rated Swedes most positive. These results were replicated in a second study with a different pair of experimenters. The implications of these results are discussed with reference to theories on the formation of ingroups and intergroup attitudes (e. g. Brewer, 1999) and to theories on correction of intergroup bias.

B103**THREATS MEDIATE THE RELATIONSHIP BETWEEN PERSONALITY AND PREJUDICE**

Priyanka D. Joshi¹, Helen C. Harton¹, Christine L. Bennett¹; ¹University of Northern Iowa – We examined personality variables and perceptions of threat as predictors of prejudice for five groups: Mexican immigrants, Chinese immigrants, Arab immigrants, Bosnian refugees, and African Americans. Both personality and threats have been shown to predict prejudice in previous research (e.g., Riek, Mania, & Gaertner, 2006; Sidanius, Pratto, Stallworth, & Malle, 1994); however, little research has examined how these factors relate to each other. In this study, 194 participants completed measures of personality, threat, and prejudice. Social dominance orientation (SDO) or a tendency to accept existing social hierarchies and inequalities as justified (Sidanius et al., 1994), consistently predicted prejudice for all five groups. Other personality measures, including authoritarianism, empathy, and blind patriotism, significantly predicted prejudice only for Arab immigrants. Self-esteem did not relate to reported prejudice. Personality accounted for 32% of the variance in prejudice on average for each of the five groups. Following integrated threat theory (ITT, Stephan, Ybarra & Bachman, 1999), we also examined the relationship between realistic and symbolic threats, intergroup anxiety, and stereotypes and prejudice. Realistic threats were the best predictors of prejudice for all five groups. The four types of threats accounted for 34% of the variance on average for each of the five groups. Furthermore, threats fully mediated the relationship between personality and prejudice for two groups and partially mediated the relationship for the other three groups. Between group differences are further explored in terms of group status and contact. Recommendations for prejudice reduction include modifying perceptions of threat and facilitating positive intergroup contact.

B104**THE IMPACT OF BLACK STEREOTYPICALITY ON THE EXPERIENCE OF STEREOTYPE THREAT**

Kimberly Kahn¹, Paul G. Davies²; ¹University of California, Los Angeles, ²University of British Columbia, Okanagan – Stereotype threat refers to the added pressure that stereotyped individuals experience in situations in which their behavior may confirm a negative group stereotype (Steele & Aronson, 1995). Under threat conditions, individuals try to avoid being judged based on negative stereotypes and subsequent performance is impaired. The current study examined whether Black stereotypicality (e.g. the degree to which an individual possesses prototypical Black physical features such as dark skin, a broad nose, and thick lips) influences stereotype threat for Blacks. Because they are the target of negative stereotypes more than low stereotypic Blacks (e.g. Eberhardt et al., 2004; 2006), high stereotypic Blacks should experience increased pressure to avoid being evaluated via negative stereotypes and therefore experience stronger stereotype threat. To test this hypothesis, Black and White participants were given a difficult GRE verbal exam that was described as either diagnostic of intellectual ability (stereotype threat condition) or non-diagnostic of ability (non-threat condition). Photographs of the participants were taken post-test and rated for Black stereotypicality. As predicted, regression analyses showed that high stereotypic Blacks performed significantly worse on the exam under stereotype threat conditions than did low stereotypic Blacks. White participants were unaffected by the stereotype threat manipulation. The study suggests that Blacks are differentially vulnerable to stereotype threat depending on their physical appearance. Intervention work should focus on reducing stereotype threat for high stereotypic Blacks in particular.

B105**BEYOND THE DOUBLE JEOPARDY HYPOTHESIS: ASSESSING THREAT ON THE FACES OF MULTIPLY CATEGORIZABLE TARGETS OF PREJUDICE.**

Sonia K. Kang¹, Alison L. Chasteen¹; ¹University of Toronto – This study examined the use of stereotypes to evaluate multiply categorizable individuals. Specifically, we investigated the

interplay of Black and old-age stereotypes, which oppose one another regarding perceived hostility and kindness. In previous research, hostility was detected earlier on young male Black faces than on young male White faces. It is unknown, however, whether this pattern would occur for elderly Black faces. The double jeopardy hypothesis predicts faster detection of hostility on older Black faces, but we hypothesized that cross-categorization may be more complex than a simple additive function, particularly with two opposing stereotypes. Using a facial emotion change-detection task, we assessed evaluations of anger onset and offset on the faces of four types of targets: young Black men, young White men, old Black men, and old White men. Significant age by race interactions were observed: While participants perceived anger as lasting longer and appearing sooner on old compared to young White faces, this relationship was reversed for Black faces, with participants perceiving anger lasting longer and appearing sooner on young compared to old Black faces (all $ps < .001$). These results suggest that the effects of cross-categorization on stereotyping may be more complex than the simple additive function proposed by the double jeopardy hypothesis. In the specific case of the Black hostile stereotype, the co-activation of the old-age stereotype seems to confer a protective benefit against bias, likely because many elements of the old-age stereotype (e.g., frail, kind) directly contradict elements of the Black stereotype (e.g., hostile, aggressive).

B106**RESPONDING TO PREJUDICE: BEHAVIORAL FORECASTS AND ACTUAL RESPONSES TO RACIAL SLURS**

Francine Karmali¹, Kerry Kawakami¹; ¹York University – To examine the cognitive costs related to expected and actual responses to outgroup racism, the present study utilized a typical affective forecasting procedure. Specifically, half of the participants experienced a White confederate uttering a racial slur or a derogatory comment targeting either a Black or White confederate, respectively, or no comment. The other half of the participants were asked to imagine themselves in one of these situations. Next, all participants were instructed to complete a Stroop task to assess cognitive depletion, and to choose as a partner for a subsequent task. The results revealed no difference between Forecasters and Experiencers when the target of the comment was White. Both Forecaster and Experiencers demonstrated more interference on the Stroop task and chose the White target more often in the derogatory versus no comment condition. A similar pattern was found for Forecasters when the target was Black. These participants showed more interference on the Stroop task and chose the Black target more often in the racial slur versus no comment condition. Participants in the Experiencer conditions, however, responded differently when the target was Black. Although participants who actually experienced a racial slur versus no comment also showed Stroop interference, they chose the Black confederate less not more often in the racial comment versus no comment condition. The findings suggest important differences between expected and actual responses to racism and the impact of racism on cognitive depletion. The implications of these findings for theorizing on prejudice as well as affective forecasting are discussed.

B107**BLACK SHEEP EFFECT: GROUP OR INDIVIDUAL PROTECTION STRATEGY**

Chris Kast¹, Michael Ransom¹, Robert Shelly¹; ¹Ohio University – Traditionally the literature has asserted that people employ the Black Sheep effect as a group protection strategy (Marques, Robalo, and Rocha, 1992; Khan & Lambert, 1998). However, recent research suggests that people display the Black sheep effect in order to benefit themselves rather than protect their group (Eidelman & Biernat, 2003). The present study attempts to explore this disparity. After first establishing distinctive behavior with a group associated with negative traits; peoples' judgments were found to vary depending upon whether negative traits were associated with the group as a whole or a fictional

past group member. Utilizing a Klee and Kandinsky minimal group paradigm, participants were informed that they were grouped based upon their artist preference. All participants were privately informed that they expressed a preference for Klee and were subsequently given either positive or negative information about Klee lovers or a fictional past participant who also expressed a preference for Klee artwork. Participants were then asked to make judgments about Klee lovers as a whole, a fictional past participant, and themselves. Results suggest that when participants are given negative group information they attempt to distance themselves from both the group and the past participant by judging themselves more positively. Conversely, when given negative individual information, participants attempt to exclude the past participant from the group by judging themselves and the group more positively than the fictitious group member. These results indicate that people utilize different strategies dependent upon the type of information available to them.

B108**LATINO/HISPANIC STEREOTYPES IN THE UNITED STATES**

Holen E. Katz¹, Irene V. Blair¹; ¹University of Colorado at Boulder – Latinos/Hispanics comprise the largest and fastest growing minority group in the United States, yet there is little empirical evidence on the stereotypes people have about this group. Although some studies indicate that attitudes are generally biased against Latinos/Hispanics, the varying trait dimensions along which this bias exists have not been established. The present study investigated current Latino/Hispanic stereotypes in the United States, with the specific aims to better understand the traits associated with this group and to identify possible subtypes of the group. Participants were asked, through both free response methods and trait ratings, to identify the attributes associated with the group Latino/Hispanic. The results revealed that perceptions of the group include both positive and negative stereotypes, with the suggestion of several distinct subtypes (e.g., hardworking, culture/family-oriented, freeloading). A second study used a card-sort technique to better understand these subtypes.

B109**BREAKING DOWN THE WHOLE INTO SOME OF ITS PARTS: UNDERSTANDING DIFFERENT KINDS OF MENTAL AND PHYSICAL ILLNESS STIGMA**

Andreana C. Kenrick¹, Jenessa R. Shapiro², Steven L. Neuberg³; ¹Loyola University Chicago, ²University of California, Los Angeles, ³Arizona State University – Are the prejudices felt toward mental illnesses, like bulimia and schizophrenia, or physical illnesses, like childhood leukemia and obesity, the same? Although traditional conceptualizations of prejudice focus on the simple valence of people's reactions (e.g., general negativity), considering such broad attitudes toward broad groups may obscure people's specific reactions toward different illnesses. We argue that understanding prejudice requires understanding the specific emotions felt toward people with different types of mental or physical illnesses. Participants considered either six different physical illness groups or six different mental illness groups. As anticipated, participants reported qualitatively distinct profiles of emotional reactions to each of the different illnesses. Moreover, these distinct emotion profiles (1) were predicted by perceptions that these groups posed qualitatively different profiles of threat, and (2) predicted qualitatively distinct behavioral (i.e., discriminatory) inclinations. For example, although both autism and schizophrenia elicited similar levels of general sadness and sympathy, only schizophrenia—which was perceived as posing threats to safety and trust—evoked feelings of fear and anxiety, which best predicted behavioral intentions. Further, the relationships between threat and emotional response were differentially moderated by specific and conceptually relevant ideologies. For example, people reporting higher levels of Perceived Vulnerability to Disease reported feeling less sympathy and more physical disgust only toward groups that tend to elicit implicit or explicit disease concerns (obesity,

HIV/AIDS). This research suggests that a better understanding of mental and physical illness prejudice can be achieved by assessing the unique prejudices associated with distinct mental and physical illnesses.

B110**DO IMPLICIT AMERICAN = WHITE BELIEFS PREDICT ONE'S PERCEPTION OF A WHITE VS. ASIAN AMERICAN'S CRITICISM OF GOVERNMENT POLICY?**

Christi-Anne King¹, Kumar Yogeeswaran¹, Nilanjana Dasgupta¹, Cristian Gomez¹; ¹University of Massachusetts-Amherst – Although Americans overwhelmingly endorse values of egalitarianism and embrace multiculturalism in their everyday life, recent research indicates that Americans of all races implicitly associate American with White (Devos & Banaji, 2005). The current study examines how these implicit American = White beliefs predict perceptions of a White vs. Asian American criticizing government policy. Sixty-three participants partook in a two-session study separated by a week. In the first session, participants completed implicit measures assessing the degree to which they associated White vs. Asian Americans with American vs. Foreign concepts. Participants also completed measures assessing their self-reported levels of patriotism, nationalism, and political ideology. In the second session, participants read an op-ed arguing for an increase in the number of visas for immigrants coming into the country (authored by either a White American or an Asian American). Participants then completed several measures assessing their support for the proposed argument and their perception of the author. Results revealed that implicit American = White beliefs predicted perceived loyalty and patriotism of the Asian American author, but not the White author. Furthermore, this effect was moderated by political ideology such that this effect was stronger among conservatives than liberals. Implicit American = White beliefs also predicted more perceived detrimental effects of the argument when the author was Asian American, but not White. This effect was also moderated by political ideology such that conservatives showed a stronger relationship between their implicit beliefs and perceptions of the argument than liberals. Additional findings and implications are further discussed.

B111**MORTALITY SALIENCE LEADING TO POLARIZED IN-GROUP ACCEPTANCE AND OUT-GROUP REJECTION: A META-ANALYTIC REVIEW**

Marc D. Kinon¹, Carolyn B. Murray¹; ¹University of California, Riverside – The current study provides a meta-analytic review of mortality salience's impact on polarized in-group acceptance and out-group rejection. According to Terror Management Theory, mortality salience causes anxiety, anxiety is buffered by self-esteem, and self-esteem is attained by finding a significant role to play in a meaningful culture (e.g., ethnicity, career, religion, etc.). Furthermore, the mere existence of culture A, or violators of culture B, calls into question the validity of culture B (and vice versa). Challenging the validity of culture B subsequently challenges its members' significant roles and, consequently, their anxiety buffering self-esteem. Therefore, when their mortality is made salient, members of culture B protect their self-esteem by accepting the in-group and rejecting the out-group. Sources that were accepted for this meta-analysis needed to have some sort of experimentally manipulated mortality salience prime and comparison group, a dependent measure indexing acceptance and/or rejection, and the presence of an out-group (i.e., not of a participant's group). A comprehensive literature review yielded a total of 19 articles/102 samples that fit the criteria. As the theory predicted, the overall unweighted effect size (r) for out-group rejection was .25 across 42 samples and .27 for in-group acceptance across 60 samples. Significant moderators of these effects included: author of study, age of participant, ethnicity of participant, type of study, type of mortality salience manipulation, type of control group, and level of self-esteem. Theoretical and practical implications of these findings are discussed.

B112**US VS. THEM: INTERGROUP CONSEQUENCES OF THREATS TO SYSTEM JUSTIFYING BELIEFS**

Lindsay R. Kraynak¹, Collette P. Eccleston¹; ¹Syracuse University—This research used the circumstances surrounding Hurricane Katrina to examine the relationship between endorsing system justifying beliefs and responses to situations in which claims of racism are made. Previous research demonstrated that after exposure to a video blaming racism for the events surrounding the hurricane, Whites showed more positive feelings toward their racial group. Following the suggestion that these intergroup consequences resulted from threat to system justification motives, the goal of this research was to explicitly examine the relationship between endorsement of such beliefs and intergroup consequences. Participants were asked to think about the events that occurred in the days and weeks following the Hurricane and explanations of those events. In addition to questionnaires assessing endorsement of system justifying beliefs, they completed questionnaires regarding their feelings about the events surrounding Hurricane Katrina. We hypothesized that greater endorsement of system justifying beliefs would predict (a) less empathy toward victims (b) greater likelihood of perceiving individuals who made racism claims as complainers, and (c) more ingroup love. Consistent with our hypotheses, the more participants endorsed system justifying beliefs, the more likely they were to perceive individuals who made racism claims as complainers ($F(1,34) = 3.94, p = .05$), show ingroup love ($F(1,34) = 5.20, p < .05$), and tended to show less empathy toward victims ($F(1,34) = 2.90, p = .10$). Thus, racism-related threats to system justifying beliefs may inhibit strong endorsers' motivation to help victims, especially when victims are other race.

B113**IMPLICATIONS OF NEED FULFILLMENT FOR THE INTERNALIZATION OF MOTIVATION TO RESPOND WITHOUT PREJUDICE**

Jonathan Kunstman¹, E. Ashby Plant¹; ¹Florida State University—Research over the past decade has highlighted the role of motivation to respond without prejudice for the regulation of prejudice and the quality of interracial contact (see Devine, Plant, Amodio, Harmon-Jones, Vance, 2002; Plant & Devine, 1998). In general, the more internalized people's motivation to respond without prejudice, the better they are to respond without prejudice across a range of measures and social contexts (Devine et al., 2002; Plant & Devine, 1998). Despite these positive implications, research has not investigated how this motivation forms or factors related to the internalization process. From the perspective of Self-Determination Theory (SDT), fulfillment of the basic needs of autonomy, competence, and relatedness have been shown to contribute to the development of intrinsic as opposed to more extrinsic forms of motivation (Ryan & Deci, 2000). The current work examined whether satisfaction of the needs outlined by SDT also predict the development of internalized as opposed to externalized motivation to respond without prejudice. Needs and motivation were assessed longitudinally, first at the beginning of the study and again after an eight-week period. In line with hypotheses, need satisfaction was related to internalized motivation to respond without prejudice. Interracial competence and relatedness predicted the development of internalized motivation to respond without prejudice across the Study's eight-week period. By contrast, deficits in interracial autonomy were associated with the externalization of the motivation to respond without prejudice. The implications of need fulfillment and social pressure for motivation and the expression of prejudice are discussed.

B114**MISSING IN THE MEDIA: INTERSECTIONAL INVISIBILITY AND THE DISADVANTAGES OF BEING A NON-PROTOTYPICAL MEMBER OF A SUBORDINATE GROUP**

Mark Lachowicz¹, Julian Malinak¹, Ruth K. Ditzmann¹, Richard P. Eibach¹, Valerie Purdie-Vaughns¹; ¹Yale University—We present a model of intersectional invisibility and evidence from an archival study testing the model's predictions. According to this model, people with two or more intersecting subordinate identities (e.g., nonwhite women) are often defined as non-prototypical members of their constituent identity groups as a consequence of the interacting effect of androcentric, ethnocentric, and heterocentric ideologies. As a result of their non-prototypicality, people with intersecting subordinate identities will be socially invisible relative to those who possess only one of these subordinate identities (e.g., nonwhite women will be invisible relative to nonwhite men). We used archival data to test whether possessing two subordinate identities renders a person relatively invisible in media representations. Independent coders classified the identities of people depicted on Time Magazine covers over a broad period (1923-2005). We coded the gender and race of every person depicted on a cover image. In support of the intersectional invisibility model nonwhite people on covers were significantly more likely to be male (as opposed to female) and females on covers were significantly more likely to be white (as opposed to nonwhite). This was true both when the cover depicted a prominent public figure and when the cover depicted an unknown person as a generic representative of their group. People with intersecting subordinate identities—nonwhite women—were thus underrepresented compared to nonintersectional members of their groups as predicted by the intersectional invisibility model. We discuss how people with intersecting subordinate identities are disadvantaged by their relative exclusion in media depictions of their groups.

B115**A META-ANALYTIC EXAMINATION OF STEREOTYPE FORMATION IN THE INTUITIVE ANALYSIS OF COVARIANCE PARADIGM**

Tirza Leader¹; ¹University of Kent—The intuitive analysis of covariance (IAC; Schaller & O'Brien, 1992) paradigm has been proposed as an explanation of stereotype formation. Meanwhile, essentialism of the social categories (Yzerbyt, Judd, & Corneille, 2003) and in-group membership (Schaller & Maass, 1989) have been proposed to moderate this relationship. Essentialism was operationalized as the naturalness or artificiality of the social categories employed in the stimulus materials. In-group membership was operationalized as the assignment of participants to one of the presented target groups. For the first time, a meta-analytic integration of the IAC paradigm was conducted. Studies were included if they met the following criteria: used adult participants from normal populations, allowed the extraction of a precise statistical test of the IAC effect, and used the basic IAC paradigm. These criteria resulted in 272 participants from $k = 7$ includable hypothesis tests. The general combinations and comparisons reveal that, the IAC effect is significant and of moderate magnitude. Consistent with theory, the magnitude of the IAC paradigm is stronger as the essentialism of the stimulus groups increases, and as a function of in-group bias. Specifically, participants were more likely to ignore a third constraining factor and overestimate the co-occurrence of target group membership with an attribute as groups became more 'real' and when they were a member of one of the target groups. Discussion considers the implications of the present research for theories of stereotype formation and the possible mechanisms of these effects.

B116

WHEN DO PEOPLE EMBRACE A NEGATIVE STEREOTYPE TARGETING THEIR GROUP AND DENY A POSITIVE STEREOTYPE? A SELF-HANDICAPPING PROCESS THROUGH IN-GROUP STEREOTYPES. *Kyoungmi Lee¹, Hakkyun Kim², Ying-yi Hong³*; ¹*Kansas State University*, ²*Concordia University, Canada*, ³*University of Illinois at Urbana-Champaign* – Previous research based on social identity theory (Tajfel & Turner, 1986) has suggested that people tend to deny the negative stereotypes of their group to maintain positive self-regards (e.g., Lewis & Sherman, 2003). In this paper, however, we propose that people in the face of potential failure are motivated to self-handicap by endorsing negative stereotypes or denying positive stereotypes of their group. This would help to attribute the failure to the stereotypes of the group instead of the inadequacy of the self. To test these ideas, we focused on a prevalent gender stereotype -- women are less competent at math than men. Consistent with our accounts of the self-handicapping process, the strength of self-threat and the level of self-esteem moderated the stereotype endorsements. Specifically, when anticipating poor performance (on a difficult task), females tended to endorse the gender stereotype more than in the face of an easy task. Males, however, denied the gender stereotype more when in the face of a difficult task than an easy task (experiments 1 and 2). Such a self-handicapping tendency was found most salient among people with high self-esteems, who are presumably more motivated to protect the self from a potential threat (experiments 2 and 3). Finally, we found that this pattern of self-handicapping only occurred for relevant (i.e., math related) but not irrelevant (i.e., verbal related) stereotypes. This strengthened our argument that self-handicapping motivation is the underlying process rather than a general self-protective strategy such as a self-affirmation process.

B117

ASIAN, BLACK AND WHITE COLLEGE STUDENTS' RECOLLECTIONS OF PARENTAL RACIAL SOCIALIZATION STRATEGIES *Elizabeth A. Lee¹, Janet K. Swim¹*; ¹*The Pennsylvania State University* – Examining childhood racial and ethnic socialization experiences can be critical for better understanding intergroup relations. However, past research has not focused on the socialization strategies employed by dominant group members, specifically Whites, for comparison with minority group members. The present research explored the parental socialization strategies recalled by White, Black, and Asian American college students and tested for associations of these strategies with intergroup outcomes. Participants recalled socialization practices that included messages about ingroup and outgroup cultures, intergroup bias, multiculturalism, as well as being silent about race. Results showed that parents of all three racial groups were most likely to promote multiculturalism. Whites' exposure to multiculturalism and outgroup cultures was generally related to positive outcomes, namely more connection to outgroups and less anxiety with outgroups. Conversely, Whites exposed to messages regarding White culture or silence regarding race can potentially be harmful for intergroup dynamics in terms of decreased connection with and increased anxiety with Blacks. Unfortunately, silence regarding race appears only to further perpetuate intergroup misunderstandings even though parents may avoid discussing race with the best of intentions. Additionally, learning about bias against Whites was related to Whites' increased anxiety with Blacks. These negative intergroup outcomes, however, did not emerge in Whites' relations with Asians. Thus, one interesting pattern that emerged was that White parents' socialization practices seemed to have more impact on students' current intergroup relations with Blacks than with Asians.

B118

EVALUATIONS OF ASIAN AMERICANS WHO VIOLATE STEREOTYPES *Lynda Lee¹, Bettina J. Casad¹*; ¹*California State Polytechnic University, Pomona* – This study tested conflicting theories of stereotype violation by examining evaluations of Asian Americans who violated stereotypes by being unintelligent and social. Consistent with the stereotype content model, it was hypothesized that Asians would be rated as high in competence when described as intelligent and low in warmth despite being described as social. Asians should also be rated as low in competence and low in warmth when described as both unintelligent and antisocial. It was predicted that effects would be most pronounced by people holding stereotypes toward Asians. The study was a 2 (intelligence: high or low) x 2 (social skills: high or low) x 2 (prejudice: high or low) quasi-experimental between subjects design. Participants read a scenario about a female Asian American and rated her on personality (warmth, competence), emotion (envy, pity), and behavioral measures (cooperate, help). Several three-way interactions supported and contradicted the stereotype content model. An interaction between intelligence, sociability, and stereotypes had an effect on envy, $F(1,190) = 5.10$, $p = .025$. Results showed that participants who endorsed stereotypes expressed envy toward Asians in every condition, but not when they conform to the stereotype of being intelligent and antisocial. Another interaction showed that participants with less endorsement of model minority stereotypes had higher active facilitation ratings for an unintelligent but social Asian $F(1,190) = 2.604$, $p = .108$. Participants with higher endorsement of stereotypes reported higher competence ratings for an intelligent and social Asian, $F(1, 190) = 2.35$, $p = .127$. Additional results will be presented.

B119

WE'RE MAD AS HELL AND WE'RE NOT GOING TO TAKE IT ANYMORE: INCREASING COLLECTIVE ACTION TENDENCIES VIA GROUP EMOTION SELF-STEREOTYPING *Diana Leonard¹, Wesley Moons¹, Diane Mackie¹, Eliot Smith²*; ¹*University of California, Santa Barbara*, ²*Indiana University, Bloomington* – Members of stigmatized groups can be effective when taking action in response to discrimination, but may not always choose to do so. According to Intergroup Emotions Theory, however, people categorized as group members experience group-based emotions that may promote their interest in engaging in confrontational intergroup action. In this experiment, we evaluated a manipulation of group anger in an attempt to increase collective action. Female participants were shown a graphic representation of the average level of anger ostensibly experienced by females as a group. Female anger was represented as either high or low. We used Structural Equation Modeling techniques to assess whether the information about how angry females as a group felt influenced participants' responses to vignettes about discrimination. Results showed that a high anger norm was associated with increases in self-reported group anger. In turn, this anger led to more severe perceptions about the discrimination events, and increased willingness to take action on behalf of the group resolve the situations. These findings suggest that emotional self-stereotyping is one mechanism by which individuals may become motivated to act with and on behalf of the ingroup in the context of discrimination, and that this process is driven by group anger and associated appraisals.

B120

HOW RACIAL GROUPS PRIME DIFFERENT THEORIES ABOUT PEOPLE'S POTENTIAL TO CHANGE *Cynthia Levine¹, Sapna Cheryan², Jennifer Eberhardt¹, Carol Dweck¹*; ¹*Stanford University*, ²*University of Washington* – The present research addressed the question of whether thinking about people of different racial groups leads perceivers to hold a different theory about whether people can change or grow. Past research has found that people differ in whether they have an entity or an incremental theory about others' ability to change. Entity theorists believe that although people might change how they do things,

they cannot alter the basic nature of who they are. In contrast, incremental theorists believe that people are malleable and can change even their basic characteristics. We hypothesized that thinking about African Americans would prime an entity theory. In one study, for example, participants were subliminally primed with faces of different races or a control image. They then completed the implicit theories questionnaire (Dweck, 1999), measuring their theory on a scale from a strong belief that people can always change who they are to a strong belief that people cannot change who they are. The results showed that priming African Americans but not other racial groups led participants to hold more of an entity theory. Implications for the extent to which perceivers may view African Americans as having less potential to develop and improve are discussed.

B121

EXPLORING THE STEREOTYPE CONTENT OF MANAGERS: THE INFLUENCE OF RACIOETHNICITY AND GENDER ON MANAGERIAL IMPRESSIONS

Benjamin Liberman¹, Laura Buffardi², Gwendolyn Seidman³, Tarani Merriweather¹, Sandy Uyekubo¹; ¹Columbia University, ²The University of Georgia, ³Albright College – Previous research on the stereotyping of gender and racioethnic groups in the workplace has shown that both types of group membership can affect perceptions of an individual's management ability. However, the occupational stereotyping research has never investigated the combined effect of the racioethnic and gender categories together and we don't yet have an accurate picture of what the content of these stereotypes are (Chung-Herrera & Lankau, 2005; Heilman, et al, 1989). The purpose of the present study is to extend the research examining stereotypes and requisite management characteristics by seeking to understand how the dual categories of racioethnic status and gender influence ratings of similarity to the prototype of successful managers and which attributes are affected by a manager's racioethnicity and gender. 270 participants used a 163-item managerial attribute inventory to rate 1 of 9 target groups (successful manager, White male manager, White female manager, Black male manager, Black female manager, Hispanic male manager, Hispanic female manager, Asian male manager, or Asian female manager) on 23 scales. Results show that the White male and Asian female managers were perceived as the most similar to the successful manager prototype. Findings also reveal that there is a high degree of correspondence in the ratings of male and female managers within each racioethnic group on the 23 scales, showing that perhaps racial stereotypes are more influential than gender stereotypes in this case. The findings provide a descriptive profile of how each of the target groups is perceived on a variety of work-related characteristics.

B122

HIRING DISCRIMINATION AS A FUNCTION OF EQUITY NORMS AND SELF-PERCEIVED OBJECTIVITY

Nicole M. Lindner¹, Brian A. Nosek¹, Alexander Graser²; ¹University of Virginia, ²Hertie School of Governance – It is common practice to establish equity norms for hiring new employees by stating non-discrimination statutes. Experimental research has focused on the effects of such statements on potential employees, but not on the employer. We investigated whether the presence of equity norms could reduce hiring discrimination against older applicants. We also investigated whether this effect would be influenced by a sense of personal objectivity, which has been shown to increase the likelihood of acting on stereotypical beliefs (Uhlmann & Cohen, 2007). We manipulated the presence or absence of an equity statement reminding decision-makers of the legal prohibitions against discrimination on the basis of age, disability, national or ethnic origin, race, religion, or sex. Participants completed a questionnaire priming self-perceptions as objective (e.g., In most situations, I try to do what seems reasonable and logical) before evaluating a young or old job applicant or after (control condition). The presence of equity norms increased enthusiasm for both young and old job candidates (Cohen's $d = 0.24$) when participants were not already primed to think of themselves as objective. However, the

equity statement had no effect when participants were thinking of themselves as objective ($d = -0.06$); instead they were more willing to act on stereotypical beliefs, such that the younger job candidate was evaluated more favorably than the older candidate ($d = 0.25$). Thus, experimental manipulations designed to reduce hiring discrimination were highly context-sensitive, depending on the decision-maker's frame of mind (personal objectivity) and the proximal environmental norms (equity).

B123

AN INTERVENTION TO IMPROVE VULNERABLE STUDENTS' GRADES BY REDUCING UNCERTAINTY ABOUT SOCIAL BELONGING

Christine Logel¹, Gregory M. Walton², Jennifer Peach³, Steven J. Spencer³; ¹University of Colorado Boulder, ²Stanford University, ³University of Waterloo – Membership in a stigmatized group can lead people to feel uncertain about the quality of their social bonds in a given setting. This belonging uncertainty can undermine academic achievement (Walton & Cohen, 2007). The present study tested two interventions to reduce belonging uncertainty and to raise academic performance among engineering students, especially among female engineers, a group that is underrepresented and negatively stereotyped. One treatment was designed to change students' attributions for negative experiences in engineering that could otherwise undermine their sense of belonging in the field. The second was designed to teach students to affirm personally important values in times of stress and threat (see Cohen et al., 2007), and thereby raise their sense of belonging. Although men and women entered engineering with equal level of past performance, women reported greater uncertainty about their social belonging. In turn, in a control condition, uncertainty about social belonging was associated with lower grades. However, the treatments raised the grades earned by students high in belonging uncertainty. Discussion addresses the role of belonging in achievement, and mechanisms by which social-psychological interventions have long-term effects on school performance.

B124

WHEN SHARED GROUP MEMBERSHIP MEANS SHARED SUBJECTIVE EXPERIENCE: THE MINIMAL GROUPS PARADIGM FROM AN I-SHARING PERSPECTIVE

Anson E. Long¹, Elizabeth C. Pinel²; ¹Indiana University of Pennsylvania, ²University of Vermont – Classic research shows that people display ingroup favoritism even when group membership rests on minimal characteristics, such as artistic preference or tendency to over/underestimate the number of dots presented (e.g., Tajfel et al., 1971). However, these minimal characteristics may not be so minimal after all. Rather, they may suggest shared subjective experience, or I-sharing (Pinel et al., 2006). To examine the role of I-sharing in the link between minimal group membership and ingroup favoritism, we replicated a classic minimal groups study with an added diagnosticity manipulation. We told participants that they preferred one of two fictional artists: Kehr or Keff. Then we informed participants that shared fan group membership was associated with either a) I-sharing but not objective similarity (the type of similarity that has been shown time and again to predict liking, e.g., Byrne, 1971), b) objective similarity but not I-sharing, c) neither I-sharing nor objective similarity, or d) we gave them no information about this. On a subsequent point allocation task, participants in the I-sharing and no information conditions displayed significantly more ingroup favoritism than participants in the neither condition did. Participants in the objective similarity condition displayed an intermediate amount of ingroup favoritism. Moreover, expectations about I-sharing mediated the link between diagnosticity of group membership and ingroup favoritism, but expectations about objective similarity did not. These results suggest that people may favor ingroup members, in part, because they expect to I-share with them. Perhaps one way to reduce prejudice involves fostering I-sharing between individuals of different groups.

B125**MINIMAL AND MAXIMAL GOAL REPRESENTATIONS AS DETERMINANTS OF EXPLICIT NEGATIVE BEHAVIOR TOWARD OUT-GROUPS**

Bastian Lcke¹, Thomas Kessler², Amelie Mummendey¹, Anne Berthold¹; ¹University of Jena, Germany, ²University of Exeter, UK – The influence of a minimal or maximal group goal representation on explicit negative behavior towards an outgroup deviating from this goal is shown. We propose an experimental paradigm based on public good games to scrutinize this influence. Based on the idea that evaluations relative to maximal goals are gradual and evaluations relative to minimal goals are dichotomous (Brendl & Higgins, 1996), behavioral and affective responses to the violation of a minimal goal were therefore expected to be more negative than to the violation of a maximal goal. Four studies were conducted that used variations of Public Good Games to manipulate a minimal or maximal representation of a group goal. Dependent variables were not negative attitudes or behavioral intentions but forms of actual negative behavior such as punishment and exclusion. The results show consistently that the violation of a minimal goal leads to more negative behavior towards members of a deviating outgroup than the violation of a maximal goal. Furthermore, it can be shown that the violation of a minimal goal is perceived as more immoral and elicits stronger moral emotions such as contempt and disgust than the violation of a maximal goal. The impact of goal type (minimal or maximal) on negative behavior was mediated by the perception of the goal violation as immoral.

B126**LOADED: A PSYCHOPHYSIOLOGICAL STUDY OF IMPLICIT RACIAL BIAS AND ALCOHOL.**

Sarah A. Lust¹, J. Scott Saults¹, Erika A. Henry¹, Bruce D. Bartholow¹; ¹University of Missouri – Research has established that participants more quickly and accurately categorize guns following pictures of black men than pictures of white men (e.g., Payne, 2001). Previous work indicates that alcohol can enhance expressions of race bias by impairing cognitive control of inhibition. The N2 component of the event-related brain potential (ERP) can serve as an indicator of inhibitory conflict in such paradigms. Here, 67 adults (age 21-35) were randomly assigned to consume alcohol (target BAC = .09%), a placebo (9:1 tonic to 100 proof vodka), or a control beverage (all tonic) prior to completing the weapons identification priming task (Payne, 2001) in which a picture of a black or white man's face is followed by an image of a gun or hand tool (i.e., target). Participants categorized targets more accurately overall in the placebo and control groups ($M_s = .90$ & $.88$, respectively) than in the alcohol group ($M = .79$), $p < .01$. Ps were also more accurate at identifying tools following white faces ($M = .85$) than black faces ($M = .82$), but were more accurate identifying weapons following black faces ($M = .89$) than white faces ($M = .87$), $p < .01$. Process dissociation procedure analyses (Jacoby, 1991) showed that automatic bias was not affected by alcohol, but control of bias was significantly worse in the alcohol condition compared to placebo and control groups. This pattern also was reflected in N2 amplitude, suggesting that alcohol impairs the ability to override prepotent responses associated with race bias.

B127**THE IMPACT OF RACIAL IDENTITY ON PSYCHOLOGICAL ADJUSTMENT**

Oksana Malanchuk¹; ¹University of Michigan – Theoretical (Ashmore et al., 2004) and empirical (Chatman et al., 2001) evidence suggests that racial/ethnic identity is a construct that consists of multiple dimensions. Building on Chatman and colleagues' work (2002; 2005), this research focuses, first, on identifying the dynamic aspect of racial/ethnic profiles among an African-American sample of 19 year olds ($N=374$) and, second, on determining the effect of these various profiles on psychological adjustment. The sample (42% male; 58% female) is drawn from the Maryland Adolescent Development in Contexts Study, a large longitudinal survey of primarily African-Americans with six waves of data, of which we used three. Using Ward's (1963) method, individuals

were clustered on four ethnic identity variables: pride, importance, expectation of social challenges, and connection to ethnic heritage. Results at age 19 supported previous research in 8th and 11th grades with a six-cluster solution which indicated appropriate developmental changes, suggesting that racial/ethnic identity is a dynamic process. Following Omi and Winant (1994), these clusters reflected low identification, pride, pride and importance, cultural embeddedness, social embeddedness, socio-cultural embeddedness and, at 19 only, pride and challenge. Those individuals from families with higher socioeconomic status (SES) developed more embedded profiles than individuals with low SES. Even controlling for SES, in general, embedded identity profiles tended to lead to healthier social and psychological outcomes such as higher resilience and psychological adjustment, better self-esteem, lower depression, and lower problematic behavior than profiles characterized by lower identification. They also had the highest level of educational attainment at age 21.

B128**MANY FAMOUS PEOPLE HAVE BEEN MENTALLY ILL - POSITIVE INGROUP-STEREOTYPING VERSUS SELF-STIGMA IN PEOPLE WITH MENTAL ILLNESS**

Marie Marekwicka¹, Jost Reinecke¹, Gerd Bohner¹; ¹University of Bielefeld – Stigmatized individuals can be seen as active managers of their social self who employ a variety of coping strategies to deal with their devalued identity (Major & O'Brien, 2005). $N=199$ people with a history of mental illness (PWMI) answered an online-questionnaire which measured different cognitive and behavioral reactions to stigma. Based on the ideas of social identity theory (Tajfel & Turner, 1986) and the model of self-stigma for mental illness (Corrigan & Watson, 2002), we predicted that perceived legitimacy would be linked to self-stigma and secrecy whereas identification with the group of PWMI would be associated with strategies of social creativity and seeking social support. As predicted, path analysis showed that (a) perceiving the causes for mental illness to be inside the individual (character weakness and an immoral lifestyle) was associated with self-stigma which in turn predicted secrecy, and that (b) identification with the group of PWMI was linked to positive ingroup-stereotyping and strategic downward comparison, the seeking of social support and greater openness about one's stigmatized status. Contrary to the assumptions of attribution theory, seeing substance abuse, biological differences or social stress as a cause for mental illness was not linked to coping strategies or self-stigma. The results support the model of self-stigma for mental illness and suggest that the often found positive influence of ingroup-identification on the well-being of stigmatized people is due to a number of associated potentially self-protective strategies against stigma.

B129**THE POWER OF A LABEL: MENTAL ILLNESS AND DEHUMANIZATION**

Andres G. Martinez¹, Paul K. Piff², Rodolfo Mendoza-Denton¹, Stephen P. Hinshaw¹; ¹University of California, Berkeley – This study investigated whether the mere label of a chronic mental illness evokes dehumanization. Participants were randomly assigned to one of two conditions in which they formed impressions of a hypothetical target bearing the label of either a chronic mental or physical (control) illness. Dehumanization occurred across numerous operationalizations. Relative to the control condition, the mental illness label evoked greater associations with animal words (e.g., creature, untamed), reduced associations with human words (e.g., person, humanity), and a reduced attribution of uniquely human personality characteristics (openness and conscientiousness). These effects occurred in the absence of behavioral descriptions, suggesting that a mental illness label alone may be sufficient to induce dehumanization. Mediation analyses suggested that the link between label condition and dehumanization is explained by perceived threat of the target. Implications for stigma reduction and personal disclosure are discussed.

B130**I DON'T FEEL BAD, RACISM HAPPENS: NEURAL CORRELATES OF EXPERIENCES WITH RACE DISCRIMINATION**

Carrie Masten¹, Eva Telzer¹, Naomi Eisenberger¹; ¹University of California, Los Angeles—Several fMRI studies have investigated the neural correlates associated with racial bias (Hart et al., 2000; Golby et al., 2001; Lieberman et al., 2005; Phelps et al., 2000; Richeson et al., 2003). However, no studies have investigated what the experience of racial bias is like from the vantage point of the target. Building on previous work showing that social exclusion activates some of the same neural regions involved in the distressing experience of physical pain (Eisenberger et al., 2003), we examined whether experiencing racial discrimination is similarly painful, utilizing this underlying neural circuitry. Both Black (n = 12) and White (n = 13) subjects were scanned while being excluded from a virtual ball-tossing game by two supposed White participants. Thus, Black and White subjects were always excluded by White individuals. Self-reports of social distress, attributions for the rejection episode (e.g. Were you rejected because of your race?), and ratings of rejection sensitivity and race-related rejection sensitivity were collected following scanning. Results revealed some similarities with previous studies of social exclusion as well as differences related to the type of attribution made for the rejection experience. Specifically, Black subjects displayed less neural evidence of distress to the extent that they believed they were left out by the white participants because of their race. Implications for understanding how individuals' unique perceptions of discrimination experiences are related to their distress related to the experience are discussed.

B131**NARRATIVE PERSUASION AND ITS CONSEQUENCES FOR RACIAL POLICY ATTITUDES**

Philip Mazzocco¹, Melanie Green², Jo Sasota³; ¹Ohio State University at Mansfield, ²University of North Carolina at Chapel Hill, ³Ohio State University—One experiment (N = 298) examined how narrative appeals, as opposed to analogous rhetorical appeals, could influence race-based affirmative action attitudes. College participants read one version of a pro-affirmative action vignette either highlighting the role of affirmative action in promoting organizational diversity, or redressing the effects of past discrimination. In the rhetorical versions, the arguments were laid out in a straightforward manner. In the narrative versions, the arguments were exemplified through the outcomes of a character-based story. Results indicated that narratives were more effective at producing attitude change, but only for participants who had rated themselves as highly transportable (e.g., easily immersed into stories). Consistent with narrative persuasion theories, the effectiveness of narratives for these participants was mediated by affective responses (empathy and black warmth), as opposed to cognitive responses (thought-listings). The implications of our results for research on narrative persuasion, theories of racial attitudes, matching in persuasion, and practical policy advocacy are discussed. For example, our research suggests that narratives may produce their persuasive effects in part by bypassing rational defenses, and, instead, influencing emotions directly.

B132**EXPLORING EXPLICIT AND IMPLICIT INTERGROUP BIAS IN THE MINIMAL GROUP PARADIGM**

Michael J. McCaslin¹, Richard E. Petty¹; ¹Ohio State University—Research by Tajfel and colleagues showed that people have a tendency to favor ingroup members over outgroup members even when group membership is based on some arbitrary characteristic. Much empirical work indicates that this preference is driven by ingroup favoritism, rather than outgroup derogation. However, prior experiments investigating this phenomenon have not used a control group to adequately assess the direction of the bias. Therefore, in the current research, a control group was included in the minimal group paradigm to determine whether intergroup bias is due to

ingroup favoritism, outgroup derogation, or a combination of both. In this experiment, minimal groups were manipulated by assigning participants to one of two fictional groups, and intergroup bias was measured by comparing attitudes toward each group on both explicit and implicit measures. Attitudes toward individuals not affiliated with any group on the same measures provided a comparison baseline. Evidence of both ingroup favoritism and outgroup derogation was observed on explicit measures. This explicit bias was further moderated by self-reported identification with each group, such that those highly identified with their ingroup were most likely to positively evaluate the ingroup (relative to control), whereas those low in outgroup identification were most likely to derogate the outgroup (relative to control). However, only evidence of ingroup favoritism was found on an implicit attitude measure, and this bias was not moderated by how identified participants felt toward each group. Implications of these findings for our understanding of the nature of outgroup prejudice are discussed.

B133**NEAR AND FAR: HOW DOES THINKING ABOUT INGROUP AND OUTGROUP MEMBERS' DEATHS AT HOME AND AFAR AFFECT TERROR MANAGEMENT RESPONSES?**

Leschia McElhaney¹, Russell J. Webster¹, Margot Pickering¹, Mason Burns¹, James R. Daugherty¹, Donald A. Saucier¹; ¹Kansas State University—Terror management theory research shows that after thinking about death, people are more likely to malign worldview transgressors. However, there has been no systematic study of how thinking about other people's deaths (other than thinking about intimate others) affects such terror management responses. Thus, in the current study, 154 (88 women, 64 men) undergraduates from Kansas State University were randomly assigned to one of six conditions. In four of these conditions, participants read a fictitious newspaper article documenting the death of a student in a car crash. In these articles, both the psychological (Kansas State vs. University of Kansas student) and physical (the death occurred in Manhattan, KS, or Cleveland, OH) proximity of the death was manipulated. In the last two conditions, participants either completed traditional mortality salience or control (dental pain) essays. Participants then read and evaluated pro-US and anti-US essays. Results showed the greatest terror management (i.e., greatest discrepancy between their pro-US and anti-US evaluations) after reading the newspaper article about a Kansas State student dying in Cleveland, OH. It appears that when someone we more closely identify with dies farther from home, we are more inclined to engage in terror management responses. Future research should examine how thinking about other people's deaths in different contexts (e.g., natural disaster vs. drinking-and-driving) affects terror management. Having a greater understanding of how people react to death-related incidents in popular media will increase our understanding of when and to what degree human beings manage the terror of death in everyday life.

B134**PUBLIC DISPLAYS OF REDIRECTION: TYPE OF SELF-HANDICAP MATTERS IN REDUCING STEREOTYPE THREAT**

Patricia N. McFarland¹, David M. Marx¹; ¹San Diego State University—Stereotype threat research has shown that targets underperform in stereotype-relevant testing situations due to concerns about confirming a negative group-relevant stereotype (Steele & Aronson, 1995). One way to reduce these concerns may be to provide stereotyped targets with an impression management strategy prior to taking a challenging exam. Research shows that targets who have an opportunity to publicly self-handicap under stereotype threat conditions perform better than when they do not have a handicap (Brown & Josephs, 1999). Given that public handicaps are effective in reducing stereotype threat one may wonder if private handicaps would likewise be effective. We contend that only public handicaps are beneficial because a public handicap allows both the audience and target to use the handicap and not the stereotype as a

plausible explanation for poor performance. To test this notion we conducted an experiment in which men and women were randomly assigned to a Public, Private, or Control (No Handicap) condition. After the handicap manipulations participants took a math exam under stereotype threat conditions. Results showed that relative to the Control condition women performed better in the Public condition and worse in the Private condition. Conversely, men performed better in the Private condition and worse in the Public condition. This research implies that only public handicaps improve targets', but not non-targets', test performance because the handicap makes the stereotype less relevant to their performance. These results therefore suggest that redirecting the stereotype is beneficial for targets and detrimental for non-targets.

B135

IMPLICATIONS OF ROLE MODEL RACE FOR ALLEVIATING WOMEN'S MATHEMATICS STEREOTYPE THREAT *Rusty B. McIntyre¹, David E. Oberleitner¹, Eric Fuller¹, Aaron Holland¹, Phoebe Lin¹; ¹Wayne State University* – Stereotype threat is seen as a pervasive problem that causes performance gaps between groups. Many studies have sought techniques to combat threat, including providing group members with positive in-group role models. Marx and Roman (2003) showed that women performed better in the presence of a female math star. McIntyre, Paulson, and Lord (2003) showed that women who merely read about successful women role models performed better (under threat) than women who did not. Subjective similarity of role models is also seen as relevant (Marx et al., 2005). Our study sought to alleviate women's math threat by having them read about role models. We also sought to examine the role of objective similarity that women had with the role models. Black and White women were told they would read about successful corporations or successful women and take a diagnostic math test. In the successful women conditions, half the participants read about role models where race was left undetermined (i.e., Lisa Dore, who grew up in New York and attended Smith College). Other participants read about role models that suggested the role models were African-American (i.e., LaSonne Jackson, who grew up in downtown Atlanta and attended Howard University). Using focused contrasts, White females scored better after reading the race undetermined or African-American suggestive role models than when reading about corporations. Black females, however, scored better only when reading the African-American suggestive role models. Implications for race of role model, double jeopardy, and prescriptions for alleviating stereotype threat are discussed.

B136

THE ROLE OF SOCIAL THREAT ON INTERNALIZED STIGMA AND ITS CONSEQUENCES *Kevin A. McLemore^{1,2}, Christine Reyna²; ¹University of California, Davis, ²DePaul University* – Because homosexuality is a stigmatized identity, sexual minorities may use coping mechanisms in response to prejudice or discrimination. One such mechanism may be complimentary projection (Allport, 1954), whereby individuals misattribute the source of threat externally as opposed to internally. When a sexual minority experiences a threatening social situation, internalized sexual stigma (ISS, i.e., the negative attitudes and stereotypes about homosexuality that sexual minorities direct inward) may become more salient. To cope, this salient ISS might then become projected onto a neutral, but eligible target (e.g., a heterosexual man). By perceiving the target as sexually prejudiced, a sexual minority may then activate stereotypes about heterosexuals and heterosexuality in general (i.e., heteronegativity). Engaging in projection and endorsing heteronegativity was expected to restore self-esteem diminished as a result of threat. Utilizing a community and student sample, 180 gay and bisexual men (mean age = 32 years) were surveyed on perceived threat in social situations. Structural equation modeling demonstrated that threat appraisals positively influence ISS, projection, and heteronegativity. ISS positively influences both projection and heteronegativity. In addition,

engaging in projection positively influences the endorsement of heteronegativity. Contrary to predictions, projection and heteronegativity negatively influence self-esteem. Notably, this study demonstrates that ISS can be situation driven and therefore may impact intergroup contact between sexual minorities and heterosexuals. Possible explanations for the counterintuitive findings associated with self-esteem are explored, and further implications are discussed.

B137

FEARING THE OTHERS: A MEASURE OF XENOPHOBIC ORIENTATION *Sterling McPherson¹, Craig Parks¹; ¹Washington State University* – A new individual difference measure of xenophobia called Xenophobic Orientation (XO) is proposed. The formulation of this new construct is based on the theoretical work of Social Identity Theory and Self-Categorization Theory. In addition, research concerning Ethnocentrism helps build the empirical distinction between XO and Ethnocentrism, or other forms of general ingroup bias. Other work associated with the measurement and development of xenophobia helps to shape this new, more general measure of the way in which individuals view groups that are largely unknown to them. At the conclusion of collecting focus group data, a second sample was collected online and analyzed using Exploratory Factor Analysis with Mplus 5.0. Rules are clearly established for deleting items prior to trimming the item list down to the final scale that included 12 items and two factors, which was previously hypothesized. The final model fit the data well with good loadings and an acceptable inter-factor correlation. Future directions include the collection of another sample in order to conduct a Confirmatory Factor Analysis and assure that this construct can be clearly discriminated from other, similar constructs. The authors argue that this new construct will help scientists further understand intergroup and interindividual behavior that involves interaction with people and groups whom the target individual or group knows very little about.

B138

IT'S NOT MY JOB: PERCEIVED RESPONSIBILITY FOR CONFRONTING DISCRIMINATION *Kathryn A. Morris¹, Leslie Ashburn-Nardo², Stephanie A. Goodwin³; ¹Butler University, ²Indiana University-Purdue University Indianapolis, ³Purdue University* – Despite growing evidence that confronting those who perpetrate discriminatory behavior is an effective way to reduce their subsequent expressions of prejudice, people report confronting such prejudice less often than they would like to. One reason people may refrain from confronting is a sense that the responsibility for doing so lies with someone else. In the present research, we investigated who people perceive to be responsible for confronting prejudice. We predicted that people would view both targets of prejudice and authority figures as being more responsible for confronting prejudice than others. In Study 1, participants rated the extent to which they perceived themselves and targets as responsible for confronting prejudice and indicated their behavioral intentions to confront. Results indicated that the more people viewed targets as responsible, the less personally responsible they felt and the less they intended to confront. In Study 2, participants read a scenario in which someone made a prejudiced (racist or sexist) comment in the presence of a target or authority figure and rated the extent to which each bystander was responsible for confronting the prejudice incident. Results indicated that participants diffused responsibility for confronting to both targets and authority figures. Participants were especially likely to report that authority figures were responsible for confronting racism, but that targets were responsible for confronting sexism. Taken together, these studies suggest that not only do people assign responsibility for confronting prejudice to targets and authority figures, but that doing so lessens feelings of personal responsibility for confronting prejudice.

B139

THE IMPACT OF RACE STEREOTYPE VIOLATION ON EVALUATIONS OF JOB APPLICANTS Brandon Nakawaki¹, Bettina J. Casad², Lynda Lee², Manuel A. Diaz³, Cailin D. Garnier⁴, Alian S. Kasabian⁵, Joo Young Lee²; ¹Claremont Graduate University, ²California State Polytechnic University, Pomona, ³Columbia University, ⁴Humboldt State University, ⁵University of Nebraska – This study tested conflicting theories of stereotype violation. It was predicted that results would support the shifting standards model over expectancy violation theory, with racism as a moderator. The design was a 2 (target race) x 2 (race-type of job) x Continuous (explicit racism) between subjects factorial design. Participants viewed the rsum of a male job applicant seeking a position as a music producer in a race-typed music genre (country or hip-hop), then rated him on measures of subjective and objective warmth and competence. There were shifting standards in judgments of warmth and competence from null on subjective to assimilation on objective. There was a three-way interaction between race, music genre, and modern racism on objective warmth, $F(1, 294) = 4.16, p = .042$. For Black targets, higher racism related to more warmth when he was in hip-hop. Lower racism showed the same pattern, but had much lower ratings. For the white target, lower racism related to more warmth when he was in country. Higher racism showed the same pattern but had much lower ratings. There was a marginal three-way interaction between race, music genre, and attitudes toward race and authority, $F(1, 296) = 2.80, p = .095$. For the Black target, higher racism related to more positivity when he was in country. Lower racism showed the same pattern but had lower ratings overall. There were no significant differences for the White target. Results suggest that people use shifting standards in judgments of job applicants in stereotypically race-incongruent fields.

B140

LAY THEORIES OF RACIAL BIAS IN EMPLOYMENT DECISIONS: WHEN ARE WHITES PERCEIVED TO DISCRIMINATE AGAINST BLACK JOB APPLICANTS? Jason Nier¹, Adriane Muzzy¹; ¹Connecticut College – In the current study, undergraduates ($n=84$) and human-relations professionals ($n=59$) were asked about their perceptions of a scenario in which a White interviewer failed to hire a Black job applicant. In the scenario, the strength of the applicant's qualifications were varied, such that the Black job seeker was either strongly qualified, weakly qualified, or had ambiguous qualifications. Contrary to the literature that suggests overt racism is quite rare, we expected that participants would explain the failure to hire the Black applicant largely in terms of overt, blatant racism and downplay the role that subtle bias may have played in the scenario. We expected that this trend would be most pronounced when the Black applicant was strongly qualified. These expectations were largely supported. Furthermore, there were some differences in the perceptions of the undergraduate participants and those participants who were human-relations professionals, such that human-relations professionals were more likely to attribute the behavior of the White interviewer to racist motivations. Despite this difference, undergraduates and human-relations professionals generally had similar perceptions of the scenarios, suggesting that human-relations professionals have perceptions of racial bias that are similar to the layperson.

B141

IDENTIFICATION WITH THE REJECTOR: AFFILIATIVE MOTIVATION IN THE CONSTRUCTION OF RACISM AND SEXISM Steven Noel^{1,2}, Rick Cheung^{1,2}, Curtis Hardin^{1,2}; ¹Graduate Center, City University of New York, ²Brooklyn College, City University of New York – How do people reconcile themselves to social rejection? According to shared reality theory (Hardin & Higgins, 1996), motivation to maintain interpersonal relationships requires the maintenance of relationship-relevant attitudes (shared reality) and a threat to the relationship may heighten attempts to share reality to preserve the relationship, suggesting one condition in which people could make amends with their rejectors. If

affiliative motivation is great enough, attempts to restore a relationship with a rejector may elicit social tuning of attitudes towards them, even when the attitudes are repugnant. Two experiments tested this empirical claim by assessing attitudes after manipulations of rejection and affiliative motivation. Following the computer-mediated ball tossing game (Williams et al., 2000), in which participants were either included or rejected by ostensibly sexist (Experiment 1) and racist (Experiment 2) partners, participants indicated attitudes toward females and African Americans. To manipulate affiliative motivation, participants were told they shared (or not) the same birthday and favorite food with their partner and that they would interact further (or not) after the game. In both experiments, participants endorsed repugnant attitudes held by their rejectors, but only if they were highly motivated to establish a relationship with the rejector. In addition to providing unique, new evidence of a mechanism for such phenomena as identification with the aggressor (e.g., Bettelheim, 1943) and false consciousness (e.g., Jost & Banaji, 1994), these experiments are important because they are the first to demonstrate that people can, and will, reconcile with those who reject them.

B142

CONTENT OF COLLEGE STUDENTS' STEREOTYPES OF GENDERED SITTING POSITIONS Nicole E. Noll¹, Andrew Karpinski¹; ¹Temple University – Although research has demonstrated that certain sitting positions are considered to be feminine or masculine, none has questioned what readers imagine when a sitting position is verbally described as such. In this exploratory study, we addressed the question: What is the content of college students' stereotypes of gendered sitting positions? Twenty-eight college students answered the questions: What do you picture if a friend tells you that she/he saw a woman (man) sitting on a park bench, waiting for a friend, and she (he) was sitting in a feminine way? and What do you picture if a friend tells you that she/he saw a woman (man) sitting on a park bench, waiting for a friend, and she (he) was sitting in a masculine way? Target sex was between-subjects; sitting position gender was within-subjects. There was considerable agreement on basic characteristics of feminine and masculine sitting positions; however, certain aspects are envisioned only on women and others are envisioned only on men. Respondents drew inferences about psychological traits, sexual identity, and emotional states in response to gender cues. When gender aligned with sex, sitters were thought to be confident; feminine men were thought to be tense or nervous, masculine women were thought to be tough or upset. A man's physique seems to be closely associated with his gender/sexuality. Masculine men are pictured as tall, broad, and muscular, whereas feminine men are pictured as thin and often assumed to be gay.

B143

EFFECTS OF PERCEIVED SIMILARITY AND CATEGORIZED EXPERIENCE ON IDENTIFICATION AND STEREOTYPING; AMERICANS GO TO EUROPE Shinya Okiebisu¹; ¹Safety Life Cooperative Society – Okiebisu & Tabata (2006 SPSP) showed that Asian who stayed in European majority countries (Exp) tend to perceive more similarity and identify more with Asian than with Japanese than those who have not (non-Exp). Exp reported more positive stereotypes for other Asian countries than non-Exp. Re-identification Model was founded and those who lived in Europe have racial identity more than ethnic identity, supposedly after the multiple comparisons with Europeans and Asians and social interactions they have. Okiebisu (2008 APS) investigated the asymmetrical pattern i.e., Asian go in Asia (Filipinos go to Japan) which there are only Asians and few Europeans. There are no significant differences between Exp and non-Exp for perceived similarity, identity. Exp rated Japanese stereotypes lower than non-Exp when in the absence of Europeans. The results were consistent with Re-identification theory. The present study investigated the Europeans case; Americans go to Europe. It was hypothesized that

categorized as European would not be less negative compared to Asian and thus, their identification with European would lead to European favorite stereotyping. The results showed that Exp were likely identify more with Europeans than non-Exp, which is consistent with Okiebisu and Tabata (2006 SPSP), yet, Exp rated French less positively than non-Exp. However, controlling inter-ethnic/racial comparisons and interactions there were no difference, which suggested the perceived similarity and categorized experience are two important factors for identifications and stereotyping. The results implied that both Europeans and Asians tend to show similar pattern, although the process of stereotyping differs.

B144

CRIME STORIES AND RACIAL STEREOTYPICALITY: THE IMPACT OF CRIME TYPE ON EYEWITNESS (MIS)IDENTIFICATION *Danny Osborne¹, Paul G. Davies², Jennifer L. Eberhardt³*; ¹University of California, Los Angeles, ²University of British Columbia, Okanagan, ³Stanford University – Though much is known about the factors that affect eyewitness memory, little has been said regarding the impact racial stereotypes about who commits what crimes has on the accuracy of eyewitness identification. The research on the impact of stereotypes on memory, however, suggests that individuals remember events in a stereotype-consistent manner (see Roediger & McDermott, 1995). This suggests that eyewitnesses to a stereotypically-black crime may recall the suspect as appearing more phenotypically-black (i.e., higher in black-stereotypicality) than eyewitnesses to a neutral event. That is, eyewitnesses may remember the suspect in a stereotype-consistent manner. In order to address this possibility, participants (N =40) watched a video of a moderately-stereotypical black suspect in 1) a stereotypically-black crime (BC) or 2) a video in which participants were given no information about a crime (NC; in actuality, participants watched the same video). Afterwards, participants identified the suspect from a lineup that used a computer software program to morph the suspect's face from low (0) to high (100) black-stereotypicality (the actual photo of the suspect served as the mid-point for the scale). Consistent with our hypothesis, participants who watched the BC recalled the target as appearing higher in black-stereotypicality than participants who watched the NC ($M = 55.8$, $SD = 15.9$ vs. $M = 45.6$, $SD = 19.3$, respectively), $t(38) = 1.74$, $p < .10$. Such results have serious implications for the criminal justice system and suggest that stereotypes about who commits what crimes can affect one's memory of a suspect's appearance.

B145

STEREOTYPES CAN "GET UNDER THE SKIN": SELF-STEREOTYPING PREDICTS LATINOS' (BUT NOT WHITES') HEALTH *Stefanie M. Paredes¹, Luis M. Rivera²*; ¹California State University of San Bernardino – Cultural stereotypes can unintentionally get under the skin of members of relevant stereotyped groups, a phenomenon known as self-stereotyping. In the current research, we demonstrate that the pervasiveness of self-stereotyping does not end at self-evaluations, but it can influence physical and psychological health. Based on Eagly and Chaiken's (1993, 2007) theory of attitudes and Oyserman's (2007) theory of identity-based motivation, we argue that (a) attitudes toward the self (e.g., self-stereotyping) should be manifested in observable ways and (b) when individuals self-stereotype, they may also engage in behaviors that are considered to be stereotypical of their groups, and such behaviors can harm their physical and psychological health. We examined this rationale by testing if self-stereotyping among Latinos results in poor psychological and physiological health outcomes. We measured implicit and explicit self-stereotyping, physical health outcomes such as blood pressure and body mass index, and psychological health such as self-esteem. Results revealed evidence for self-stereotyping among Latinos when compared to Whites. Moreover, we found that Latinos who self-stereotyped were more likely to have prehypertension or hypertension, be obese or overweight, and have lower self-esteem than Latinos who did

not self-stereotype. However, these relations did not emerge for Whites. Altogether, these results suggest that, overtime, as Latinos absorb stereotypes related to their stigmatized group into their self-concept, this may determine their physical and psychological health. This work is the first to demonstrate the potentially harmful role of self-stereotyping in the health outcomes of an ethnic-racial group.

B146

MORAL CONFLICT AND PREJUDICE: THE ROLE OF THREAT VERSUS SOCIAL IDENTITY *Michael Parker¹, Ronnie Janoff-Bulman¹*; ¹University of Massachusetts Amherst – The current study sought to investigate the effects of moral conflict and its similarity to prejudice. Participants were recruited based on their strong emotions and beliefs about abortion (moral condition) or the Boston Red Sox (non-moral condition). Those participants in the moral condition were self-identified as strongly pro-choice and evaluated individuals who were pro-choice (ingroup) and pro-life (outgroup). Participants in the non-moral condition identified themselves as strong fans of the Boston Red Sox and evaluated the ingroup (fans of Boston) and an outgroup, fans of their historic rivals (New York Yankees). The study explored social identity versus threat-based theories of prejudice through group differences in ingroup positivity and outgroup derogation. The major dependent variables were reported emotions, perceived threat, and desire for social distance. Results indicated that greater negativity was directed towards the moral outgroup compared to the non-moral outgroup on measures of emotion, threat, and social distance. However, the non-moral ingroup was given more positive ratings on those same measures compared to the moral ingroup. Outgroup threat correlated with the emotion and social distance measures in the moral condition but not in the non-moral condition. Overall, ingroup positivity appeared to exist in both cases but was less strong in the moral context, whereas outgroup derogation was greater in the moral than non-moral group context. Findings suggest that social identity sources of prejudice may be stronger in non-moral (versus moral) conflict, whereas threat-based sources of prejudice may play a greater role in moral (versus non-moral) conflict.

B147

MEASURING A CHILLY CLIMATE AT THE IMPLICIT LEVEL: THE INFLUENCE OF STEREOTYPE THREAT ON IMPLICIT NORMS. *Jennifer M. Peach¹, Emiko Yoshida¹, Steven J. Spencer¹, Mark P. Zanna¹*; ¹University of Waterloo – There is a plethora of research on stereotype threat; when members of some groups become concerned that they might be judged negatively based on stereotypes, this leads to decreased performance on an important test. Could the situations that elicit stereotype threat decrease performance by activating negative associations between femininity and what most people believe in (i.e., implicit norms)? We assessed this possibility in a lab study. Before coming into the lab, women and men completed a measure of their implicit norms and implicit attitudes towards women. Then they arrived in the lab, and were randomly assigned to a stereotype threat condition or a non-stereotype threat condition. Half of the participants then completed an implicit norms measure, and half completed an implicit attitudes measure. Interestingly, women had more positive implicit attitudes towards women than did men, and this did not vary between conditions. In line with our hypothesis, participants in the stereotype threat condition had more negative implicit norms towards women than participants in the non-stereotype threat condition, and this did not vary depending on gender. Thus, implicit norms may indeed be assessing the chilly climate that stereotype threat creates.

B148

AN ATTENTION THEORY ACCOUNT OF STEREOTYPE FORMATION: CATEGORY ACCENTUATION EFFECTS ARE STRONGER FOR MINORITY GROUPS THAN MAJORITY GROUPS *Elise J. Percy¹, Jeffrey W. Sherman², John K. Kruschke¹, Steven J. Sherman¹, John V.*

Petrocelli³, Frederica R. Conrey⁴; ¹Indiana University - Bloomington, ²University of California - Davis, ³Wake Forest University, ⁴Synovate – In addition to its ability to explain various phenomena related to stereotype formation (Sherman et al., JPSP, in press), Attention Theory (AT; Kruschke, 2003) makes at least one novel prediction for category accentuation: that associations in memory between minority groups and their associated traits should be stronger than between majority groups and their associated traits. In an AT account of stereotype formation, majority group trait associations are learned first because of their higher frequency. As minority groups are encountered more attention is allocated to information that distinguishes them from the majority, leading to particularly strong associations between minority groups and their traits. Participants learned about the traits of 27 members of a majority group and 18 members of a minority group. Each member was associated with a particular trait. Majority group members were twice as likely to have the common trait (24) as the minority group (12). Minority group members were twice as likely to have the rare trait (6) as the majority group (3). Although each group was associated equally with its respective trait, trait ratings showed that the group-trait association was significantly stronger for the minority group, and a novel target having both traits was more likely to be assigned to the minority group. Thus, category accentuation effects are stronger for minority groups, and the AT framework may be uniquely useful for explaining the formation of stereotypes and the greater strength of these associations for perceptions of minority groups.

B149

THE IMPLICATIONS OF TIME OF DAY FOR DECISIONS REGARDING CRIMINAL SUSPECTS B. Michelle Peruche¹, E. Ashby Plant¹; ¹Florida State University – Relying on stereotypes can bias the processing of information about individual members of stereotyped groups, particularly when decisions must be made quickly. Previous research suggests that, as the day progresses, the ability to process information systematically becomes diminished, and people may be more likely to rely on stereotypes when making judgments about others due to a lack of cognitive resources (Bodenhausen, 1990). The purpose of this study was to examine whether the time of the day influenced people's degree of racial bias on a shooting simulation. To examine this possibility, 46 undergraduate students completed a computer shooting simulation at various times of the day whereby they quickly decided whether to shoot at Black and White suspects who appear on screen based upon whether a gun or some other object was present (e.g., a wallet). The results suggest that performance on the shooting simulation was related to the time of the day that participants completed the simulation. Specifically, the later in the day the participants completed the simulation, the more likely they were to mistakenly shoot Black unarmed suspects and to mistakenly not shoot armed White suspects. Further, after completing training on the shooting simulation, the time of day was unrelated to subsequent performance. These results suggest that the time of day influences people's degree of racial bias and training on the simulation may alleviate the negative implications of time of day. The findings are discussed in terms of their implications for police officer decisions and the elimination of racial bias.

B150

USING REGULATORY FIT TO CONTROL PREJUDICE: THE IMPACT OF REGULATORY FIT ON IMPLICIT ATTITUDES TOWARD BLACKS Curtis E. Phillips¹, Alexander G. Santelli¹, Kerry Kawakami¹, C. Ward Struthers¹; ¹York University – Research demonstrates that people's implicit attitudes toward Blacks are negative and inconsistent with their explicit attitudes. This inconsistency may be due to a failure in self-regulation. Regulatory focus theory (RFT) suggests that people have two types of self-regulation goals -- promotion focused goals related to eager pursuit of ideals and prevention focused goals related to vigilant avoidance of negative outcomes. Regulatory fit is said to occur

when a task or the environment is consistent with a regulatory goal. Importantly, regulatory fit increases goal striving and may help people achieve the goal of controlling prejudice. In Study 1, we manipulated regulatory fit by priming participants to have either a promotion or prevention regulatory focus and then providing them with either a promotion goal to approach egalitarian ideals or a prevention goal to avoid prejudice. Similarly, in Study 2 we manipulated regulatory focus by presenting participants with posters that advocated Saying Yes to Equality or Saying No to Prejudice. Regulatory fit and mismatch conditions were created by presenting both types of posters with images related to the ideal of equality (e.g., Dr. Martin Luther King Jr.) or negative images of prejudice (e.g., Klansmen). The results from Study 1 and 2 demonstrated that participants that experienced regulatory fit, as opposed to mismatch, of goals related to controlling prejudice, had significantly lower implicit prejudice.

B151

RED AND BLUE: DOES MOTIVATION TO CONTROL PREJUDICE MEDIATE THE RELATIONSHIP BETWEEN POLITICAL ORIENTATION AND PREJUDICE? Margot Pickering¹, Mason Burns¹, Russell J. Webster¹, Leschia McElhane¹, Donald A. Saucier¹; ¹Kansas State University – Research shows that self-identified liberals report less prejudice than their conservative counterparts (Duckitt 1994; Jones 2002). Justification factors (Crandall & Eshleman, 2003) for prejudice (sociopolitical ideologies such as social dominance orientation and right-wing authoritarianism; for a review, see Whitley & Kite, 2006) only partially explain the relationship between political orientation and prejudice. We argue that suppression factors for prejudice – specifically, internal and external motivation to control prejudice (IMCP and EMCP, respectively) – also help explain the relationship between prejudice and political orientation. That is, we hypothesize that IMCP and EMCP will mediate the relationship between political orientation and prejudice. Accordingly, in the current study, 199 (80 self-identified liberals, 119 self-identified conservatives; 89 men, 110 women) introductory psychology students completed measures assessing anti-Arab affective prejudice (Whitley, 1999), IMCP and EMCP (Plant & Devine, 1998), and political orientation. Results showed that conservatives (vs. liberals) reported lower IMCP and higher EMCP. Expectedly, conservatives also reported higher anti-Arab prejudice. Using multiple mediator analysis (Preacher & Hayes, 2008), the difference between liberals and conservatives on anti-Arab prejudice was attenuated but not completely eliminated after controlling for IMCP and EMCP. Neither IMCP nor EMCP interacted with political orientation to predict prejudice. The current study shows then that motivation to control prejudice is a meaningful, albeit partial, mediator (but not moderator) in explaining the relationship between political orientation and prejudice. Future research should investigate whether suppression (IMCP and EMCP) and justification factors (social dominance orientation and right-wing authoritarianism) may together fully mediate differences in prejudice between liberals and conservatives.

B152

ALTRUISTIC RATIONALIZATION AND INTERINDIVIDUAL-INTERGROUP DISCONTINUITY Brad Pinter¹, Tim Wildschut²; ¹Pennsylvania State University, Altoona, ²University of Southampton – Interindividual – intergroup discontinuity refers to the tendency for intergroup interactions to be more competitive than interindividual interactions. The altruistic rationalization explanation proposes that groups are more competitive than individuals because group membership creates an opportunity to rationalize self-interested, competitive behavior as being enacted on behalf of the ingroup. To test this explanation, we compared participants who did not share earnings with two other persons (independence) to participants who did share earnings with two other persons (interdependence), to participants whose decisions completely determined two other persons' outcomes (leaders). Only in the interdependence and leaders conditions did an

opportunity for altruistic rationalization exist because only in these conditions did participants' decisions affect the two other persons' outcomes. We found that competition across multiple Prisoner's Dilemma Game trials was significantly greater in the interdependence and leaders conditions than in the independence condition. We further found that this effect was more pronounced when guilt proneness was low (compared to high). It was the relatively self-interested, low-guilt participants who were most ready to capitalize on opportunities for altruistic rationalization of competitive behavior. These findings provide insight into the causes of interindividual-intergroup discontinuity and further highlight the importance of individual differences in guilt proneness for understanding intergroup behavior.

B153

SLUT, FAG, AND DYKE: GOAL-SENSITIVE ATTEMPTS AT SOCIAL CONTROL *Angela Pirlott¹, Steven Neuberg¹; ¹Arizona State University* – Stigmatizing others can be a form of social control, employed to discourage threatening behavior. Labeling potentially threatening persons with consensually accepted derogatory terms is an often-used stigmatization strategy. Because different threats require different strategies for remediation, however, derogatory labels should be applied in a nuanced manner to be effective: They should be sensitive to the particular threats being posed, characteristics of the perpetrator, and salient features of the situation. This research begins to explore these ideas, using as illustrative cases the derogatory terms slut, fag, and dyke. Students read scenarios that made salient certain fundamental social tasks (e.g., status-seeking, socializing children) and that described male or female targets with cues about the target's sexual restrictedness and masculinity/femininity. Participants rated the likelihood they would think or say aloud the terms fag (or dyke for female targets) or slut to describe the target. Making salient different social tasks yielded different patterns of derogatory label use. For instance, participants were more likely to derogate targets when thinking about status- and mate-seeking than when contemplating socializing children, retaining mates, and protecting themselves. As another example, when thinking about mate-seeking, participants employed the label slut to derogate sexually unrestricted targets, but when thinking about status-seeking, they also employed the labels fag and dyke to derogate these same targets. Textured findings like these suggest that these terms are used to convey very specific meanings that have different values for achieving different goals. We discuss the implications of this research for better understanding, and remediating, stigmatization processes.

B154

THE ALLOPHILIA SCALE: FIVE FACTORS OF POSITIVE INTERGROUP ATTITUDES *Todd L. Pittinsky¹, Seth Rosenthal¹, R. Matthew Montoya²; ¹Harvard Kennedy School, ²University of Dayton* – Recent research finds that the presence of allophilia is a stronger predictor of proactive positive behaviors across lines of difference than the absence of negative prejudice (Pittinsky, in press; Pittinsky, Rosenthal, & Montoya, under review). To date, research on intergroup liking using the allophilia construct has treated liking as a general construct. But just like negative prejudice, allophilia too may have distinct factors. In this research, we examine a five-factor solution for the allophilia scale, and demonstrate the factors' ability to differently predict positive intergroup behaviors. Implications of these findings on forms of intergroup liking for positive intergroup relations will be discussed.

B155

DISSOCIABLE EFFECTS OF IMPLICIT STEREOTYPING AND EVALUATIVE RACE BIAS ON RESPONSES IN AN INTERRACIAL INTERACTION *Polina, V. Potanina¹, David, M. Amodio¹; ¹New York University* – Prejudice and stereotyping refer to the evaluative and semantic aspects of intergroup bias, respectively. Traditional theories assume that these two forms of bias arise from the same underlying

mechanism, such that they are activated and expressed in the same way. However, recent research suggests that semantic and evaluative forms of intergroup bias reflect independent underlying mechanisms and are expressed through different behavioral channels. Specifically, this theoretical framework predicts that implicit evaluative race bias should influence basic affective responses, such as perceptions of a person's friendliness, whereas implicit stereotyping should influence stereotype-related trait impressions. We tested this hypothesis for the first time in the context of an actual interracial interaction. White American participants participated in a study that included an interaction with a Black interviewer. Before the interaction, participants completed sequential priming measures of implicit evaluative race bias and implicit stereotyping. Following the interaction, participants rated the interviewer on a number of personality traits (including stereotypes), as well as their appraisals of his friendliness. As predicted, a double-dissociation pattern of results was obtained, such that implicit stereotyping uniquely predicted more stereotypical trait ratings of the Black interviewer. By contrast, implicit evaluative race bias uniquely predicted participants' perceptions of friendliness exhibited by the interviewer. Results provide the first evidence for dissociable patterns of behavioral expression corresponding to evaluative vs. stereotyping bias within an actual interracial interaction.

B156

PREDICTING BELIEFS ABOUT WHITE PRIVILEGE FROM INDIVIDUAL DIFFERENCES AND LIFE EXPERIENCES *Jennifer S. Pratt-Hyatt¹, Isis H. Settles¹; ¹Michigan State University* – Many Americans who disavow blatant forms of racism remain unaware of or endorse more subtle forms of prejudice and discrimination against people of color. White privilege is a set of interrelated benefits that only White people enjoy (e.g., being able to see members of one's race widely represented in the media; Holladay, 2000; McIntosh, 1998). The present study sought to explore the predictors of beliefs about White privilege. White undergraduates (n=216) completed measures of political attitudes, contact with Black Americans, and empathy. In addition they completed a measure which assessed three components of White privilege. A recognition subscale assessed the degree to which participants believed that there are disparities between Blacks and Whites in regards to opportunities and treatment in society. An endorsement subscale measured the extent to which participants believed that any remaining disparities between Blacks and White are fair. And a resignation subscale assessed the extent to which participants believed disparities could be reduced. Analyses indicated that political attitudes, minority contact, and empathy predicted White privilege beliefs. Specifically those participants who were more politically conservative, reported more negative or infrequent contact with Blacks, or who reported lower levels of empathy were less likely to believe that racial disparities exist, were more likely to indicate that any disparities were just, and were less likely to believe that disparities could be reduced.

B157

SHOULDN'T OR WOULDN'T?: THE EFFECTS OF DESCRIPTIVE AND PRESCRIPTIVE STEREOTYPING ON PERCEPTIONS OF STEREOTYPE VIOLATION *Laura R. Ramsey¹, Denise Sekaquaptewa¹; ¹University of Michigan* – Previous research has shown that bias against stereotype violators is stronger when the violator is a member of a low status, rather than high status, group (Sekaquaptewa & Espinoza, 2004). In two studies, we tested the hypothesis that this pattern holds for individuals endorsing prescriptive, but not descriptive, stereotypes. Descriptive stereotypes refer to how group members are, whereas prescriptive stereotypes refer to how group members should be. Because prescriptive stereotypes imply a moral injunction whereas descriptive stereotypes do not, we predicted that prescriptive stereotypers would react more negatively to low status versus high status stereotype violators, but that descriptive stereotypers would not show this bias.

Both studies used similar methodologies: participants were asked to evaluate both low and high status stereotype violators and non-violators. Study 1 (N = 112) measured descriptive and prescriptive gender stereotyping; Study 2 (N = 132) manipulated stereotypes about a novel, fictitious group to be either descriptive or prescriptive. In both studies the predicted interaction between prescriptive/descriptive stereotyping, status, and stereotype violation emerged ($F_s > 4$, $p_s < .05$). Prescriptive stereotypers, compared to descriptive stereotypers, had significantly more polarized perceptions of low status group members, in that low status stereotype violators were perceived much more negatively than low status non-violators. There were no differences between prescriptive and descriptive stereotypers for perceptions of high status violators and non-violators. Together, these studies suggest that prescriptive stereotypes, but not descriptive stereotypes, lead to stronger biases against stereotype violators, especially if they are members of a low status group.

B158

I GUESS WHAT HE SAID WASN'T THAT BAD: DISSONANCE REDUCTION IN NON-CONFRONTING TARGETS OF PREJUDICE Heather Rasinski¹, Alexander Czopp²; ¹University of Toledo, ²Western Washington University—Even though confronting prejudice can be effective (Czopp, Monteith, & Mark, 2006), most people do not confront despite believing that they would do so (Swim & Hyers, 1999). Not confronting can have intrapersonal consequences on targets of prejudice, such as feeling guilty (Shelton, Richeson, Salvatore, & Hill, 2006). However, this possible discrepancy between a target's motivation to confront and the inaction may have other consequences, such as the creation of dissonance arousal. Targets may attempt to reduce this arousal by perceiving the perpetrator positively. 168 female participants (who varied in their importance of confronting) individually interacted with a male confederate. During one of the tasks, the confederate made several biased comments against women. We manipulated whether or not participants had the opportunity to confront, hypothesizing that with no opportunity, they would not feel personal responsibility (a component to dissonance). It was predicted that only individuals with a high importance for confronting (for whom inaction would be most discrepant) with an opportunity to confront would experience dissonance and reduce it through altered perceptions of their biased partner and personal activism beliefs. Confronters (13%) were excluded from analyses. Participants who valued confrontation and had the opportunity to confront but didn't rated the confederate more positively than those with no opportunity or low importance. In addition, these individuals reported less commitment to gender activism after remaining silent. These results suggest that the potential consequences of not confronting prejudice may also include the rationalization and acceptance of the perpetrator's biased behavior.

B159

THE CONTRASTING INFLUENCE OF PERCEIVED HUBRISTIC- AND AUTHENTIC-PRIDE ON INTERGROUP BEHAVIOR Jennifer Ratcliff¹, Todd Pittinsky², Stefanie Simon³; ¹The College at Brockport Suny, ²Harvard University, ³University of California, Santa Barbara—Often groups that are marginalized in a society engage in pride displays (e.g., gay pride parades, black pride marches) in an effort to boost moral within the group and to engender support from people outside of the group (Kates & Belk, 2001). In fact, Lewin noted in the 1940's that black pride was essential to advance the civil rights of African Americans. Despite this early insight, little research has been conducted to examine the actual consequences of such pride displays for attitudes and behaviors toward a given outgroup. The current research addresses this gap in the literature by exploring majority group members' perceptions of pride in a variety of outgroups, as well as the implications of such perceptions for their positive and negative behavior toward the group in question. Results of three studies revealed that perceived pride has two dimensions: a)

authentic pride, or pride that is deserved; and b) hubristic pride, or overbearing undeserved pride (cf. Tracy & Robbins, 2007). Additionally, these data show that perceptions of authentic pride are related to positive proactive behaviors toward outgroups (Study 1; e.g., putting a pro gay marriage sticker on one's car), whereas perceptions of hubristic pride are related to negative proactive behaviors toward outgroups (Study 3; e.g., voting to restrict the rights of African Americans). Critically, perceptions of hubristic pride also predicted extreme negative orientations, including sanctioning violence toward gay men, and willingness to directly engage in violence toward gay men (Study 2). Implications of these findings will be discussed.

B160

INTERGROUP BIAS IN EARLY VISUAL ATTENTION: AN ERP STUDY OF MINIMAL GROUPS Kyle G. Ratner¹, David M. Amodio¹; ¹New York University—How long does it take to notice group differences? Past event-related potential (ERP) research suggest that perceivers detect social group categories (e.g., based on race or gender) within a few hundred milliseconds after viewing a picture of a group member. However, it is unclear whether the rapid detection of ingroup vs. outgroup targets is driven by previously-learned group associations or by mere group membership. To address this ambiguity, we examined the timecourse of social perception in the absence of prior knowledge about the groups using the classic "minimal group" procedure. Subjects were arbitrarily identified as members of a novel group and then categorized faces as belonging to their newly formed ingroup or outgroup while electroencephalography was recorded. Despite the lack of objectively meaningful group differences, ERPs associated with early visual attention revealed greater automatic attention toward ingroup vs. outgroup members as early as 140 ms. In addition, ERP differences in ingroup/outgroup perception were stronger among participants reporting higher self-esteem, consistent with past research showing that higher self-esteem predicts stronger ingroup bias. These results identify the earliest stages of novel group perception, and suggest that these early group detection processes are associated with self-evaluation. More broadly, they suggest that intergroup bias may arise earlier and in more basic-level processes than previously believed.

B161

CHANGING CATEGORIZATION OF SELF CAN CHANGE EMOTIONS ABOUT OUTGROUPS Devin G. Ray¹, Diane M. Mackie¹, Robert J. Rydell², Eliot R. Smith³; ¹University of California, Santa Barbara, ²University of Missouri, Columbia, ³Indiana University, Bloomington—Drawing on Intergroup Emotions Theory (Mackie, Maitner, & Smith, in press), we propose that a perceiver's emotional reactions toward other social groups can change in response to situationally induced shifts in self-categorization. American students were led to self-categorize as Americans or as students and reported their anger and respect towards Muslims and police. Results indicated that in reaction to Muslims, participants felt more anger and less respect when categorized as Americans than when categorized as students. In reaction to police, participants felt less anger and more respect when categorized as Americans than when categorized as students. These results support and extend IET, and suggest that in addition to prejudice reduction interventions that focus on recategorization of the target, perceiver recategorization of the self is a viable means of changing emotional reactions to social targets.

B162

SHE SAID WHAT?!: EFFECTS OF PEER RACISM ON WHITE STUDENTS' RACIAL BIAS Leah Reisz¹, Jennifer Lamanna¹, Jennifer Steele¹, Allison Bair¹; ¹York University—Although the blatant expression of prejudice is less socially acceptable than it once was, research suggests that racist beliefs continue to be expressed, often indirectly, through opposition to (or support for) programs that appear to benefit (or hinder)

minority group members (Dovidio & Gaertner, 1998). In the present study we examined the impact of exposure to such modern racist statements on the implicit and explicit racial attitudes of White participants. Fifty-one White undergraduate students were led to believe that they would engage in both virtual and live interactions with another participant; under the guise of being the virtual portion of the interaction, participants viewed a video of either a Black or a White female confederate expressing support for racial profiling on campus (racist condition) or support for increased parking fees (neutral condition; Bair & Steele, 2008). Participants then completed explicit and implicit measures of racial bias. As expected, participants showed marginally higher levels of implicit racial bias against Blacks after being exposed to racism from a White confederate, as opposed to non-race related contentious statements in the neutral condition from this same-race peer. Surprisingly, participants exposed to contentious, non-race related comments from a Black confederate showed the highest levels of implicit racial bias. These results lend further support to the malleability of implicit attitudes by suggesting that automatic attitudes may be influenced by the degree of concordance between the beliefs of interaction partners in interracial settings.

B163

THINKING ABOUT OUR FUTURE SELVES: THE ROLE OF AGE-RELATED STEREOTYPES *Jessica Remedios¹, Alison L. Chasteen¹, Dominic J. Packer²; ¹University of Toronto, ²Ohio State University* – While representations of future selves can be inventive and creative, they may also reflect individuals' lack of familiarity with future roles. We propose that when people contemplate future roles that are distant and unfamiliar, they use role-related stereotypes to construct these possible selves. Because the older adult role is associated with a well-defined collection of stereotypes, we examined this hypothesis in relation to young adults' thoughts about their 70-year-old selves. In Study 1, participants wrote narratives describing themselves at the age of 70. Analysis of these narratives using Linguistic Inquiry and Word Count software revealed that individuals do rely on stereotypes to conceptualize themselves in an unfamiliar and distant future role. The passages also contained more references to positive than to negative stereotypes, demonstrating an unrealistic optimism. However, because participants' conceptualizations were not constrained in any manner, more focused instructions were given in Study 2 and participants were asked to describe either their feared or hoped-for future aged selves. Results revealed that, compared to participants in Study 1, participants in the hoped-for condition invoked even more positive stereotypes to describe their future selves. In addition, participants in the feared-self condition made more references to negative stereotypes than participants in the hoped-self condition, indicating that people will apply negative stereotypes to the self when forced to consider these aspects of the future. Overall, these findings suggest that individuals rely heavily on stereotypes to construct mental representations of unfamiliar and distant future selves.

B164

PERCEPTIONS OF CLAIMANTS OF DISCRIMINATION: THE ROLE OF TIMING OF CLAIMS AND AMBIGUITY OF DISCRIMINATION *Norann T. Richard¹, Stephen C. Wright¹; ¹Simon Fraser University* – Previous research demonstrates that individuals who attribute negative outcomes to discrimination, no matter the likelihood that discrimination occurred, are judged more negatively than those who make other attributions for poor outcomes (Kaiser & Miller, 2001). The current study sought to examine whether these negative evaluations vary according to whether discrimination was described as obvious or subtle; contemporary discrimination is becoming subtler, and may often not be recognized as discriminatory (e.g., Brown, 1995). We also examined whether evaluations would be affected by whether the protagonist made discrimination claims immediately, or after a several day delay.

Participants read a vignette about a well-educated First Nations male who was unsuccessful in obtaining a consulting job. The study manipulated whether he was not hired due to obvious or subtle discrimination, as well as whether he made claims of discrimination immediately after being told he was unsuccessful, or several days later. Results indicate that while the protagonist is judged similarly whether the discrimination described is subtle or obvious, he is rated more negatively if he waits several days to make a discrimination claim. The events described are also rated as significantly less discriminatory when claims are made after a delay. This suggests that social costs may be particularly high for those who wait to make discrimination claims, perhaps because they are perceived to be playing the race card (Dei & Karumanchery-Luik, 2004). These findings are especially problematic given the ambiguity of much contemporary discrimination may make it difficult to immediately interpret events as discriminatory

B165

ASSOCIATIVE STIGMA AND RELATIONSHIP CLOSENESS: CAN DISTANCING FROM A STIGMA SOURCE BACKFIRE? *David A. R. Richards¹, Catherine A. Cottrell¹; ¹University of Florida* – When people associate with someone possessing a stigma, these people may incur stigma-by-association. People subject to associative stigma may attempt to manage this threat by distancing themselves from its source: the person with the stigma. Success of such social distancing tactics may assume that associative stigma is mediated by a trait-inference process. For example, an audience may assume that a seemingly unstigmatized person would not associate with someone possessing a stigma unless the person, too, possessed the stigma. However, associative stigma may also be mediated by cognitive priming of negative constructs, influencing an audience's evaluations of the unstigmatized person (Hebl & Mannix, 2003). If so, then socially distancing oneself from someone with a primary stigma may not reduce associative stigma. Additionally, if this social distancing has the effect of communicating other undesirable traits about the person (e.g., that the person is unfriendly or unreliable), it may backfire, making the person less likeable to an audience. The prospect of such backfiring was tested by having participants evaluate a target whose roommate was variably presented as having a stigma (racism) or not having a stigma. The relationship between the target and his roommate was variably presented as socially close or distant. An effect of stigma by association was obtained, but was not moderated by relationship closeness. A backfiring effect was also observed in that participants evaluated the socially distant target less favorably. Socially distancing from a stigmatized target may, therefore, do more to harm one's social image than help.

B166

COLOR-BLIND THEORY VERSUS MULTICULTURALISM: THE EFFECTS ON BLACK AND WHITE AMERICANS' INTERGROUP ATTITUDES *Lisa Rosenthal¹, Sheri Levy¹; ¹Stony Brook University* – At the centerpiece of debate over how to foster more harmonious intergroup relations are two ideological approaches, color-blind theory and multiculturalism. Drawing clear conclusions about the relative effects of these approaches has been limited by mixed findings, a tendency to study Whites only, and often the lack of control conditions in experimental designs. In the current experiment, Black and White college students were randomly assigned to read an essay either supporting color-blind theory or multiculturalism (based on Richeson & Nussbaum, 2004; Wolsko, Park, Judd, & Wittenbrink, 2000), or to a control condition, and then completed several measures of intergroup attitudes. Overall, as compared to the control condition, exposure to multiculturalism did not significantly decrease, and exposure to color-blind theory significantly increased racial ingroup bias. Specifically, for Black participants, there was mixed evidence about whether multiculturalism led to a reduction in racial ingroup bias, and for White participants, multiculturalism did not lead to any reduction in racial ingroup bias. For both Black and White

participants, exposure to multiculturalism did not decrease, and exposure to color-blind theory significantly increased social dominance beliefs in comparison to the control condition. Further, for all participants, exposure to these ideological approaches did not have any significant effect on interest in having contact with other racial and ethnic groups, appreciation for diversity, or comfort in dealing with people who are different. These findings, along with previous findings, suggest that while multiculturalism is superior to color-blind theory, multiculturalism is not satisfactory either in improving intergroup attitudes.

B167

IRONIC EFFECTS OF INVOKING COMMON INGROUP IDENTITY Abraham Rutchick¹, Collette Eccleston²; ¹California State University, Northridge, ²Syracuse University – Establishing a common ingroup identity (CII) can reduce intergroup bias and conflict. However, sharing group membership is more than simply belonging to the same nominal category; people from different groups may share a superordinate identity literally without sharing its psychological meaning. We suggest that, if encouraged by a member of the opposing subgroup to think about their common group identity, people likely consider the meaning of that identity. If they believe that outgroup members perceive the common identity differently than they do, this line of thought will accentuate, rather than diminish, perceived intergroup differences. Invoking the common ingroup identity would then lead to more, rather than less, intergroup bias. Studies 1 and 2 demonstrated that people believe that members of different political parties have different conceptions of the superordinate group Americans. Study 3 demonstrated that persuasive appeals invoking common identity made by outgroup members were particularly unsuccessful. Additionally, the degree of difference in shared conceptions of American identity negatively impacted the appeal's success, but only when the speaker invoked common ingroup identity. These studies describe an important theoretical and practical boundary condition on common ingroup identity as an approach to reducing intergroup conflict.

B168

WHAT STANDS OUT? MAJORITY AND MINORITY GROUP MEMBERS' DIFFERENTIAL FOCUS ON ETHNICITY IN INTRAGROUP VERSUS INTERGROUP INTERACTION Yumiko Sakamoto¹, Jacquié Vorauer¹; ¹University of Manitoba – Intergroup contact experience is the key to promoting harmony in a multiethnic society. The current study examined whether majority and minority group members experience intergroup contact in different ways. We hypothesized that, as a function of their lower level of previous intergroup contact, majority group members would be more highly aware of their own and their interaction partner's ethnicity during an intergroup exchange than would minority group members. We tested this possibility by assessing majority and minority group members' focus on their own and their interaction partner's ethnicity during inter and intragroup interactions. Twenty-nine White and thirty-two Chinese Canadian students were randomly assigned to either intergroup or intragroup interaction with a same sex ostensible fellow student. After they exchanged their personal information with their ostensible partner, participants completed open-ended questions about how they viewed their interaction partner and themselves; they also indicated their metaperceptions regarding how their partner viewed them. Results indicated that Chinese participants were significantly less focused on their partner's ethnicity in when they were paired with a White (intergroup) rather than a Chinese student (intragroup). For White participants the effect was in the opposite direction. A parallel pattern was evident on metaperceptions. These findings have implications for understanding the effects of intergroup contact on majority and minority group members. Specifically, one reason that generalization might occur more readily for majority than minority group members (see Tropp & Pettigrew, 2005) is that majority

group members are more likely to "code" an intergroup interaction as such.

B169

EFFECTS OF STEREOTYPIC VIDEO GAME PORTRAYALS ON IMPLICIT AND EXPLICIT ATTITUDES Muniba Saleem¹; ¹Iowa State University – Past research has demonstrated the negative effects of media stereotypes on implicit and explicit attitudes across various forms of media. Because video games are a relatively new form of media, there is almost no research on the influence of video game stereotypes on people's attitudes. The main goal of this study was to test the effects of negative video game stereotypes on implicit and explicit attitudes. The results indicated that negative video game stereotypes are associated with negative implicit attitudes but not negative explicit attitudes. Other results revealed influences of overall media stereotypes, sources of information about groups, direct contact with the stereotyped group, peers' negative attitudes towards the stereotyped group, patriotism, and past negative explicit attitudes on current implicit and explicit attitudes. Implications of media stereotypes, especially in video game are discussed, along with suggestions for future research.

B170

THE WHITE SHEEP HYPOTHESIS: DEVALUING IN-GROUP MEMBERS FOR EXHIBITING POSITIVE BUT NON-NORMATIVE CHARACTERISTICS Benjamin Saunders¹; ¹Long Island University, Brooklyn Campus – The purpose of the present research was to explore how people react to in- versus out-group members as a function of whether they act in a manner consistent or inconsistent with normative group behavior. Based on predictions derived from optimal distinctiveness, self-verification and social identity theories, I predicted that people would devalue in-group members who displayed positive behavior inconsistent with in-group norms compared to in-group members who displayed negative, but normative in-group behavior (i.e., the white sheep hypothesis). I tested this hypothesis across two minimal group experiments and one online experiment that examined stereotypical workplace gender roles. The results of a pilot investigation (N = 77) indicated that participants identified less with an in-group member who used the out-group strategy and achieved a positive outcome than an in-group member who used the in-group strategy and achieved a negative outcome. The positive behavior of the deviant in-group member, moreover, was more likely to be attributed to luck. In Experiment 1 (N = 130), compared to normative in-group members, participants reported lower ratings on socially relevant traits for in-group targets displaying positive but-stereotypically out-group behavior, and participants preferred not to work with this target on a subsequent task. Experiment 2 (N = 139) replicated these results in a fictitious organizational scenario. The primary implications of these findings are that in-group members may derogate or even exclude fellow in-group members for demonstrating positive but prototypically out-group behaviors, and that this derogation may result from ordinary social psychological processes that can happen to anyone.

B171

PSYCHOLOGICAL AND PHYSIOLOGICAL RESPONSES TO ATTRIBUTIONALLY AMBIGUOUS POSITIVE AND NEGATIVE FEEDBACK Pamela J. Sawyer¹, Sarah S. M. Townsend¹, Brenda N. Major¹, Wendy B. Mendes²; ¹University of California, Santa Barbara, ²Harvard University – Prejudice is increasingly viewed as a significant stressor with damaging health consequences. However, most work in this area has focused on outcomes resulting from blatant rejection or negative treatment. The current work explores responses to both positive and negative feedback that is causally ambiguous, and the ways in which attributions for such feedback influence psychological and cardiovascular reactions. Latina-American participants took part in a mock job interview scenario with a European-American female

confederate who they learned held prejudiced attitudes, nonprejudiced attitudes, or about whom they were given no information. After delivering an initial introductory speech, participants were given positive or negative feedback, and then took part in a question-and-answer session with the confederate while cardiovascular responses were assessed. Results indicate that when participants believed that their partner held prejudiced attitudes, or when participants were not given information about their partner's attitudes, they discounted the feedback they received as not self-relevant. As a result, participants who received positive feedback showed a maladaptive cardiovascular response pattern characteristic of threat, suggesting that they may have attributed it to sympathy or prejudice. By contrast, a cardiovascular response pattern suggestive of challenge was seen in participants who received negative feedback, who were able to attribute the feedback to the evaluator's prejudice rather than some aspect of the self. This pattern of discounting feedback was not seen in participants who believed their partner held nonprejudiced attitudes. Results suggest that attributions arising from ambiguous feedback may influence cardiovascular responses and physical health.

B172

THE EFFECT OF SYNCHRONY WITH A COMPUTERIZED AVATAR ON IMPLICIT PREJUDICE Charles Seger¹, Eliot Smith¹; ¹Indiana University, Bloomington – Interpersonal mimicry produces increased liking (Chartrand & Bargh, 1999), increased susceptibility to social influence (Baillenson & Yee, 2005), and increases in prosocial behavior toward the mimicker (van Baaren et al., 2003). Related research from several disciplines suggests that interpersonal synchrony is a basic, automatic cue that the other person is part of the psychological self (e.g., Hurley & Chater, 2005). An inclusion of a cross-race individual in one's psychological self is analogous to a cross-race friendship which decreases prejudice. Thus, it was hypothesized that synchrony with a cross-race avatar would lead to a decrease in prejudice. Caucasian participants (N=56) viewed a three-dimensional computerized avatar. They were led to believe this was a computerized representation of a previous participant. The avatar read a brief biographical passage. Participants were instructed to move their heads; the avatar either synchronized with participants' movements (via a tracking cube placed on participants' heads) or repeated the recorded movements of a previous yoked participant. Implicit attitudes toward Caucasians and African-Americans were assessed using an evaluative priming task, as were explicit opinions of the avatar. Results indicate that implicit prejudice toward African-Americans was lessened when the African-American avatar synchronized with the participant, compared to the no synchrony condition. Generally, explicit responses were not influenced by synchrony, although reported liking for the African-American avatar was increased in the synchrony condition. These results provide a conceptual replication of previous research (Seger & Smith, SPSP 2007) which indicate that interpersonal touch by an African-American can reduce implicit prejudice toward that group.

B173

PROTOTYPICAL STANDARDS OF RACE AND GENDER: PERCEPTIONS OF BLACK WOMEN Amanda K. Sesko¹, Monica Biernat¹; ¹University of Kansas – The present work investigates perceptions of individuals belonging to multiple group identities. Given that social representations of women typically include White women, and representations of Black typically include Black men, we propose that perceptions of Black women may reflect their relative non-prototypicality as evident in 1) lack of fit with the prototype (e.g., divergent stereotypes), and 2) invisibility (Fryberg & Townsend, 2007). Studies 1 and 2 assess categorization of Black women using a name matching (Taylor et al., 1978) and face recognition task. We found that Black women's statements in a group discussion were least likely to be remembered correctly (Study 1), and that photos of Black women were least likely to be remembered

(Study 2) compared to Black men and White women and men. Thus, Black women were not given credit for statements they said and were least likely to be noticed (i.e., invisibility). In Study 3 participants evaluated White and Black female and male dyads who were described as successful teams in a male sex-typed task. While White women were rated as less influential than their White male teammates (see Heilman & Haynes, 2005); Black women were rated as more influential than their Black male teammates. In line with the non-prototypicality hypothesis, the same negative evaluations that occur for White women in the workplace did not occur for Black women (i.e., lack of fit). The importance of the non-prototypicality hypothesis for understanding both perceptions and experiences of Black women are discussed.

B174

THE EXPERIENCE AND CONSEQUENCES OF EXCLUSION IN INTERGROUP SETTINGS Lindsay B. Sharp¹, Patricia G. Devine¹; ¹University of Wisconsin-Madison – Despite widely reported egalitarian attitudes, considerable race-related tensions persist in contemporary society. Perhaps a closer look at practice, such as who we turn to for positive social relationships, could reveal how matters of race influence social reasoning and behavior in nuanced ways. According to the reconnection hypothesis proposed by Maner et al. (2007), "social exclusion increases the motivation to forge social bonds with new sources of potential affiliation". Extending this hypothesis to the study of intergroup relations, we examined how race influences a) the experience of social rejection and b) the subsequent tendency to perceive others as sources for renewed affiliation. White participants' racial attitudes were assessed, then in a separate session, participants were included or excluded by Blacks or Whites. Afterwards, participants' mood and basic needs were assessed to investigate how the experience of exclusion may be moderated by the race of those involved. Participants were then assigned a Black or White interaction partner and their desire for social reconnection via the assigned partner was measured both in the session and a week later. Findings suggest that the effects of exclusion are influenced by both group membership (excluder race) and individual differences in prejudice level. High- and low-prejudiced participants had similar reactions when excluded by Whites, but diverged in their reactions when excluded by Blacks, with the aversive impact of exclusion exaggerated for high-prejudiced participants, but quelled for low-prejudiced participants. Contributions to research concerning interracial interactions and research exploring the consequences of social exclusion are discussed.

B175

STIGMA AND REGULATORY FOCUS: IMPLICATIONS FOR AUTHENTICITY IN INTERGROUP Lindsay Shaw Taylor¹, Serena Chen¹, Rodolfo Mendoza-Denton¹; ¹University of California, Berkeley – Past research suggests that expecting to be stigmatized in social situations undermines feelings of authenticity among members of ethnic minority groups (Shelton, Richeson, & Salvatore, 2005). The current studies replicate this finding and further demonstrate that the link between expectations of stigmatization and authenticity is mediated by state regulatory focus (Higgins, 1997). Specifically, our research shows that in social situations in which minority group members might expect to be stigmatized (i.e., because of an interaction partner's outgroup membership and/or because of one's own chronic expectations), they respond by becoming less promotion focused and more prevention focused, which in turn predicts feeling less authentic. A study assessing same- and cross-race dorm roommates at two time points in the beginning of the school year also suggests that these effects might be present especially when interaction partners do not know each other well and might dissipate over time. Implications for intergroup dynamics and the development of cross-race relationships are discussed. This work represents a novel merging of the stigma and prejudice, authenticity, and regulatory focus literatures.

B176**EFFECT OF SHORT-TERM EXPOSURE TO GENDER STEREOTYPICAL MAGAZINE ADVERTISEMENTS ON IMPLICIT STEREOTYPING AND BEHAVIOR**Malgorzata Skorek¹, Yarrow Dunham¹;¹University of California, Merced – Advertising is believed to be very

powerful in shaping people's beliefs and attitudes, yet very little research exists investigating immediate effects of viewing stereotypical ads on implicit processes and behavior. In this experiment we have investigated whether brief exposure to gender dominance stereotypes presented in magazine advertisements can lead to an activation of a given stereotype and hence to gender-biased behavior. Fifty-eight undergraduate students participated in a three-stage experiment. First, in a priming task, five full-sized magazine ads were presented, embedded in two magazine articles in a computer slideshow. Ads were pre-rated as belonging to one of the three conditions: man-dominant, woman-dominant and control (equality). Afterwards, activation of an implicit stereotype of gender dominance was measured using a standard gender-stereotype Implicit Association Test. Finally, gender-biased behavior was measured in an exercise in which participants had to rate how likely each of ten male and female applicants for a managerial job is likely to be hired. The findings revealed that men showed a stronger association of the concept of dominance with men than did women, but women showed a larger hiring bias towards male applicants than did men. There were, however, no effects of advertisement type on either implicit stereotype activation or job evaluations, which may be an indication that ads are complex visual stimuli that do not automatically activate stereotypes. Follow-up work will be necessary to rule-out the possibility that design features worked against a positive finding; alternative methods for this future research are discussed.

B177**IT DOESN'T MATTER WHO YOU ARE BUT RATHER WHO YOU ARE COMPARED TO**Patricia Slavuta¹; ¹New School for Social Research,

NYC – Dehumanization is a term commonly found in literature on psychology of intergroup relations (eg. Bandura, 1990). Dehumanization

is a process in which outgroupers are portrayed as animals which not only fosters violence but also may serve as a moral disengagement strategy (Castano & Giner-Sorolla, 2006). Despite what may appear to be an obvious process in the context of intergroup conflict, little work has been done to structuralize the phenomenon of dehumanization. We argue that there is a qualitative difference in both emotional reactions and cognitive perceptions of an outgroup member dehumanized in terms such as "cockroach" than for example "fox". We tested this idea in a series of two studies. In study 1, basing on sociological and anthropological work on pictorial images of the "others", we hypothesized that the outgroupers can be dehumanized in a number of ways which differ on some crucial dimensions. In this study pictures of animals (to whom outgroupers have been commonly compared throughout the history) were judged on several dimensions including morality, dirtiness or likeability. The stereotype content model (dimensions of warmth and competence) was also researched. In study 2 – which was grounded on theoretical models – we predicted that threat and disgust are dimensions that are important in predicting pernicious motivations such as annihilation. In this study participants indicated to what extent they think particular animals, which on study 1 were perceived as threatening and/or disgusting, should be "saved" or "annihilated". Obtained data support our hypothesis. Directions for further studies and implications for genocide research will be discussed.

B178**UNFETTERED POTENTIAL FOR PREJUDICE COUPLED WITH OUTGROUP PRESENCE MAY BE REQUIRED FOR STEREOTYPE THREAT DAMAGE WITHIN IN-GROUP MINORITY TEST SETTINGS.**Lloyd Ren Sloan¹, Grady Wilburn¹, Deborah Van Camp¹, JamieBarden¹, Kristin Jones¹, Maleka Brown¹, Daniel Martin²; ¹Howard University,²California State University, Hayward – Diagnostic, stereotype-related

testing in minority settings doesn't damage performance (Sloan, 2000; Marx, 2006), but does with White test-givers, qualifying Steele and Aronson's (1995) theory. Can stereotype threat be aroused in minority settings (where it's usually absent) simply by out-group presence, or by threatened outgroup evaluation, or is White presence and substantial White control of one's evaluation necessary? Would a Black primary co-experimenter counterbalance possible concerns of biased evaluation by Whites? HBCU African-American students (n=322) completed challenging verbal (SAT) tests presented by Black or White experimenters as individually Diagnostic or Nondiagnostic. In three other Black experimenter conducted conditions, (1) a White researcher was expected to arrive and score tests with participants, or (2) a White male sat quietly near the front of the room observing, providing continuous out-group presence but with minimal expected evaluation of the minority test-takers or (3) the Black experimenter conducted the study but had a White co-experimenter deliver standard test instructions to test whether the Black experimenter's predominant presence would temper concerns of possible White experimenter bias. Solo White tester's produced stereotype threat decrements but African American experimenters didn't. Neither threatened White evaluation, nor the White male's continuous, inactive presence, nor the subordinate White co-experimenter had differential effects on performance (F<1 in all), in strong contrast to the performance damaging impact of the continuously present and evaluating solo White tester. This suggests that neither expected evaluation bias nor mere White presence can independently produce Stereotype Threat effects but that their interactive effect during testing multiplies their impact.

B179**INDECENT EXPOSURE: AN EXPERIMENTAL EXAMINATION OF SEXISM AGAINST MOTHERS WHO BREASTFEED**Jessi L. Smith¹,Kelli Paull¹, Kristin E. Hawkinson¹, Mark Wojda¹; ¹Montana State University –

When women become mothers, they are often subject to shifting

standards (Fuegen et al., 2004) and paternalistic prejudice (Cuddy, Fiske

& Glick, 2004) in which perceptions of warmth increase, but competence

decreases. We tested the hypothesis that breastfeeding mothers may be

particularly at risk for such experiences because of the objectification of

the breast (Fredrickson & Roberts, 1997). In Study 1, 30 participants (58%

female) read a resume of a woman who wrote a book about her

experiences with breastfeeding versus bottlefeeding. Results showed the

breastfeeding woman was viewed as warmer, but less generally

competent, less competent in math specifically, and as experiencing more

sexist events in her career (all p's <.05). Study 2 replicated these effects

and tested if they were specific to the breast. Participants (n = 55, 68%

female) interacted with a confederate who received a phone call in which

the message (accidentally played on speakerphone) drew attention to her

either as: a mother, a mother who breastfeeds, a woman with breasts, or a

neutral message. Results showed the breastfeeding confederate was rated

warmer than all others. However, she was rated significantly less

generally competent, less competent in math, less capable in the working

world, and less likely to be hired compared to all other conditions, except

for the breast-only condition. Importantly, the breastfeeding mother

emphasis and the breast-only emphasis resulted in equally (negative)

evaluations. Results suggest that although breastfeeding may be

economical, healthy, and politically correct, the social psychological cost

is still great.

B180

PREACHING TO AND BEYOND THE CHOIR: SELECTIVE EXPOSURE TO PREJUDICE REDUCTION EFFORTS Sara J. Smith¹, Jessica L. McManus¹, Danielle C. Zanotti¹, Donald A. Saucier¹; ¹Kansas State University—Prejudice reduction techniques typically attempt to make prejudiced thoughts and feelings less so, and often employ voluntarily attended lectures and workshops. However, according to selective exposure theory (Sears & Freedman, 1967), individuals prefer information consistent with their pre-existing beliefs, such that prejudiced individuals may avoid information that contradicts their prejudice. This study explored whether the race of a lecturer would have an effect on whether prejudiced individuals would attend a lecture promoting nonprejudice. White participants (N = 77) completed the modern racism scale (MRS), read an announcement for a visiting lecturer who would be discussing prejudice research, and completed items assessing their intention to attend the lecture, how important they felt the lecture was, the quality of the research, and their overall feelings about the lecture. Results revealed that MRS scores were negatively related to intent to attend the lecture, importance of the lecture, quality of the research, and overall feelings about the lecture. Whether the lecturer was an ingroup or outgroup member had no effect on the participants' overall reactions to and ratings of the lecture. Further, no interactions were found between the lecturer's race and participants' MRS scores. These results are consistent with selective exposure theory and suggest that individuals who have higher levels of prejudice may be unlikely to attend a lecture on prejudice, regardless of the lecturer's race. This implies that efforts to preach beyond the choir may be thwarted by those most in need of intervention.

B181

GETTING READY FOR CONTACT: THE EFFECTS OF MENTALLY SIMULATING INTERGROUP INTERACTIONS ON CONTACT SELF-EFFICACY Sofia Stathi¹, Richard Crisp¹, Michael Hogg²; ¹University of Kent, ²Claremont Graduate University—Current research suggests that the mental simulation of intergroup contact --imagined contact (IC) -- is found to have positive effects on attitudes towards outgroups (Stathi & Crisp, 2008; Turner, Crisp, & Lambert, 2007). In this research we focused on Westerner-Muslim relations and explored how IC might work as a preparatory measure, leading to perceptions of greater contact self-efficacy (i.e., the belief in one's ability to deal successfully with -- intergroup-- interactions). In Study 1 (N = 87) we employed a correlational design and confirmed that real positive contact improved outgroup evaluations via increasing contact self-efficacy. In Study 2 (N = 95), we looked at whether the focus of the imagined task (group-based vs. person-based vs. control) and instructions for specificity had an effect on contact self-efficacy. In line with our hypotheses, we found that the levels of reported contact self-efficacy were higher under the specificity condition compared to when there were no instructions for specificity, both in the group-based and in the person-based IC conditions. The results indicated that, compared to the control conditions, under group- or person- based IC and specificity we observed the higher levels of contact self-efficacy. The findings are discussed in the context of this new prejudice-reduction intervention that represents both a versatile experimental paradigm for investigating the extended and indirect impacts of social contact, as well as a flexible tool for practitioners and policy makers in their efforts to promote tolerance for multicultural diversity.

B182

THE ROLE OF INTERGROUP PROCESSES IN MENTAL STATE DECODING: ADDRESSING THE INTRACULTURAL ADVANTAGE Michael T. Stevenson¹, Reginald B. Adams Jr.¹; ¹The Pennsylvania State University—Nonverbal sensitivity lies at the very core of smooth social communication and cohesion. As the ability to accurately read one another's behavior breaks down, so too does smooth social interaction.

Past research has suggested that basic emotion perception is largely universal across cultures, though cultural advantages have also been documented. In our own research, we have demonstrated that there is a striking intracultural advantage for complex mental state decoding across Japanese and U.S. samples. The goal of the present research was to identify how this ability may be affected by the perceived ingroup/outgroup status of those doing the communicating. To do this, we utilized explicit arbitrary group memberships (university affiliation) and assessed explicit identification (school pride) with these groups. White participants low in school pride showed the same intracultural advantage as we previously found by more accurately decoding the mental states of White than of Japanese targets. However, for White participants high in school pride, the previously apparent intracultural advantage disappeared for faces perceived to be of the same university affiliation. This finding speaks to the idea that one's motivation to accurately process the mental states of others is based at least partially on a perceived ingroup versus outgroup categorization, and that these category lines need not be drawn according to race or culture.

B183

IF SHE=MATH, THEN MATH=ME: WOMEN'S IMPLICIT RESPONSE TO GENDER-COUNTERSTEREOTYPIC CUES Jane Stout¹, Nilanjana Dasgupta¹, Matthew Hunsinger¹; ¹University of Massachusetts - Amherst—Two studies assessed the impact of gender-stereotypic versus -counterstereotypic cues on math-identified women's self-relevant implicit cognitions. We hypothesized that exposure to gender-counterstereotypic versus -stereotypic cues in a quantitative academic context would enhance women's implicit identification with and attitudes towards math. Eighty female quantitative majors encountered a male or female math-oriented peer (Study 1) or read a series of biographies of successful female engineers, male engineers or engineered products (control condition; Study 2). Next, participants completed two Implicit Associations Tasks that assessed implicit identification with and attitudes towards math. In Study 1, a one-way Analysis of Variance revealed that participants implicitly identified more strongly with math in the female compared to male experimenter condition, $F(1,33) = 5.58$, $p = .02$, $d = .15$ and tended to hold less negative implicit attitudes towards math in the female versus male experimenter condition, $F(1,33) = 2.83$, $p = .10$, $d = .08$. In Study 2, a planned contrast revealed that participants in tended to implicitly identify more strongly with math in the female biography condition than did participants in both the male biography condition and control conditions, $t(50) = 1.83$, $p = .07$, Cohen's $d = .52$. Participants also held less negative implicit attitudes towards math in the female biography condition compared to the male biography and control conditions, $t(50) = 2.05$, $p = .05$, Cohen's $d = .58$. Together, these findings suggest that exposure to others who falsify the gender-stereotype that math=male may enhance women's implicit identification and attitudes towards quantitative domains.

B184

HAPPY TO PUNISH YOU: MOOD MODERATES THE RELATION BETWEEN IMPLICIT PREJUDICE AND INTERGROUP DISCRIMINATION Laura M. Strain¹, Allen R. McConnell¹; ¹Miami University, Oxford, OH—Those in happy moods reveal heuristic processing such as greater stereotyping (Bodenhausen, Kramer, & Susser, 1994), whereas those in sad moods show the opposite (i.e., more systematic processing; Bodenhausen, Shepard, & Kramer, 1994). But how does mood affect the basis for such social judgments? In the current study, we assessed 52 Caucasian undergraduates' implicit prejudice (Implicit Association Test) and explicit prejudice (semantic differentials and feeling thermometers for attitudes toward Blacks and Whites). As a between-subject manipulation, positive or negative mood was induced by having participants write about either a happy or sad life event. Finally, participants judged student court cases involving either a Black or White defendant (manipulated between-subjects) accused of assault, providing

ratings of defendant guilt and punishment. For those relatively greater in implicit prejudice against Blacks, judgments were harsher toward Black (relative to White) defendants regardless of mood state, showing general discrimination against a racial outgroup. For those with relatively more positive implicit attitudes toward Blacks, judgments were moderated by mood state. Specifically, those in happy moods showed biased judgments against Blacks (consistent with heuristic processing), whereas those in negative moods showed less bias against Black (relative to White) defendants (consistent with effortful correction; Wegener & Petty, 1997). Explicit racial attitudes were unrelated to target judgments regardless of mood state. Thus, it appears that positive moods encourage individuals to rely on their nonconscious attitudes in social judgments and negative moods encourage correction but only for those whose nonconscious prejudice is more positive toward outgroup members.

B185**THE BLACK SHEEP EFFECT AND THE DEVIL PROTECTION EFFECT: UNDERSTANDING WHY WE DEROGATE SOME IN-GROUP DEVIANTS AND PROTECT OTHERS**

Joy Stratton¹, Norman Miller¹; ¹University of Southern California – Real world phenomena suggest that the same deviant target can evoke disparate responses from other in-group members. In the case of Ted Haggard, an evangelical leader who admitted to homosexual activities, some evangelical Christians openly derided him and called for his expulsion from the religious organization in a manner much harsher than their treatment of non-evangelical homosexuals (the black sheep effect), whilst others publicly announced their forgiveness of him and their support and love for him (the devil protection effect). We hypothesized that the type of identification the perceiver has with the in-group moderates the treatment of in-group deviants relative to similarly deviant out-group members. Thus, we manipulated target group membership (in-group member, out-group member) and participants' type of group identification (personal connection to group identification, positivity identification) using a bogus pipeline procedure. We predicted and found that persons who identify highly with a group because they feel a strong connection to the ideology associated with the group (connected identifiers) are more likely to exhibit the devil protection effect and to show group solidarity when threats to the group's identity exist by upgrading the in-group deviant relative to the out-group deviant (even though the group threat stemmed from the actions of that member). In contrast, persons who identify highly with a group because of its positive image (positivity identifiers) were expected to show the black sheep effect and derogate the in-group deviant in relation to the out-group deviant (no differential evaluations were found between the in-group and out-group conditions).

B186**EVALUATING STEREOTYPE THREAT IN BICULTURAL, MEXICAN-AMERICAN INDIVIDUALS**

Garrett Strosser¹; ¹New Mexico State University – Working from the premise that bicultural individual have two separate cultural representations of the self (Hong, Morris, Chiu, & Benet-Martinez, 2000), two hypotheses about bicultural, Mexican-American identity and stereotype threat were tested; a resistance hypothesis and a susceptibility hypothesis. The resistance hypothesis draws from research on biracial individuals (Shih, Bonam, Sanchez, & Peck, 2007) and predicts that bicultural, Mexican-American individuals should be resistant to stereotype threat situations in which the negative stereotype is solely about either their American or Mexican cultural identity. The susceptibility hypothesis draws from stereotype threat research (Spencer, Steele, & Aronson, 2002) that shows that an individual needs to belong to a particular group in order to be impacted by related-negative stereotypes to cause decrements in performance. This hypothesis predicts that bicultural, Mexican-American individuals should be susceptible to stereotype threat situations in which the negative stereotype is about either their American or Mexican cultural identity. Self-identified, bicultural Mexican-American and monocultural

European-American participants read information describing an international study of the relatively poor mathematical performance of one of three countries; the United States, Mexico, or Indonesia (control). Participants then completed a timed, practice version of the quantitative section of the GRE. The results show that while monocultural, European-American participants performed worse when the negative U.S. stereotype was made salient, relative to their performance in the negative Mexico stereotype condition, Mexican-American participants showed no susceptibility to stereotype threat under any of the three conditions, thus supporting the resistance hypothesis.

B187**MOTIVATIONAL INFLUENCES ON THE POST-SUPPRESSION REBOUND IN GENDER STEREOTYPES**

Yoshika Tadooka¹, Koji Murata¹; ¹Hitotsubashi University – Suppressing stereotypic thoughts ironically leads to a rebound effect, that is, increasing stereotypic accessibility and use after suppression. Past findings suggested that motivation to suppress stereotypes moderate the rebound effect. Gordijn, Hindriks, Koomen, Dijksterhuis Van Knippenberg (2004) showed that participants with high internal motivation (IMS) to respond without prejudice required no additional regulatory resources to suppress stereotypes, nor did they experience the rebound effect. We tried to replicate this research in the context of gender stereotypes. A model of stereotype content indicate that stereotypes consist of competence and warmth dimension, then women are likely to regarded as being nice but incompetent. So we tried to investigate the influence of suppression motivation on both competence-related and warmth-related traits of stereotypes of the traditional women. First, participants were shown a photograph of the traditional woman who put on an apron. They were asked to imagine for her to do a part-time job, and to describe it in 5 minutes. Half of them were instructed to avoid thinking stereotypes about her incompetence in the description, others were not. After filler task, participants rated another woman on 20 items which were related to competence and warmth. As predicted, on competent-related traits, the rebound effect was found only among participants with low IMS scores. In contrast, on warmth-related traits, EMS scores moderated its ratings. That is, IMS moderated the rebound effect on competent-relative traits, whereas EMS moderated the perception of warmth-related traits. The relation between suppression motivation and stereotype content was discussed.

B188**WHAT KIND OF SOCIETY MAKES ONE TO CARE ABOUT INGROUP'S STATUS? A SOCIO-ECOLOGICAL APPROACH**

Kosuke Takemura¹, Masaki Yuki¹; ¹Hokkaido University – Compared with East Asians, North Americans are more strongly concerned about the relative standing of their ingroups compared to outgroups (Takemura, Yuki, Maddux, & Ohtsubo, 2007). From the socio-ecological perspective, we propose that cultural difference in intergroup comparison orientation (ICO) may be due to differences in a social structural factor called relational mobility (RMob), defined as the amount of opportunities to form new relationships in a given society. North America is a typical society high in RMob – people constantly meet strangers, and try to select more desirable relationship partners. In this fast-moving 'interpersonal market,' group memberships are used as a cognitive shortcut to predict others' worthiness as potential partners. Looking at this process from the selectee's point of view, one must be careful about the relative standing of one's ingroup compared with outgroups, and if the ingroup found to be inferior, one must leave it or improve it. In short, the higher the chances of meeting strangers and of being judged by them based on group memberships are, the stronger ICO will become. We conducted an experiment in Japan to test this hypothesis (N = 82). We found that, as predicted, Japanese participants' ICO, which was low by default, became higher when they expected to interact with a stranger afterwards. However, this high ICO became lower when they expected to meet a friend and when they were notified that the stranger knew about their

personality, where, in both cases, the partner did not need membership information to judge the participant.

B189

RACIAL DIFFERENCES IN THE EXPERIENCE OF & BEHAVIORAL RESPONSES TO BEING RENDERED INVISIBLE Judy Y. Tan¹, Felicia Pratto¹; ¹University of Connecticut – Minority group members experience prejudice in often subtle ways. The term invisibility is used to refer to repeated experiences of being disregarded, overlooked, and/or bypassed by members of dominant groups in common interpersonal interactions (e.g., Franklin, 1999; Sue et al., 2007). However, no empirical work to date has directly examined the psychological and behavioral processes of being rendered invisible. Two studies were conducted to investigate the occurrence, nature, and effect of invisibility. Study 1 was an online survey of narrative accounts from 349 individuals (mean age=32.2 years; 75% female; 60% White). Of these, 74% of respondents reported having been rendered invisible by someone else, yet less than a third (28%) attempted to confront the renderer. Study 2 was a laboratory experiment in which 60 African-, Asian-, and White American undergraduates were experimentally rendered invisible by study confederates, and their behaviors videotaped and coded. Coded behaviors included eye contact, body posture, and speech initiation; participants were also rated on assertiveness, dominance, and vigilance. There was a significant race difference on rejection sensitivity, and participants who were higher in rejection sensitivity exhibited more self-conscious and passive-aggressive attention-seeking behaviors, were less adept at managing being slighted, and were more vigilant. Although most participants indicated in debriefing that they noticed being slighted, only 1 spontaneously remonstrated on an anonymous Comment Card administered before debriefing. Attributions, affective and coping responses, and behavioral correlates of status-based rejection are discussed with respect to everyday experiences of interpersonal slights.

B190

PERSPECTIVE-TAKING HEIGHTENS IMPLICIT AND EXPLICIT SENSITIVITY TO RACIAL DISCRIMINATION Andrew R. Todd¹, Galen V. Bodenhausen¹, Adam D. Galinsky¹; ¹Northwestern University Kellogg School of Management, ²Northwestern University – Despite the continuing, adverse impact of racial discrimination on the lives of Black Americans, denial of such bias has become commonplace. Given this state of affairs, what types of interventions can be implemented to overcome the pitfalls associated with discrimination denial? Two experiments examined the efficacy of perspective-taking—the active consideration of others' thoughts and feelings and how they are affected by their circumstances—for increasing sensitivity to contemporary racial discrimination. Experiment 1 showed that non-Black participants who adopted the perspective of a Black target were more likely than non-perspective-takers to explicitly acknowledge the existence of ongoing racial discrimination. However, no differences in perceived racial discrimination emerged when participants took (versus did not take) the perspective of a White target. Furthermore, perspective taking did not induce more liberal responding overall. Experiment 2 revealed that perspective-taking also heightened implicit associations between Black Americans and oppression, suggesting that the effects of perspective-taking extend beyond participants' deliberative judgments. The collective findings suggest that, rather than eliciting a general empathic mindset that influences perceptions of a wide range of social targets, perspective-taking produces target group-specific benefits that are reflected in both deliberative and automatic reactions. Possible implications of the greater sensitivity to the discriminatory barriers produced by perspective-taking are discussed.

B191

EXPECTING TO BE OR BEING THE TARGET OF SEXISM? CHRONIC PREJUDICE EXPECTATIONS MODERATE WOMEN'S HORMONAL AND PSYCHOLOGICAL REACTIONS TO SEXISM

Sarah S. M. Townsend¹, Brenda N. Major¹, Wendy B. Mendes²; ¹University of California Santa Barbara, ²Harvard University – The perception that one is or could be the target of sexism is driven by characteristics of both the situation (e.g., signs that an outgroup member is prejudiced) and the individual (e.g., chronic prejudice expectations; CPE). The current study examines how chronic beliefs moderate psychological and hormonal responses to sexist versus merit-based rejection. European American female participants (N = 50) interacted with a male European American confederate after receiving information that he was, or was not, sexist. Specifically, participants heard negative feedback from the confederate that he would not select them for a desirable position due to either sexist (i.e., like most girls, she is too emotional) or merit-based (i.e., she performed poorly on a test) reasons. As predicted, participants' CPEs moderated the impact of the sexist vs. merit feedback on cortisol reactivity and levels of suspicion, reported both pre- and post-interaction. When rejected due to sexism, participants with high CPEs showed elevated cortisol reactivity, compared to participants with low CPEs. When rejected due to merit, however, participants' CPEs were not significantly associated with cortisol reactivity. Self-reported levels of suspicion mirrored this pattern of results. When rejected due to sexism, participants with high CPEs reported greater suspicion relative to those with low CPEs. When they were rejected due to merit, participants' CPEs did not significantly predict reported suspicion. Importantly, participants' hormonal reactions can have consequences for their physical health. Increased cortisol reactivity, if chronic, can lead to heightened risk for several negative health outcomes.

B192

THE INTERPERSONAL PROCESS OF MODEL OF INTIMACY IN DEVELOPING INTERRACIAL FRIENDSHIPS

Thomas E. Trail¹, J. Nicole Shelton¹; ¹Princeton University – Much is known about the psychological processes that foster intimacy in relationships. However, less attention has been paid to the processes that govern interracial relationships. Are the processes that regulate interracial relationships the same as those that govern same-race relationships, or do interracial relationships develop via different mechanisms? The current study sought to address this question by examining interracial and same race friendships. We asked Black and White participants to choose one Black and one White acquaintance who they did not know very well, but wanted to become friends with over time. Every two weeks for 10 weeks, participants completed a questionnaire about the nature of the interactions they had with these two people during the past two weeks. Based on Reis and Shaver's (1988) intimacy model, we asked participants to rate their level of self-disclosure in the relationship, each friend's level of self-disclosure, the perceived responsiveness exhibited by each friend, and relationship intimacy. Results revealed that self-disclosure, friend-disclosure, partner responsiveness, and intimacy were all lower in interracial friendships compared to intra-racial friendships. The processes that determine intimacy between intra-racial and interracial friends were similar: self-disclosure and friend-disclosure both enhanced intimacy, and perceived partner responsiveness mediated these relationships. However, perceived partner responsiveness was more important to Whites in interracial friendships compared to Blacks in interracial friendships. Thus, although interracial friendships had lower levels of disclosure and intimacy, both inter and intra-friendships developed via similar processes, with only slight differences in emphasis between White and Black participants.

B193**INTEGRATING INTERPERSONAL AND INTERGROUP PERSPECTIVES: CROSS-GROUP FRIENDSHIP AS A MEANS OF REDUCING PREJUDICE**

Rhiannon Turner¹; ¹Institute of Psychological Sciences, University of Leeds – Friendships that develop between members of different groups are particularly effective at reducing intergroup prejudice compared to other forms of intergroup contact (Pettigrew, 1997). One process that underlies this relationship is self-disclosure, the reciprocal presentation of information that is of an intimate nature to another person. Self-disclosure features prominently in theories of friendship development, which argue that interpersonal attraction develops as a result of an escalation of the breadth and intimacy of the information that two individuals reciprocally disclose to one another (Reis & Shaver, 1988). Recent research has shown that the frequency with which people self-disclose to outgroup friends predicts more positive outgroup attitudes (Turner, Hewstone, & Voci, 2007). To date, however, research has not considered the content of self-disclosures during cross-group friendships. A longitudinal diary study was conducted among first year undergraduate students to investigate the effect of the breadth and intimacy of self-disclosures on outgroup attitudes. Participants kept a weekly diary of their disclosures to and from a self-nominated new friend, who was either an ingroup member or an outgroup member, for their first six weeks at university. They also completed a series of measures regarding the perceived breadth and intimacy of each instance of self-disclosure, attitude towards the nominated friend, and attitude towards a variety of groups. The findings shed light on how cross-group friendships develop over time, and what aspects of cross-group friendship and self-disclosure are associated with reduced prejudice.

B194**PERCEPTIONS OF PAST, PRESENT, AND FUTURE RACIAL GAPS**

April Utt¹, Ashley Evans¹, Philip Mazzocco¹; ¹Ohio State University at Mansfield – We asked 194 white college participants to estimate/project black vs. white statistical disparities and opportunity gaps at ten year intervals between 1870 and 2050 (including 2008). In general, participants perceived racial gaps (statistical and opportunity) as gradually narrowing between 1870 and present day, and predicted they would continue to decrease in the future. However, we also uncovered significant cubic trends for both sets of estimates indicating a perception that gaps closed especially quickly between about 1950 and 2000. Consistent with other work in this area, individual differences in perceptions regarding how much progress has been made from various points in the past (i.e., how far we have come) were more predictive of affirmative action attitudes than perceptions regarding future change. These basic patterns of estimates and correlations differed, however, based on individual differences in level of black warmth and symbolic racism. For example, differences between past and present perceptions of racial gaps were predictive of affirmative action attitudes only for those low in black warmth. Also, although up until 1940 level of symbolic racism did not predict estimates of racial gaps, following 1940 those high in symbolic racism produced significantly lower estimates of racial gaps, consistent with their beliefs regarding racial parity. The implications of our findings for both measuring and understanding perceptions of racial disparities are discussed.

B195**A STATUS ACCOUNT OF THE STEREOTYPES OF OBESE INDIVIDUALS**

Lenny R. Vartanian¹, Keri M. Silverstein¹, Emily E. Kaier¹; ¹Syracuse University – Negative attitudes and stereotypes about obese individuals are widespread in our society. Obese people experience bias and discrimination in almost every facet of their lives, including employment settings. Research has shown that some of the stereotypes that are applied to particular social groups are based on perceptions of the relative social status of those groups. The present studies examined the role of social status in the stereotypes of obese individuals. Study 1

showed that obese individuals were perceived as having lower social status relative to normal weight individuals. In addition, perceptions of obese individuals' social status were related to stereotyping obese individuals as more lazy, sloppy, and overindulgent, and as less disciplined and less self-confident than normal weight individuals. In Study 2, participants were shown an employee profile card accompanied by a photograph of an overweight or lean target individual. The target individual's occupation was also varied to represent a relatively high-status job (e.g., lawyer) or a relatively low-status job (e.g., legal clerk). Heavier targets were rated as more overindulgent, and as less disciplined and less self-confident than leaner targets, regardless of their social status. However, heavy targets were rated as less sloppy and less lazy when they were described as being relatively high-status than when they were described as being relatively low-status. Lean targets were rated as less lazy and less sloppy than heavy targets, and those ratings were unaffected by their social status. The results of these studies provide preliminary support for a status account of obesity stereotypes.

B196**CONTACT IN SPORT TEAMS: CONSEQUENCES FOR PREJUDICE AND SELF-ESTEEM**

Loris Vezzali¹, Dino Giovannini¹, Andrea Pintus¹; ¹University of Modena and Reggio Emilia – There is wide consensus on the idea that contact, under optimal conditions, has the potential to reduce prejudice (Pettigrew & Tropp, 2006). Much less contact research, however, addressed the impact of contact on variables concerning the self, like personal self-esteem resulting from encounters with outgroup members. On the basis of the literature, it is possible to hypothesize that contact has positive consequence on both self-esteem and intergroup attitudes, and that these relationships are driven by distinct processes. In particular, contact may affect self-esteem through a more favorable intergroup climate; contact should instead reduce prejudice by increasing the interest in spending time with outgroup members. To test these hypotheses, two studies were conducted. Participants were Italian adolescents (males playing in soccer teams in the first study; females playing in volleyball teams in the second study) belonging to sport teams including both Italian and immigrants players. The instrument used was a questionnaire. Results supported our hypotheses, suggesting that contact has positive consequences both for the self and for intergroup relations and that qualitative distinct processes drive these effects.

B197**WALKING DOWN CASTRO STREET: THE ROLE OF GAY SALIENCE IN FEMININE PROFESSIONS**

Jill Wagaman¹, Jessi L. Smith¹; ¹Montana State University – Based on the Stereotyped Task Engagement Process model (Smith, Sansone & White, 2007), we tested whether and how gay salience (GS) results in a perceived stereotype misfit to impact men's (but not women's) intrinsic motivation and task performance. In Study 1, participants (n=38, 50% female) were told the study was sponsored by a gay rights versus neutral organization. Participants then assumed the role of teacher by judging children's emotions and creating bulletin boards. A 2(gender) x 2(GS) interaction emerged such that men under GS were the least creative, had poor empathic accuracy, and expressed low intrinsic motivation (p's < .05). Study 2 included a fit condition and used different operationalizations. For half the participants (n= 98, 50% female), the study was introduced in the presence of gay pride ornamentations. With a confederate posing as the patient, participants then engaged in a series of medical tasks (e.g., blood pressure, case history) framed as feminine (nursing), masculine (doctor), or neutral (medical professional). A significant 3(task type) X 2(gender) X 2(GS) interaction emerged such that men under GS in the nursing condition expressed the lowest levels of interest, task involvement, and future motivation (p's < .05) and exerted marginally less effort taking the patient's case history (p = .064). Taken together, results suggest that self-imposed heterosexism leads men to perceive a stereotype misfit. This is one possible reason why men tend to avoid

feminine professions. Our discussion focuses on potential mechanisms (i.e. stigma consciousness) and theoretical extensions for non-competence based stereotypes.

B198

A COMMON PROCESS IN DISPARATE CONTEXTS OF STEREOTYPE THREAT? Nicole Walden¹, Ronald Friedman¹; ¹University at Albany, The State University of NY – A seminal study by Steele and Aronson (1995) found that African-Americans and women, targets of negative stereotypes about intellectual ability, experienced performance decrements if they believed a test was diagnostic of the stereotyped ability, or if they were reminded of group membership. Curiously, since then Stereotype Threat (ST) has been induced under various seemingly disparate conditions: when a task is described as diagnostic, when stereotypes are salient, when group membership is salient, and/or when performance is public to an outgroup who may endorse the stereotype. The present research investigates this issue by examining the effects of racial priming on perceptions of task diagnosticity. 185 undergraduates were primed with either a White or Black face, and rated the degree to which performance on a range of tasks measures intelligence. Black students who viewed a White face reported that others would perceive the tasks as more diagnostic of intelligence, and be more likely to infer a lack of intelligence from poor performance, compared to Black students who viewed a face of their own race. Conversely, White students rated the tasks as more diagnostic after viewing a Black face, relative to those who viewed a face of their own race. These results suggest that perceived test diagnosticity, and perceived likelihood of others viewing a task as diagnostic, may be manipulated not only directly through explicit statements, but also indirectly through salience or presence of specific racial outgroup members. This process could potentially constitute a common thread linking the diverse contexts of ST induction.

B199

POSITIVE STEREOTYPES - NOT SO POSITIVE: BLAMING MOTHERS FOR FAILING TO FULLFILL THE NURTURING STEREOTYPE Amy S. Walzer¹, Alexander M. Czopp²; ¹University of Toledo, ²Western Washington University – Prescriptions about groups dictate what group members should do based on stereotypes. Fiske and Stevens (1992) suggest that benevolent gender stereotypes are especially prescriptive because we have extensive exposure to members of gender groups while having less exposure to other groups (i.e., racial groups). Because of these expectations group members may be evaluated negatively for not living up to their positive stereotypes. Non-traditional women (i.e., professional women) who violate expectations of being nurturing are met with hostility (Glick & Fiske, 1997). The current study examines if positively stereotyped groups are blamed more than non-stereotyped groups for not fulfilling their stereotypes. Three hundred thirteen participants imagined they were on the jury for a case in which a mother or father accidentally left their baby in the car on a hot day and the baby died of hyperthermia. Participants indicated how much they blamed the parent for the death of the child, how good of a parent the target was, and how long they believed their jail sentence should be. Consistent with our hypothesis, participants blamed the mother more for the death of the child and thought the mother was less warm than the father. Male participants punished the mother more than the father by sentencing her to longer in prison. For men, how good of a parent they believed the target to be mediated their prison sentencing.

B200

ENCOUNTERING POTENTIAL MICROAGGRESSIONS: WITHIN-PERSON ANALYSIS OF THE LINK BETWEEN RACE ATTRIBUTIONS AND NEGATIVE EMOTIONS Jennifer Wang¹, Janxin Leu¹, Yuichi Shoda¹; ¹University of Washington – This current research describes a highly repeated, within-persons approach examining an individual's association between making race attributions and emotional intensity to

potential racial microaggressions (Sue, Capodilupo, Torino, Bucceri, Holder, Nadal, & Esquilin, 2007), such as being ignored for service at a restaurant and being rejected at a party. We hypothesized that racial minorities would likely attribute the experience of potential microaggressions to their race and report greater negative emotional intensity when making such attributions. Asian American (N = 181) and White American (N = 151) college participants read and imagined themselves in 12 vignettes involving potential microaggressions and rated their interpretation and emotional responses to these situations. Consistent with the experience of being racial minorities in the U.S., even though race was not mentioned at all in these situations, Asian Americans were more likely to attribute the situations to race compared to non-race indicators (e.g., gender or age) and reported greater negative emotional intensity, particularly anger, when making race attributions. Both of these effects were significantly weaker among White Americans. The attributions racial minorities make to account for potential microaggressions and the emotions that are associated with such attributions may have implications on emotional health and well-being, especially when these situations are repeatedly experienced over time.

B201

NEGATIVE STEREOTYPES AND IMPLICIT THEORY INFLUENCE BENEVOLENT PREJUDICE TOWARD ABORIGINAL CANADIANS Cherie D. Werhun¹, April J. Penner¹; ¹University of Winnipeg – In Canada, Aboriginal people are highly negatively stereotyped as lazy, dirty, and unintelligent (Kirby & Gardner, 1973), however little research has investigated contemporary behavioral manifestations of this stereotype. In line with Benevolent Sexism theory (Glick & Fiske, 2001), we investigated the extent to which Aboriginal Canadians would be subject to Benevolent Prejudice, or seemingly positive behaviors that are motivated by patronizing beliefs and negative stereotypes (Jackman, 1994), from non-Aboriginal Canadians. We also examined the extent to which benevolent prejudice would be moderated by implicit theories (Entity versus Incremental) regarding intelligence (Chiu, Hong & Dweck, 1997). In a 2 (Stereotype: Prime vs. No Prime) x 2 (Theory: Entity vs. Incremental) x 2 (Race: Aboriginal vs. Caucasian) between-subjects design, non-Aboriginal participants were primed or not primed with a negative Aboriginal stereotype and an entity or incremental implicit theory before evaluating an Aboriginal or Caucasian student in a mock team environment. Consistent with a Benevolent Prejudice perspective, when primed with the Aboriginal stereotype, only participants holding an entity theory expressed a) less willingness to recommend the Aboriginal compared to Caucasian student to their team but also a b) greater desire to help the Aboriginal compared to the Caucasian candidate, if the candidate was selected by the researchers to be on the participant's team, despite both candidates presented with identical performance information. By drawing attention to the patronizing nature of seemingly helpful behavior we offer theoretical and real-world implications for future research on the insidious nature of benevolent forms of prejudice.

B202

DETECTING RACIAL IDENTITY: THE ROLE OF PHENOTYPIC STEREOTYPICALITY Clara Wilkins¹, Cheryl Kaiser¹, Heather Rieck²; ¹University of Washington, ²University of California Santa Barbara – Perceptions of minorities' level of racial identity have important consequences for intergroup relationships (Dovidio, Gaertner, Shnabel, Saguy, & Johnson, in press; Kaiser & Pratt-Hyatt, in press). However, little is known about how those perceptions arise. Can people accurately detect others' racial identity and, if so, what factors are used to draw inferences about identification? The current studies provide evidence that phenotypic stereotypicality (PS), the degree to which an individual looks like a prototypical member of his or her racial group, shapes assumptions about racial identification. In Study 1, participants (N=96) viewed photographs of a Black target who was either high or low in PS and then

reported their estimates of the target's racial identification level. Participants perceived high PS targets as more racially identified than low PS targets. In Study 2, images of Black (N=15) and Latino (N=36) individuals, who previously completed racial identity measures, were rated on PS and inferred racial identity by two independent sets of judges. Judges reliably detected targets' identification level, as perceived identity scores correlated with targets' actual identity. Additionally, PS scores were positively correlated with the targets' self-reported identification as well as judges' ratings of targets' racial identity. These findings suggest that PS is an important predictor of identity. These results help illuminate the perceptions and consequences of individual differences in racial identification and PS.

B203

HOW TO MAKE AFRICAN AMERICANS THINK YOU ARE PREJUDICED (OR NOT PREJUDICED) *Matthew P. Winslow¹, Aaron Angela²,¹Eastern Kentucky University, ²Bluegrass Rape Crisis Center* – Several lines of research explore how people detect prejudice in another person. While some researchers have used minority group members as participants many have also constructed experimental stimuli for participants to respond to. The current study, in part, follows an open-ended approach in order to elicit from minority group members those behaviors that they believe indicate a prejudiced or non-prejudiced attitude, resulting in more ecologically valid results. Coding of responses from students at a comprehensive regional university (N = 114) and a historically Black university (N = 133) identified name-calling, stereotyping, and rude behavior as the three most common behaviors that indicated a White person was prejudiced. Positive behaviors, equal treatment, addressing prejudice, and seeking out interactions with minorities were the most common types of responses that indicated a White person was not prejudiced. In addition, results of an experiment embedded in the survey indicate that African Americans perceive White Americans who verbally deny that they are prejudiced and/or claim to have African American friends as just as or more prejudiced than Whites who make no such claims. Respondents advised Whites to be themselves, engage in positive behaviors towards African Americans, and treat everyone equally in order to convey their nonprejudiced attitude. Overall the data suggest that verbal behaviors can indicate prejudice, but that actions are required to convey nonprejudice. Implications for navigating the tangled thicket of interracial interactions are discussed.

B204

MOTIVES UNDERLYING GENDER DIFFERENCES IN ADOLESCENT SEXUAL PREJUDICE: A CASE OF SOCIAL DOMINANCE ORIENTATION AND CONTACT *Michele Wittig¹, Negin Ghavami^{2,1}, Jessika Mata¹,¹California State University, Northridge, ²University of California, Los Angeles* – Drawing on Social Dominance Theory (Sidanius & Pratto, 1999) and Contact Theory (Allport, 1954), we developed and tested a model of the relationships among gender, beliefs in social hierarchy, acquaintance with gay men and lesbians and adolescents' attitudes toward them. Analyzing data from a four-wave longitudinal study of over 400 ninth grade boys and girls, our results replicated previous gender differences found among adults: boys reported significantly more negative attitudes toward gay men than toward lesbians, but girls did not. Furthermore, consistent with SDT, individuals who scored high in social dominance orientation (SDO) reported significantly more negative attitudes toward gay men than toward lesbians. Multiple regressions were used to test the extent to which gender differences in adolescents' attitudes toward two target groups (gay males and lesbians) could be explained by SDO and acquaintance with a target person. Results showed that higher SDO and lack of acquaintance with a target member helped explain the relationship between gender and greater negativity toward gay men (as measured by items ATGL). In contrast, attitudes toward lesbians were partially mediated by SDO, but not by level of acquaintance. Furthermore, for both

target groups, both SDO and lack of acquaintance significantly added to the prediction of attitudes, in the expected direction. Total R2 for the model predicting attitude toward gay males was 27.3 %, while for the model predicting attitude toward lesbians was 11%. Implications of the results of our model-testing provide important insights into the nature of adolescent sexual prejudice.

B205

FROM THE ASIAN-AMERICAN MALE PERSPECTIVE: SCARCITY AND COMPETITION AS MOTIVATIONS TO OPPOSE INTERRACIAL ROMANCE *Curtis Yee¹, David Sears¹,¹University of California, Los Angeles* – This study looks at Asian-American men's attitudes toward interracial romance, considering the strong rate of outdating by Asian-American women. We tested the hypothesis that issues of scarcity and a competitive mindset leads to a Realistic Group Conflict situation, which engenders negative attitudes towards interracial romance from Asian-American men. Increasing the perceived level of intergroup competition also leads to a heightened sense of ingroup identity and Social Dominance Orientation. In this study, 50 Asian-American male college students were asked to report their attitudes towards interracial romance, and ethnic social identity. Half the group were primed of scarcity and competition, by first reviewing a bogus Census bureau report on interracial marriage, where the statistics of Asian-American women out-marrying were elevated (e.g. 75% outmarry rate). The other half read a report with lower levels of out-marrying. The participant's own dating history was also collected as a moderating variable. Results confirmed that participants who were primed of the intergroup competition exhibited higher levels of opposition towards interracial romance, in terms their own likelihood of engaging in it, as well as the approval of ingroup (i.e. Asian-American) women to engage in it. They also showed higher levels of ingroup cohesion, and increased levels of Social Dominance Orientation. This line of experiment is important in understanding the viewpoint and experience of a minority group, who are essentially 'left behind' from the lopsided and uneven pace of interracial romance.

B206

WHAT DOES IT TAKE FOR BYSTANDERS TO CONFRONT DISCRIMINATION? A TEST OF THE CONFRONTING PREJUDICED RESPONSES MODEL *Leslie Ashburn-Nardo¹, Stephanie A. Goodwin², Kathryn A. Morris³,¹Indiana University - Purdue University Indianapolis, ²Purdue University, ³Butler University* – Research suggests that confrontation can effectively reduce prejudice (Czopp et al., 2006) and empower victims (Swim & Thomas, 2006). Yet people rarely say or do as much as they would like (Swim & Hyers, 1999). Inspired by bystander intervention research, the Confronting Prejudiced Responses (CPR) Model outlines various factors that may inhibit confrontation (Ashburn-Nardo, Morris, & Goodwin, in press). In a test of the CPR Model, 124 participants (Ps) were asked to recall the last time they witnessed an incident involving prejudice and to describe how they or others responded, first in open-ended format and then in a series of closed-ended items. The majority described racist incidents and reported feeling angry/annoyed at the perpetrator, but less than half indicated that they confronted either directly or indirectly. However, consistent with the CPR Model, the more Ps interpreted an incident as being motivated by prejudice, the greater harm they perceived to victims and they more they saw victims as needing help. In turn, the more Ps interpreted the incident as harmful, the more they perceived others as responsible for responding; the more people saw the victim as needing help, the more Ps personally felt responsible. Feelings of personal responsibility, in turn, were positively correlated with perceived ability to identify a response. Finally, the more Ps reported being able to identify a response, the more likely they were to report taking action and confronting directly. Findings support the CPR Model and extend previous confrontation research to non-target bystanders.

TB207**ADOPTING CULTURAL INTERESTS THROUGH MIMICRY: IMPLICATIONS FOR CONTACT AND PREJUDICE REDUCTION**

Tiffany Brannon¹, Gregory M. Walton¹, A. David Nussbaum², Steven J. Spencer², Emiko Yoshida²; ¹Stanford University, ²University of Waterloo – A new model of the effects of intergroup contact on prejudice reduction is presented. The model presumes (1) that people adopt cultural interests from cross-group friends, and (2) that behaviorally enacting these interests reduces prejudice through dissonance or self-perception. Two studies tested the first half of the model using non-verbal mimicry. In a getting to know you conversation, trained Chinese-Canadian confederates mimicked White-Canadian participants. Mimicry was hypothesized to create a social link between the confederate and the participant (Lakin & Chartrand, 2003). In turn, following research on mere belonging—which shows that even minimal social links can lead people to adopt shared interests and motivations (Walton & Cohen, 2008)—mimicked participants were expected to show increased interest in Chinese culture. In Study 1, mimicry effects were not observed, as most participants in both conditions reported a desire to be friends with the confederate. However, reclassifying participants by whether or not they reported this desire yielded theoretically consistent results. Participants who wanted to be friends with the confederate reported greater interest in a Chinese cultural exchange, greater interest in academic courses about China, and completed more lottery tickets to win Chinese cultural products. Effects held controlling for participants' pre-conversation level of interest in China, and were generally not observed for interest in non-Chinese cultures. Study 2 restructured the conversation and yielded experimental effects. Mimicked participants completed more lottery tickets to win Chinese cultural products and reported greater interest in Chinese culture. Discussion addresses implications for intergroup contact and the reduction of prejudice.

B208**HARD-WON AND EASILY LOST: THE FRAGILE STATUS OF COUNTER-STEREOTYPICAL LEADERS**

Victoria Brescoll¹, Erica Dawson¹, Eric Uhlmann²; ¹Yale University, ²Northwestern University – Our research examines status fragility, or the ease with which social status, once gained, may be lost. We posit that the different competence standards applied to men and women in high-status professions affect not only their ability to attain status, but also to maintain it. One study described a decision made by either a male or female in one of three high-status, stereotypically masculine jobs (i.e., police chief, judge, engineer). When the decision led to a positive outcome, both were granted the same status rewards. However, when the decision led to a negative outcome, the female lost significantly more status than the male, an outcome mediated by perceptions of greater incompetence in the female. A second study found similar effects for men in high-status, stereotypically female roles. After making a poor decision, stereotype-inconsistent targets of both sexes (i.e., a female police chief and a male president of a women's college) were judged less competent and granted less status than stereotype-consistent targets (i.e., a male police chief and a female women's college president). Importantly, then, we do not attribute status fragility to general bias against women. Rather, we posit that stereotype violations that can affect both genders are a key driver of status fragility. We invoke relevant cognitive heuristics to explain our data, including differential attention to expected vs. unexpected outcomes, and to negative vs. positive diagnostic information.

B209**I'M NOT RACIST BUT I'M RACIST. BLACKS' AND WHITES' DIFFERENT EVALUATIONS OF DISCLAIMERS OF PREJUDICE**

Alexander M. Czopp¹; ¹Western Washington University – Recent research examining the use of disclaimers (e.g., I don't mean to sound arrogant but) suggests that their use increases judgments of the disclaimed trait (El-Alayli et al., 2008). However, in the context of expressions of

prejudice, White and Black perceivers may evaluate the disclaimed speech differently. Blacks may be especially attuned to interpersonal situations that have the potential to reflect bias (Johnson et al., 2003); consequently, prejudice disclaimers may increase judgments of a White speaker's prejudice among African American perceivers. In contrast, White perceivers may be more motivated (e.g., based on moral credentials, self- and group-image protection) to believe and be favorably influenced by a White speaker's prejudice disclaimer. In this study, Black and White participants read a White speaker's racially biased opinions on race relations. Within each group, half of the opinions included the disclaimer, I'm not racist or anything but All other information was identical across condition. Compared to the control condition, a prejudice disclaimer increased ratings of speaker bias among Black participants but decreased bias ratings among White participants. Furthermore, Whites agreed more with the disclaimed prejudiced opinions than the non-disclaimed prejudiced opinions whereas the reverse was true among Black participants (i.e., less agreement with disclaimed opinions than non-disclaimed).

B210**I AM A MAN: THE GENDERED CONSEQUENCES OF RACIAL DISCRIMINATION**

Brooke Allison Lewis Di Leone¹, Phillip Atiba Goff²; ¹The Pennsylvania State University, ²University of California, Los Angeles – If racial discrimination leads to feeling that one is not in control of one's outcomes (Lowery, 2007), and if being a good man requires being in control of one's outcomes (Bem, 1974; Thompson & Pleck, 1986), then it is possible that Black men might experience racial discrimination as a threat to their masculinity. We tested this hypothesis with Black male targets, non-Black observers, and in the context of intimate relationships. Black men who experienced racial discrimination in a laboratory responded with compensatory masculine behavior—doing more pushups—in proportion to their level of masculinity threat. In a separate study, respondents generated examples of racial discrimination that were later rated as more likely to happen to Black men than Black women. Examples with Black male targets were also rated as more severe than those with Black female targets and in proportion to how emasculating the example was. These studies suggest that Black men experience racial discrimination as emasculating and that observers tacitly conceptualize racial discrimination as targeting Black men—perhaps obscuring the harms Black women endure. The possible erasure of Black women is especially troubling in light of a third study that found Black men's reports of experiencing racial discrimination were positively correlated with their reports of perpetrating intimate partner violence—a relationship mediated by masculinity threat. Taken together, this research suggests that the harms of racial discrimination are gendered in their effect and that research on racial discrimination must consider intersections of race and gender in order to capture the lived experiences of targets.

B211**PERCEIVED BEHAVIORAL CONTROL, LAY THEORIES ABOUT PREJUDICE, AND DECISIONS TO CONFRONT PREJUDICE.**

Stephanie A. Goodwin¹, Maureen Craig², Leslie Ashburn-Nardo³, Kathryn Morris⁴; ¹Purdue University, ²Northwestern University, ³Indiana University - Purdue University Indianapolis, ⁴Butler University – Decisions to confront prejudice are likely complex and multiply determined by individual and situational factors. Drawing from the CPR Model (Goodwin, Ashburn-Nardo, and Morris, 2008), we hypothesized that decisions to confront prejudice depend, in part, on perceptions that prejudice is malleable. Participants (n=45) recruited for a two-part study first completed pretest measures of their beliefs about confronting racial biases, including measures of attitudes (ATT), subjective norms (SN), perceived behavioral control (PBC), and future intentions to confront racial bias. At Time 2, participants read an essay describing research about the malleability of prejudiced attitudes. Participants read either that prejudice was easy to

change (high malleability), difficult to change (low malleability), or they read an essay unrelated to prejudice research (control condition). Participants then re-completed measures taken at pre-test. Consistent with hypotheses, there was a significant relationship between PBC and intentions to confront, and this effect was mediated by beliefs that prejudice is malleable. A combination of ATT, SN, and PBC significantly predicted future intentions to confront. These data suggest that lay theories regarding the malleability of prejudiced attitudes are important determinants of whether people (targets and non-targets) believe they can confront prejudice, with consequences, in turn, for long term goals to do so. Furthermore, these data support the CPR Model and point to the complexity of decisions to confront prejudice.

B212**OSTRACISM THROUGH INFORMATION EXCLUSION: DOES THE MOTIVE MATTER?**

Eric E. Jones¹, Janice R. Kelly¹; ¹Purdue University – Being out of the loop is a form of partial ostracism, where a person perceives being uninformed of information mutually known by others. Limited research has explored partial ostracism (Williams et al., 2000; Chen & Williams, 2008). Intriguingly, being out of the loop may be a particularly limiting form of partial ostracism, because groups include these individuals in most of their activities, except for a particular piece of information or informational topic. Compared to complete ostracism, the level of exclusion experienced by out-of-the-loop individuals is smaller, yet out-of-the-loop group members experience deleterious psychological effects (Jones et al., 2008). Out-of-the-loop experiences are important because of their prevalence and negative implications for task and social groups. Technological advances allow constant information sharing opportunities but also facilitate exclusion from information too, intentionally or unintentionally. Nonetheless, motives behind information exclusion may not always be malicious – groups may wish to protect individuals from stressful information or to keep important strategic information from outgoing members. Past research shows hurtful effects of information exclusion (Jones et al., 2008), but we explore possible buffering effects of constructive motives. In two studies, we manipulated reasons that group members were excluded from information during a group task. Compared to destructive motives, constructive motives buffered against drops in fulfillment of fundamental needs and trust and liking of group members. Overall, members excluded from information for constructive purposes responded like in-the-loop members. Information exclusion and its perceived cause provide information to people about their standing in groups.

B213**EVALUATIVE CONDITIONING AND SOCIAL PROJECTION: INDEPENDENT OR INTERDEPENDENT PROCESSES?**

Maya Machunsky¹, Eva Walther²; ¹University of Marburg, Germany, ²University of Trier, Germany – Persons or groups with whom the self is associated are evaluated better than persons or groups with whom the self is not associated (e.g., Otten & Wentura, 1999; Walther & Trasselli, 2003). Two different processes have been assumed to be responsible for this phenomenon: Social projection, which refers to an egocentric inference of self characteristics to similar others and ingroups, versus evaluative conditioning, which is an approach that relies on basic learning mechanisms and can be understood as the more general and parsimonious approach. The aim of the present research is to disentangle these processes. Ames (2004) found that initial self-target similarity is a heuristic cue for social projection. In contrast, similarity is not essential for EC effects to occur. Thus, we manipulated both self-target associations and self-target similarity (Experiment 1 and 2). The analyses yielded that self-associated stimuli are evaluated better and that people project more to self-associated stimuli. Furthermore, Experiment 2 revealed the higher projection to self-associated stimuli only occurs under the condition of high-self-esteem. Interestingly, people also

projected more to stimuli that have been paired with a priori positive USs. This seems to suggest that self-associations can indeed lead to better person evaluations if self-esteem is high. However, from our results we conclude that valence precedes projection rather than vice versa which is particularly problematic for current, cognitive models of ingroup bias.

B214**KNOWING IS HALF THE BATTLE: THE ROLE OF UNCERTAINTY IN THE INTERGROUP FORECASTING ERROR**

Robyn Mallett¹, Patrick Harrison¹, Dana Wagner¹, Kristen Spahn²; ¹Loyola University Chicago, ²Indiana University Purdue University Indianapolis – Two studies test boundary conditions of the Intergroup Forecasting Error (IFE), the tendency to expect the worst from intergroup interactions, though many times these interactions go better than anticipated (Mallett, Wilson, & Gilbert, 2008). Ironically, knowing that one will discuss a sensitive topic may facilitate preparation and reduce uncertainty, thereby potentially decreasing the IFE. We test whether men, Whites, and Blacks commit the IFE for mixed-gender and mixed-race interactions more when they are uncertain whether a sensitive topic will arise compared with when they are certain. In Study 1, 63 men learned they would either discuss gender-relevant (Feminist Forum) or gender-neutral (Student Service Coalition) topics with a woman. As hypothesized, men anticipated more negative emotions when uncertain compared with certain about whether gender would come up. In Study 2, 57 Whites and 57 Blacks met a partner of the other race and learned that they would either discuss race-relevant (Black Student Alliance) or race-neutral topics (Cancer Activism). Half of each group forecasted the conversation; the other half reported how they felt after the conversation. When uncertain about whether race would come up, both Whites and Blacks committed the IFE. In comparison, when certain that they would discuss a racially-relevant topic, Whites, but not Blacks, committed the IFE; Whites expected a more negative interaction than actually occurred, whereas Blacks accurately anticipated a positive interaction. Perhaps the certainty manipulation was ineffective for Whites relative to Blacks because Whites have less experience with interracial interactions. Strategies for managing potentially sensitive topics are discussed.

B215**VOTING DISCRIMINATION AGAINST ATYPICAL POLITICAL CANDIDATES: DIFFERENCES IN PERCEIVED ISSUE COMPETENCE**

Corinne Moss-Racusin¹, Julie Phelan¹, Laurie Rudman¹; ¹Rutgers University – This research examined factors affecting discrimination against atypical (i.e., female and African-American) political candidates. Specifically, we investigated the impact of gender and racial atypicality and differences in perceived issue competence on senatorial candidate support. 331 Rutgers University students reacted to one of four candidate profiles fully crossed on race and gender, and then reported levels of perceived candidate competence on masculine (economic, international, high-importance) and feminine (elderly care, domestic, low-importance) issues (Huddy & Terkildsen, 1993). They also indicated whether or not they would be willing to vote for the target candidate. Results demonstrated marked voting discrimination against the atypical candidates, in that participants overwhelmingly favored the normative (i.e., white male) candidate. Additionally, candidates were viewed to be competent only on gender-consistent issues, such that male candidates were expected to excel at critical foreign-relations issues, while women were expected to be successful dealing with lower-status domestic issues. Additionally, the African-American male target was perceived to be more competent on feminine issues than White male. Importantly, only competence on masculine issues predicted candidate voting support, suggesting that discrimination against atypical political candidates is related to stereotypic perceptions of incompetence on high-importance, male sex-typed issues.

B216**BIRDS OF A FEATHER FLOCK TOGETHER? THE EFFECT OF SOCIO-CULTURAL INFORMATION ON REFLEXIVE RACIAL CATEGORIZATION OF AMBIGUOUS TARGETS**

Destiny Peery¹, Galen V. Bodenhausen¹; ¹Northwestern University – When encountering social targets, people may respond automatically or deliberately to them based on salient social categories, such as race. In many everyday contexts, people often do not have the opportunity or motivation to deliberate about the social categories their interaction partners belong to, instead relying on automatically-activated categories. This process is particularly complex for targets who are ambiguous on a particular identity dimension, as is the case with the increasing population of multiracial people. Previous research examined the effects of disambiguating racially ambiguous targets with information about their genealogical background (Peery & Bodenhausen, 2008), but this information may be less available in interactions with unfamiliar targets, compared to socio-contextual information. The present study examined the effects of presenting racially ambiguous targets with information about the racial makeup of their socio-cultural environment. The results revealed that ambiguous targets from monoracial environments -- that is predominantly Black or White neighborhoods and schools -- were more likely to be categorized as monoracially Black on a rapid categorization task requiring Black/not Black and White/not White judgments. The results suggest that when given any disambiguating information, ambiguous targets may still be categorized quickly and efficiently. These rapid categorizations have implications for 1) the likelihood of subsequent activation and application of category-specific stereotypes 2) the likelihood that multiracial people will experience prejudice and discrimination when encountering people more likely to automatically categorize them monoracially.

B217**THE CORRELATES AND CONSEQUENCES OF WOMEN'S SEXUAL AGENCY**

Eileen V. Pitpitan¹; ¹University of Connecticut – Previous work has demonstrated the existence of prescriptive gender stereotypes surrounding sexual behavior. Men are seen as the initiators, while women are expected to remain submissive to men's sexual advances (McCreary & Rhodes, 2001). In contrast to a feminine submissive sexuality, sexual agency involves knowledge and awareness of one's own sexual identity and desires, and the power to make active sexual choices. We conducted two studies investigating sexual agency from the perspective of both the target and perceiver. In the first study, women completed a number of measures. We found that women who rated themselves higher on sexual agency were more likely to take more sexual risks, but to also possess higher contraceptive self-efficacy than women who rated themselves lower on sexual agency. Sexually agentic women were also more likely to report feeling empowered by their sexuality. In the second study we examined how people respond to high versus low sexual agency men and women. The results corresponded to those from the first study. People perceive high sexual agency targets as both risky, but also taking safe sex precautions. The results also shed light on an interesting sexual double standard. Women and men perceived high sexual agency females to be more manipulative and scheming than low sexual females; whereas women and men perceived low sexual agency males to be more manipulative and scheming than high sexual agency males. This suggests that it is the violation of traditional gender norms, by both women and men that accounts for the negative perceptions.

B218**CONFRONTING BIAS: THE IMMEDIATE AND LONG-TERM IMPACT OF IMPLICIT THEORIES**

Aneeta Rattan¹, Carol S. Dweck¹; ¹Stanford University – Past research views confronting prejudice as a function of attitude-behavior consistency and as a function of situational factors; if one disagrees with the content of a biased statement, one wants to confront it, and so far as situational factors do not restrict confronting,

one will do so. This perspective neglects the role of motivation in confronting bias. We hypothesize that the motivational basis for confronting bias may go beyond simple disagreement with a biased statement. We examine the role of implicit theories of others' personality – beliefs about whether others can change or not – in the motivation to confront. Across two studies, we show that in order to either expect oneself to confront or to actually confront a biased statement, disagreement must be paired with the belief that others can change. Our research also highlights that, in the face of bias, confronting precipitates a broader pattern of responses that are motivated by implicit theories of personality. Those who believe that others cannot change tend to withdraw both in the moment, by not confronting, and beyond, by reporting that they will avoid the speaker and those like him in the future. Such withdrawal may have a profound impact on important social outcomes, such as friendship attitudes towards out-group members. These results highlight the importance of motivation in understanding targets' diverse responses to bias.

B219**RELIGION AND INTOLERANCE ACROSS THE 'CULTURE WAR' DIVIDE**

John Rector¹, Ian Hansen², Sheldon Solomon³; ¹Brigham Young University-Idaho, ²John Jay College of Criminal Justice, ³Skidmore College – We examined religious belief and religious intolerance in two samples on opposite ends on North America's "culture war" divide. We conducted one study among relatively liberal and secular undergraduates at the University of British Columbia (UBC) and we conducted the other among members of the Church of Jesus Christ of Latter Day Saints at Brigham Young University-Idaho (BYUI). In both studies, we found that participants for whom God or prayer was made more salient were less likely--relative to individual salience, collective salience, or control conditions--to support religious intolerance against religious others. When primed to praise God (vs. praising self or their religious group) UBC students were more likely to endorse a peace values essay over a warrior values essay, were marginally more supportive of the political rights of religious others, and were less authoritarian. BYUI students who received primes that elicited thoughts of God or the afterlife (prayer salience, mortality salience) were, relative to a control condition, marginally more likely to support the political rights of non-Christians. When comparing samples of UBC students and BYUI students on religious devotion, we found that the two samples differed radically in religious devotion and fundamentalism, but differed much less reliably on religious intolerance. In addition, religious devotion and fundamentalism were opposite independent predictors of religious intolerance. The implications for North America's cultural divide and for religion's role in promoting religious intolerance are discussed.

B220**SWEET CHARITY AND MORAL INDIGNATION: INVESTIGATING AMPLIFIED AMBIVALENCE TOWARD THE ECONOMICALLY UNDERPRIVILEGED**

Ann Marie T. Russell¹, Susan T. Fiske¹; ¹Princeton University – The tension between individualistic and societal attributions for poverty leads to fundamentally distinct reactions to the economically disadvantaged. While such beliefs differ between individuals, the current research examines the ambivalent reactions to poor people that duel within the individual. In vignette studies, participants read about a rich or poor college peer whose behavior violated or adhered to traditional work ethic values. Participants subsequently reported their evaluative, affective, and likely behavioral responses to the target. Consistent with our hypotheses, poor targets elicited more polarized reactions than comparable rich targets. Participants expressed significantly more contempt, anger, and intent to harm poor lazy targets than the rich and lazy, yet simultaneously also expressed more positive affect (admiration, pity) and pro-social behavioral intent (active helping) toward value-adherent poor targets. Additionally, poor targets overall generally elicited more active help and conversely more passive harm than rich

targets. Moralistic resentment helps to drive this divide. Implications for justice and social policy preferences are discussed.

B221**RESPONDING TO PREJUDICE: EXPECTATIONS ABOUT SOCIAL EVALUATION ACROSS DIFFERENT EVALUATIVE CONTEXTS**

Jessica Salvatore¹, J. Nicole Shelton², Tina Scott¹, Krishna Pankhania¹; ¹University of Exeter, UK, ²Princeton University – When people overhear prejudiced comments, their immediate dilemma is whether to ignore the comments or to confront the individual(s) responsible. Past research suggests that both options are risky: they may incur a combination of personal costs (cf. Shelton, Salvatore, Richeson, & Hill, 2006) and/or social costs (cf. Czopp & Monteith, 2003). Nonetheless, we suggest that the dilemma of how to respond may not affect all individuals equally in all evaluative contexts -- for example, it may depend on their construals of the associated social costs. We find that targets of prejudice tend to face a particularly difficult dilemma because they believe that both ignoring and confronting prejudice will result in negative evaluation from others. If they ignore the comments, targets anticipate that ingroup members will perceive them more negatively and be more angry than outgroup members. If they confront the offender, targets anticipate the opposite pattern of reactions. In contrast, non-targets do not seem to feel this social dilemma as keenly. Social spaces (e.g., work vs. home) also contribute to targets' construals of the costs involved in responding actively to prejudice. These findings highlight the importance of group membership and social context in shaping people's concerns about social evaluation in reactions to prejudice, contributing to our developing understanding of the processes involved in targets' in-the-moment choices about how to respond.

B222**HOW DEPENDENT ARE STEREOTYPES FROM THE SALIENT CONTEXT?**

Sofia Santos¹, Leonel Garcia-Marques¹; ¹University of Lisbon-Faculdade de Psicologia e Ciências da Educação – Stereotypes are no longer seen as fixed representations. On the contrary, recent studies were able to provide evidence for stereotypes context sensitivity by showing that manipulation of context stability affects the stability of stereotype assembling across sessions (Garcia-Marques et al., 2006). But how dependent are stereotypes from the immediate context? Recent conceptual processing views predict that heuristic judgments derived from mnemonic activation can occur in the absence of monitoring (Ayers & Reder, 1998; Schunn et al., 1997; Jacoby & Hollingshead, 1990). Applied to stereotypes those mechanisms predict that contextually salient information can be incorporated in a stereotype, even when it does not correspond to previous stereotypic beliefs. Such process can, however, be complemented by a monitoring process that can prevent, in some extend, context influences to occur. Studies 1 and 2 tested predictions from such activation-based context-sensitive component of stereotypes. Study 1 primes a non-stereotyped concept immediately before stereotype assembling by means of an unrelated linguistic task. Non-stereotyped primed concept was more frequently choose as a relevant attribute of the social group when the prime match than when the prime didn't match the non-stereotyped concept. When a counter-stereotyped concept was primed (Study 2), no effect was found on best typical descriptors assessment tasks. But counter-stereotyped primed concept did affect central tendency and perceived dispersion measures (distribution matrix task). Namely, the average distribution choices were flatter when counter-stereotyped concepts were primed.

B223**OUTGROUP MARGINALIZATION IS RELATED TO GERMAN AND MEXICAN MEN'S ATTITUDES TOWARDS GAY MEN**

Melanie Steffens¹, Kai J. Jonas², Gerhard Reese¹, Lisa Denger¹; ¹Friedrich Schiller University, Jena, Germany, ²University of Amsterdam, The Netherlands – The Ingroup Projection Model posits that outgroups (such as gay men) are

devaluated to the degree that they appear less prototypical for a common superordinate category that provides the background for the comparison of ingroup (e.g., heterosexuals) and outgroup. Whereas empirical support for the Ingroup Projection Model has accumulated, there is as of yet no evidence for the role of ingroup projection in explaining negative attitudes towards gay men. In addition, it is an open question whether cross-cultural differences in attitudes are based on differences in ingroup projection. Studies 1 and 2 with German gay and heterosexual males showed that heterosexual and gay men do not differ with regard to the representation of heterosexual men as the prototype of men. However, heterosexual men see gay men as less prototypical of men than gay men see themselves, and heterosexuals' marginalization of gay men is related to negative attitudes. In Study 3, we investigated implicit and explicit attitudes towards lesbians and gay men in Germany and Mexico, two cultures that are opposites with regard to factors explaining much variance in anti-gay attitudes: gender belief systems, collectivism, the role of religion, and outness of lesbian and gay individuals. We found that again, outgroup marginalization was related to (implicit) attitudes towards gay men. Together, these findings show that beyond other known factors, representations of minorities in common superordinate categories are related to attitudes towards these minorities.

B224**PREJUDICE CONCERNS GET UNDER THE SKIN: EXTERNAL MOTIVATION TO RESPOND WITHOUT PREJUDICE SHAPES BEHAVIORAL AND PHYSIOLOGICAL STRESS RESPONSES TO INTERRACIAL CONTACT**

Sophie Trawalter^{1,2}, Emma K. Adam^{1,2}, P. Lindsay Chase-Lansdale^{1,2}, Jennifer A. Richeson^{1,2}; ¹Northwestern University, ²The Center on Social Disparities and Health, Institute for Policy Research, Northwestern University – Many Whites are concerned about appearing prejudiced. These concerns can make interracial contact stressful and, thus, Whites who harbor such concerns often avoid interracial contact. But, what are the consequences of these prejudice concerns when interracial contact is unavoidable? To begin addressing this question, we measured White participants' external motivation to respond without prejudice (EM), and their physiological and behavioral responses to interracial contact. Specifically, in the present study, White participants interacted with either a White or a Black research confederate. Interactions were videotaped and anxiety-related behaviors (e.g., fidgeting, blinking) were coded. In addition, participants provided saliva samples before and after the interactions. These samples were assayed for alpha-amylase and cortisol, physiological markers of the 2 major human stress systems, the Sympathetic-Adrenal-Medullary (SAM) system and Hypothalamic-Pituitary-Adrenal (HPA) axis, respectively. Results revealed that participants of same-race contact activated the SAM system but not the HPA axis, a physiological pattern reflecting effort. In contrast, high-EM participants of interracial contact activated the SAM system and the HPA axis, a physiological pattern reflecting distress. Moreover, compared to participants of same-race contact, high-EM participants of interracial contact behaved more anxiously. In other words, their distress was evident in their behavior as well as their physiology. Taken together, these findings demonstrate that interracial contact is not only effortful but distressing for Whites who are concerned about appearing prejudiced. Implications for intergroup contact and health will be discussed.

B225**PROSOCIAL PROCESSES AS AFFECT CONTROL: TWO STUDIES OF PREJUDICE AND INTERPERSONAL CONFLICT**

Jessica L. Williamson¹, William G. Graziano¹; ¹Purdue University – The Big Five personality dimension of Agreeableness (AG) assesses warmth and the prosocial motivation to maintain positive relations with others (John & Srivastava, 1999). Past research argues that individual differences in AG emerge from effortful control processes developed in childhood and adolescence (Ahadi & Rothbart, 1994; Graziano & Eisenberg, 1997). High

AG adults try to inhibit dominant negative emotions, allowing subdominant, other-oriented emotions to emerge. This research examined whether disinhibition would occur during cognitively taxing situations for persons high and low in AG. Study 1 (N = 395) examined social norms and the motivation to suppress prejudice. Purdue University students high and low in AG evaluated their personal attitudes toward 105 social groups, including traditional targets of prejudice. A standard, experimental procedure manipulated cognitive load. Study 2 (N = 401) used similar procedures to examine prosocial motives during interpersonal conflict. Participants high and low in AG were randomly assigned to a 2 (cognitive load: load vs. no load) X 3 (resolution strategy: power assertion, disengagement, & negotiation) stratified random block design. In both studies, persons scoring high in AG consistently evaluated stigmatized targets and conflict situations favorably across load conditions. These outcomes suggest that self-regulatory processes are habituated in agreeable, prosocial individuals. Results will be discussed in terms of intergroup and interpersonal relations at majority-dominated social institutions.

Poster Session C

C1

THE RELATION BETWEEN TEMPERAMENTAL SENSITIVITY AND INTERPERSONAL SENSITIVITY

Robin M. Akert¹, Rebecca J. Dautoff¹, Joa L. Ahern-Seronde¹, Jonathan M. Cheek¹; ¹Wellesley College – In a series of articles and books, Elaine Aron proposed a new approach to theory and research on the temperament of high sensory-processing sensitivity (e.g., Aron 1996; 2006). Through a sequence of seven studies, Aron and Aron (1997) constructed a 27-item self-report scale as a unidimensional measure of this psychological construct, the Highly Sensitive Person Scale (HSPS). Recently, however, two psychometric studies have presented multiple-factor solutions for these 27 items (Evans & Rothbart, 2008; Smolewska, McCabe, & Woody, 2006). In her original theoretical formulation, Aron described the core of the physiological temperament as having sensitive processing of sensory input (e.g., Are you made uncomfortable by loud noises? or Do you startle easily?), and she suggested that people with this temperament also would be psychologically sensitive to subtle nonverbal cues in interpersonal communication. The present research was designed to examine empirically the relationship between temperamental sensitivity and interpersonal sensitivity. We administered a videotape performance test of nonverbal decoding ability – the Interpersonal Perceptions Task (IPT; Archer & Costanzo, 1986), along with the HSPS and other personality scales to 162 Wellesley College students. The 19-item core temperament factor of the HSPS correlated significantly with only one of the five IPT subscales ($r = .19$ with Status), and it correlated weakly with the self-report scales of emotional sensitivity ($r = .18$) and empathic perspective taking ($r = .07$). We conclude that there does not appear to be a strong relationship between the core construct of temperamental sensitivity and individual differences in interpersonal sensitivity.

C2

NARCISSISTIC TENDENCIES AND SENSITIVITY TO SOCIAL FEEDBACK: AN EXAMINATION OF CARDIOVASCULAR REACTIVITY DURING SOCIAL EVALUATIVE SITUATIONS

Modupe Akinola¹, Wendy Berry Mendes¹; ¹Harvard University – It has been suggested that narcissistic individuals engage in self-regulatory processes aimed at minimizing vulnerability in social interactions. This study investigated this tendency in narcissists by examining their physiological and psychological reactivity during a social evaluative task. We measured 102 participants' trait narcissism using the Narcissistic Personality Inventory then exposed them to a stressful laboratory task in which they were evaluated by two interviewers. We manipulated whether participants received social rejection or social approval from the interviewers and measured participants' cardiovascular reactivity and appraisals throughout the task. Results indicated that participants who were high in narcissism and received social rejection experienced the greatest increases in systolic blood pressure during the task. In addition, these participants exhibited the greatest decreases in respiratory sinus arrhythmia during the task. This relationship between narcissism and cardiovascular reactivity was not found in participants receiving social approval. Furthermore, among those high in narcissism, we observed a dissociation between cardiovascular reactivity and self-reported measures of stress as those higher in narcissism reported lower levels of distress following social rejection. These findings suggest that narcissists are highly responsive to social feedback and are defensive to rejecting feedback. We conclude with a discussion of the implications of these findings for theories on self-regulatory processes in individuals with narcissistic tendencies.

C3

INDIVIDUAL DIFFERENCES IN PERSONALITY TRAIT CHANGE OVER 10 YEARS IN MIDLIFE: EXPLORING THE IMPACT OF PSYCHOLOGICAL TURNING POINTS

Mathias Allemand¹; ¹University of Zurich – Given the centrality of midlife within the lifespan, surprisingly little is known about personality development within this stage of life. One reason for this is that, traditionally, midlife has been considered as a phase of relative stability. Although this might hold true with respect to mean-level changes at the population level, people may demonstrate unique patterns of development at the individual level as the result of specific life experiences. This study used a national sample of over 3,000 people from the longitudinal MIDUS survey to examine individual differences in personality trait change over 10 years in midlife. The big five traits were assessed in 1995 and 2005 by means of self-descriptive adjectives. The study also explored the effects of recalled psychological turning points on subsequent personality trait scores. Psychological turning points are major changes in the ways people feel or think about an important part of their lives, such as work, family, and beliefs about themselves and about the world. Recalled turning points were obtained in 1995. Results indicated reliable individual differences in change for the big five traits in midlife, implying that despite the population-level trends for mean-level change, each individual experiences his or her own unique path of development. Psychological turning points in general showed very little influence on personality trait change, although some effects were found for specific types of turning points that warrant further research.

C4

AGREEABLENESS AND SELF-PRESENTATIONAL VARIABILITY

Ashley Batts Allen¹, Mark R. Leary¹; ¹Duke University – People's self-presentations vary markedly across situations and targets as they try to maintain public images that are situationally appropriate and likely to foster desired reactions from other individuals. Although people undoubtedly differ in the number and content of the self-presentational persona they try to convey, little research has examined these individual differences. One variable that may relate to the number and variability of people's self-presentations across targets is agreeableness because more agreeable people may use a larger number of self-presentational persona in order to foster positive relationships with other people. In this study, 120 undergraduate participants completed a measure of agreeableness and a questionnaire on which they rated how they wanted to be perceived on 14 different self-presentational dimensions (e.g., friendly, dominant, daring, moral) by 8 different targets (e.g., mother, best friend, professor, someone you dislike). Within-subject factor analyses identified the number of distinct persona that participants displayed across the targets. Contrary to the hypothesis, results showed that participants who were more agreeable had significantly fewer self-presentational persona and showed less variability across the 14 self-presentational dimensions. However, when participants' self-presentational profiles were decomposed into normative and distinctive components, high agreeableness was associated with greater normativeness across the targets. These findings show that people who score high in agreeableness display greater consistency in their self-presentations across targets and also tend to present themselves in more normative ways.

C5
TRAIT-STATE-ERROR MODEL OF STABILITY AND CHANGE OF INDIVIDUAL DIFFERENCES Ivana Anusic¹, Ulrich Schimmack²;

¹Michigan State University, ²University of Toronto – Several models of longitudinal change of individual differences exist. However, some of these models make theoretically unlikely predictions, resulting in difficulty in interpreting conclusions of published literature. The most theoretically plausible model is Kenny and Zautra's (1995) trait-state-error (TSE) model, which takes into account stable variance that does not change (trait), moderately stable variance that changes over time (state), and error variance. The present study provides a meta-analysis of longitudinal stability of six individual differences (personality, intelligence, vocational interests, life satisfaction, affect, and self-esteem) in the context of the TSE model. Our findings replicated Conley's (1984) hypothesis of hierarchy of consistency, which posits that the rank-order stability varies across different constructs. Our results show that the trait component is highest for vocational interests, intelligence, and personality, and lowest for ratings of affect, when measurement error is controlled. Reliability of the measures and the stability of the state component also varied across constructs. Analysis of moderators showed that age affected the proportion of trait and state variance as well as the stability of the state component of intelligence and personality. These two constructs become increasingly more stable as individuals get older as a result of a higher trait component and increased stability of the state component with age. Additional analyses explored number of scale items, gender, domain (e.g., extraversion vs. neuroticism), and time frame of judgements (in general vs. recent) as moderators of state, trait, and error variance. Implications for construct validity and causal theories of individual differences are discussed.

C6
VALIDATING A MEASURE FOR PREFERENCES OF RELIGIOUS OR SCIENTIFIC EXPLANATIONS Dev Ashish¹; ¹University of Colorado at Colorado Springs – The Religious and Scientific Preference Scale (RSPS) condenses various underlying personality characteristics for the preference of religious or scientific explanations in life. Thirty items of the scale, 12 of which are reverse scored, were entered into a principal components analysis, unveiling a two-orthogonal-factors solution with item loadings ranging from .37 to .89. These items rendered an eigenvalue of 15.55, which accounted for 51.83% of the variance within the scale. In addition, a Cronbach's alpha of .94 was obtained indicating excellent internal reliability. The 18-item scientific preference subscale revealed three 6-items orthogonal factors with item loadings from .41 to .87, which explained 57.23% of the variance within the subscale and a Cronbach's alpha of .89. The 12-item religious preference subscale revealed two oblique factors with item loadings from .56 to 1.02, which explained 76.71% of variance within the subscale and a Cronbach's alpha of .96. To test construct validity, the RSPS factors were measured against five other measures: Personal Need for Structure, Right Wing Authoritarianism, Locus of Control, Coping Self Efficacy and Need for Closure. The correlations between RSPS subscales and subscales of validating measures suggested strong preliminary convergent validity for the RSPS. A moderate correlation between sub-factors of the scientific attitude subscale was observed. Whereas, there was a high correlation between the two religious subscale factors. In short, the RSPS is valid and it reliably measures a bi-dimensional construct of underlying personality characteristics for the preference of religious or scientific explanations.

C7
IMPLICITLY MEASURED FEMININITY AND MASCULINITY PREDICTS AND IS PREDICTED BY GENDER-TYPED COMMUNICATION BEHAVIOR Ursula Athenstaedt¹; ¹University of Graz / Austria – Chronically accessible self-concept is assumed to be relevant especially for cognitively associated behavior. In addition, self-concept can be situationally activated and guide behavior. The presented study

considered two independent parts of the self-concept, femininity and masculinity. We expected that gender-typical communication behavior is associated with the gender-congruent self-concept respectively. Self-concept was measured implicitly via the average response latencies for agreeing responses. 120 same-sex and mixed-sex dyads discussed feminine/masculine/gender-neutral topics. The sample consisted of students from different faculties of the university. Femininity and masculinity was measured before and after the interaction. Gender-typed communication behavior such as amount of successful interruptions and speaking time (more typical for males) and nodding, amount of verbal reinforcements, and qualifiers (more typical for females) was observed. Multiple regression analysis revealed that, first, masculinity measured before the interaction predicted speaking time and femininity measured before the interaction predicted nodding and verbal reinforcement. Both associations were independent of participants' sex, interaction partners' sex, and gender-typicality of the discussion topic. Second, additional analyses revealed that the male-typed behaviors predicted masculinity measured after the interaction. Furthermore, all three female-typed behaviors predicted femininity. These results differed for same-sex and mixed-sex dyads. Moreover, these associations were independent of the masculinity and femininity measurement before the interaction which indicates actual self-concept activation. We conclude that feminine and masculine self-concept is cognitively associated with gender-congruent behaviors. Both chronic and actual activation guide behavior.

C8
PROMOTING MULTICULTURALISM: THE INFLUENCE OF REGULATORY FOCUS ON DIVERSITY IDEOLOGY IN ANTICIPATION OF INTERRACIAL INTERACTION Laura G. Babbitt¹, Samuel R. Sommers¹; ¹Tufts University – The current research extends previous work on the effect of regulatory focus on interracial interaction outcomes by examining how regulatory focus influences Whites' endorsement of multicultural versus colorblind ideologies and memory for information about a future interaction partner. Participants exchanged Polaroid pictures and information sheets with a supposed partner, with whom they expected to later interact (each participant received the same previously prepared information sheet and a photograph of a Black partner of the same gender). Participants' regulatory focus was manipulated by experimenter instructions. As in Trawalter and Richeson (2006), participants in the promotion condition were told to approach the interaction as a positive intercultural exchange, participants in the prevention condition were told to avoid appearing prejudiced during the interaction, and control participants were given no specific instructions. Participants were given an opportunity to review their partner's materials with these instructions in mind, and then completed measures of their endorsement of multiculturalism and colorblindness as approaches to diversity, and received a surprise test of their memory for the information on their partner's sheet. Participants in the promotion condition showed a greater preference for multiculturalism over colorblindness than did participants in the prevention condition, and also remembered more positive information from their partner's information sheet, indicating that regulatory focus can affect the way Whites approach an interracial interaction, and may also have implications for how well that interaction goes.

C9
THE REALITY OF NARCISSISM: IS THERE A LINK BETWEEN TV VIEWING AND SELF-LOVE? Jessica M. Barber¹, Robert S. Horton², Jeffrey D. Green¹; ¹Virginia Commonwealth University, ²Wabash College – Recent meta-analytic inquiries and theoretical discussions decry an American culture of narcissism, one that is characterized by feelings (and possibly illusions) of superiority and entitlement and an unhealthy focus on feeding the self. The current project investigates reality TV as one component of a culture of narcissism. In study 1, we assessed the extent to which individual levels of narcissism are linked to the amount and

type of reality TV that individuals watch. Interestingly, narcissistic self-absorption was positively associated with how many reality TV shows one watches, how narcissistic those shows are, one's ranking of reality TV, and desire to be on a reality TV show. Study 2 was an experimental investigation intended to clarify these correlational findings (i.e., does watching reality TV lead to narcissism and/or do narcissists naturally gravitate to reality TV?). In this study participants' dispositional narcissism predicted favorable evaluation of and interest in reality, but not drama, TV. The study did not find evidence that watching reality TV fosters narcissism. Thus, the link between narcissism and reality TV may be explained best by narcissists' relative preference for the self-promotional overtures of reality television. Overall, the project adds to the growing body of work investigating how new media (e.g., reality TV, social networking websites, etc.) contribute to and/or offer outlets for narcissistic self-regard.

C10

DEVELOPMENT OF A SCALE TO MEASURE GIFT-GIVING BEHAVIORS

Ariel T. Baruch¹; ¹University of Massachusetts - Amherst – Gift-giving is a multimillion-dollar industry that affects almost everyone, and its economic importance is, uncontested in terms of retail sales alone (Sherry, 1983, p. 157). In romantic relationships, gift-giving plays an essential role in determining the overall satisfaction of the couple. With many possible consequences (good or bad) resulting from this exchange, the question of why gifts are exchanged is raised. Are we lying when we say, "It's the thought that counts," or has society really conditioned us to believe that gifts are a good proxy for feelings? This study investigates the reason behind gift-giving with regard to three distinct groups – significant others, family, and friends – through the creation of a gift-giving scale. There is currently no validated measure for the effects of gift-giving. A factor analysis indicated a reliable 7-factor structure from the questionnaire. Each factor was tested using a 1-sample t-test to determine effects on gender in participant response. They were also analyzed with two one-way ANOVAs testing race and the participant's year-in-school for any effects. Six additional items of interest were analyzed and should be included in the scale. Gender differences were found for four of the seven factors, as well as effects for race and year-in-school. Through analysis of this research, we predict a better understanding of the importance that society and marketing place on gift-giving and the effect it has on relationships.

C11

VIOLATIONS OF FACTORIAL INVARIANCE IN MEASURES OF SOCIOSEXUAL ORIENTATION

K.C. Blackwell¹; ¹Arizona State University – Since the development of Simpson and Gangestad's Sociosexual Orientation Inventory (SOI, 1990; 1991), there has been a growing interest in the empirical measurement of human mating behaviors and attitudes. The SOI measures the extent to which an individual is willing to engage in sexual activity outside a committed relationship. Although it is widely acknowledged that sociosexual orientation has both an attitudinal and behavioral component, the construct is typically conceptualized as a bipolar continuum, and individuals are characterized as possessing either a restricted or unrestricted orientation. Recently, some authors have argued that the unidimensional structure implied by this characterization does not adequately represent the construct of sociosexual orientation, and have proposed alternate factor models to explain the covariance structure of the SOI items. Further, there have been efforts to develop revisions to the SOI based on multidimensional models of sociosexual orientation. Despite this focus on the factor structure underlying the SOI and sociosexual orientation in general, the attention to the equivalence with which these models function across males and females has been scant, and has been marked by analytic decisions that mask the departures from factorial invariance. Under a factor analytic model of invariance, parameters of the factor model are tested for cross-group equivalence via a series of increasingly restrictive

models. The current research examines the extent to which the SOI and an alternate measure of sociosexual orientation exhibit factorial invariance across males and females. Violations of invariance are identified, and implications for research are discussed.

C12

GRANDPA IS WATCHING YOU: RELIGIOUS BELIEF/COMMITMENT AND THE PERCEPTION OF BEING MONITORED BY GOD AND DECEASED RELATIVES

Adam Blake¹, Michael McCullough¹; ¹University of Miami – Recent theorizing (McCullough & Willoughby, in press, *Psychological Bulletin*) suggests that religiosity may obtain its associations with health, well-being, and social behavior in part by encouraging self-control or influencing self-regulatory processes more generally. According to Carver and Scheier's (1998) cybernetic model, self-regulation requires the ability to compare one's behavior to one's standards and to make adjustments when the two are incongruent. Self-awareness, and the awareness that one's behavior is being observed by others, are therefore important processes for self-regulation. Thus, we hypothesized that religious belief and religious commitment would be positively associated with several aspects of self-monitoring and perceived monitoring by others. We found that a measure of religious commitment (Religious Commitment Inventory-10; RCI-10, Worthington et al., 2003) was positively correlated with the perception of being monitored by god ($r = .618, p < .001$), and by the self ($r = .296, p < .005$). Further, we found that a 4-item scale ($\alpha = .89$) measuring one's degree of religious belief was also correlated with the perception of being monitored by god ($r = .709, p < .001$), and by one's deceased relatives ($r = .317, p = .001$). Implications for future research are discussed.

C13

CAUSAL UNCERTAINTY EFFECTS ON INTERPERSONAL EXPECTATIONS, UNCERTAINTY REDUCTION, AND LIKING ACROSS MULTIPLE CONVERSATIONS

Eliane M. Boucher¹, Jill A. Jacobson¹; ¹Queen's University – Causally uncertain individuals experience doubts about their ability to determine the causes of social events (Weary & Edwards, 1994). These people tend to perceive their social interactions and conversational partners more negatively (Boucher & Jacobson, 2006, 2007) likely due to an inability to reduce their uncertainty (Boucher & Jacobson, 2008). However, all of these previous studies have examined how causally uncertain people behave with only a single conversational partner. Conceivably, engaging in more than one conversation might allow causally uncertain people to practice their social skills, making them more comfortable in similar interactions with new conversational partners. Therefore, in the current study, we used a round-robin design (i.e., each member of a group of four women interacted with the other three members individually) to assess whether causally uncertain people's perceptions would change across a series of interactions with different unacquainted partners. Prior to each conversation, half of the participants rated their expectations for the upcoming interaction, and following each conversation, they all completed measures of interpersonal closeness and uncertainty reduction. We found that high causally uncertain participants reported more negative expectations and less closeness, but only for the first conversation. In contrast, high causally uncertain participants reported more uncertainty across all three conversations. Therefore, although causally uncertain people may not be able to reduce their uncertainty through social interaction, engaging in such interactions may teach them how to manage their uncertainty during similar conversations with new partners leading to more positive perceptions of these subsequent interactions.

C14

TO IMPROVE OR NOT TO IMPROVE THAT IS THE QUESTION: THE RELATIONSHIP BETWEEN AGREEABLENESS AND PREJUDICE TOWARDS OVERWEIGHT WOMEN

Jennifer W. Bruce¹, William Graziano¹; ¹Purdue University – The present study centers on identifying important predictors of negativity towards the overweight. We examined the influence of self-improvement information on the evaluative judgments of overweight females. In addition, we tested the relation between agreeableness and biased judgments towards the overweight. We randomly assigned respondents to one of three information conditions; these were no information, self-improvement unrelated to weight loss (SI~W), and self-improvement related to weight loss (SIW). We hypothesized that targets in the SIW would be evaluated less favorably than targets in the SI~W or no information conditions. In accordance with previous research individuating information elicits varying responses from persons differing in agreeableness. The results supported our hypotheses. There was evidence that individuating information is used differentially by persons low and high in agreeableness. That is for persons lower in agreeableness individuating information serves little function in the evaluation of an overweight target. For persons higher in agreeableness, self-improvement efforts related to weight loss led to lower liking ratings of the overweight target, compared to self-improvement information unrelated to weight loss and no information. Self-improvement information did enhance evaluative judgments of an overweight target, but only when it was not related to weight. The results suggest that low agreeable individuals are uniformly negative regardless of individuating information. Although generally prosocial, high agreeable individuals do respond with prejudice, but only when given adequate justification.

C15

NEED FOR MYSTERY: THE DEVELOPMENT AND MEASUREMENT OF A NEW CONSTRUCT

Jasmine Carey¹, Delroy Paulhus¹; ¹University of British Columbia – We propose a new construct labeled, Need for Mystery (nMyst) to account for some people's tendency to maintain and enjoy ambiguity regarding fundamental life issues. To develop a measure of nMyst, we began with a wide variety of theoretically-relevant questions. The items were administered to 80 undergraduate students at the University of British Columbia. Factor analysis revealed two factors which we labeled Anti-Science (resistance to technical explanations), and Pro-Magic (enjoyment of spiritual experiences). These factors were relatively uncorrelated ($r = .15$), and showed distinct external correlates. For example, only Pro-Magic correlated significantly with openness to experience ($r = .34, p < .005$) and only Anti-Science correlated significantly with religiosity ($r = .56, p < .001$). We suggest that the four quadrants represent different patterns of belief. Those low on both factors are Atheists while those high only in Anti-Science have fundamental religious beliefs. Those high in both are likely to have a New Age type of spirituality, such as Wiccans. Those low in Anti-Science, but high in Pro-Magic are likely to be scientists who have strong spiritual or religious beliefs. Further research will be dedicated to testing these hypotheses.

C16

A DAY IN THE LIFE OF A FLOURISHER: THE EMOTIONAL PAY-OFFS OF HOW THEY SPEND THEIR TIME

Lahnna I. Catalino¹, Barbara L. Fredrickson¹; ¹University of North Carolina at Chapel Hill – Researchers have begun to focus on the contours of positive psychological functioning. To investigate the daily lives of flourishers (high in positive functioning, no mental illness), non-flourishers (low in positive functioning, no mental illness), and depressed people, we administered the Daily Reconstruction Method (DRM) to a community sample. The DRM provides a detailed record of participants' days, by asking participants to reconstruct the previous day into a series of episodes and answer corresponding questions about their emotions. As

hypothesized, we found that, compared to other groups, flourishers spent significantly more time engaging in activities known to induce positive emotions, including engaging in hobbies, interacting with others, helping someone, learning something new and praying. Interestingly, with the exception of learning something new, non-flourishers did not differ from depressed people in the amount of time they engaged in these activities. Additionally, through multilevel modeling, we found that the association between engaging in certain activities and experiencing positive emotion differed significantly depending on participants' mental health status. When interacting with others, learning something new, helping someone, or praying, flourishers experienced a significantly higher boost in their positive emotions, in comparison to non-flourishers and depressed people. Non-flourishers and depressed participants, however, did not differ from each other in the positive emotion boost they experienced when engaging in these activities. Results reveal how the daily lives of flourishers differ from those who do not flourish, or who are depressed.

C17

UNDERSTANDING THE PERSONALITY CHARACTERISTICS OF ADOLESCENT VOLUNTEERS

Zeynep Cemalcilar¹; ¹Ko University, Istanbul, Turkey – Participation in social responsibility projects satisfies a variety of social and psychological goals of volunteers and results in changes in their attitudes, knowledge, and behaviors. The positive consequences of volunteering have been found to be specifically prevalent for young volunteers, in comparison to adult volunteers. However, few studies with adolescents have marked a self-selection bias, suggesting these positive consequences to decrease in significance when volunteers' pre-participation personality characteristics are taken into consideration. The present study investigates the underlying dynamics of adolescents' volunteerism. Using pre- and post-project participation data from Turkish primary school students, we examine (1) the personality characteristics of first time volunteers (in terms of community belongingness, social responsibility, self-esteem, and self-concept) compared to the non-volunteers and (2) the extent of the effect of this participation on volunteers when these pre-project characteristics are taken into consideration. Analysis comparing project group's scores with the non-volunteer control group's signified that, when civic participation was introduced as a personal choice, adolescents with more positive psychological states were more likely to volunteer; however, this experience seems to have a limited effect on further enhancing their already positive characteristics. Findings are discussed in relation to developing appropriate recruitment strategies to encourage more adolescents in partaking social responsibility projects.

C18

HOW SET IS MINDSET: A STATE OR TRAIT ANALYSIS

Randie C. Chance¹, Maria A. Aguilar¹, P. Wesley Schultz¹; ¹California State University, San Marcos – Mindset refers to a person's beliefs about the malleability of his/her personal qualities (e.g., intelligence, morality). Prior studies regard mindset (also referred to as implicit theories) as both a stable characteristic and situationally induced state. The current poster reports the test-retest analysis of Dweck's mindset measure using three samples. The first sample consisted of school children (age range= 9-18) from San Diego County. Test-retest over 1-year revealed a significant, although surprisingly low correlation between the two mindset scores, $r = .19, p < .05, N = 131$. The second sample was drawn from a San Diego County university (age range= 19-50) and mindset items were administered with the express purpose of assessing item stability. Test-retest over 2 weeks revealed a significant, though moderate, correlation, $r = .54, p < .05, N = 32$. The third sample was composed of minority science students (predominantly Latino and African American) in a national longitudinal study. Mindset items were included in a bi-annual, online survey. Test-retest from three semesters of longitudinal data revealed a significant correlation between spring 2007 and fall 2007, $r = .53, p < .001, N = 780$;

between fall 2007 and spring 2008 $r = .55$, $p < .001$, $N = 886$ and between spring 2007 and spring 2008, $r = .54$, $p < .05$, $N = 775$ mindset scores. The low to moderate sized correlations suggest that mindset is more malleable than indicated in prior research. Furthermore, the findings suggest that mindset is best conceptualized as a state measure rather than an individual difference (trait) measure.

C19**WHAT DOES IT MEAN TO IDENTIFY WITH YOUR AGE GROUP? DISTINGUISHING BETWEEN COHORT AND YOUTH IDENTIFICATION**

Alison L. Chasteen¹, Jessica Remedios¹, Sonia K. Kang¹, Dominic J. Packer²; ¹University of Toronto, ²Ohio State University – We propose that age group identification is different from connections with other groups because it involves two distinct types of identification. One type is cohort identification, which involves identifying with other members of one's generation. The other type is youth identification, which relates to valuing youthfulness. Prior measures of age group identification included items that relate to either or both cohort and youth identification. The purpose of the present study was to gain a better understanding of age group identification by examining the relationship between cohort and youth identification, as well as their associations with other age-related constructs. Participants completed measures of youth (e.g., Being young is important to me) and cohort (e.g., Being part of my generation is important to me) identification as well as measures of age stereotypes and attitudes, fear of aging, and future age group identification. Both cohort and youth identification were positively related to a general measure of age group identification, but were uncorrelated with one another. The two types of identification were also associated with different age constructs. Cohort identification was positively correlated with attitudes toward seniors and with future age group identification, whereas youth identification was positively correlated with stereotyping seniors as incompetent and with fear of aging. These results suggest that researchers must consider what aspects of age group identification they wish to assess, as youth and cohort identification make different predictions regarding reactions to older adults and to aging.

C20**INTERPRETING THE FACTORS OF THE HIGHLY SENSITIVE PERSON SCALE**

Jonathan M. Cheek¹, Michelle L. Bourgeois¹, Sally A. Theran¹, Jennifer O. Grimes¹, Julie K. Norem¹; ¹Wellesley College – In 1996, Elaine Aron introduced her conceptualization of the trait of high sensory-processing sensitivity in her book, *The Highly Sensitive Person*. Across a series of seven studies, Aron and Aron (1997) constructed a self-report measure of sensory-processing sensitivity by combining observations from counseling work with interviews, phone surveys, and questionnaire studies. The scale development started with a pool of items related to the basic physiological temperament of sensory-processing sensitivity; it was subsequently expanded to include items about aesthetic sensitivity, conscientiousness, and shyness. Aron and Aron concluded that their 27-item scale is a unidimensional measure of a single psychological construct. Recently, however, two psychometric studies of the Highly Sensitive Person Scale (HSPS) have been published that present a two-factor (Evans & Rothbart, 2008) and a three-factor (Smolewska, McCabe, & Woody, 2006) rotated solution for the 27 items. The purpose of the present research was to reexamine the 27 items in two large samples ($N = 433$ and 393) and interpret the factors through correlations with existing scales. Our new data did not support Aron and Aron's (1997) original interpretation of a unidimensional scale. Instead, we conclude that the HSPS would be optimally scored by summing the 19 core sensitivity items that load consistently on the first unrotated and rotated factor and omitting the rest. The remaining eight items correlated more strongly with measures of other psychological constructs than they did with the 19 core sensory-processing sensitivity items of the HSPS: conscientiousness (2 items), openness (5 items) and shyness (1 item).

C21**SECONDARY CONTROL BELIEFS, PERCEIVED CONTROL, AND WELL BEING**

Judith G. Chipperfield¹, Nancy E. Newall¹, Loring P. Chuchmach¹, Raymond P. Perry¹, Daniel S. Bailis¹, Joelle C. Ruthig²; ¹University of Manitoba, ²University of North Dakota – There is a lively debate about whether secondary control (SC) beliefs such as meaning making and finding benefit can embellish a sense of personal control (Morling & Evered, 2007). On the basis of a lack of empirical data to support this relationship, it has further been suggested that the secondary control label be abandoned (Skinner, 2007). However, we argue that a relationship between SC beliefs and a sense of personal control may have been obscured in past studies because perceived control has been defined in ways that focus on the perception that one can influence outcomes. In our study of 232 older adults, we measured perceived control in a broad way that captured the sense of control arising both when one believes that outcomes can and cannot be influenced. SC beliefs significantly predicted our broad measure of perceived control ($B = .33$, $t = 5.29$, $p < .001$). Moreover, for a subset of participants ($n = 121$), SC beliefs also predicted their subsequent well being three years later (e.g., happiness and life satisfaction), and perceived control mediated the relationships. This implies that the salutary effect of SC beliefs on well being is through the sense of control that these beliefs generate. Taken together our findings provide empirical support for the notion that secondary control beliefs are about control. Thus, because it might be premature to abandon the secondary control beliefs label, we encourage further research that uses appropriate measures of perceived control to directly test these relationships.

C22**PERSONALITY DIFFERENCES ASSOCIATED WITH MATHEMATICAL VS. VERBAL PROFICIENCY ON THE SAT**

Lawrence I. Cho¹, Ryne A. Sherman¹, David C. Funder¹; ¹University of California, Riverside – Although the relationship between personality and academic achievement is well-established, little headway has been made towards exploring any differences in personality between quantitatively and verbally proficient students in the college population. Utilizing primarily the California Adult Q-Set (CAQ; Block, 1978) we gathered self-reported and peer-reported personality characteristics of students scoring high on the math section and students scoring high on the verbal section of the SAT Reasoning Test. Given the well-established relationship between performance on the math and verbal portions of the SAT, it seems reasonable to assume those who score highly on math would look much like those who scored highly on verbal in terms of personality characteristics. Our results indicate this is a flawed assumption. According to both self and peer reports, those scoring high on math were socially maladjusted, cold, and reserved in temperament; whereas those scoring high on verbal were personable, socially competent, productive, broadminded, and satisfied with life. Therefore, despite a strong positive association between performance on math and verbal sections of the SAT ($r = .62$), people who score highly on math appear to be quite different from people who score highly on verbal.

C23**THE ENDORSEMENT OF POWER AND INDIVIDUAL DIFFERENCES IN SOCIAL VALUE ORIENTATION**

Dong-Won Choi¹; ¹California State University East Bay – Two studies examined the relationship between individual values and social value orientation, which is a person's preference for distributing resources between the self and another person in a certain way (McClintock, 1972). In the first study, 87 participants completed the Decomposed Games measure of social value orientation (Van Lange et al., 1997) and the 56-item Schwartz Value Survey (Schwartz & Sagiv, 1995). Prosocials -- who prefer maximizing self and other's mutual gain ($n = 48$) -- and individualists -- who prefer maximizing self gain regardless of the other's gain ($n = 23$) -- were identified and then compared. Results showed that individualists

endorsed power more than prosocials. Their difference on the other measured values was statistically non-significant. In the second study, 100 participants completed the Schwartz Value Survey and also read a scenario involving a distribution of profits between the self and a neighbor, and then rated their satisfaction regarding different ways of distributing the profits (e.g., \$300 to self, \$100 to the other). The relationship between satisfaction level and the (positive) difference between self gain and the other's gain was calculated; among the different individual values, only power (positively) and security (negatively) related to this relationship significantly. In sum, the above studies suggest that an increase in endorsement of power is related to greater endorsement of maximizing self gain (Study 1) or maximizing the difference between self gain and the other's gain (Study 2).

C24

IRONIC EFFECTS OF EXTROVERSION IN FRIENDSHIP PURSUIT P. Niels Christensen¹, Madeleine Reedy¹, Emily Stone¹, Sarah Clark¹; ¹Radford University – This research investigated the role of extroversion in friendship pursuit following initial interactions. The study included 148 previously unacquainted undergraduates, who participated in 4-person groups. Each group began with a 15-minute conversation, followed by the completion of questionnaires in separate cubicles. Participants rated themselves and each other group member on extroversion. Participants also provided other-perceptions and metaperceptions (beliefs about how others rated oneself) for how much they wanted to pursue future interactions with each person. Data were analyzed using the social relations model (Kenny, 1995), which generates estimates of how participants rated others in general (perceiver effects) and how participants were seen by others (target effects). Group members had a greater desire for future interaction with those who self-reported higher extroversion ($\beta = .35$, $t = 4.56$) and those seen as extroverted by the group ($\beta = .53$, $t = 7.57$). Furthermore, metaperceptions for future interactions were also associated with self-reported extroversion ($\beta = .29$, $t = 3.62$). This suggests that extroverts correctly guessed that they were seen as desirable interaction partners by other group members. Ironically, however, extroversion did not predict a person's general desire for future interactions ($\beta = .10$, ns). This suggests that although people have greater inclination to pursue friendships with those who are more extroverted, those with greater extroversion do not have an elevated desire to reciprocate. Therefore, extroversion may be a magnetic personality trait to peers but is not always a motivating force for a person to pursue new friendship with those peers.

C25

ANGER GENES: NEW EVIDENCE LINKING A SEROTONIN 1B RECEPTOR GENE VARIANT TO ANGER AND HOSTILITY IN DAILY LIFE Tamlin Conner¹, Kevin Jensen², Howard Tennen², Henry Furneaux², Henry Kranzler², Jonathan Covault²; ¹University of Otago, Dunedin, New Zealand, ²University of Connecticut Health Center, Farmington, CT – Emotional tendencies are heritable; however, the contribution of specific genes to emotional tendencies is less well understood. In this poster, we report data linking a newly identified genetic variant in the serotonin 1B receptor gene to aggressive emotions such as anger and hostility. Based on animal research showing that low serotonin 1B receptor activity causes heightened aggressive behavior, we hypothesized that individuals with the genetic variant that lowers serotonin 1B receptor activity would experience greater feelings of anger and hostility than individuals with the variant that raises 1B receptor activity. Three-hundred and fifty-six university students reported their emotions and other experiences each day for 30-days, for up to four years. DNA was obtained through a mouthwash rinse and genotyped for the A to G single nucleotide polymorphism rs#13212041 of the serotonin 1B receptor gene. Results supported predictions for men only. Men with two copies of the lower activity serotonin 1B receptor allele (genotype AA) reported feeling more anger and hostility in their daily lives,

compared to men with one or no copies of this allele (genotypes AG, GG) ($b(SE) = .199(.054)$, $p < .001$). This genetic variant accounted for 7% of the variance in men's anger and hostility ($d = .55$) and was particularly evident among the younger men. Genotype was unrelated to anger and hostility in women. Findings extend our understanding of the genetic basis of aggressive emotions and suggest that novel genetic variants that alter serotonin 1B receptor activity may have important emotional implications.

C26

ETHNIC IDENTITY DEVELOPMENT IN CHILDREN AND PREADOLESCENTS FROM A LOW STATUS GROUP Barry S. Corenblum¹, Helen Armstrong¹; ¹Brandon University – Research and theory on racial-ethnic identity development has focused on adolescents and young adults of color. Racial-ethnic identity in children in these groups has received less attention, and what research there is has been given to stereotypes and attitudes about in-group and out-group members. In the present study, Aboriginal (Indian) Canadians in grades 2 -5 attending reserve-based schools completed measures assessing racial-ethnic identity, level of cognitive development, an explicit measures of own group attitudes, a white-Aboriginal IAT and a Black-Aboriginal IAT, and measures of explicit and implicit self-esteem. These measures were re-administered one year later to an overlapping sample of students in grades 2-5 attending the same schools. According to social identity theory, one way members in low status groups can enhance social identity and maintain a positive self-esteem is to increase the distance between themselves and in-group members and decrease the distance between themselves and more valued group members. Results of structural equation models were consistent with these predictions-increases in the level of racial-ethnic identity were associated with implicit other group biases and positive self-esteem when the IAT comparison group was African American, but not when the comparison group were members in high status groups. Development of a racial-ethnic identity among disadvantaged group members is a dynamic process involving social comparisons between in-group members and selectively chosen out-group members, and the integration into a coherent gestalt of often conflicting emotions and cognitions about in-group members and what it means to be a member of a low status group

C27

PERSONALITY AND PHYSICAL ACTIVITY: THE ADAPTIVE VALUE OF OPENNESS TO EXPERIENCE Kelly A Cotter¹; ¹Sacramento State University – Physical activity improves health and well-being, yet many adults remain sedentary. Because personality plays a large role in the adoption and maintenance of behavior, personality's cross-sectional and longitudinal association with physical activity was examined in a national sample of 3910 participants ages 24 to 75 (55% women). In a hierarchical multiple regression analysis examining cross-sectional data from 1994-1995 (Adj. $R^2 = .13$, $F(11, 3830) = 54.56$, $p < .001$), participants reporting lower neuroticism ($\beta = -.04$, $p = .03$) and agreeableness ($\beta = -.05$, $p = .01$), and higher extraversion ($\beta = .12$, $p < .001$), conscientiousness ($\beta = .05$, $p = .006$), and openness to experience ($\beta = .06$, $p = .003$) were more physically active. Furthermore, when examining cross-sectional data from the same participants in 2004-2005 (Adj. $R^2 = .17$, $F(11, 3675) = 67.46$, $p < .001$), participants reporting lower agreeableness ($\beta = -.06$, $p = .003$) and higher extraversion ($\beta = .08$, $p < .001$), conscientiousness ($\beta = .06$, $p = .001$), and openness ($\beta = .07$, $p < .001$) were more physically active. When the longitudinal data were examined (Adj. $R^2 = .24$, $F(12, 3680) = 99.32$, $p < .001$), participants reporting higher openness at Time 1 reported more physical activity nine to ten years later ($\beta = .08$, $p < .001$) after controlling for Time 1 physical activity. Results suggest that openness to experience has adaptive value for health behaviors.

C28

ALTERING ALTEMEYER: DOUBLE STANDARDS AMONG LOW RIGHT-WING AUTHORITARIANS Jarret T. Crawford¹; ¹The College of New Jersey, Ewing, NJ – Altemeyer's findings (1988; 1996) across several studies indicate that whereas High RWAs exhibit a rigid double standard in political reasoning, Low RWAs are more fair-minded. However, this pattern of bias may not be due to the rigid nature of High RWA reasoning; rather, it was hypothesized that Low RWA double standards can emerge by altering the content of experimental scenarios to allow for such biases to emerge. Study 1 replicated Altemeyer's (1996) finding that whereas High RWAs offered more support for mandatory Christian school prayer than for Muslim school prayer, Low RWAs equally opposed mandatory school prayer. However, it is argued that this pattern emerged because Low RWAs value self-direction (Cohrs et al., 2005) and should reject the imposition of religious prayer, regardless of the target group. Thus, in Study 2, the mandatory nature of school prayer was removed and replaced with a situation in which participants were asked whether physical space should be reserved for Christian or Muslim school prayer in American public schools. As predicted, High RWAs offered more support for Christian than Muslim school prayer space, while Low RWAs offered more support for Muslim than Christian school prayer space. Tests of several other scenarios and their alterations largely confirmed this finding: double standards among Low RWAs can be observed if stimulus materials are constructed to allow for such biases to manifest. This work challenges previous conclusions regarding the nature of High RWA reasoning, and extends them by placing authoritarian reasoning within the context of social values.

C29

WHEN SUBJECTIVE SIMILARITY BREEDS DISDAIN: EXISTENTIAL ISOLATION AND STEREOTYPICALITY MODERATE THE EFFECTS OF I-SHARING WITH HEAVYWEIGHT INDIVIDUALS Leslie A. Crimin¹, Elizabeth C. Pinel¹; ¹The University of Vermont – Existential isolation (E.I.) permeates the human experience, threatening the needs for belief validation and interpersonal connectedness. Pinel and colleagues (2004; 2006) suggest that shared subjective experiences (I-sharing) satisfy these needs and bridge the existential divide, resulting in positive evaluations of I-sharers. Pinel and colleagues (2004) argue that chronically existentially isolated individuals are particularly sensitive to I-sharing. The current study investigated whether one's level of dispositional E.I. influences evaluations of heavyweight individuals following I-sharing and whether the target's stereotype relevant characteristics matter in this process. Participants with varying levels of E.I. engaged in an interaction with a computer-generated partner. They learned their partner either confirmed or disconfirmed heavyweight stereotypes. They then played a game of Imaginiff, which required them to provide spontaneous responses to a series of questions. In this game, I-sharing occurs when two people give the same, in-the-moment, responses. Participants learned that they I-shared with their partner, did not I-share with their partner, or they did not receive any I-sharing information. Participants rated their liking for their partner and their prejudice toward heavyweight people. A series of significant three-way interactions surfaced between I-sharing, stereotypicality, and E.I. High E.I. individuals, as compared to control, indicated negative attitudes (less liking and more prejudice) after I-sharing with a stereotype confirming partner or not I-sharing with a stereotype disconfirming partner. Findings suggest that existentially isolated individuals' beliefs may be threatened by unexpected I-sharing feedback, creating negative reactions. These reactions maintain E.I. and adversely affect stigmatized individuals by promoting dislike and prejudice.

C30

BIG FIVE PREDICTORS OF BEHAVIOR AND PERCEPTIONS IN INITIAL DYADIC INTERACTIONS: TWO EXTRAVERTS SHOW POSITIVE SYNERGY, TWO DISAGREEABLES SHOW NEGATIVE SYNERGY Ronen Cuperman¹, William Ickes¹; ¹The University of Texas at

Arlington – We used the unstructured dyadic interaction paradigm to examine the effects of gender and the Big Five personality traits on the dyad members' behaviors and perceptions in 87 initial, unstructured interactions. Most of the significant Big Five effects (89%) were associated with the traits of extraversion and agreeableness. There were several significant actor and partner effects for both of these variables. However, the most interesting and novel effects took the form of significant actor X partner interactions. A positive synergy was evident in the distinctive interactions of two extraverts: the most pleasant and involving interactions took place when both the actor and the partner were extraverted. In contrast, a negative synergy was evident in the distinctive interactions of two disagreeables: the least pleasant and involving interactions took place when both the actor and the partner were disagreeable. In summary, the Big Five traits predict behavior and perceptions in initial dyadic interactions, not just in the form of actor and partner main effects but also in the form of actor X partner interactions.

C31

BORN TO BE KING? PERCEPTIONS OF POWER AND CONTROL IN FIRSTBORNS Laura A. Danenberg¹, Jens Frster¹; ¹University of Amsterdam – The birth order effect finds that firstborn children consistently score higher on measures of general intelligence and achievement than laterborn or single children. The present research examines the reasons for this effect from a social cognitive perspective. One predictor for achievement is the ability to successfully exhibit personal (self-)control. We propose that older siblings, through their dominant role within the family, become much more skilled at responsibility, power and personal control than their younger siblings. This capacity for control is suggested to drive the effect of increased intelligence in firstborns. Drawing on recent research within the domain of Construal Level Theory, we argue that the sense of personal control is facilitated by a global and more abstract construal of the world that stems from more relative right, as compared to left, hemisphere activation in the brain. We could support our hypothesis empirically by showing that birth order significantly predicts hemisphere activation as measured by the line bisection task. Firstborns show more relative right hemisphere activation as compared to laterborn or single children (controlling for handedness). In a second study, we asked participants to imagine being in a situation where they did not have any control. According to our hypothesis, this situation should be more threatening for firstborns than laterborns. Consistently, we found that firstborns report higher desires of control following the loss-of-control imagery, than do younger siblings. With the theory of enhanced perceptions of control in firstborns we will integrate many previously unrelated correlates of the birth order effect.

C32

IMPLICIT THEORIES OF RELATIONSHIPS AND PSYCHOLOGICAL WELL-BEING Natalie Deitz-Bales¹, Dr. Alicia Limke¹; ¹University of Central Oklahoma – This study examines implicit theories of relationships (i.e., destiny and growth) and psychological well-being (i.e., self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth) in a sample of undergraduate college students enrolled in a general psychology course. There was a main effect for destiny predicting both autonomy and self-acceptance, such that the higher the belief in destiny, the lower the levels of autonomy and self-acceptance, and a marginally significant main effect for destiny predicting total psychological well-being, such that the higher the belief in destiny, the lower the level of psychological well-being. Discussion focuses on how the development of implicit theories of relationships may affect psychological well-being.

C33

MORAL DISENGAGEMENT: MEDIATOR OF RIGHT-WING AUTHORITARIANISM, SOCIAL DOMINANCE ORIENTATION, AND WAR SUPPORT Lydia Eckstein Jackson¹, Lowell Gaertner¹; ¹University of Tennessee – Extant research indicates that right wing authoritarianism (RWA; i.e., a combination of submission to authorities,

authority-sanctioned aggression, and conventionalism; Altemeyer, 1981) and social dominance orientation (SDO; i.e., a preference for hierarchical intergroup relations and ingroup dominance; Pratto et al., 1994) are positively associated with war support (e.g. McFarland, 2005). We examined whether RWA and SDO, respectively, lead to the support of war via a process of moral disengagement (Bandura, 1986), which involves four mechanisms (i.e., moral justification, responsibility reduction, minimizing consequences, and dehumanizing/ blaming the victim) by which inhumane conduct is disengaged from self-control, enabling callous behavior without negative consequences to self-perception. Undergraduates at the University of Tennessee (n=704) completed measures of RWA, SDO, moral disengagement, and support of the Iraq War. As predicted, moral disengagement fully mediated the positive and independent effects of RWA and SDO on support of war. Furthermore, RWA and SDO differentially related to specific disengagement mechanisms such that RWA more strongly disengaged via moral justification and minimizing consequences than did SDO. SDO disengaged via dehumanization of victims more so than RWA. While the cross-sectional nature of the data limits assumptions of causal direction, the observed patterns speak to the importance of moral disengagement in supporting intergroup violence. Further research is needed to elucidate the differential importance of disengagement mechanisms and to clarify the direction of causality by use of experimental and longitudinal methods.

C35

MOTIVATIONS UNDERLYING THE CHOICE OF VALENTINE'S DAY CARDS: THE MODERATING ROLE OF NARCISSISM Marie-Joelle Estrada¹, Mark R. Leary¹; ¹Duke University – This study examined the motivations that underlie people's choices of Valentine's Day cards. In the two weeks prior to Valentine's Day, 136 participants (86 men, 50 women) provided relationship information, completed the Narcissistic Personality Inventory, and chose the Valentine's Day cards that they were most and least likely to give from a set of eight cards. Participants rated the chosen cards with respect to the likelihood that they would give the card, the degree to which it accurately expressed their feelings toward their partner, and the degree to which they expected that it would elicit affectionate behaviors. Results indicated that the likelihood of giving the most desired card was predicted by both the degree to which it accurately reflected participants' feelings ($r = .43, t = 6.01, sr = .41$) and the degree to which participants' expected to receive positive, affectionate reactions after giving it ($r = .34, t = 4.71, sr = .32$), $ps < .001$. Further analyses revealed that although individual differences in narcissism were unrelated to the degree to which selected cards expressed participants' feelings about the partner, participants who scored high in narcissism were more likely to choose cards that they thought would lead to affectionate reactions compared to low narcissists. These findings are discussed in terms of the functions of romantic behaviors and the relational motives of people high in narcissism.

C36

THE ROLE OF INDIVIDUAL DIFFERENCES IN GENERALIZED EXPECTATIONS AND TRUST Anthony Evans¹, Joachim Krueger¹; ¹Brown University – Interpersonal trust depends upon the willingness to accept vulnerability and expectations of how others will act. The present study examines how these psychological factors interact with underlying differences in the propensity to trust. Trust Game (TG) parameters were systematically manipulated to observe how individuals perceive the situational aspects of trust. Decision making data from the Web were analyzed; participants (N = 240) played a series of one-shot games with randomized payoffs. In each game, participants decided whether or not to trust and were then asked to predict how the other player would respond. Two factors were independently manipulated in the game – the cost of betrayal and the benefit of reciprocity. Using these manipulations, we studied trust and expectations in games of low and high vulnerability.

Rates of trust were associated with the costs of betrayal, but were only weakly related to the benefits of reciprocity. Thus, participants weighed potential losses more heavily than gains. Trust was correlated with expectation of how the other player would act; however, these expectations were independent of the other player's incentives. Expectations were significantly correlated with trait measures of the propensity to trust. These findings are evidence that expectations are related to a general belief about the intentions of others.

C37

RUMINATION AND DIFFERENTIATION OF NEGATIVE AFFECT PREDICT IMPULSIVE BEHAVIOR IN WOMEN WITH BORDERLINE PERSONALITY DISORDER Landon Fuhrman¹, Karin Coifman¹, Geraldine Downey¹, Kathy Berenson¹, Eshkol Rafaeli²; ¹Columbia University, ²Barnard College, Columbia University – Rumination has been defined as a method of coping with negative mood that involves self-focused attention (Treynor, Gonzalez, & Nolen-Hoeksema, 2003). Extensive research on rumination in depressed populations has shown that women are more likely to be depressed than men to the extent that they ruminate more, and that rumination is linked to an increased likelihood of engaging in impulsive behaviors (Nolen-Hoeksema, 2000; 2007). Borderline personality disorder is also overwhelmingly diagnosed in women, and represents a clinical condition for which impulsivity remains a defining feature. We hypothesized that: 1) women with BPD would show both increased rumination and greater frequency of engaging in impulsive behaviors than a healthy control sample of women, and 2) differentiation of negative emotions, or the ability to represent/experience distinct negative emotions in specific ways, would moderate this relationship. Using a 21-day experience-sampling electronic diary, we assessed emotion differentiation and frequency of engaging in five different impulsive activities in a group of women with borderline personality disorder (with and without current MDD), and in a group of healthy control women with no psychiatric diagnosis. Rumination was measured using Nolen-Hoeksema's (1999) Ruminative Responses Scale. Preliminary analyses reveal that women with BPD had higher rumination scores, differentiated less among their emotions overall and specifically among their negative emotions, and engaged in more impulsive activities. Results suggest that increased ability to differentiate negative affect is more adaptive than differentiation of positive affect, and could lead to reductions in impulsive behavior in women with borderline personality disorder.

C38

EVERYBODY LOVES AN EXTRAVERTED LEADER: PERCEIVED AND SELF-REPORTED PERSONALITY TRAITS AS PREDICTORS OF INTERPERSONAL ACCEPTANCE Christopher Garris¹, Monica Harris¹; ¹University of Kentucky – While much research has focused on the consequences of interpersonal rejection, less research has focused on the antecedents of rejection, especially among adults. The current study sought to identify predictors of acceptance or rejection, as reported by the individual and as perceived by others. 294 undergraduates were recruited to participate in sessions consisting of 4-6 participants. Participants completed the rejection sensitivity questionnaire and the short-form NEO in solitude. Groups were brought together where they exchanged personal information during a short getting-to-know-you interaction, followed by a short problem-solving interaction. Participants were instructed that an upcoming interaction only needed a group of three, and thus they would choose with whom they would like to work. Acceptance/rejection status and perceived personality were obtained when participants made their choices and reported on 15 personality traits of each of the other participants. A factor analysis of these ratings yielded three composite variables: social dominance (e.g. leadership, outgoing), negative qualities (e.g. self-centered, unpleasant), and personal agency (e.g. competent, smart). Results revealed that participants accepted by their group members were more likely to be

high in social dominance and personal agency. Surprisingly, rejection was not predicted by negative qualities. Regarding personality, accepted participants reported higher extraversion and agreeableness than rejected participants. Again, negative information did not predict acceptance, as there were no significant differences of acceptance status on rejection sensitivity or neuroticism. In other words, being shy and withdrawn was more likely to lead to rejection than possessing neurotic irritability. Implications for theories of rejection are discussed.

C39

PREDICTING ATTITUDES TOWARD A SOCIAL INTERACTION USING THE INTERPERSONAL EXPECTANCY SCALE *Jamie L. Gill¹, Robert D. Mather¹, Amy E. Jobe¹; ¹University of Central Oklahoma*—Mather, Casa de Calvo, and Reich (2004) developed the Interpersonal Expectancy Scale (IES) to measure general expectancies about other people's interpersonal behaviors, intentions, characteristics, capabilities, and outcomes. The current study is the first to examine the ability of the IES to predict attitudes toward a social interaction. Participants ($n = 80$) watched a short video of a teacher giving a lecture and subsequently completed various measures of their attitudes toward the teacher, toward the audience, and toward the interaction between the teacher and audience. Several expected results were found. First, the IES predicted participants' attitudes toward the interactions, but not toward the speaker or the audience, while the Future Events Scale (FES; Andersen, 1990) and the Motivation to Avoid Negative Interpersonal Biases Scale (MANIB; Naylor et al., 2006) did not. Second, the IES predicted participants' ratings of positive (but not negative) aspects of the interaction, while the FES and MANIB did not. Third, both the IES and FES predicted the participants' ratings of the teacher's abilities and performance. These results suggest that the IES is a useful tool for predicting people's construal of social interactions, which has implications for research on the social inference process. A subsequent study ($n = 262$) examined the construct validity and generalizability of the IES and the MANIB.

C40

DO NARCISSISTS KNOW WHEN TO QUIT? *Chelsea Gilts¹, Holly Waters¹, Cynthia Luethcke¹, Harry Wallace¹; ¹Trinity University*—An experiment probed the relationship between narcissism and task persistence following failure. Specifically, we tested how narcissists would respond to a warning that their task goal might be impossible to achieve. Narcissists' irrational self-confidence and strong desire to display superiority suggest that they may ignore cues to quit. Eighty participants attempted to solve a riddle framed as part of a computer-based intelligence test. The goal was to solve five riddles as quickly as possible, but only persistence on the first riddle was measured. Instructions emphasized that persistence resulting in failure would hurt one's performance score more than quitting the troublesome riddle quickly. The computer rejected each solution offered, and participants then had to decide whether to try again or quit to attempt the next riddle. Participants knew they could not retry the riddle after quitting. Before receiving the riddle, half of the participants were warned that one of the five riddles was unsolvable. A linear regression analysis revealed a significant interaction between narcissism and warning condition. Participants with low narcissism scores displayed significantly less persistence if they received the warning, but the warning had no effect on narcissists' persistence. Narcissists were also more likely to report surprise about having their solutions rejected, especially in the warning condition. Although narcissism was moderately correlated with self-esteem, self-esteem did not predict persistence. The results mirror past evidence that narcissists' overconfidence and self-enhancement striving can cause them to take unwise risks.

C41

MEASURING OVERALL CHANGE IN A BIG 5 PERSONALITY PROFILE *Jonathan S. Gore¹, Susan E. Cross², Daniel W. Russell²; ¹Eastern Kentucky University, ²Iowa State University*—Two studies investigated the validity of three methods of assessing overall change in a personality profile: mean differences among ratings, bivariate correlation coefficients ($1 - r$), and intraclass correlation coefficients ($1 - ICC$). Study 1 ($n = 60$) examined change among college freshmen at three time points: a) during the first half of their first semester (T1), b) during the second half of their first semester (T2), and c) during the first half of their second semester (T3). At Time 1, participants completed the Twenty Statements Test (TST), the Big Five Inventory (BFI), and several measures of psychological well-being. At Times 2 and 3, participants completed follow-up assessments of the BFI and well-being, then added and deleted items from their TST list based on how they currently defined themselves. Results indicated that intraclass correlation coefficients were the most strongly associated with changes on the TST, particularly those that involved personality traits. Higher scores on the change indicators were also associated with lower scores on the psychological well-being measures. Study 2 ($n = 183$) examined change among college freshmen using the same procedure and materials at two time points: a) during the first half of their first semester (T1), b) during the second half of their first semester (T2). The results replicated the findings from Study 1. Therefore, intraclass correlation coefficients are recommended as a single numeric indicator of overall change in a personality profile. Implications and future research directions are discussed.

C42

THE GOOD ME BAD ME: A BRIEF MEASURE OF INTERPERSONAL STRENGTHS AND WEAKNESSES *Alana Greco¹, Lara Kammrath¹; ¹Wilfrid Laurier University*—People's interpersonal strengths and weaknesses have been shown to relate to well-being, happiness, and satisfaction. Although well-established interpersonal scales for measuring strengths and weaknesses (e.g., Circumplex Scale of Interpersonal Efficacy, CSIE; Inventory of Interpersonal Problems Circumplex, IIP-C) are valid and reliable, these multi-item measures can be quite long. Unfortunately, circumstances may arise where it is often not ideal to use these long measures. Thus, using Interpersonal Theory as a framework, we developed a shorter measure to assess overall interpersonal functioning. Our new questionnaire, the Good Me Bad Me Questionnaire (GMBM-Q) is comprised of eight prototypes for interpersonal strengths and eight prototypes for interpersonal weaknesses. In two studies, we evaluated the new GMBM-Q in terms of its 1) fit to a circular correlational structure, 2) convergent validity with established interpersonal measures, and 3) predictive validity in a sample of MBA students engaged in a negotiation simulation. In both studies, the GMBM-Q adhered to circumplex properties showing reliable correlational patterns and demonstrating both convergent and discriminant validity with the IIP-C and CSIE.

C43

BELIEF IN A JUST WORLD AND SUPPORT FOR HEALTH AND SOCIAL POLICIES *Jeremy Green¹; ¹Yale University*—Background: A line of psychological research has examined the belief in a just world and how this psychological belief may influence attributions of blame regarding vulnerable populations. The psychological belief in a just world may be an important determinant of public opinion regarding health and social policies. Objective: To ascertain the extent to which the belief in a just world is related to support for health and social policies. Methods: The National Election Survey (NES) is conducted regularly in the United States in order to compile data regarding public opinion and its determinants. In 2006 the NES conducted a Pilot Study. This pilot collects further information from a subsample of the 2004 NES and includes a question regarding the belief in a just world. Data from the 2004 NES are merged with data from the 2006 NES Pilot Study. Results:

Individuals who believe in a just world have less support for government aid to the poor as compared to individuals who do not believe in a just world. Support for increased social security funding and national health insurance is largely driven by political ideology rather than the belief in a just world. In America, liberal ideology is associated with increased support for national health insurance. Conclusions: The belief in a just world plays an important role in the formation of public opinion regarding overtly redistributive welfare policies such as government aid to the poor. Support for national health insurance is divided according to political ideology, rather than party affiliation.

C44

CONTEXTUALIZED PERSONALITY ASSESSMENT: UNCOVERING SITUATIONAL DIMENSIONS ASSOCIATED WITH THE CROSS-SITUATIONAL CONSISTENCY OF BEHAVIOR. Robert Griffo¹, C. Randall Colvin¹; ¹Northwestern University – Current social and personality perspectives agree that behavior is determined by an interaction between characteristics of persons and situations. While theoretical and empirical progress towards understanding what constitutes a situation and how behavior is systematically related to situation variables is limited, there is evidence suggesting that behavioral consistency across situations is related to the similarity of those situations. The current research sought to develop a method for identifying relevant situation dimensions useful for determining situation similarity and to evaluate the extent to which these situation dimensions can be used to predict behavioral consistency. Each participant engaged in four videotaped dyadic social interactions, which differed on two objective dimensions, partner and task. Following each interaction, participants provided subjective ratings of each interaction on a series of situation characteristics, affects, motives, and behaviors. Finally, each participant's behavior in the four lab interactions was observed and coded using the Riverside Behavioral Q-Sort. Results: (a) indicate that both objective and subjective situation similarity can be used to predict behavioral consistency; and (b) reveal the subjective situation dimensions relevant for assessing situation similarity. Future research will directly compare the ability of this method to predict behavioral consistency with traditional trait measures of personality.

C45

SELF-MONITORING AND THE MODERATING ROLE OF AGREEABLENESS ON PATTERNS OF ACTIVITIES BETWEEN ACQUAINTANCES Esther M. Guillaume¹, John S. Kim¹, Mark Snyder¹; ¹University of Minnesota – Self-monitoring is usually conceptualized as a moderator that can facilitate or subdue the expression of personality traits in social situations. Here, we consider the possibility that self-monitoring, at times, can be moderated by personality, such that certain personality traits will influence the extent to which people behave according to their self-monitoring orientations. Specifically, we examined the interaction between self-monitoring (Snyder, 1974) and agreeableness (Costa & McCrae, 1985) in accounting for patterns of social activities between acquaintances. Participants (N = 105) listed two individuals with whom they are friendly but whom they would not consider close friends, and five social activities in which they engage. Subsequently, participants rated how often they actually engaged in each activity with each acquaintance (ratings of real activity), and how often they would like to engage in each activity with each acquaintance (ratings of ideal activity). We then examined the discrepancy between real and ideal ratings as an indicator of the extent to which people are able to spend time in activities with preferred partners. We found an interaction between self-monitoring and agreeableness ($\beta = -0.279, p < 0.01$). For participants high in agreeableness, low self-monitors reported greater real-ideal discrepancy than high self-monitors, whereas for participants low in agreeableness, high self-monitors reported greater real-ideal discrepancy than low self-monitors. These findings suggest that agreeableness can moderate the relation between self-monitoring orientations and patterns of time spent with activity partners of choice. Interpretations of these

findings in terms of motivations and abilities associated with self-monitoring will be offered.

C46

AGREEABLENESS AND PROSOCIAL BEHAVIOR: THE EGOISTIC PERSONALITY? Meara M. Habashi¹, William G. Graziano²; ¹University of Alabama, ²Purdue University – A longstanding question in social psychology deals with whether an altruistic personality exists. Previous research on agreeableness (a Big Five dimension of Personality), empathic concern, and helping behavior, provided initial evidence for the existence of an altruistic personality. The current research examined agreeableness and altruistic and egoistic motives for helping. The studies used criteria outlined by Batson (1986) to examine whether agreeableness was systematically related to altruistic or egoistic motives. Across two studies (Study 1 N=356; Study 2 N = 341), participants were exposed to a fellow undergraduate student in need of help in a helping situation that was relatively easy or difficult to escape [following Batson's (1986) Elaine paradigm]. Results across both studies provided initial evidence that Agreeableness may be related to egoistic motives for helping. More specifically, results indicated a positive relationship among Agreeableness and helping behavior when escape from the helping situation was relatively difficult. According to Batson, this pattern of results implicates egoistic motives for helping. Examining the individual emotions driving this behavior, however, lends a far more complex, yet complete, picture of motives for prosocial behavior. Results suggest that prosocial motives may work differently in different types of people. That is, egoistic and altruistic motives may work together to determine helping behavior for certain types of people – individuals high in agreeableness. Results will be discussed in terms of pluralistic motives for helping, and how these motives may combine to influence prosocial behavior.

C47

LOVE, HAPPINESS, AND MEANING IN LIFE: A DYNAMIC APPROACH TO MEANING IN LIFE JUDGMENTS Joshua Hicks¹, Rebecca Schlegel¹, Laura King¹; ¹University of Missouri - Columbia – Four studies examined positive affect (PA) and social relatedness as alternate sources of information for judgments of meaning in life (MIL). In Study 1 (N = 138), daily assessments of PA, Relatedness Needs Satisfaction (RNS) and MIL were obtained every five days over 21 days. Multi-level modeling showed that on days when RNS was low, PA was strongly related to the experience of meaning in life. In Studies 2 through 4 (total N = 282), priming loneliness increased reliance on PA and decreased reliance on measures of social functioning in meaning in life judgments. This pattern held in a community sample (Study 3), when relationship measures were taken after the priming task (Studies 3 & 4), and when the control group was primed with neutral social words (Study 4). Results are discussed in terms of the dynamic ways that situational cues interact with sources of meaning to inform judgments of meaning in life.

C48

TRAITS AS PERCEPTUAL AND BEHAVIORAL UNITS: THE CASE OF HOSTILITY Krista Hill¹, C. Randall Colvin¹, Robert Griffo¹; ¹Northwestern University – Many psychologists are familiar with Allport's (1937) definition in which he says traits initiate and guide consistent (equivalent) forms of adaptive and expressive behavior. This suggests that a particular trait, in combination with other traits, will produce similar manifestations of behavior across relatively similar situations. The trait-behavior relation is an assumption that has guided considerable research by trait psychologists. In the same definition, Allport states that traits have the capacity to render many stimuli functionally equivalent. This statement indicates that traits influence perception. This aspect of Allport's theory has received little empirical attention and is the focus of the current research. In this study, we focused on the trait of hostility and its influence on both perception and behavior. It was predicted that

higher self-reported hostility would be related to more negative and hostile personality ratings of observed target individuals. Approximately 120 participants completed a battery of self-report questionnaires, two friends rated each participant's personality, and participants' behavior in four social situations was videotaped and coded by trained coders. Participants rated the personality characteristics of four target individuals whom they observed for 12 minutes. The first set of analyses focused on the personality and behavioral characteristics associated with individual differences in trait hostility. The second set of analyses focused on the correlates between self-reported hostility and participants' personality ratings of four observed target individuals. The results indicated that hostile individuals were described negatively by friends and exhibited disagreeable behaviors. Furthermore, hostile individuals rated targets more negatively than less hostile individuals.

C49

TO DREAM OF TOMORROW, REMINISCE OF YESTERDAY, OR SAVOR TODAY: CONSTRUCTION OF THE TEMPORAL FOCUS INVENTORY (TFI) AND ITS RELATIONSHIP TO VARIOUS PERSONALITY AND MOTIVATION FACTORS

Oshrat A. Hodara¹, Noelia A. Vasquez¹; ¹York University – Whether one focuses on a past regret, an upcoming vacation, or the rich taste of an espresso in hand, time perspective plays an integral role in people's thoughts, feelings, and behaviors (Zimbardo & Boyd, 1999). Individuals frequently engage in mental time travel that psychologically distances them from the here and now through reflection of past experiences or visualizations of possible future events (Friedman, 2005). Research on time perspective suggests that the past is determined, the future unknown, and the present nonexistent due to its ever-shifting properties (Campbell, 2000). Temporal focus may also be examined as an individual difference where people predominantly focus on the past, present, or future. The primary purpose of this research was to construct a scale that captures people's chronic temporal foci and examine their relation to personality and motivation variables. We predicted that individuals with a chronic past, present or future-focus would differ in their self-evaluations, motivational strategies, and life outlooks. The 15 items of the Temporal Focus Inventory (TFI) loaded on three factors that were identified as past, present, and future timeframes. Although the majority of participants focused on the past or future, findings suggest that living in the moment may be beneficial. Specifically, present-focus was positively related to self-esteem, self-liking, emotional stability, openness, and life-satisfaction. Alternatively, past-focus was positively related to rumination, prevention regulatory style, and behavioral inhibition, whereas future-focus was positively related to promotion regulatory style and interpersonal problems related to affiliation. Further implications for motivation, subjective-well being, and interpersonal behavior are discussed.

C50

A RELIABLE IMPLICIT ASSOCIATION TEST OF NARCISSISTIC PERSONALITY DISORDER (THE NPD-IAT)

Nicholas S. Holtzman¹, Michael J. Strube¹; ¹Washington University in St. Louis – Narcissistic Personality Disorder is a tendency to be arrogant, to require admiration, and to lack empathy. Individuals with these traits tend to lie to themselves and lie to other people. Lying may reduce the validity of explicit narcissism tests. In contrast, implicit association tests (IATs) limit lying. Therefore an IAT is particularly apt to validly assess narcissistic personality disorder. Method: Participants (N = 152) were undergraduates volunteering for course credit at a Midwestern university, 68% female. In our IAT, participants use two keyboard keys, one for the left hand and one for the right hand, to categorize one of four types of stimuli presented in the center of a computer screen: photographs of the self, photographs of unknown other people, narcissistic words (e.g., arrogant), non-narcissistic words (e.g., empathy). In the upper right corner of the screen are two labels, one of which refers

to a person (e.g., Me) and one of which refers to a concept (e.g., Narcissistic); in the upper left corner are the other two labels (e.g., Other People and Not Narcissistic). If Narcissistic and Me share a response key, then a narcissistic person should respond quickly to stimuli, relative to when Not Narcissistic and Me share a response key. Results and Conclusions: The test had internal consistency ($\alpha=.78$) comparable to the Narcissistic Personality Inventory ($\alpha=.80$), the most common measure of narcissism. The two were uncorrelated ($r=.09$). The NPD-IAT lasts five minutes. In sum, it is reliable, unrelated to explicit narcissism, and efficient. Validation research is underway.

C51

VARIATION IN THE SEROTONIN TRANSPORTER GENE MODERATES THE EFFECT OF FAMILY ENVIRONMENT ON ADOLESCENT PERSONALITY TRAITS

Joshua J. Jackson¹, Naomi Sadel¹, Shabnam Javdani¹, Edelyn Verona¹; ¹University of Illinois, Urbana-Champaign – Gene-environment interplay is thought to be a major factor in the etiology of individual differences, such as normal range personality traits. However, most gene-environment designs have focused on more pathological forms of personality (e.g. externalizing disorders), neglecting normal range personality traits. Using a gene-by-environment (G x E) interaction design, we tested whether a polymorphism in the promoter region of serotonin transporter gene (5-HTT) interacted with childhood environment to predict personality traits in adolescence. 156 adolescents (55% female), ranging in age from 12-17, were genotyped and completed an omnibus personality measure (MPQ). Multiple measures of the environment, such as parental conflict, abuse and family dynamics, were collected from both adolescents and their parents. Replicating evidence that suggests the serotonin transporter is involved in increased emotional responses, 5-HTT interacted with family environment to predict negative emotionality and the facets of negative emotionality. These findings highlight applicability of genetic research for the field of personality development. In addition, these results emphasize the importance of environmental influences on personality development.

C52

A LOOK IN THE MIRROR: FEMALE BODY SHAME'S RELATION TO SEXISM, RELIGIOUS FUNDAMENTALISM, AGE, AND REGIONALISM

Colette Jacquot¹, Amy M. Buddie²; ¹University of Texas at Arlington, ²Kennesaw State University – To discover if female body shame was related to sexism, religious fundamentalism, age, and regionalism, we surveyed 163 participants (ages 18-76) who were university students, religious organization members, and elementary school teachers. Results indicated that female body shame was positively correlated with sexism. Also, younger women reported having more body shame than older women. However, female body shame was not significantly associated with religious fundamentalism or with region of the country in which participants were raised. Further examinations of the effects of female body shame on sexism, religious fundamentalism, age, and regional differences are warranted.

C53

THE INFLUENCE OF SOCIAL DOMINANCE ORIENTATION ON PERCEPTIONS OF COMPATIBILITY FOR INTERRACIAL COUPLES

Kerry Kleyman¹, Markus Kemmelmeier¹; ¹University of Nevada, Reno – Among large segments of the U.S. population, the social acceptability of interracial marriages, in particular Black/White marriages, is almost as low as it was 50 years ago. The current study investigates this issue from the framework of social dominance perspective (Sidanius & Pratto, 1999). Relying on social dominance orientation (SDO), a measure of an individual's preference for group-based hierarchies within a social system, we hypothesized that those high in SDO would perceive people with matching status characteristics (e.g. same race, same social class) to be more compatible as marriage partners than people with non-matching status characteristics (e.g., Black vs.

White race, lower class vs. middle class). In an online study, 443 participants rated the perceived compatibility of sixteen engaged couples. In contrast to previous work, race and social class were varied independently for brides and grooms, resulting in a 2 (bride race) x 2 (groom race) x 2 (bride class) x 2 (groom class) design. This allowed the separation of race and class as status characteristics. With regard to perceived compatibility, results revealed strong main effects of class and race, race by class interactions. Additional race by class by sex interactions indicated that racial and class matches were nonsymmetrical, and that characteristics varied in their importance for brides and grooms. As expected, SDO was related primarily to race, with participants high in SDO racially matching brides and grooms to be most compatible.

C54

A FIVE-FACTOR MODEL OF WEBLOG WORD USAGE: WHAT YOUR BLOG SAYS ABOUT YOU Adam Kramer¹; ¹University of Oregon – Weblogs are rapidly becoming a the main avenues for personal expression. Though many reports in the field of Human-Computer Interaction have addressed differences and similarities among blog types, there is as yet no formalized holistic manner in which to evaluate blog content in social psychological contexts. This project analyzes the content of nearly two million blogs (n=1,846,445) from their creation (potentially dating back to the product release of Blogger.com in 1999) through June 2006. These data were analyzed using Pennebaker and colleagues' Linguistic Inquiry and Word Counts (LIWC) dictionaries to provide and analyze a representative sample of blogger word usage, similar to Pennebaker & King's (1999) analysis of written diaries. I utilize a new approach in word-count analysis: Principle components analysis techniques for examining covariation among LIWC dictionaries. I find that blogs vary along five psychologically relevant linguistic dimensions: Melancholy, Socialness, Ranting, Metaphysicality, and Work-Relatedness. I discuss several implications of this finding: First, the similarity of this structure to other lexical analyses; for example, the Big 5 (Melancholy in blog content may map to Neuroticism for the individual bloggers, Socialness to Extraversion, Metaphysicality to Openness, Work-Relatedness to Conscientiousness, and Ranting to Disagreeableness). Second, more broadly, I discuss research into what might predict a blog's level on one or more of these factors (e.g., type of blog or characteristics of the blogger). Finally, I discuss this finding in the context of other studies which put a high premium on purely naturalistic data (e.g., music and bedroom organization).

C55

ABUSING POWER: DOMINANCE AND NARCISSISM IN POSITIONS OF HIGH STATUS Scott Liening¹, Robert Josephs¹; ¹University of Texas at Austin – Previous research on status-seeking behavior has not fully examined what individual differences predict the exploitation of high status for self gain. In the present study, two participants were told that they would work together on a series of tasks, requiring one participant to be the leader, the other the follower. After rating their desire for the leader position, participants were randomly assigned to their roles. The leader was given the option of helping with the first task or watching television while their partner completed the task alone. After the task, the follower made a hypothetical choice between helping and watching television. Both participants gave a second rating for leadership desire, knowing leadership comes with benefits. Self-reported dominance predicted the first rating and interacted with task choice (i.e. help or watch television) to predict changes from pre- to post-task ratings: higher dominance predicted greater leadership desire. Narcissism interacted with status condition to predict task choice: higher levels of narcissism increased the likelihood that the participant chose to watch television. Baseline testosterone predicted changes in testosterone levels. At the end of the study, high testosterone individuals had decreased in testosterone whereas low testosterone individuals had increased in testosterone, independent of status condition. The cooperative nature of the study

could be driving this effect, since leaders were not able to truly dominate followers. Taken together, these findings suggest that factors that drive status seeking are not necessarily the same factors that influence behavior in high status positions.

C56

THE IMPACT OF DISPOSITIONAL BELONGING NEEDS ON OPENNESS TO ATTITUDE CHANGE Elizabeth A. Majka¹, Penny S. Visser¹; ¹University of Chicago – A growing literature demonstrates that features of our social context can profoundly impact attitude properties and processes (Eaton, Majka, & Visser, 2008). We sought to contribute to this movement to contextualize attitudes by investigating how individuals' subjective connections to those in their social environments impact attitude change. In short, we argue that the need to belong—a fundamental human need (Baumeister & Leary, 1995)—may encourage attitudinal flexibility as a strategy to facilitate smooth social interactions. To begin to address our hypothesis, we examined the relation between attitude change and a variety of social connectedness measures in a sample of undergraduates (N = 48). First, participants indicated their attitudes toward a variety of campus issues. Second, they read a persuasive counter-attitudinal message targeting one of the issues and then indicated their attitude again toward the target issue (to assess attitude change). Finally, participants completed the Need to Belong (NTB) Scale (Leary et al., 2001) as well as loneliness, mood, self-esteem, and demographic items. As expected, individuals with chronically high belonging needs (as measured by the NTB Scale) were more susceptible to attitude change, held more favorable perceptions of the persuasive message, and reported being less likely to act on their attitudes—all indicators of weaker attitudes. Interestingly, this pattern of findings did not emerge for those high in loneliness. Taken together, these data suggest that being open to attitude change may be an additional self-regulatory strategy that individuals can employ in the service of belonging needs.

C57

RELIGIOSITY AND RISK BEHAVIOR Wendi A. Malone¹, James A. Shepperd¹; ¹University of Florida – Although religious youth are less inclined than non-religious youth to engage in risky behavior, researchers have a poor understanding of why. We developed and tested a theoretical model for understanding how religiosity translates into lower risk behavior among adolescents. The model specifies a variety of upstream features of religiosity (prescriptions for behavior, peer/adults models, decreased opportunity, and coping strategies) and downstream features of religiosity (risk related cognitions, risk perceptions, decreased behavioral willingness) that are responsible for lower rates of risky behavior among religious adolescents. Undergraduates (N = 272) completed an online questionnaire that measured religiosity, illicit drug use, and the upstream and downstream features of religiosity. Analysis using structural equation modeling generally supported our theoretical model. Religious adolescents were less likely to report using illicit drugs and the link between religiosity and drug use was mediated through paths specified in our model. Specifically, religious adolescents were less likely to engage in risk behavior in part because they had less opportunity to do so, and they reported having peers and adults who served as models of non-risky behavior and who discouraged risky behavior. In addition, they were more likely to have negative cognitions about risky behavior, to perceive that negative outcomes would follow risky behavior, and to be less willing to engage in risk behavior.

C58

DAILY EXPERIENCES OF LONELINESS: A DAILY DIARY STUDY Michael R. Maniaci¹, Harry T. Reis¹; ¹University of Rochester – Previous research has found that loneliness is associated with a host of negative outcomes, including lower self-esteem, greater negative affect, and poorer social interactions. Relatively little research, however, has

distinguished between "trait-level" loneliness and daily experiences of loneliness. The current study examined predictors and outcomes associated with both trait-level loneliness and day-to-day fluctuations in loneliness using a daily diary design. Participants completed the UCLA Loneliness Scale as a measure of trait-level loneliness and reported daily experiences of loneliness and other outcomes over 14 days. Not surprisingly, trait-level loneliness predicted greater daily loneliness. Participants reported less loneliness on the weekend than during the week, although this association was weaker for those relatively high on trait loneliness. Both trait-level and daily reports of loneliness were uniquely associated with less daily positive affect, greater daily negative affect, and lower self-esteem. Daily loneliness, but not trait loneliness, was associated with greater daily reports of stress and negative physical health symptoms, and with greater conflict in one's close relationships. Trait-level loneliness interacted with daily loneliness such that greater trait loneliness predicted weaker associations between daily loneliness and both stress and positive affect. These findings highlight the importance of considering day-to-day fluctuations in loneliness in addition to trait-level loneliness.

C59

INSPIRATION AS AN ANTECEDENT OF WELL-BEING: TWO CROSS-LAGGED LONGITUDINAL STUDIES *Laura A. Maruskin¹, Todd M. Thrash¹, Andrew J. Elliot²; ¹College of William and Mary, ²University of Rochester* – Does inspiration lead to well-being? Past research on the antecedents of well-being has often focused on agentic factors, such as extraversion and the experience of control over outcomes. However, many experiences that individuals appear to find most fulfilling involve not only agency or activity, but also receptivity or passivity (e.g., creative insights and spiritual epiphanies). Inspiration is posited to be a critical ingredient in such experiences. Inspiration is characterized by (a) an awareness of better possibilities, (b) ascription of responsibility to someone or something beyond the self, and (c) motivation to actualize one's vision. Two studies examined the influence of inspiration on well-being. In Study 1 (N = 220), a three-month, cross-lagged longitudinal study, participants completed measures of trait inspiration and well-being (positive affect, life satisfaction, vitality, and self-actualization). Results indicated that trait inspiration predicted increases in well-being, even when social desirability biases, Big 5 personality traits, and initial levels of well-being were controlled. Study 2 further explored the link between inspiration and well-being by considering inspiration in the context of personal goals. Participants (N = 139) completed measures of trait inspiration, personal goals inspiration, and well-being across a three-month period. Results were consistent with those of Study 1, and indicated that both trait inspiration and personal goal inspiration predicted increases in well-being. These studies suggest that inspiration may play a causal role in the promotion of well-being. Additional research is needed to provide further evidence of causality and to document mediating processes.

C60

AN INVESTIGATION OF THE VALIDITY OF IMPLICIT MEASURES OF PERSONALITY *Max McDaniel¹, Andrew Perkins¹, Brent Smith¹; ¹Rice University* – The goal of the current research was to establish the construct and predictive validity of Implicit Association Tests adapted to measure traits from the Big Five taxonomy. The current research examined the relationship between self-reported scores on the NEO-FFI and Five-Factor IPIP measures and Implicit Association Tests designed to measure two of the Big Five taxonomy traits, Extraversion (EIAT) and Conscientiousness (CIAT), and whether or not these personality-IATs predicted different facets of performance for retail Sales Representatives. In Study 1, undergraduate students completed self-report measures of personality and the EIAT and CIAT. Results provided evidence of discriminant and convergent validity for both the EIAT and CIAT. Specifically, the EIAT and CIAT were positively correlated with their

counterpart self-report dimensions across both self-report measures, although the magnitudes of the effects were generally small. In Study 2, a concurrent validity study was conducted with a sample of cell phone retail sales employees. The sales employees completed the IATs and a self-report measure of personality, and subjective and objective performance data were obtained from employees' managers. Results of Study 2 provided evidence of criterion-related validity for the EIAT and CIAT. Specifically, both the EIAT and CIAT predicted facets of performance for sales representatives. Additionally, the CIAT accounted for incremental variance above and beyond the variance accounted for by self-report measures. The combined results of the two studies suggest the EIAT and CIAT may be useful personality measures in a selection context.

C61

NARCISSISTIC PERSONALITY AND THE EVALUATION OF AUTOBIOGRAPHICAL MEMORY. *Emi Miura¹, Fujio Yoshida¹; ¹University of Tsukuba, Graduate School of Comprehensive Human Sciences* – The purpose of this study was to examine the relations between narcissistic personality and the evaluation of past experiences, known as autobiographical memory. In earlier studies, some researchers have pointed out that narcissists have positively biased self-related memories (John & Robbins, 1994). In study 1, a measurement of narcissistic personality was developed based on two types of narcissism: oblivious narcissism and hypervigilant narcissism (Gabbard, 1994). A factor analysis of the measurement of narcissistic personality revealed the following six significant factors: self-glorification, sensitiveness to evaluation, the need for attention and admiration, jealousy, self-absorption, and the tendency to have fantasies about the ideal self. According to some theorists and clinicians, it would appear that the factors of self-glorification, the need for attention and admiration, jealousy, self-absorption, and the tendency to have fantasies about the ideal self apply to oblivious narcissism, and those of sensitiveness to evaluation, the need for attention and admiration, and jealousy apply to hypervigilant narcissism. In study 2, the same subjects as those who participated in study 1 completed an autobiographical memory questionnaire, in which the subjects had to evaluate past experiences. The results indicated that self-glorification, the need for attention and admiration, and the tendency to have fantasies about the ideal self were positively correlated with both positive and negative evaluations of past experiences. By contrast, self-glorification and the tendency to have fantasies about the ideal self were negatively correlated with not life-transforming evaluations. Further, sensitiveness to evaluation and self-absorption were positively correlated with negative evaluations.

C62

CIRCUMPLEX STRUCTURES OF VALUES: WHEN AND WHY? *William Montgomery¹, Henry Montgomery², Tommy Grling¹; ¹Gteborg University, ²Stockholm University* – In Schwartz and Bilsky's (1989, 1991) theory values are organized in ten motivational types forming a circumplex structure. The present study aims at shedding light on why values may be organized in line with a circumplex. We assume that the circumplex arises as a result of values being organized as bipolar values in opposite pairs. We present a system of values that more clearly consists of opposite pairs than is true in Schwartz theory. We have also included unipolar values lacking clear opposites and therefore presumably do not fit into a circumplex structure. In addition, we assume there is a common structure behind different ways in which values may be salient (access, importance, positive-negative evaluation, ability to attain, and effort to attain). Finally it is assumed that values are structured similarly in between and within subjects data. Two surveys employing 144 respectively 143 undergraduates confirmed the proposed circumplex structure of bipolar values for between-subjects data in Study 1 and within-subjects data in Study 2. Study 1 showed that approximately the same circumplex structure could be found behind

different measures of value salience. The results of Study 2 confirmed that the unipolar values were positioned inside the structure and therefore did not have any clear opposites.

C63

SITUATIONAL CORRELATES OF POSITIVE AND NEGATIVE EMOTIONALITY Christopher S. Nave¹, Ryne A. Sherman¹, David C. Funder¹; ¹University of California, Riverside – Situations are regarded as powerful (Haney & Zimbardo, 1998; Mischel, 1968; Ross & Nisbett, 1991; Zimbardo, 2004) yet we know very little about the actual psychological features of situations which are so powerful. The Riverside Situational Q-Sort (RSQ; Wagerman & Funder, in press) was developed to better understand psychological properties of situations. The RSQ contains 81 items and includes items like talking is permitted, invited, or conventionally expected and situation has behavioral limits. The current study utilized over 140 undergraduates who described 4 situations they recently were in, rated each situation with the RSQ, and provided ratings of positive and negative emotionality for each situation. Positive and negative emotionality are important to study because of its relation to an individual's well-being (Diener, 1984). Participants who reported high positive emotionality were, on average, in situations that allowed demonstration of intellectual capacity, required assertiveness, and were potentially enjoyable. Participants who reported high negative emotionality were, on average, in situations that were frustrating or adverse, uncertain or complex, and were in situations where one is unhappy or suffering. The utility of the RSQ to measure psychological features of situations related to well-being is discussed.

C64

INTERPERSONAL GOALS OF NARCISSISTS Laurel C. Newman¹, Michael J. Strube²; ¹Fontbonne University, ²Washington University in St. Louis – Narcissists are commonly rated by those around them as arrogant, rude, and selfish. But they simultaneously possess low levels of depression and anxiety, high levels of self-esteem and optimism, and other traditional markers of mental health. This study investigated whether this seeming paradox occurs because narcissists are in fact aware that others dislike them, but they simply do not care because their self-esteem is contingent on being admired, but not being liked, by other people. Self-reports were used to examine the contingencies of self-worth, actual selves, and ideal selves of narcissists. Narcissists reported self-esteem that was highly contingent on being admired, but not liked, by other people. Additionally, narcissists' self-reported actual selves, ideal selves, and their beliefs about others' perceptions of them were negatively correlated with the traits they believe lead others to like a person. Taken together, these findings suggest that narcissists are aware that they are not likeable people, and that they are aware that others do not see them as likeable. However, they do not wish to become more likeable because being liked is not particularly important to their self-esteem (being admired is). Therefore, it appears that narcissists may actually be satisfying their own interpersonal goals when their behavior leads them to be admired, but not liked, by others.

C65

SOCIAL DOMINANCE ORIENTATION, RIGHT-WING AUTHORITARIANISM, AND LEADERSHIP STYLES Adelheid Nicol¹; ¹Royal Military College of Canada – Social Dominance Orientation is a measure of the extent to which an individual would prefer relationships between groups of individuals to be unequal and would prefer group-based dominance (SDO; Pratto et al., 1994). Right-Wing Authoritarianism measures the extent to which a person believes in following authority, supports aggressive actions that are accepted by established authorities, and accepts or believes in socially supported conventions (RWA; Altemeyer, 1988). SDO and RWA are related to different forms of prejudice and are predictors of prejudice (e.g., Duckitt, 2006). Research has shown that SDO and RWA correlate differently with personality and

social values and attitudes (e.g., Duriez & Van Hiel, 2002; Ekehammar, et al., 2004). No published research to date has examined the relation between SDO, RWA, and leadership styles. In this research, two leadership measures assessing a variety of leadership styles, the Leaders Behaviour Description Questionnaire (Stogdill, 1963), and the Path-Goal Leadership questionnaire (Indvik, 1985 cited in P. G. Northouse, 2004) were given to a sample of Officer Cadets who were in their fourth and final year at a military college. The findings suggest that SDO and RWA correlate differently with various leadership styles. For instance, SDO significantly negatively correlated with the Consideration leadership style which measures the extent to which a person is concerned with the well-being of his or her subordinates, while RWA did not correlate significantly with this leadership style. This study provides additional construct-related evidence of validity for both SDO and RWA.

C66

THE SELVES WE COULD HAVE BEEN: HOW OUR ALTERNATIVE VERSIONS OF THE PAST SHAPE OUR PRESENT AND FUTURE Otilia Obodaru¹; ¹INSEAD – This study introduces the concept of alternative identity, an individual's image of who he or she could have been, had something in the past turned out differently. Based on 24 in-depth interviews, I propose that alternative identities are generated through self-reflection on past experiences, especially on the consequences of important turning points (moments in which we made important decisions, or when such decisions were made for us). Alternative identities vary in terms of cognitive elaboration (i.e. degree of detail), social elaboration (i.e. degree to which they have been socially validated), and affective charge (i.e. degree to which they evoke regret or relief). Their salience is influenced by relationships and encounters, both with people who personify one's alternative identity, and with people who state their opinion about who one could have been. By providing an evaluative and interpretive context for the current self, alternative identities color our perception of the present. By providing material for the creation of possible selves, alternative identities also have a role in shaping our future. Understanding alternative identities can not only contribute to a more refined and complete understanding of identity, but also draws a valuable connection between two streams of research which remain largely disconnected: identity and counterfactual thinking. Even though research on counterfactual thoughts has fascinated scholars in a vast array of disciplines for hundreds of years, it only recently entered the realm of social psychology and there are still no studies connecting this concept with the identity literature.

C67

HEART RATE VARIABILITY AS A MODERATOR OF THE NEUROTICISM-NEGATIVE AFFECT RELATIONSHIP Scott Ode¹, Desiree J. Zielke¹, Michael D. Robinson¹, Clayton J. Hilmert¹; ¹North Dakota State University – Heart rate variability (HRV) reflects parasympathetic control of physiological responding. Theories of HRV have also suggested that it may assess cognitive flexibility and top-down abilities to control attention and behavior (Thayer & Lane, 2000), with potential implications for understanding reactivity to stressors (Fabes & Eisenberg, 1997). Building on such suggestions, we conducted a study (n = 41) examining the hypothesis that HRV would be particularly beneficial among individuals high in trait neuroticism, who are temperamentally distress-prone (Ode & Robinson, 2007). Baseline HRV was assessed in a psychophysiological laboratory, followed by a separate session in which neuroticism and sadness were assessed. After the second session, participants completed diary entries each evening over the course of consecutive 15 days, which allowed us to assess daily distress (e.g., felt overwhelmed, criticized myself today). As hypothesized, neuroticism and HRV interacted to predict sadness and daily distress. At high levels of HRV, there was no relationship between neuroticism and these outcome variables. By contrast, neuroticism predicted sadness and distress quite strongly among individuals low in HRV. The results

therefore support the view that HRV can be linked to individual differences in emotion regulation abilities, which should be of more consequence if one is temperamentally predisposed to negative affect.

C68

INDIVIDUAL DIFFERENCES IN VIRTUAL SELF-REPRESENTATION Bradley M. Okdie¹, Nicole L. Muscanell¹, Nanci Burk², Rosanna E. Guadagno¹, Thomas B. Ward¹; ¹The University of Alabama, ²Glendale Community College – Since the beginning of the Internet, individuals have been interacting through virtual representations of themselves (Turkle, 1995); however, contemporary online virtual environments such as Second Life– in which people represented as avatars interact with each other in a three-dimensional space resembling the real world– have allowed for even greater self-expression. This study examined how gender and personality impact online self-representation. Twenty-five participants (10 male and 15 females) completed an online survey assessing how and why they chose to represent themselves in Second Life and included a measure of the Big-5 personality traits (McCrae & Costa, 1997). A significant gender by agreeableness interaction on participants oneness with their avatar was found, $F(1,21) = 5.44$, $p = .03$, $\eta^2 = .21$. Specifically, women high in agreeableness felt more oneness (perceived self and avatar overlap) with their avatar than did men high in agreeableness. In addition, results indicated a significant main effect of gender on oneness, $F(1,23) = 13.91$, $p = .001$, $\eta^2 = .38$, indicating women reported more oneness with their avatars than did men. Moreover, women (80%) were significantly more likely to report that they designed their avatars represent their actual physical appearance than were men (20%), $\chi^2(1, N=25) = 6.25$, $p = .01$. The present study aids our understanding of self-representation in virtual environments by exploring how gender and individual differences affect individual's self-expression in online environments.

C69

DESCRIPTION OF PEOPLE WHO UNDERVALUE OTHERS BASED ON BIG FIVE PERSONALITY Atsushi Oshio¹, Kenichi Kukiya², Hideshi Kodaira³; ¹Chubu University, ²Kyushu Sangyo University, ³St. Mary's College Nagoya – How do people evaluate those who undervalue others? Hayamizu, Kino, and Takagi (2003) proposed the concept of Assumed competence based on undervaluing others (AC) to explain the propensity toward anger and sadness in Japanese youth. Previous research revealed that people with high AC who underestimate others, tend to experience more depression and hostility in their interpersonal events as compared to people with low AC. This study aimed to explore the differences between self-reported and friend-reported characteristics of people who undervalue others. One hundred and twenty-one Japanese undergraduates, mean age 19.5 years, completed the following tests: the Assumed-Competence Scale (second version) [ACS-2], Rosenberg's Self-esteem Scale, and Big Five personality scale consisting of 20 adjectives. Following this, each participant's same-sex friend was asked to describe the participant's characteristics using the Big Five scale. Mean period of time since they have been friends with each other was 21.1 months ($SD = 20.8$). Correlation analysis of scores revealed that those who scored high on ACS-2 describe themselves as having a high degree of openness. However, according to their friends' reports, openness had no correlation with ACS-2, whereas conscientiousness and agreeableness showed negative correlations with ACS-2. Meanwhile, people with high self-esteem described themselves as being favorable and were also evaluated by their friends as having a low level of neuroticism. These results suggest that there is a discrepancy between the self- and other-perceptions of people who undervalue others.

C70

CHANGES IN CONSTRUCTIVE THINKING PREDICT PSYCHOLOGICAL ADJUSTMENT AND GRADES ACROSS THE FIRST YEAR OF COLLEGE Crystal Park¹, Donald Edmondson¹; ¹University of Connecticut – The first year of college is a stressful transition for many students. Research has documented how psychosocial resources, such as coping styles, can facilitate adjustment. Most of this research, however, has not examined the developmental context of these resources and how changes over time may influence student outcomes. The present study focused on constructive thinking, a dispositional adaptive approach to coping with stressful circumstances, and examined the influence of changes in constructive thinking on adjustment across the first year in a sample of 178 entering students. Individual differences in change in constructive thinking were noted: many students increased, but many declined, and no change in mean levels for the sample as a whole was observed. Regression analyses indicated that controlling for initial levels of adjustment, change in constructive thinking predicted adjustment (depression, anxiety, social adjustment) at the end of the first year. In addition, changes in constructive thinking predicted first year grade point average controlling for SAT scores. Subsequent analyses indicated that change in constructive thinking was a far more potent predictor of adjustment and grades than was initial level of constructive thinking. These results highlight the importance of examining the role of psychosocial resources in a developmental context and suggest directions for future research to better understand the effects of shifting coping approaches in stressful life transitions.

C72

PERSONALITY AND LANGUAGE USE IN SELF-NARRATIVES Jordan B. Peterson¹, Jacob B. Hirsh¹; ¹University of Toronto – Social and personality psychologists have recently begun examining patterns of natural language use in relation to psychological phenomena. One domain of interest has been the relationship between individual differences in personality and the types of words that people use. A parallel line of research has examined how personality is reflected in the broader linguistic domain of self-narratives. The current study combines these research strategies by examining the relationship between personality and language use during the production of self-narratives. Ninety-four undergraduate students were led through an automated writing program that facilitated the recounting of the past and the planning of the future. Word usage was quantified using James Pennebaker's Linguistic Inquiry and Word Count (LIWC) text-analysis software. Individual differences in word use were then correlated with measures of the Big Five personality traits. As expected, significant correlations were observed for each of the five traits, across a number of psychologically meaningful word categories (mean $r = .23$; reliability corrected mean $r = .34$). Additionally, these correlations were of a larger magnitude than those previously found using stream-of-consciousness writing exercises. The results suggest that language use during the production of self-narratives is strongly related to personality.

C73

UNCONFOUNDING EVALUATION FROM PERSONALITY USING A BALANCED ITEM APPROACH Erik Pettersson¹, Eric Turkheimer¹, Erin Horn¹; ¹University of Virginia – Evaluation is the first principal component of any self-report personality inventory. We explore the implications of evaluation using three datasets. Multiple empirical desirability ratings for each item were averaged into an evaluation index. Principal component analysis revealed that the first PC accounted for an average of 18% of the variance in the three datasets, and correlated with the empirical evaluation index at an average of $r = .89$. Multidimensional scaling revealed that all inventories fit well in 2-space and that the items formed two clusters, one positive and the other negative. Examination of the locations of individual items on the evaluation dimension suggested that it represents a reporting bias more than a valid dimension of

personality, because many items with similar evaluative valences but clearly opposite meanings load close together. Other researchers have suggested techniques to address the confounding of evaluation and personality, including creating four items with both a descriptive and evaluative contrast; using only items that are average in evaluation; or partialling a social desirability index. An alternative solution is to develop balanced items, with positively evaluative terms in the center, and opposed negatively evaluated terms at either end. So, to follow an example from Peabody (1967), one might have an item like rash - bold - cautious - timid. A pilot study using balanced items indicate that evaluation is not the first principal component, and we propose that such items present a more accurate representation of the structure of personality independent of evaluation.

C74

AN EXAMINATION OF THE INTERPLAY OF DEATH THOUGHT WRITING INTERVENTIONS AND PERSONALITY IN THE PREDICTION OF PSYCHOLOGICAL GROWTH AND DEFENSE *Mike Prentice^{1,2}, Tim Kasser¹; ¹Knox College, ²York University* – Both growth-oriented and defensive psychological processes have been observed in response to death cognition. The present study explores mechanisms underlying these growth and defense processes by examining the effects of person-level factors, such as language use, goal-regulation, and autonomic nervous system response, and the ways in which death thoughts are presented. Participants were randomly assigned to a writing intervention group: death reflection (DR), mortality salience (MS), or dental pain, and wrote daily for 6 days on their given topics. Physiological measures were taken on Day 1, and psychological growth measures were administered before and after the writing intervention. The results suggest that when death is processed traumatically, DR leads to greater meaning in life and MS degrades it. Engagement with stimuli interacted with the interventions such that evaders under MS wanted to grow more personally, while DR provided a similar impetus for the engagers.

C75

AFFECTIVE, BEHAVIORAL, AND MOTIVATIONAL COMPONENTS DIFFERENTIALLY ACCOUNT FOR EXTRAVERSION'S RELATIONSHIPS WITH OTHER BIG-FIVE TRAITS *William Revelle¹, Joshua Wilt¹; ¹Northwestern University* – Although the Big Five factors were repeatedly discovered using orthogonal rotations (see Digman, 1990; John, 1990) and are theorized as orthogonal (Costa & McCrae, 1992), scales measuring the Big Five routinely show intercorrelations among all of the factors (Goldberg, 1993). Investigations into the overlap between factors have typically centered on identifying a higher-order structure (DeYoung, 2006; Digman, 1997) rather than exploring the reasons that individual factors are correlated. The purpose of this study is to take a first step toward examining why extraversion is correlated with agreeableness, conscientiousness, emotional stability, and openness. There is converging evidence that the lower-order structure of extraversion comprises aspects of positive affectivity, behavioral approach, and desire for social attention (Ashton, Lee, & Paunonen, 2002; Depue, 1995; Watson & Clark, 1997). We hypothesized that the overlap between extraversion and the other factors may be accounted for differentially by extraversion's affective, behavioral, and motivational components. Over 18,000 participants completed an online personality survey employing IPIP items (Goldberg, 1999) to assess the Big 5 and the positive affect, behavioral approach, and social desire aspects of extraversion. A composite correlation matrix based on systematically sampled items, formed using Synthetic Aperture Personality Assessment methodology (Revelle, Wilt, & Rosenthal, in press), showed that extraversion was moderately, positively correlated to the other four factors. Multiple regressions revealed that the positive affect aspect contributed most strongly to the relationships of extraversion to agreeableness and emotional stability, whereas the behavioral approach

aspect contributed most strongly to the relationships of extraversion to conscientiousness and openness.

C76

DOES THE PERSON MATTER? PERSONALITY AND AFFILIATION PREDICT OVERALL ACUTE STRESS RESPONSIVITY *Jacqueline J. Rivers¹, Robert A. Josephs¹, Lisa Dawn Hamilton¹, Yvon Delville¹; ¹The University of Texas at Austin* – Personality characteristics have long been linked to stress. Particularly, neuroticism has been shown to influence the extent to which people may perceive stressors in their daily lives, as well as the severity of those stressors. Models of the stress response, however, have overlooked personality as an important factor involved in predicting overall reactivity to acute stress. Until challenged by the possibility of a unique female biobehavioral stress response in which caretaking and affiliating are central (tend-and-befriend; Taylor et al., 2000), Cannon's (1932) dominant fight-or-flight model suggested a one-size-fits-all approach to stress physiology. The current study examined the role of both personality characteristics and social affiliation in overall responsivity to an acute stressor in women and men. Participants were assigned to either the solo (roomed alone) or affiliation condition (roomed in same-sex dyads) throughout the experiment. We asked participants to complete the Big Five Inventory (BFI), perform the Trier Social Stress Task (TSST), and provide salivary cortisol samples measuring baseline, peak response and recovery time points. Consistent with our previous findings, no gender differences were observed in either condition in response to the TSST, failing to support the tend-and-befriend model. Further, we found an interaction between condition and the BFI trait Openness, whereby those in the affiliation condition higher in openness demonstrated a lesser overall stress response as measured by area-under-the-curve compared to their low Openness counterparts. These findings suggest the importance of considering the ways in which individuals interact with their social environment to influence stress physiology.

C77

CORRELATIONS BETWEEN PROSOCIAL TENDENCIES AND THE BIG FIVE PERSONALITY TRAITS OF COLLEGE STUDENTS *Gina Robello¹; ¹San Francisco State University* – Little is known about prosocial tendencies in relation to the Big Five personality traits. The purpose of this study is to explore the intricate nature of the relationship between prosocial tendencies and the Big Five personality traits, and the facets of Agreeableness and Conscientiousness. An online survey was completed by 135 San Francisco State University students. Bivariate correlation and multiple linear regression analyses revealed a positive association between prosocial tendencies and the Agreeableness trait, and the altruism and sympathy facets of the Agreeableness trait. In addition, prosocial tendencies are positively associated with the Conscientiousness trait, and the dutifulness and achievement-striving facets of the Conscientiousness trait. The results suggest that there are specific set of traits that contribute to prosocial tendencies. The results also indicate the importance of measuring the Big Five trait's facets in predicting behavioral tendencies.

C78

POLITICAL ORIENTATION AND COGNITIVE RIGIDITY: THE ROLE OF APPROACH/AVOIDANCE MOTIVATION *Mindi S. Rock¹, Ronnie Janoff-Bulman¹; ¹University of Massachusetts Amherst* – The current research explored how one's motivational focus and political orientation may interact to produce cognitive rigidity. Past literature provides evidence for associations between approach-based motives and cognitive flexibility and between avoidance-based motives and cognitive rigidity (e.g., Cacioppo, Priester, & Berntson, 1993; Friedman & Frster, 2005; Frster, Friedman, zelsel & Denzler, 2006; Isen & Daubman, 1984; Mikulincer, Kedem & Paz, 1990). Further, research on political orientation suggests a strong association between conservatism and

cognitive rigidity (Jost, Glaser, Kruglanski, & Sulloway, 2003). Can approach/avoidance motivation help explain this link between political orientation and rigidity? To answer this question, we manipulated approach/avoidance motivation using primes that focused individuals on what they should do versus what they should not do; there was also a no-prime control group. The cognitive rigidity task involved categorizing prototypic and non-prototypic items. For each item, participants provided goodness of fit ratings and discrete category judgment of whether the item was a member of the category (i.e., yes or no). Cognitive rigidity was operationalized as greater exclusion of non-prototypic items from a category. We found approach/avoidance motivation and political orientation significantly interacted to predict cognitive rigidity. An avoidance prime produced lower goodness of fit ratings and more no category membership decisions for political conservatives, but not political liberals. There were no differences across groups for the approach prime. These findings suggest that conservatives' cognitive rigidity may be attributable to their greater avoidance motivation; conservatives appear to be sensitive to negative outcomes, and when these are cued, cognitive rigidity increases.

C79

AN EXPLORATION OF PERSONALITY-AFFECT RELATIONS IN DAILY LIFE: DETERMINING THE SUPPORT FOR THE AFFECT-LEVEL AND AFFECT-REACTIVITY MODELS.

Katrina Rodzon¹, Ryan Howell¹; ¹San Francisco State University—Recent studies find that The Big Five personality traits are associated with different measures of SWB; however, the two strongest predictors of SWB are extraversion (E) and neuroticism (N). Consistently findings demonstrate there are a strong positive E-PA and N-NA relations even though the E-NA and N-PA relations tend to be small and non-significant. To explain these relations (and lack of relations) recent studies (J.J. Gross, S.K. Sutton & T. Ketelaar 1998; R. E. Lucas & B. M. Baird 2004) have examined two extensions of the temperamental model. In the first model, the affect-level approach, extraverts report higher levels of positive affect regardless of their experienced behavior. In the second model, affect-reactivity approach, extraverts experience greater positive affect as the enjoyability of the behavior increases. The current study examined the relationship between personality and subjective well being, using retrospective diaries, to determine support for the affect-level or affect-reactivity model. The three studies differ in the number and type of retrospective diaries the participant completed with: (a) study one using a single 18-hour retrospective diary, (b) study two administering two retrospective diaries, one following a Sunday the other a Wednesday and (c) study three administering seven consecutive night time surveys. Utilizing regression analysis, the affect-level model was supported across all three studies demonstrating that the relation between daily affect and personality was consistent across behaviors rather than moderated by the enjoyability or stress of the situation. The current study helps to create a clearer picture of the relationship between personality-affect.

C80

ON HAVING A SATISFIED LIFE: SOCIAL COMPARISON, TRAIT AFFECTIVITY, AND LIFE SATISFACTION

Jason P. Rose¹, Zlatan Krizan²; ¹The University of Iowa, ²Iowa State University—What promotes a satisfied life? Some research suggests that experiencing frequent positive, and infrequent negative affect predicts life satisfaction. However, traditional assessments of the frequency of one's emotions are ambiguous, contextually dependent, and may be subject to noisy response patterns. For instance, what exactly does a respondent mean when he/she indicates experiencing anger very frequently? For some people, very frequently may mean two anger experiences per week, but for others very frequently may mean ten anger experiences per day. In line with the tenets of social comparison theory, we assumed that one way people disambiguate their standing on vague dimensions (e.g., general frequency of anger experiences) is by comparing their status on

the dimension to similar others (e.g., same-sex peers). To this end, the current research examined whether measures of positive and negative affectivity using comparatively anchored scales (e.g., whether a participant believes he/she generally experiences more or less anger than the average same-sex peer) would better predict life satisfaction than more traditional trait affectivity measures (e.g., the PANAS; Positive and Negative Affectivity Schedule). The results revealed that 1) the absence of negative emotions was a stronger predictor of life satisfaction than the presence of positive emotions (although both had some unique predictive utility) and 2) social comparative measures were stronger predictors of life satisfaction than traditional absolute measures (i.e., PANAS).

C81

EFFECTS OF PARENTAL DEPRESSION ON THEIR OFFSPRING'S RELIGIOSITY AND SPIRITUALITY

Kevin Rounding¹, Kenneth E. Hart², Stephen Hibbard², Michelle Carroll³, Tobi Wilson², Aleks Milosevic²; ¹Queen's University, ²University of Windsor, ³McMaster University—In 2006, Boyatzis et al. and Scarlett published on an emerging area of social/personality specialization; religious and spiritual development in children. To date, scholarship in this fledgling area has been largely theoretical. The current submission helps to solidify the empirical foundations by testing the possible long-term adverse effects on young adult offspring religiosity/spirituality (R/S) of being reared by parents who suffered from high levels of depression. To this end, 521 college students were asked to recall their family of origin by reporting on their perceptions of parental levels of depression using a 28-item measure tapping symptoms for both parents. Students also completed a multidimensional scale describing their own levels of R/S. Two potential confounds were controlled in analyses: student depression and familial emotional expressiveness. Results reveal that those exposed to above average levels of parental depression have significantly lower levels of R/S. Regression analyses suggest that, specific amongst offspring reared in a familial environment characterized by above average levels of parental depression, males report significantly lower levels of gratitude yet higher levels of private prayer, and marginally significant lower levels of religious commitment. Females report having marginally significant lower levels of phenomenologically meaningful 'daily spiritual experiences' (DSE), and yet marginally significant higher levels of collaborative religious coping. We hypothesize that emotional problems in parents may inhibit the intergenerational transmission of R/S, resulting in a disruption in the development of R/S ideation in offspring. Future research may wish to explore gender specific formation of religious commitment, gratitude and DSE.

C82

ACTING EXTRAVERTED MAY NOT BE AS GOOD AS BEING EXTRAVERTED: A POTENTIAL COST OF COUNTER-DISPOSITIONAL BEHAVIOR

Maya Santoro¹, John Zelenski¹; ¹Carleton University—Behaving extraverted 'in the moment' produces heightened positive affect, regardless of personality disposition (McNeil & Fleeson, 2006). We suggest that dispositional introverts incur a cost when acting extraverted, helping explain why they do not do this more often. That is, regulation required for out of character behavior may create cognitive fatigue or ego depletion (c.f., Vohs, Ciarocco, & Baumeister, 2005). This study examines the hypothesis that acting counter to one's introversion-extraversion disposition induces cognitive fatigue, thereby impairing later performance on self-regulatory tasks. Participants' (N = 112) dispositional extraversion was assessed via mass testing. They later came to the lab and engaged in group discussion, for which they were randomly assigned to behave extraverted (e.g., bold, talkative), introverted (e.g., reserved, quiet), or naturally. Afterwards, they completed a questionnaire that assessed state positive affect, and completed a Stroop Task to assess cognitive fatigue. Results replicate past findings in that acting extraverted produced significantly more positive affect than acting introverted. Also in line with our predictions,

results revealed an interaction such that individuals instructed to act counter-dispositionally (e.g., introverts in the 'extraverted' condition) made more errors on the Stroop task than those behaving congruent with their personality dispositions. We conclude that cognitive fatigue (or ego depletion) resulting from counter-dispositional behavior may help to explain why introverts do not act extraverted more often, even if it makes them happy.

C83

DO AS I SAY NOT AS I DO: RELIGIOSITY AND SWEARING Cory Scherer¹; ¹Penn State - Schuylkill – In the past, it has been assumed that people who are high in religiosity have negative attitudes about swear words. While this is entirely plausible, it can be suggested that people who are high in religiosity still use swear words just as much as people who are low in religiosity. This may be true because people swear in a reflexive way and do not realize they are using profanity until it is already said like when one is angry or they stub their toe (Jay, 2000). The current study compared 44 participants who were high and low in religiosity in their attitudes and use of swear words. It was hypothesized that people who were high in religiosity would have stronger negative attitudes toward swear words than people low in religiosity. On the other hand, people who were high in religiosity should use swear words (as measured by self report) as much as people who were low in religiosity. As expected, Participants who were high ($M = 22.32$) in religiosity had stronger negative attitudes than participants who were low ($M = 25.32$) in religiosity ($F(1, 42) = 6.69, p = .013$). Additionally, as hypothesized, there was no difference in use of swear words between participants who were high ($M = 18.36$) and low ($M = 18.77$) in religiosity ($F(1, 42) = .07, p = .793$). Future directions include looking at how swearing affects people who are high in religiosity's self-image.

C84

AGREEMENT BETWEEN SELF AND INFORMANT RATINGS OF WELL-BEING: A META-ANALYSIS Leann Schneider¹, Ulrich Schimmack¹; ¹University of Toronto at Mississauga – The agreement between self and informant ratings of personality has been investigated in numerous studies (e.g., Funder & Colvin, 1988; Funder, Kolar, & Blackman, 1995). The results have shown that inter-rater agreement is high, suggesting that informants are a valid source of personality judgment. A meta-analysis of self-informant agreement has demonstrated that factors such as the length of acquaintanceship between the target and informant moderates the amount of convergence between personality ratings across informants (Connolly, Kavanagh, and Viswesvaran, 2007). The present study provides a meta-analysis of interrater agreement for three constructs of well-being: general happiness, life satisfaction, and positive and negative affect. Our results show that the agreement between raters is highest for positive constructs such as happiness and life satisfaction, and lowest for negative affect. Interrater agreement increased with a greater number of raters and an increased age of the target. We also found that the scale used moderated the amount of agreement between self and informant ratings. The validity of informant ratings for the measurement of well-being, and the impact of moderating factors on the accuracy of judgments are discussed.

C85

AN EXAMINATION OF INTERPERSONAL AND INTRAPERSONAL PATIENCE: DIFFERENTIAL ANTECEDENTS AND WELL-BEING OUTCOMES OF PATIENCE WITH PERSONS VS. PATIENCE WITH SITUATIONS Sarah A. Schnitker¹; ¹University of California, Davis – Patience, conceptualized as the propensity to wait calmly in the face of frustration, adversity, or suffering, is prevalent in cultural descriptions of personality, but serious psychological study of the trait is minimal. Initial research evidences the distinctiveness of patience from similar psychological constructs and details significant relationships between patience and related personality traits and

outcomes (Schnitker & Emmons, 2007). The present study broadens this nascent understanding of patience by examining the distinction between intrapersonal and interpersonal patience, specifically differentiating their antecedents and well-being outcomes. Intrapersonal patience refers to the individual's propensity for patience in situations where the self interacts with non-social environmental obstacles and frustrations (e.g., enduring a chronic illness), while interpersonal patience is enacted in response to social frustrations/stressors (e.g., dealing with a recalcitrant child, waiting for a late colleague). Several samples were used to create and confirm (via CFA) a reliable and valid 2-factor scale of inter/intrapersonal patience. Participants were administered various personality measures (including the Big Five) in addition to intra/inter-personal patience items. Differential relationships between the two types of patience and hypothesized antecedents are found such that social traits (e.g., attachment, Agreeableness) are more strongly correlated with interpersonal patience, and traits such as Openness and gratitude are more strongly predictive of intrapersonal patience. Both factors predict well-being outcomes, but interpersonal patience is a stronger predictor of social measures of well-being (e.g., loneliness) and is hypothesized to facilitate positive social interactions. SEM is utilized to test preliminary models of the antecedents and consequences of intra/inter-personal patience.

C86

SELF-DETERMINING SITUATIONS: WHO IS THERE?, HOW DO THEY BEHAVE?, AND HOW DO THEY FEEL? Ryne Sherman¹, Christopher Nave¹, David Funder¹; ¹University of California, Riverside – Self-Determination Theory (SDT: Deci & Ryan, 1987; Ryan & Deci, 2000) predicts that situations which allow for autonomy, competence, and relatedness to others lead to more psychologically healthy and happy outcomes. However, this prediction has been difficult to test in naturally occurring environments because so few taxonomic measures of situations exist. In this study undergraduate participants described 4 situations they recently experienced using the newly developed Riverside Situational Q-Sort (RSQ: Wagerman & Funder, in press), which includes 81 psychological characteristics of situations (e.g. Talking is permitted, invited, or conventionally expected., P[erson] is being pressured to conform to the actions of others.). The profile of RSQ items for each situation was correlated with an SDT template—provided by experts in SDT—creating a measure of how close each situation matched the ideal SDT situation. Participants also provided behavioral ratings of what they did in that situation, emotional ratings of how they felt in that situation, and had previously provided personality information about themselves including measures of trait happiness and depression. By correlating the template matches with behavioral and emotional measures we found that in situations which allow for autonomy, competence, and relatedness to others, participants acted cheerful, smiled often and felt increased positive and decreased negative affect. Additionally, participants who self-reported being happy individuals were more likely to report being in high SDT situations.

C87

PASSION DURING THE CREATIVE PROCESS: IMPLICATIONS FOR PSYCHOLOGICAL WELL-BEING Ariane C. St-Louis¹, Robert J. Vallerand¹; ¹University of Quebec at Montreal – The creative process refers to the sequence of thoughts and actions that leads to a novel, adaptive production (Lubart, 2000). Many theorists have proposed models illustrating the creative process (Amabile, 1996; Csikszentmihalyi, 1996; Wallas, 1926). Vallerand et al. (2003) developed a dualistic approach to passion that has implications for creativity. Two types of passions are proposed. Harmonious passion (HP) occurs when individuals freely engage in a self-defining activity that they find important and enjoyable, whereas obsessive passion (OP) arises when one experiences an uncontrollable urge to partake in the activity. The aim of the present study was to test a model of psychological well-being with creative

artists. Seventy professional creative artists completed a questionnaire assessing HP, OP, positive and negative affect, and life balance during the creative process. Life satisfaction and meaning in life in general were also measured. Using a path analysis, results revealed that HP positively predicted life balance and positive affect, but negatively predicted negative affect, and was unrelated to excitement. OP was a positive predictor of excitement and negative affect, was negatively associated with life balance, and unrelated to positive affect. Only life balance and positive affect were positive predictors of life satisfaction and meaning in life. Finally, negative affect was negatively linked to meaning in life. Implications of the passion model for psychological well-being during the creative process are discussed.

C88

THE QUEST FOR EMPATHY: SAVING THE WORLD WHILE IGNORING THE PEOPLE *Rimma Teper¹, Kyle Nash², Ian McGregor², Michael Inzlicht¹*; ¹University of Toronto, ²York University – Do open-minded spiritual people have a higher capacity for empathy than their more traditionally religious counterparts? If so, are these so-called Questing individuals less likely to display extremist attitudes after being threatened? Previous studies have suggested that self-threats tend to elicit self-serving zealous reactions among defensive individuals. The goal of the present research was to assess whether such reactions are moderated by religious style. 117 participants completed the Intrinsic and Extrinsic Religion scales (Allport, 1968) as well as the Religious Quest Scale (Batson, 1982). We then threatened half of the participants with an uncertainty manipulation, after which they all completed various measures of empathy. The results revealed that threat increased global empathy (i.e. empathy for humanity as a whole) among Questing participants, but not empathy for specific individuals. This was especially the case if these participants also scored low on Intrinsic Religion. In contrast, participants who scored highly on both the Intrinsic Religion and Quest scales showed decreases in global empathy after threat. Interestingly, threat also made Questing individuals less likely to report engaging in activities that would bring them closer to other people. The research suggests that while high Questing individuals may turn to global empathy after threat, they clearly avoid personal empathy as well as personal interactions. These results offer new insight into the motivational dynamics of religiously Questing individuals. They suggest that these individuals may utilize abstract global empathy as a coping mechanism instead of the more common self-serving zealous reaction.

C89

INDIVIDUAL DIFFERENCES IN DENYING THE RELEVANCE OF A PERSONAL THREAT: CONSISTENCY AND CONSEQUENCES *Suzanne Thompson¹, Rebecca Payne¹, Christina Castillo¹, Elizabeth Chamberlin²*; ¹Pomona College, ²Claremont Graduate University – The use of denial in reaction to information about potential threats is assumed to be widespread, but not much is known about how consistent people are in their use of denial or the consequences of this reaction. Participants (N = 151) completed a threat orientation scale measuring the propensity to deny personal threats (Thompson & Schlehofer, 2008), read a message about the need for young adults to change their behavior now to protect against future cardiovascular disease (CVD), and reported on their denial reactions to the message (self-exempting beliefs, dismissal of message, personal relevance of CVD, emotional response) and intentions to change behavior. Consistency in denial reactions was found in two ways: those high in a denial-based threat orientation were more likely to use denial in reaction to the message and the four types of denial responses were intercorrelated. Both individual differences in denial orientation and denial responses to the message were significantly associated with lower intentions to change behavior. To better understand the effects of individual differences in denial, a mediational analysis was done to identify the forms of denial that are responsible for the link between denial orientation and low intentions to change behavior. Personal

relevance was the only significant mediator: those high in denial orientation did not intend to take action to protect themselves from CVD because they judge the issue not to be self-relevant. Situational factors that could increase self-relevance for those who regularly engage in threat-related denial are discussed.

C90

THE RELATIONSHIP BETWEEN INDIVIDUAL DIFFERENCES IN CORE AFFECT AND INTERPERSONAL BEHAVIOR ACROSS TIME *Tinneke Timmermans¹, Ivoen Van Mechelen¹, Peter Kuppens¹*; ¹Katholieke Universiteit Leuven – How people's feelings and interpersonal behavior change across time can be represented as movements or trajectories within a core affect and an interpersonal space. To gain insight into the relationship between affect and behavior dynamics, the present study examined how the characteristics of core affect trajectories relate to those of trajectories in the interpersonal space, and how both are related to personality traits. In an experience sampling study, participants were asked to monitor their core affect during one week and their interpersonal behavior during another one. The results demonstrated a fairly consistent correspondence between several indices of people's variability in core affect and interpersonal behavior, indicating that emotional lability also signals behavioral volatility and vice versa. Results regarding relationships with personality traits showed relationships between neuroticism and valence, between agreeableness and communion, and between extraversion and agency, replicating findings from previous studies.

C91

ATTACHMENT ANXIETY AND INTENTIONS TO USE CONDOMS: THE MODERATING EFFECTS OF INTERPERSONAL REJECTION *Leigh C. Turner¹, Tara K. MacDonald¹*; ¹Queen's University – Women high in attachment anxiety are more likely than those low in attachment anxiety to engage in unprotected sex (Feeney et al., 1999); however little research assessing the causal factors underlying this association has been conducted. We hypothesized that anxious women may engage in unprotected sex to avoid partner rejection, and so we manipulated potential partner rejection to assess whether it moderates the relationship between attachment anxiety and condom use. Female participants who were prescreened using the Attachment in Close Relationships Questionnaire (Brennan, Clark, & Shaver, 1998) read a vignette depicting a sexual encounter, during which intercourse was desired by both partners but no condom was available. The vignette differed depending on the condition to which participants were randomly assigned: rejection or non-rejection. The rejection condition vignette concluded with the man suggesting that he might end the relationship if intercourse were refused, whereas there were no such indications in the non-rejection condition. Subsequently, participants reported their intentions to engage in unprotected sex if in the same situation as that depicted in the vignette. Controlling for attachment avoidance, a significant anxiety x rejection interaction was found when predicting intentions to use condoms. Simple slopes analyses indicated that at high levels of anxiety, intentions ratings did not differ between participants in the rejection and non-rejection conditions. However, at low levels of anxiety, participants in the rejection condition reported lower intentions to engage in unprotected intercourse than those in the non-rejection condition. Implications of attachment and rejection in promoting condom intentions are discussed.

C92

INDIVIDUAL DIFFERENCES IN TRAIT ANXIETY, SELF-FOCUSED ATTENTION AND NEGATIVE MOOD REGULATION EXPECTANCIES PREDICT COPING AND AFFECTIVE SYMPTOMS *Jennifer Veilleux¹, Jon Kassel¹*; ¹University of Illinois at Chicago – Feelings of depression and anxiety have been linked to unhealthy coping responses. For this reason, it is important to investigate individual difference factors

that contribute to both active (taking steps to solve the problem or seeking social support) and inactive (self-blame, wishful thinking and avoidance) coping strategies. Moreover, recent theories of behavior change propose that acknowledgment and acceptance of emotions is an important part of healthy self-regulation, including development of self-efficacious expectancies for resolving negative emotions and the choice of adaptive coping responses to stress. Using two geographically distinct samples of college students ($N_s=528$ and 652) we used a multiple group comparison path analysis to explore the relationships between personality factors of trait anxiety and self-consciousness, negative mood regulation (NMR) expectancies, active and inactive coping styles, and affective symptoms (depression/anxiety). As predicted, we found that higher private self-consciousness (PrSC) was associated with increased negative mood regulation expectancies. We also found that NMR expectancies mediated the relationship between trait anxiety and active coping strategies, suggesting that people's perceptions of their self-efficacy positively influences the choice of healthy coping strategies. Although public self-consciousness (PbSC) did not predict NMR expectancies, increased PbSC and trait anxiety were associated with inactive coping strategies, which in turn predicted symptoms of affective distress. The structural model fit remained excellent when holding regression weights constant across samples, providing evidence of model validity.

C93
THE ROLE OF INDIVIDUAL DIFFERENCES IN THE PREDICTION OF WORK ENGAGEMENT Andrew Wefald¹; ¹Kansas State University –

Recent research has shown that job engagement, a persistent and positive affective-motivational state, is an important variable for organizations (Schaufeli, Salanova, Gonzalez-Roma, & Bakker, 2002). Higher levels of engagement have been linked to job satisfaction, organizational commitment, and decreased turnover intentions (; Christian & Slaughter, 2007; Schaufeli & Salanova, 2007). Few empirical links have been established between personality variables and engagement (Shraga, 2007). However, some have speculated that personality and engagement should be related (Macey & Schneider, 2008; Shirom, 2003). This research investigated the relationships between personality variables and engagement in an organizational setting. Specifically, both trait positive affect and the Big Five personality facets were examined as predictors of engagement. A survey was administered to a financial organization. Participants ($N=382$) completed a questionnaire assessing demographics, engagement levels, trait positive affect, and personality – operationalized as the big five personality facets. Linear and hierarchical regressions were used to examine personality variables as predictors of engagement. Results indicated that personality was a strong predictor of engagement. When the big five were entered as predictors, four facets contributed to the prediction of engagement with positive beta weights (all except neuroticism). When positive affect was added as a predictor, positive affect had the largest beta weight and only extraversion and agreeableness contributed unique variance beyond that of positive affect. These results suggest that personality variables are an important piece of the nomological network for engagement, individual differences are important to understanding work processes, and that individual difference variables may influence organizational outcomes via engagement.

C94
BEGINNINGS AND ENDINGS: THE TRUST-GENERATIVITY CONNECTION IN LIFE STORY NARRATIVES Joshua Wilt¹, Dan P. McAdams¹; ¹Northwestern University –

Analysis of narratives is typically conducted by either aggregating thematic and structural characteristics across the discrete scenes that make up the life story narrative (McAdams, 1996, 2001) or by focusing on one particular meaningful scene, such as a self-defining memory (McLean & Thorne, 2003). Lost between these two approaches is the inquiry into how specific scenes and

memories relate to each other and whether such interrelationships have meaningful psychological implications. In this study, we took a first step toward examining relationships between scenes by testing whether trust content in early memories is related to generativity content in adult memories and future scenes, and also by testing whether a trust-generativity connection related to indices of well-being, generativity, and higher-order factors of personality. As part of a life-story interview, participants in a larger interdisciplinary study (McAdams et al., in press) described positive and negative childhood memories, an adolescent memory, an adult memory, and an idealized future scene. Participants also completed self-report measures of life-satisfaction (Diener, Emmons, Larsen, & Griffin, 1985), psychological well-being (Ryff, 1989), social well-being (Keyes, 1998), generative concern and behavior (McAdams & de St Aubin, 1992), and the Big Five (Costa & McCrae, 1992). Results indicated that trust themes in early memories were related to generativity in adult memories and the idealized future scene, and that the combination of trust and generativity in life story scenes related to well-being and generativity composites as well as the plasticity superfactor of personality (DeYoung, Peterson, & Higgins, 2002) composed of extraversion and openness.

C95
PREDICTING ACADEMIC PERFORMANCE: THE ROLE OF PERSONALITY AND ADJUSTMENT Betty S. Witcher¹, Deletha P. Hardin²;

¹Peace College, ²University of Tampa – Recent research examining predictors of college academic success focuses on personality traits and adjustment. Research is mixed regarding the association between personality and academic performance. Tross, Harper, Osher, & Kneidinger (2000) suggest that conscientiousness predicts academic performance better than high school GPA while other research suggests that emotional stability is a stronger predictor of academic performance (Ridgell & Lounsbury, 2004). There is also evidence that adjustment is associated with college performance (Aspinwall & Taylor, 1992; Van Heyningen, 1997). The current research hypothesizes that conscientiousness will be more predictive of academic performance than other Big Five traits or adjustment. First year students at two private institutions – a women's college and a coeducational university – completed surveys in their first year seminar ($N = 407$). Participants completed the Ten Item Personality Inventory (Gosling, Rentfrow, & Swann, 2003) and the College Adjustment Test (Pennebaker, Colder, & Sharp, 1990). Academic records including first semester GPA, high school GPA and SAT scores were obtained from the registrar. Correlational analyses showed that first semester GPA was associated with SAT, high school GPA, conscientiousness, and general negative affect (GNA). Step-wise regression analyses including these variables revealed that SAT scores followed by conscientiousness were the strongest predictors of first semester GPA (together accounting for 24.5% of the variance). High school GPA, extraversion, and GNA were also associated with GPA (each adding 2-3% of the variance). Thus, personality may be an important factor to consider when predicting academic performance. Future research may examine whether personality is predictive of retention as well.

C96
FACTORS ASSOCIATED WITH INDIVIDUAL DIFFERENCES IN THE LIKING OF CHILDREN Rachel Y. Witham¹, Jennifer L. Livengood¹,

Mark A. Barnett¹, Natalie D. Brown¹, Tammy L. Sonnentag¹; ¹Kansas State University – A heightened liking of children has been associated with relatively favorable childrearing attitudes and practices. However, little is known concerning the factors that may discriminate between individuals who like children and those who do not. The present study focused on the trait of patience, positive recollections of childhood, and perception of childlike qualities in self as potential correlates of individual differences in the liking of children. A total of 156 undergraduates (77 males, 79 females) completed the Barnett Liking of

Children Scale (BLOCS; = .94) and measures of patience (= .82), positive recollections of childhood (= .89), and perception of childlike qualities in self (= .83). As in prior studies, females scored significantly higher than males on the BLOCS; however, no gender difference was found on any of the other measures. A regression analysis revealed that, for both males and females, higher scores on patience and perceiving childlike qualities in self were associated with a greater liking of children. Given that children tend to try our patience, possessing this trait in abundance may make interactions with them relatively pleasant and may encourage a heightened liking of children. Individuals who perceive childlike qualities in themselves may view children as more similar to themselves than individuals who do not; perceiving oneself as similar to another tends to promote more favorable interpersonal responses and, in this case, may promote a greater liking of children. The implications of the present findings and directions for future research will be addressed.

C97

YOU DON'T HAVE TO LIKE WHAT IT SAYS FOR IT TO BE EFFECTIVE: DISPOSITIONAL EFFECTS THAT MODERATE THE EVALUATION OF A PERSUASIVE HEALTH MESSAGE

Jhon Wlaschin¹, Alexander Rothman¹, Roger Bartels¹; ¹University of Minnesota – Different factors have been shown to moderate framing effects for persuasive messages (Rothman et al., 2006). This study examined the effect of two similar dispositional factors: BIS/BAS (Carver & White, 1994) and Prevention/Promotion (Higgins, 1998). We tested if different moderating effects occur when individuals evaluate messages in terms of how much they liked the message vs. how helpful the message might be in motivating behavior. 172 participants evaluated a dental reminder card that contained either a gain or loss frame message linking good breath with going to the dentist (gain frame) or bad breath with not going (loss frame). Participants rated how much they liked the card (appeal) and how helpful it would be in scheduling an appointment (effectiveness). Analysis of the perceived effectiveness of the card revealed a frame by prevention by promotion interaction. ($p=.004$). Specifically those low in prevention-orientation perceived the gain frame most effective and those high in prevention-orientation perceived the loss frame would be most effective. Similar effects were found for BIS. The interaction was opposite in sign but non-significant for BAS and promotion-orientation. When evaluating the appeal of the card, disposition impacted only the gain framed message and had little effect on the loss frame message. Participants high in BAS or promotion-orientation liked the gain frame message more whereas those high in BIS or prevention-orientation found the gain frame less appealing. This experiment demonstrates how these dispositional constructs differentially moderate the appeal and effectiveness of framed messages.

C98

BILL CLINTON'S CHANGING WAYS: LANGUAGE ANALYSIS AS AN EXPLORATION OF PERSONALITY AND PSYCHOLOGICAL STATES

Thomas Woodard¹, Jenna Baddeley¹, James Pennebaker¹; ¹University of Texas Austin – In a 2008 article, Vanity Fair claimed that Former President Bill Clinton's 2004 quadruple bypass heart surgery fundamentally altered his state of mind such that he is now much angrier than before the surgery. The aim of the current research was to evaluate that claim via language analysis, which is a reliable way of assessing personality and psychological state. To explore Clinton's written and spoken language use before and after the surgery, 100 pre-surgery (2000-2004) and 100 post-surgery (2004-2008) speeches, blogs, Q&A sessions, and press conferences of Bill Clinton were collected and analyzed using LIWC software (Pennebaker, Booth, & Francis, 2007). Results suggested that, contrary to Vanity Fair's claim, Clinton's overall expression of anger has decreased significantly: Clinton used significantly more anger words before the surgery ($M=.075$) than afterwards ($M=0.46$, $p < .001$). In addition, results showed an overall decrease in negative emotion words ($M=1.75$ vs. $M=1.5$, $p < .01$), an increase in causal words, suggesting more cognitive processing ($M=1.7$ vs. $M=1.9$, $p < .01$). There were increases in

health-related words ($M=0.7$ vs. $M=1.5$, $p < .001$), suggestive of a preoccupation with his physical health since the surgery. Visual inspection of the data showed that the increase in health-related words was evident mainly in the first two years after the surgery. Clinton also used fewer sexual words before the surgery ($M=.19$) and more afterwards ($M=.47$, $p < .01$). Results of the research point to the value of language analysis in tracking changes in personality and psychological state following major health crises.

C99

PSYCHOPATHY AND SELF-MONITORING: ADDITIVE AND INTERACTIVE EFFECTS ON SELF-PRESENTATION TACTICS

Narnia C. Worth¹, Angela S. Book¹; ¹Brock University – The purpose of this study was to determine the relative contributions of psychopathy and self-monitoring to the prediction of self-presentation tactics (behaviours that individuals use to manipulate self-image). It was hypothesized that self-monitoring would moderate the relationship between psychopathy and self-presentation tactics. One hundred and forty-nine university students completed the Self-Monitoring Scale (Snyder, 1974), the Self-Report Psychopathy Scale - Version III (Paulhus et al., in press), the Self-Presentation Tactics scale (Lee et al., 1999), and the HEXACO-PI (Lee & Ashton, 2004). Results of hierarchical multiple regression analyses showed that self-monitoring moderated the relationship between psychopathy and three of the self-presentation tactics: apologies, disclaimers, and exemplification. Significant interactions were observed between psychopathy Factor 1 and self-monitoring on apologies and the defensive tactics subscale, between psychopathy Factor 2 and self-monitoring on self-handicapping, and between psychopathy Factor 1 and psychopathy Factor 2 on exemplification. The main effect of self-monitoring was significant for the prediction of nine tactics, while psychopathy was significant for the prediction of seven tactics. In addition, psychopathy Factor 2 alone did not account for a significant amount of variance in any of the tactics, while psychopathy Factor 1 significantly predicted nine tactics. These results indicate that the roles of psychopathy and self-monitoring in the explanation of self-presentation tactics tend to be additive rather than interactive, and provide valuable information regarding the ways in which individuals manipulate their self-image.

C100

I <3 U: HOW ATTACHMENT STYLE AFFECTS LYING BEHAVIOR AND ONLINE DATING DECEPTION

Mattitiyahu S. Zimbler¹, Paula R. Pietromonaco¹, Robert S. Feldman¹; ¹University of Massachusetts, Amherst – This study examined whether romantic attachment style predicted lying in an online dating situation and toward romantic partners in general. Students, who had previously completed an attachment style questionnaire and who were not in a relationship, attended a lab session in which they completed an online dating profile and emailed a potential dating partner. Participants reviewed these correspondences and noted any inaccuracies. We hypothesized that attachment style would predict type of lies (e.g., about the self or others), motivations for lying, and beliefs about lying. Results showed that participants higher in avoidance or anxiety were more likely to tell lies that enhanced a potential partner (e.g., You've lost a lot of weight). As expected, attachment also predicted lying-related motivations and beliefs. More anxious individuals were significantly more likely to lie to make themselves look better and to get their partner to like them. More avoidant individuals were more likely to believe that it is acceptable to lie about seeing an ex, having an STD, or when saying I love you. Furthermore, participants who were low in anxiety and high in avoidance (more dismissing-avoidant) were less likely to consider omissions to be lies and were more likely to believe that it is acceptable to lie about cheating in past relationships. These findings suggest that attachment style may shape how and why people lie. Implications of these findings for evaluating the accuracy of information provided in online and face-to-face dating contexts are discussed.

C101
MINDFULNESS BUFFERS AGAINST SOCIAL THREAT AND PROMOTES INTERPERSONAL FUNCTIONING: EVIDENCE FROM MINDFUL PERSONALITIES AND INDUCED MINDFUL STATES

Whitney Heppner¹, Michael Kernis¹; ¹University of Georgia – When people connect situations and events closely to their self-esteem, they can be particularly hostile and reactive when they perceive self-threats such as negative feedback or potential slights from their partners. However, theorists suggest that individuals higher in mindfulness tend to process their ongoing experience non-evaluatively, and are less likely to imbue situations and events with self-esteem relevant implications (Brown, Ryan, & Creswell, 2007; Hodgins & Knee, 2002). As such, mindfulness should be associated with lower hostility and aggressiveness in response to potentially self-threatening events. We tested the links between both dispositional and experimentally induced mindfulness and hostility and aggression toward others. We present data from two studies linking higher dispositional mindfulness to lower self-reported aggressiveness in general, less hostile attributional styles, and less aggressive responses to hypothetical romantic partner transgressions. In a third study, we demonstrate that people made more mindful just prior to social rejection were less aggressive toward their rejecting peers in a behavioral aggression task than were participants given rejection feedback only. In fact, mindful-rejected participants exhibited aggression levels comparable to participants who received positive, accepting feedback. Finally, we briefly present research linking dispositional mindfulness to positive interpersonal functioning and social connectedness in general. These findings illustrate that mindfulness may have important cognitive and behavioral implications for responding to self-esteem threats and reducing aversive interpersonal outcomes, as well as promoting positive interpersonal functioning.

C102
PARENTING STYLE AND ADOLESCENT FRIENDSHIPS

Cheryl A. Kier¹, Ambrose Leung²; ¹Athabasca University, ²Bishop's University – This study explored the relationships between authoritative, authoritarian, and permissive parenting styles and adolescent friendship. Authoritative parenting, a style that combines responsiveness (warmth, explanations for consequences, and child-centredness) with demandingness (setting maturity demands, monitoring the child, following through with consequences), has been found to be most optimal for children and youth in the majority North American culture. In comparison, the authoritarian parenting style is high on demandingness, but relies on harsh discipline rather than explanation and shows little affection toward the child. In contrast to this, permissive parents present few boundaries for children's behavior. 188 adolescents and young adults aged 14 to 24 completed questionnaires about their perceptions of the authoritativeness, permissiveness, and authoritarianism of their parents and about the supportiveness of their friendships. It was predicted that those who perceived their parents as showing strong authoritativeness would also perceive their friends as being very supportive. For both mothers and fathers, there was a significant relationship between authoritative parenting (as viewed by the participant) and feeling highly supported by friends. In contrast, permissive parenting by both mothers and fathers was negatively associated with friendship support. Authoritarian parenting (as reported by the young person) was not associated with friendship support for either parent. Although results are correlational, they support research that suggests failure to set limits on behaviour is associated with unfavourable outcomes for children.

C103
CONSCIENTIOUSNESS, ACHIEVEMENT STRIVING, AND INTELLIGENCE AS PERFORMANCE PREDICTORS: ALWAYS AN ADDITIVE RELATIONSHIP?

Matthias Ziegler¹, Buehner Markus²; ¹Psychology Institute, Humboldt University Berlin, Germany, ²LMU Munich, Germany – Studies on possible interactions between cognitive ability (intelligence) and personality in the prediction of academic performance have yielded mixed results so far. Especially an interaction between conscientiousness (and its facet achievement striving) and intelligence has been investigated. The hypothesis is that conscientiousness enhances the impact of intelligence on performance. However, even though several empirical studies investigated this moderation hypothesis, not all of them could confirm it. In other research domains, it has been reported that there is a non-linear relationship between conscientiousness and performance. The present study took this idea into account and aimed at a clarification of the mixed results regarding the moderating impact of conscientiousness. Given such a non-linear relationship, studies investigating a possible moderating effect should pay attention to the performance level. A sample of N = 271 students completed a conscientiousness and an intelligence measure. Moderated regression analyses revealed a moderation for conscientiousness but not its facet achievement striving in the total sample. However, splitting the sample into a low and a high performer group revealed an enhancing effect of achievement striving for low performers and a buffering effect for high performer. This result bears theoretical implications about the interaction between ability and personality. As well as this, the study also sheds more light into possible relationships between conscientiousness and perfectionism. Finally, cues for designing learning instructions can be derived. The poster will present the results and discuss possible conclusions.

C104
MONEY AND DISTRESS: HOW THE SOURCE AND AMOUNT OF INCOME IS RELATED TO FINANCIAL DISTRESS AND SUBJECTIVE WELL-BEING

Brie C. Pfisterer¹, Ryan T. Howell¹; ¹San Francisco State University – Many studies involving subjective well-being (SWB) and income focus on a solitary aspect of SWB, use a single-item to measure income, and largely ignore the role of debt and financial distress which may result in a limited picture of a complex relationship. In the current study, 372 undergraduate students completed an Internet survey that examined various aspects of SWB, disparate sources of income, debt, and the role of financial distress. The results revealed that income was significantly correlated with financial distress ($r = -.40$ for a variety of sources of income). Measuring a variety of sources of income revealed a stronger relationship with stress about finances – a specific facet of well-being that is overshadowed when considering global measures of well-being. The source of one's income was determined to be important. For example, there is a significant positive correlation between income and life satisfaction for students who are unemployed. Even though there is no significant difference between the amount of income between employed and unemployed students, when examining the specific sources of income we find a difference where unemployed students receive more income from family assistance. This increase from family assistance explains the positive correlation between income and life satisfaction for unemployed students. Thus, the source of income may act as a moderator of the financial wellness and SWB relation. In order to understand the complex relationship between SWB and income, future studies will benefit from expanding the concept of income and considering the role of financial distress.

C105
THE INTERPERSONAL EFFECTS OF ANGER IN CROSS-CULTURAL NEGOTIATIONS Hajo Adam¹, Aiywa Shirako²; ¹INSEAD, ²University of California, Berkeley – Emotion expressions in negotiations exert influence through affective reactions or strategic considerations.

Specifically, initial affective reactions can be overridden by strategic considerations depending on the emotion perceiver's motivation and ability to process the information conveyed by the emotion (Van Kleef, 2007). We argue that the less normative an emotion expression, the stronger one's affective reaction to that emotion and the lesser one's ability to process the information conveyed by it. Since culture determines how normative an emotion expression is, the interpersonal effects of emotions in negotiations should depend on the emotion perceiver's cultural background. For instance, anger expressions are less normative among East Asians – they experience and are exposed to it less frequently – when compared to Americans (Markus & Kitayama, 1991). Therefore, we predicted that in distributive negotiations, anger should lead to strategic considerations and more concessions among Americans (consistent with prior research by Van Kleef, De Dreu, and Manstead (2004)), but to hostile reactions and fewer concessions among East Asians. In Experiment 1, American and East Asian participants read a scenario about a negotiator who either was angry or neutral. In Experiment 2, American and East Asian participants received either angry or neutral messages from a simulated opponent in a computer-mediated negotiation. In both experiments, anger led to more concessions among Americans, but to fewer concessions among East Asians. This project combines previously unrelated research on culture and emotions, emotions in negotiations, and cross-cultural negotiations, with important implications for theory and practice.

C106

SADDER BUT LESS BIASED? ON THE INFLUENCE OF DEPRESSED MOOD ON THE EMERGENCE OF AN ATTRACTIVENESS-GENDER BIAS IN SOCIAL JUDGMENT SITUATIONS Maria Agthe¹, Matthias Sprrle¹, Jon Maner²; ¹Ludwig-Maximilians-Universität München, ²Florida State University – An experimental study (N = 342) examined the role depression might play in mitigating the attractiveness-gender bias – the tendency for people to prefer attractive members of the opposite sex (compared with unattractive members of the opposite sex), but to prefer relatively less attractive members of the same sex (compared with highly attractive members of the same sex) (Frsterling, Preikschas, & Agthe, 2007; Agthe, Sprrle, & Frsterling, in press). This bias is thought to reflect evolutionarily relevant mating motives – in particular, mate-seeking and intrasexual rivalry linked to mate-guarding. Because depression has been shown to reduce these underlying motives, we hypothesized that individuals displaying high levels of depression would not show the attractiveness-gender bias to the same extent that non-depressed individuals would. To test this prediction, we presented participants with scenarios that included images of same- and opposite-sex target images, which were either attractive or unattractive. We measured participants' assessments of those targets along a range of evaluative dimensions (e.g., affective reactions; desire for social interaction; attributions of success). Analyses revealed the expected four-way interaction of participant group (non-depressed vs. depressed), participant sex, stimulus person sex, and stimulus person attractiveness. As in previous research, non-depressed participants displayed the hypothesized attractiveness-gender bias. This bias was substantially mitigated, however, among people displaying increased levels of depression. Results are in line with hypotheses derived from evolutionary psychology, as well as with previous findings pertaining to the link between affect and social cognition.

C107

POSITIVE FUNCTIONING ISN'T JUST HAPPINESS: MEANING, NOT ENJOYMENT, FROM NEGATIVE EVENTS Joanna E. Anderson¹, Grinne M. Fitzsimons¹, Aaron C. Kay¹; ¹University of Waterloo – The present study was designed to examine the possibility that negative events, though perceived as unenjoyable, can have a positive effect on another measure of positive functioning: namely, meaning in life. In particular, we hypothesized that negative experiences can help people

appreciate or take meaning away from positive experiences. One experiment manipulated the experience of negative events, and measured enjoyment as well as perceived meaningfulness. Eighty-six participants were randomly assigned to one of three conditions: they completed a series of 4 positive activities, one negative activity couched among 3 positives, or one negative activity preceded by one positive activity. All participants then completed two measures of different kinds of positivity: task enjoyment and meaning in life. As predicted, results indicated an interaction, such that participants in both negative event conditions reported significantly less task enjoyment than those in the positive control condition, but those in the couched negative condition also reported greater meaning in life relative to the other two conditions. These findings suggest that meaning can be gleaned from situations that are described as negative and unenjoyable. Specifically, because the negative alone condition did not exhibit the same pattern, we theorize that the negative event couched among positives allowed participants to take more meaning away from those experiences.

C108

DISTINGUISHING POSITIVE AFFECTIVE STATES VIA CONCEPTUAL AND EXPERIENTIAL DESCRIPTIONS OF EMOTION Kimberly M. Angelo¹, Patricia Bruininks²; ¹University of Oregon, ²Whitworth University – Previous research suggests that positive emotions are fewer in number and more diffuse than negative emotions, though they may occur more frequently in everyday experience. With continued interest regarding the topic of positive emotions, it is important to understand how positive states are distinguished from one another. The purpose of the present studies was to identify the dimensions along which positive emotions are discriminated in everyday language. Two studies examined the conceptual and experiential differences between the basic positive emotion of happiness and eight other positive- or mixed-valence mental states (contentment, gratitude, joy, love, nostalgia, pride, relief, and surprise). Participants (N=177) were prompted to either define each state or write a story about a time when they experienced each state. Trained coders rated each response for several psychological features (e.g., cognition, affect, intensity, valence), which were used to determine how these other positive states differed from happiness. Responses were also subjected to text analysis using Linguistic Inquiry and Word Count software (Pennebaker, Francis & Booth, 2001). Compared to happiness, surprise and nostalgia were conceptualized as more cognitive and less positive. Joy was described as more positive and intense, but less cognitive. Happiness was rated the most "emotional" of the states. Participants' definitions demonstrated finer discrimination among states than did their stories, suggesting that conceptions of positive emotions may be more distinct compared to their experience, as is suggested by emotion theory.

C109

EFFECTS OF MEDIA EXPOSURE ON ANXIETY ABOUT CRIME: FOCUS ON THE IMMEDIATE COGNITION AND EMOTION EXPERIENCED DURING EXPOSURE TO MEDIA. Takashi Arai¹, Fujio Yoshida¹; ¹University of Tsukuba, Graduate School of Comprehensive Human Sciences – While, the number of penal code offences known to the police is decreasing (National Police Agency, 2006), anxiety about crime is increasing (Research Foundation for Safe Society, 2005). One explanation for such a contradiction might be our exposure to the media, because, most of the information we obtain about crime is from news sources. Many previous studies have investigated the relationships between the media exposure and anxiety about crime (e.g., Heath & Gilbert, 1996), but in these studies, only the frequency of such exposure was examined. However, we don't passively receive information reported by the media; we also reflect and experience emotions during our exposure to a news medium. Thus, we hypothesized that the relationships between the media exposure and anxiety about crime would be diminished after controlling the immediate cognition and emotion experienced during

such exposure. Mothers ($n = 1042$) with a child at age of 3-12 years were asked to answer a questionnaire that measured anxiety about crime, the frequency of the media exposure, and the immediate cognition and emotion experienced during this exposure (frequency of feeling familiar to content, frequency of mood fluctuation, frequency of feeling sympathy with victims, frequency of remembering a similar crime). The results indicated that only the frequency of exposure to news on television and the internet were directly correlated with anxiety about crime. However, when controlling the frequency of feeling familiar to content, these relationships were diminished. These results supported our hypotheses.

C110

TRAIT EMOTION REGULATION PROMOTES ATTENTIONAL AVOIDANCE OF NEGATIVE INFORMATION *Jody E. Arndt¹, Esther Fujiwara¹*; ¹*University of Alberta, Edmonton AB* – Emotion regulation (ER) refers to the deliberate and automatic attempts by an individual to influence the experience and expression of emotions. The way in which people regulate their emotions impacts cognition. For instance, previous studies have shown that memory performance can be impaired by the use of some effortful ER strategies such as suppression. Conversely, memory is less affected by ER strategies that interrupt the emotion experience earlier and are less effortful (i.e., reappraisal). While attention is a cognitive domain more directly linked to ER, the relationship between ER and attention has not been well studied. We compared trait ER requiring varying levels of effort (suppression, reappraisal, implicit ER) in their impact on selective attention to negative faces. Subjects completed an emotional dot-probe task with neutral and negative faces to assess attentional biases towards negative information. We assessed dispositional ER both implicitly (ER implicit association test) and explicitly (questionnaires: suppression, reappraisal), along with other relevant personality variables (anxiety, defensiveness). A total of eleven personality variables were reduced to four factors through factor analysis. Follow-up regression analyses indicated that reappraisal together with low emotional expressivity predicted successful early attentional avoidance of negative emotional information. Our findings suggest that even without inducing emotions or instructing participants to use specific ER strategies, dispositional ER such as reappraisal, may help to attenuate attentional biases to negative information. Anxiety was unrelated to performance in the dot-probe task in this study.

C111

THE INFLUENCE OF MOOD ON FIELD-DEPENDENCE *Yana R. Avramova¹, Diederik A. Stapel¹, Davy Lerouge¹*; ¹*Tilburg University, the Netherlands* – An accurate target judgment may sometimes require ignoring contextual information. For instance, accurate person judgments often require one to disregard accessible stereotypes of the group that person belongs to. At other times, however, attending to the context may benefit judgment accuracy. For instance, person inferences from observed behavior may gain from incorporating the specific social context in which the behavior unfolds. The goal of this research was to investigate the effect of mood on one's propensity to incorporate or ignore contextual information when making judgments of a focal object. Specifically, we test the hypothesis that happy people are more field-dependent, thus more susceptible to contextual information, whereas sad people are more field-independent, thus more likely to ignore the context. In two experiments, we manipulated mood and then gave participants visual tasks assessing perceptual field-dependence. In our first experiment, happy, as compared to sad, participants were less accurate on the Ebbinghaus illusion task, which requires one to ignore contextual information. Furthermore, our second experiment showed that happy participants were more accurate on the relative version of the Framed-Line test, which requires one to incorporate contextual information. Together, these experiments demonstrate that mood critically affects field-dependence by guiding where people look: at the focal object or at the context. That is, positive mood results in greater field-dependence,

and therefore, more accurate judgments in tasks that require incorporating contextual information. Negative mood, however, enhances field-independence and consequently results in better performance on tasks that require ignoring contextual information.

C112

I'M NOT JUST DEPRESSED, I'M ANGRY! VERBAL BEHAVIORS WITH INTIMATE PARTNERS AMONG DEPRESSED INDIVIDUALS *Jenna Baddeley¹, Sonia Hart¹, James Pennebaker¹, Christopher Beevers¹*; ¹*The University of Texas at Austin* – Social and behavioral theories of depression suggest that the disorder is associated with deficits in interpersonal functioning and relationships. Intimate relationships may be particularly troubled, with depressed partners reporting lower relationship quality and more conflict. However, interaction patterns of depressed individuals in their intimate relationships have rarely been empirically examined, especially in a naturalistic setting. The present study examines intimate partner interactions within a sample of adults diagnosed with a current major depressive episode and a corresponding sample of psychiatrically healthy controls. Participants wore a naturalistic recording device (the EAR, Electronically Activated Recorder; Mehl, 2006) for four days. The EAR recorded participants' acoustic behavior and environment for 90 seconds every 12 minutes. Participants' speech was transcribed and analyzed using the computerized word count program, LIWC (Pennebaker, Booth, & Francis, 2007). In interactions with their romantic partners, depressed people used more negative emotion words compared to controls including anger words and swear words, but interestingly, depressed participants used fewer anxiety words than did controls. Depressed individuals used second person pronouns (e.g., you) more often than controls and first person plural pronouns (e.g., we) less often. The results suggest that depressed people's conversations with their partners are characterized by attention directed towards their partner rather than towards themselves as part of a couple. Their negative emotional expressions are more frequent and also more externalizing rather than internalizing. Implications for our understanding of the social interaction patterns associated with depression are discussed.

C113

EMOTION INFLUENCES PERCEPTUAL CATEGORIZATION: SEEING WHAT YOU FEEL *Jolie Baumann¹, David DeSteno¹*; ¹*Northeastern University* – Emotions have been shown to influence explicit calculations of risk and threat assessment. The present experiment was designed to examine if the influence of emotion would extend to a more basic and automatic process relevant to threat-assessment: object recognition. Participants experiencing different emotions engaged in a task where they were required to make rapid judgments about whether target individuals were holding guns or neutral objects. Results supported the hypothesis that anger, by signaling the presence of aggressive threats in the environment, increased the probability that neutral objects (e.g., cell phones) would be misperceived as ones related to violence (e.g., guns), but not the converse. Demonstrating emotion specificity of this bias, an affective state not evoked by violence (i.e., happiness) did not produce differential perceptual errors.

C114

FEEL THE BAD CONSCIENCE? PSYCHOLOGICAL DYNAMICS OF AUTOMATIC AND REFLECTIVE GUILT REACTIONS *Anna Baumert¹, Tobias Rothmund¹, Mario Gollwitzer¹*; ¹*University of Koblenz-Landau* – A process model is proposed of how automatic and reflective guilt affect compensatory pro-social behavior. Specifically, our model suggests that automatic and reflective guilt reactions may dissociate because of situational and dispositional tendencies toward moral disengagement (Bandura, 1991). In Study 1 ($N=75$), guilt was induced in one experimental condition by blaming participants for being late for the experiment. Half of the participants in this condition were provided with

an opportunity for moral disengagement. Automatic guilt (measured with a moral identity IAT) and self-reported guilt were measured subsequently. Finally, compensational action in a cooperation task was assessed. In an independent session prior to the experiment, all participants completed a moral disengagement scale. Results show that automatic guilt was stronger in the guilt condition than in the control condition, independent of the moral disengagement manipulation. By contrast, self-reported guilt was only experienced if no opportunity for moral disengagement was given and among participants with low dispositional moral disengagement. Compensational action was predicted by automatic guilt. Among persons low in dispositional moral disengagement, reflected guilt mediated the effect of automatic guilt on cooperation. In Study 2 (N=87), results were replicated with a different guilt induction. Taken together, our studies stress the importance of distinguishing between automatic and reflective guilt in order to fully understand the emotional dynamics of guilt and its behavioral effects.

C115

SAD-AND-SOCIAL IS NOT SMART: HOW MOODS INFLUENCE PREPARATION ON A COLLABORATIVE VERSUS INDIVIDUAL PROBLEM-SOLVING TASK Kosha D. Bramesfeld¹, Karen Gasper²; ¹Saint Louis University, ²The Pennsylvania State University – When people prepare to solve a problem collaboratively versus individually, they not only have to prepare intellectually for the task, but also socially. In an experiment in which we manipulated mood (happy vs. sad) and the social context in which people believed they would be solving a problem (individually vs. collaboratively), we investigated how mood influenced the way in which people intellectually and socially prepared for a task. We hypothesized and found that when people prepared for an individual task, those in sad moods paid more attention to the intellectual aspects of the task than those in happy moods. But, when people anticipated working on the task collaboratively, those in sad moods became distracted by the social elements of the task and, as a consequence, reduced their focus on the intellectual aspects of the task. In contrast, those in happy moods were not distracted by the social elements of the task, and instead were motivated to increase their focus on the intellectual aspects of the task. Furthermore, mood and social context interacted to predict performance, with those in happy moods, but not those in sad moods, performing better on the task when they anticipated working on the task collaboratively versus individually. Focus on the task mediated these performance findings. These results expand understanding about how moods influence task preparation, and they establish the need to consider social context when considering mood effects.

C116

WHEN GOOD NEWS STRIKES: GLCKSCHMERZ AND THE GOOD FORTUNES OF OTHERS Kathryn L. Braun¹, David J. Y. Combs², David R. Schurtz², Caitlin A. J. Powell², Richard H. Smith²; ¹Indiana University, ²University of Kentucky – People usually feel happy for others when they succeed. But, this is not always the case, as sometimes they can feel unhappy. The German language, unlike English, has a word that captures this feeling, *glckschmerz*, meaning pain over another person's good fortune. We examined the possible role of two factors in producing this emotion: 1) the perceived arrogant or humble behavior of another person and 2) the relative success of the observer. Participants believed they were evaluating the way another person (a confederate) received performance feedback on a task (the Tower of Hanoi). Before doing the task, the observer witnessed the confederate acting in an arrogant or humble manner. To provide ostensible background information for making this feedback evaluation, participants were asked to try the task themselves in a separate room and were either made to succeed or fail. Then, they received a feedback sheet that appeared to have been given to the confederate indicating successful performance. In addition to evaluating features of the feedback sheet itself (consistent with the cover

story), they also gave their emotional reactions to the performance. Analysis of items measuring disappointment over the confederate's performance revealed an interaction between the two manipulated variables. The combination of arrogance in the confederate and the participant's own relative failure produced increased amounts of *glckschmerz*. Thus, for the good news to hurt, participants needed to have tasted relative defeat and to perceive the confederate as arrogant.

C117

HOPE, OPTIMISM, AND THE TEMPORAL PROXIMITY OF FUTURE OUTCOMES Patricia Bruininks¹, Kate Sweeny²; ¹Whitworth University, ²University of California, Riverside – Previous research on bracing (Shepperd, Sweeny, & Carroll, 2006) revealed that the closer people are to receiving self-relevant feedback, the lower their expectation regarding that feedback. One possible reason people lower their expectation is to buffer anticipated disappointment. The purpose of the present study was two-fold. First, we sought to determine if and when lowering expectation before feedback affected participants' experience of disappointment, embarrassment, and regret after receiving feedback. Second, we examined whether the experience of hope and optimism regarding a desired – as opposed to expected – outcome predicted those negative reactionary emotions. Introductory psychology students (N=102) completed questionnaires regarding their grade on the first exam. They did this early in the semester, right before taking the exam, after taking the exam but before receiving their grade, and after learning their grade. Students stated their expected and desired grade, and rated emotions and appraisals regarding their desired grade on 9-point scales. Controlling for grade received, a lower expected grade right before feedback did predict less disappointment. However, this was due to lowering one's expectations immediately before taking the exam as opposed to doing so right before receiving feedback. Regarding their desired grade, a higher level of hoping immediately preceding feedback predicted higher levels of the three negative reactionary emotions; change in hoping after taking the exam predicted regret. A drop in optimism before taking the exam predicted decreased disappointment, regret, and embarrassment; a drop in optimism after taking the exam actually predicted increased disappointment. Psychological processes regarding bracing are discussed.

C118

IMPLICIT FEAR BIAS: HOW FEAR AFFECTS UNCONSCIOUS ASSESSMENTS OF RISK Thomas Cain¹, Lee Jussim¹; ¹Rutgers University – Past research has demonstrated that when participants are feeling fear, they tend to inflate their assessment of risk (Johnson & Tversky, 1983; Lerner & Keltner, 2000, 2001). Lerner and Keltner (2000, 2001) attribute this inflation to perceived uncertainty and higher situational control (believing that one has little personal control and the environment has a great deal of control) in new situations when afraid. This risk inflation was later applied to a real world context analyzing the perceived risk of terrorism after Sept. 11th. Participants in a fearful state perceived a greater risk of terrorism after Sept. 11th than those who were not feeling fear (Lerner et al., 2003; Fischhoff et al., 2005). Research has not yet examined the effect of fear on implicit risk perception. The Implicit Association Test (IAT; Greenwald, McGhee, & Schwartz, 1998) was utilized to measure how quickly participants associated fearful words to a fear related category after watching a frightening film clip (as opposed to a neutral film clip), as well as an implicit measure of risk perception. Results indicated that those in the frightening film condition showed greater implicit fear and risk associations. These results indicate that fear-inducing stimuli heighten fear and perceptions of risk not only consciously, but also on an implicit level, outside of participant's conscious awareness. Implications of these findings, such as how they may shed light on intergroup processes, and future directions are discussed.

C119

AUTOMATIC ACTION PREPARATION IS INFLUENCED BY DISGUST: DIFFERENCES BETWEEN POWER AND PRECISION GRASPS

Peter R. Cannon¹, Simone Schnall¹, Mike Tucker¹; ¹University of Plymouth, UK – Seeing an object unconsciously primes the actions necessary to interact with it (e.g. Milner & Goodale, 1995). When making responses to pictures of everyday objects, these responses are faster when a large response device is used to respond to large objects and a small response device is used to respond to small objects (Ellis & Tucker, 2000). The present research investigated whether action preparation is influenced by basic affective systems, such as disgust. Participants were required to make categorisation (Study 1) or detection (Study 2) responses to photographs of good and disgusting (rotten) fruit. Both studies revealed differences between whole hand grasps and precision (index finger and thumb) grasps. Whole hand grasps were insensitive to the quality of fruit, with faster responses to large fruit compared to small fruit. Single finger and thumb grasps were faster to small fruit compared to large fruit, although this pattern only occurred for good fruit. When making a precision response to disgusting fruit there was no advantage for responding to small fruit compared to large fruit. These results provide evidence that the previously observed automatic preparation for action can be influenced by basic affective processes.

C120

VALIDATING A MEASURE OF IMPLICIT COLLECTIVE GUILT

Julie Caouette¹, Donald M. Taylor¹; ¹McGill University, Montreal, Quebec, Canada – Our research explores how White Canadians react when confronted with evidence of racial inequality. Our focus is on the role of collective guilt (Branscombe, Doosje, & McGarty, 2002). Recently, we have grown dissatisfied with the standard self-report measure of collective guilt which relies on participants' conscious self-evaluation and self-reporting of their emotion. In this study, we aim to validate a new measure assessing implicit collective guilt. This is crucial since defence mechanisms are surely involved in the experience of a negatively experienced emotion such as guilt. We presented our White Canadian participants with evidence of racial inequality. We then measured their feelings of collective guilt using a word fragment (implicit), followed by a standard self-report measure (overt). We hypothesised that implicit guilt would interact with overt guilt in predicting willingness to help Aboriginal people. One statistically significant finding was that the more guilt-related word fragments participants completed, the less willing they were to report guilt on a self-report scale. In support of our main hypothesis, statistically significant results emerged when comparing participants' willingness to engage in actual actions to benefit Aboriginal people versus their support for the general goal of compensation. Even though participants who reported higher overt guilt generally supported compensation, only those who also experienced higher implicit guilt were willing to engage in specific actions to accomplish this goal. Further research is needed to explicate this discrepancy; possible reasons may be political correctness, social desirability or a need to feel that one is moral.

C121

INFLUENCE OF MIXED EMOTIONAL PATTERNS ON HELPING BEHAVIOR

Pilar Carrera¹, Luis Oceja¹, Amparo Caballero¹, Dolores Muñoz²; ¹Universidad Autónoma de Madrid (Spain) – A mixed emotional experience involves at least two emotions evolving during a period of time. Previous studies (Carrera & Oceja, 2007) showed that the Analogical Emotional Scale (AES) complements the information tapped by the exclusive use of rating scales, since the AES allows us to identify at least four different patterns (Oceja & Carrera, 2008): (a) when both emotions are of moderate or high intensity and evolve in a simultaneous way throughout the emotional episode (high simultaneous); (b) when the two emotions evolve in a simultaneous way but, throughout the emotional episode, one presents either moderate or high intensity while the other presents low intensity (prevalence); (c) the two emotions evolve

in a reverse way (reverse) and (d) sequential mixed emotions (sequential). In two studies we explore the consequences of these different mixed emotions patterns on the prediction of helping behavior. The results showed that helping increased only when the elicited empathy (positive emotion) either equaled or overpowered distress (negative emotion) at the end of the mixed emotional experience; this result was tapped by the AES but not by the rating scales.

C122

WHAT PROCESSES SUPPORT EMOTION REGULATION ABILITY? THE RELATIONSHIPS BETWEEN ATTENTION INHIBITION AND COGNITIVE REAPPRAISAL ABILITY

Allison Troy Caston¹, Jutta Joormann², Iris B. Mauss¹; ¹University of Denver, ²University of Miami – Research suggests that cognitive reappraisal is an adaptive emotion regulation strategy, such that individuals can use it to change the intensity of an emotion by changing their appraisals of emotional stimuli. Recent work has found, however, that there are large individual differences in the ability to use cognitive reappraisal (cognitive reappraisal ability; CRA). These findings raise important questions about what cognitive processes might contribute to CRA. The present study sought to answer some of these questions by examining the relationship between attention inhibition, defined as the inhibition of attention to irrelevant stimuli, and CRA. CRA often requires the restructuring of negative emotional stimuli, which suggests that attentional control processes for affective material may be particularly important in supporting CRA. For this reason, we hypothesized that the ability to inhibit attention to negative stimuli would be positively related to CRA. To test this hypothesis, we administered a Negative Affective Priming Task (NAP) and a CRA task to 90 females in the laboratory. The NAP task provides two measures of attention inhibition: attention inhibition to emotionally positive and emotionally negative material. The CRA task measures the degree to which participants can decrease negative emotion by using CR. Results indicate that the greater individuals' CRA is, the better they are at inhibiting attention to emotionally negative material, but the worse they are at inhibiting attention to positive material. These results suggest that CRA may be supported by a strength (in negative inhibition) as well as a deficit (in positive inhibition) in attention inhibition.

C123

EFFECTS OF EMOTIONAL STATE ON REACTIONS TO HEALTH RISK FEEDBACK

Jennifer L. Cerully¹, William M. P. Klein¹; ¹University of Pittsburgh – The influence of emotion on reactions to a subsequent emotion-inducing event, receiving health feedback, was investigated. 208 male and female undergraduate students viewed a film clip intended to elicit happiness, sadness, or neutral affect. They then received false feedback indicating that their risk of getting a fictional type of influenza was high or low. Reactions to the feedback were assessed by measuring affect, risk perceptions, and worry. Intentions to engage in health behaviors and actual health information-seeking behavior were also assessed. Receiving high risk feedback resulted in less positive affect, more negative affect and worry, and higher risk perceptions than getting low risk feedback. Risk feedback influenced one measure of behavioral intentions. For low risk participants, experiencing an emotion (happy or sad) resulted in taking more pamphlets than those in the neutral condition who received the same feedback. High risk participants who experienced an emotion took fewer pamphlets than neutral people receiving the same feedback. Increased positive affect, worry, and risk perceptions after receiving feedback predicted intentions to engage in health behavior, and people who worried more were more likely to take pamphlets about the flu. These reactions to feedback did not mediate the relationship between feedback and behavior. Behavioral intentions did mediate the relationship between feedback and placing contact information in a box to receive more information about the flu. Overall, the findings have implications for how potentially threatening personal

feedback will be interpreted and acted upon depending on the receiver's emotional state at the time of getting feedback.

C124**DYSPHORIA AND SOCIAL FUNCTIONING: THE ROLE OF EMOTION REGULATION**

Emilie Chan¹, Jill A. Jacobson¹; ¹Queen's University – Dysphoria is associated with significant social impairments but past studies have reported few, if any, observable differences in dysphoric and non-dysphoric individuals' social behavior. Consequently, it is important to continue studying possible mechanisms behind dysphoric people's social problems especially because these individuals are highly likely to become clinically depressed in the near future (e.g., Fergusson et al., 2005). Indeed, Joiner et al. (1999) have called for greater focus on the interpersonal context of depression because social factors should be more amenable to change than other factors such as genetics. One potential mechanism may be emotion regulation, or the processes used to monitor, evaluate, and modify one's emotions. Although emotion regulation has been linked to both dysphoria and social functioning, it has not been studied as a mediator of the relationship between the two. Thus in the current study, we followed 240 participants over seven months to examine whether or not emotion regulation acted as a mediator of the longitudinal relationship between dysphoria and social functioning. Three types of emotion regulation were investigated: 1) adaptive cognitive emotion regulation strategies (i.e., planning, positive reappraisal, perspective taking, acceptance, and positive refocusing); 2) maladaptive cognitive emotion regulation strategies (i.e., ruminating, catastrophizing, blaming others, blaming the self); and 3) negative mood regulation expectancy (i.e., beliefs about one's ability to regulate negative emotions). Both maladaptive cognitive emotion regulation strategies and negative mood regulation expectancy significantly mediated the relationship between dysphoria and social functioning over time, whereas adaptive cognitive emotion regulation strategies did not play a role.

C125**IN BAD TASTE: EVIDENCE FOR THE ORAL ORIGINS OF MORAL DISGUST**

Hannah Chapman¹, David Kim¹, Adam Anderson^{1,2}; ¹University of Toronto, ²Rotman Research Institute, Baycrest Centre for Geriatric Care – In common parlance, sociomoral transgressions leave a bad taste in the mouth. However, convincing evidence that moral disgust is more than just a metaphor is still lacking. We tested directly the oral origins of moral disgust by searching for continuity in the facial expressions evoked by gustatory distaste, basic disgust, and moral disgust elicited by unfair treatment in an economic game. We found all three states evoked activation of the levator labii muscle region of the face, characteristic of an oral-nasal rejection response. Self-reported disgust, but not other negative emotions, correlated with levator labii activity in rejection of unfair economic exchanges. These results provide direct evidence of the primitive oral origins of moral disgust.

C126**EMOTIONAL CONDITIONING: EXPLORING REACTIONS TO TARGETS LINKED WITH SPECIFIC EMOTIONS**

Jacqueline M. Chen¹, Wesley G. Moons¹, Diane M. Mackie¹, Eliot R. Smith²; ¹University of California at Santa Barbara, ²Indiana University – Previous research has shown that, with sufficient exposure time, subliminal priming can evoke specific emotion states (Ruys & Stapel, 2008). These findings suggest that perceivers can have specific emotional responses to subliminal stimuli. Based partially on this work, the present research investigated whether human targets could be linked to specific emotions via subliminal priming. Participants were subliminally primed with emotion words (angry, scared, happy) when viewing photos of white male targets. Participants' subsequent emotional, behavioral, and cognitive responses to the targets were examined. For each target, participants reported how irritated, afraid, and pleasant the target made them feel. Consequences of

these emotional reactions were also assessed. Close association with emotion words affected participants' emotional responses to the targets. Differences in these emotional reactions to the targets are discussed along approach-avoidance and valence dimensions. Implications of the findings with respect to impression formation and target evaluation, as well as hypotheses for intergroup emotion theory, are discussed.

C127**PRIDE AS AN EVOLUTIONARY ADAPTATION TO STATUS****ATTAINMENT**

Joey T. Cheng¹, Jessica L. Tracy¹, Joseph Henrich¹; ¹University of British Columbia – The emotion of pride likely evolved to boost social status. However recent research suggests that two distinct facets of pride exist – the self-esteem promoting authentic pride, and the more narcissistic hubristic pride (Tracy and Robins, 2007). These facets may promote two distinct kinds of status, one based on meritorious achievement (prestige) and one based on force and threat (dominance; Henrich & Gil-White, 2001). Although both forms of status confer fitness-enhancing benefits, dominance and prestige are distinct strategies, likely adopted by individuals with divergent personality dispositions (e.g., narcissism vs. self-esteem), attributes (e.g. physical size), or in different situations. This research tested whether the two facets of pride are systematically associated with the two kinds of status, such that authentic pride is related to prestige, and hubristic pride to dominance. Study 1 (N=191) assessed trait-level authentic and hubristic pride, dominance, and prestige in a sample of undergraduates. Study 2 (N=92) assessed trait levels of both forms of pride and status in a sample of athletes on sports teams, who provided both self- and peer- ratings. Results across both studies show that: (a) dominance and prestige are fairly independent paths toward high status; (b) authentic pride is positively related to prestige, whereas hubristic pride is positively related to dominance; and (c) prestige and authentic pride, and dominance and hubristic pride, are associated with divergent personality profiles, consistent with evolutionary accounts of each social strategy and emotion.

C128**THE EFFECTS OF EMBARRASSMENT ON RISK PERCEPTION AND RISK TAKING**

Frank Coffaro¹, Christine R. Harris¹; ¹University of California, San Diego – Past work has shown that embarrassment has been associated with appraisals of uncertainty and low control. Results from other work have suggested that emotions associated with similar appraisals increase risk perception and decrease risk taking. Two studies were conducted in which embarrassment was manipulated to determine if embarrassment influences personal (Study 1) and global (Study 2) risk perception and risk taking. In each study, half the participants were asked to throw a temper tantrum as if they were a child and the other half listened to a song. In Study 1, participants then made likelihood judgments of future life events and chose one of two options in a risky gambling scenario. Participants in Study 2 estimated the frequency of deaths in the U.S. for twelve different deadly events and completed a risk taking task derived from the Asian disease problem (Tversky & Kahneman, 1981). Unlike emotions with similar appraisal patterns, the results from Study 1 indicated that experiencing embarrassment decreases personal risk perception and decreases personal risk taking. The results from Study 2 indicated that experiencing embarrassment also decreases global risk perception. No effect of embarrassment on global risk taking was found. Compared to other emotions associated with appraisals of uncertainty and low control, these results suggest that embarrassment has unique effects on personal and global risk perception and risk taking.

C129**IN THE MOOD TO GET OVER YOURSELF: MOOD AFFECTS THE-ORY-OF-MIND USE**

Benjamin A. Converse¹, Shuhong Lin¹, Boaz Keysar¹, Nicholas Epley¹; ¹University of Chicago – Understanding others' behavior often involves attributing mental states to them by using one's theory of

mind. We argue that using theory of mind to recognize differences between one's own perspective and another's perspective is a deliberate process of inference that may be influenced by incidental mood. Because sadness is associated with more systematic and deliberate processing whereas happiness is associated with more heuristic processing, we predicted that theory-of-mind use would be facilitated by sadness compared with happiness. In Study 1, participants listened to happy or sad music and then predicted a protagonist's behavior in one of two versions of a modified false-belief task. The protagonist had the same knowledge in both versions, but participants received different private knowledge. Sad participants were less influenced by private knowledge than were happy participants, indicating facilitated theory-of-mind use. In Study 2, participants watched happy or sad movies and then played a referential-communication game in which they moved objects around a grid as instructed by a confederate director. Eye fixation measures indicated the extent to which competitors—plausible referents that were visible to the participant but obviously occluded from the director—created egocentric interference. Sad (vs. happy) participants were less likely to egocentrically reach for these competitors, and they correctly identified target objects more quickly; again indicating facilitated theory-of-mind use. These results provide both theoretical insight into the psychological mechanisms that govern theory of mind, as well as practical insight into a common source of variability in its use.

C130

ATTENTION EMOTION RESEARCHERS! WE MIGHT NEED A NEW PARADIGM. *Robbie Cooper¹, Angela Rowe¹, Ian Penton-Voak¹, Casimir Ludwig¹; ¹University of Bristol*—Previous research has shown that the allocation of visual attention to faces is to some extent dependent on their emotional expression. Further research has revealed that this relationship is modulated by individual differences in anxiety and adult attachment orientation. Using a modified version of the spatial cueing paradigm we examined these effects in three experiments. In each experiment predictable cue validity effects (CVEs) were observed and these effects were always modulated by the expression of the facial cue (angry, happy, sad, or neutral). Furthermore, each experiment revealed that the magnitude of these CVEs was also influenced by individual differences in both anxiety and adult attachment orientation. The direction of these effects, however, was not consistent across experiments. This suggests that findings involving emotional stimuli in the spatial cueing task may be very sensitive to small procedural changes. We conclude that the modified spatial cueing paradigm may not usefully elucidate the processes underlying the allocation of attention to emotional stimuli.

C131

IMPACT OF CONDITIONED DISGUST ON MORAL JUDGMENT *Bieke David¹, Casey R. Simmons¹, Erin N. Etzel¹, Bunmi O. Olatunji¹; ¹Vanderbilt University*—Moral judgment is often thought to result from elaborate reasoning. However, immediate emotional reactions may be stronger determinants of moral perceptions. The present study examined the extent to which disgust may be associated with moral judgment using a conditioning paradigm. Participants were first conditioned to associate a neutral word (part) with feelings of disgust via exposure to several word-image pairs. Participants then rated how morally wrong and disgusting they found different morally questionable behaviors described in a sentence that did or did not include the word part. Within subjects ANOVAs indicated that behaviors described using part (M = 4.46, SD = 1.88) were rated as more disgusting than those that did not (M = 4.07, SD = 1.64), $F(1,60) = 5.27, p = .025$. Behaviors described using part were not rated as significantly more morally wrong (M = 5.42, SD = 1.60) than those that did not (M = 5.23, SD = 1.43), $F(1,60) = .62, p = n.s.$ However, individuals who were strongly conditioned (post minus pre conditioning disgust rating for part 4) reported both (a) higher levels of disgust and (b) higher levels of moral wrongness regarding behaviors

that included part (Mdisgust = 5.38, SDdisgust = 1.74; Mmorality = 6.04, SDmorality = 1.56), versus those that did not (Mdisgust = 4.29, SDdisgust = 1.68; Mmorality = 5.10, SDmorality = 1.22), $Fdisgust(1,15) = 14.49, p = .002$; $Fmorality(1,15) = 7.18, p = .017$. These findings indicate the potentially crucial influence of disgust on moral judgment.

C132

IS IT AN URBAN LEGEND THAT SEX DIFFERENCES DON'T SHOW UP ON CONTINUOUS-CHOICE MEASURES OF JEALOUSY TRIGGERS? *Catherine DeSoto¹, Priyanka Joshi¹; ¹University of Northern Iowa*—The reference often given to support that sex differences in which jealousy triggers are most salient (emotional versus sexual) are not found when employing continuous-choice measures is Harris's 2003 review. We attempted to measure other sex differences in addition to jealousy measures using both forced-choice and continuous-choice measures (n = 337). We found that continuous-choice measures did not attenuate the size of the sex differences found in our data set for any obtained sex differences (e.g. reported religious beliefs, interest in sports) when subjects responses on a Likert-scale were compared to responses from a forced-choice preference question. An unforeseen result was that this was also found when we looked at forced-choice, $t(335) = 4.8, p < .001$, versus continuous-choice measures of jealousy triggers, $t(335) = 5.2, p < .001$. To better understand what we considered to be surprising results, we attempted to more carefully review the most relevant past findings. A PsycInfo search was conducted and reviewed, and the evidence cited in an influential review was considered (Harris, 2003). Although the underlying reason is beyond the scope of this poster, we (with some surprise) conclude that the evidence for no effect when continual-choice self-report methods are used to measure sex differences in jealousy triggers is essentially weak, and may be an "urban legend".

C133

MINDFULNESS AND SUBLIME POSITIVE EMOTIONS *Jose Duarte¹, Barbara Fredrickson¹; ¹University of North Carolina at Chapel Hill*—Research on positive emotions has shown that they build psychological resources and broaden awareness and action tendencies. Relatedly, mindfulness has also been a growing topic of research, and mindfulness-based programs have been designed to reduce stress and improve health. The present study explores the relationship between an individual's level of mindfulness and their propensity to experience sublime positive emotions -- remarkably deep and moving emotional states that spring from an engagement with one's deepest values. This study seeks to answer three questions: H1: Do greater levels of trait mindfulness predict a greater propensity to experience sublime positive emotions? H2: Do greater levels of state mindfulness predict a greater propensity to experience sublime positive emotions? H3: Are sublime positive emotions more durable than other positive emotions? We assessed participants for trait mindfulness using the Baer FFMQ, and then induced state mindfulness in the experimental group via a mindful awareness audio track. After listening to the audio tracks, participants completed an experiential memory relive exercise, wherein they relived an episode in their lives where they engaged with one of their deepest values in a positive way. Afterwards, participants completed various sublime and discrete emotions measures, and were assessed in delayed, trailing fashion for emotional durability. Results show that the experimental group (state mindfulness) reported more sublime states after the memory exercise. The remaining results are pending as of July, 2008 but will be included by the time of the conference.

C134

IN DEFENSE OF HAVING DESSERT FIRST: THE IMPORTANCE OF GOOD BEGINNINGS *Noah D. Forrin¹; ¹University of British Columbia*—Recent research has demonstrated that retrospections are influenced primarily by endings of past experiences (Fredrickson, 2000). We examined whether, congruently, predictions are influenced mainly by

beginnings of future experiences. If this is true, better beginnings should foster more positive predictions. In Study 1, we found initial evidence that individuals base their affective forecasts disproportionately on the beginnings of events. Participants were told that they were going to experience a procedure consisting of two parts: A pleasant hand massage and an unpleasant cold pressor task. Individuals predicted liking the entire procedure more when it started with the hand massage rather than the cold pressor task. In Study 2, we tested a simple attentional mechanism that may underlie this effect. Namely, individuals may be inclined to focus narrowly on beginnings of upcoming experiences, rather than think them through to the end. Consistent with this proposed mechanism, we found that spreading individuals' attention across an entire event lessened the impact of beginnings on affective forecasts. In Study 3, we explored whether the positive predictions fostered by good beginnings would, in turn, influence decision making. Individuals read a vacation itinerary, in which either the first or last day stood out as particularly enjoyable. Individuals not only predicted enjoying the entire vacation more when the first day was the most appealing, but they were also willing to pay more for the vacation. By implication, perhaps improving the beginnings of beneficial activities such as exercising or donating blood could increase individuals' willingness to engage in them.

C135

THE RISKY BUSINESS OF OPENING UP: TESTING A RISK REGULATION MODEL OF EMOTIONAL EXPRESSIVITY *Danielle M. Gaucher¹, Joanne V. Wood¹, Danu Stinson¹, John G. Holmes¹; ¹University of Waterloo* – In the present work we propose a risk-regulation model of emotional expressivity. We suggest that people are emotionally expressive to the extent that they feel that the interaction context is safe (i.e., believe that their interaction partner values and accepts them). Furthermore, we propose that characteristics of the situation, expresser, and interaction partner will affect people's level of emotional expressivity because they all affect people's perceived risk of rejection. Across three studies we found support for our hypotheses. Results showed that: (a) people were the most expressive in safe contexts (i.e., with their romantic partners versus any other interaction context; Studies 1 and 2), (b) differences in the expression of positive and negative emotion diminished as the safety of the interaction context increased (Study 2), (c) individuals with high self-esteem (HSEs) were more emotionally expressive of both positive and negative emotions than individuals with low self-esteem (LSEs) (Studies 1 – 3), (d) differences between HSEs and LSEs level of expressivity was mediated by their perceptions of interpersonal safety (Study 2 and 3), and (e) increasing LSEs feelings of perceived regard, thus reducing their perceived level of interpersonal risk, caused LSEs to become as emotionally expressive as their HSEs counterparts. Implications for the expressivity and self-esteem literatures, as well as the development of people's close relationships are discussed.

C136

EMOTION LANGUAGE ACCESSIBILITY INFLUENCES THE CONSTRUCTION OF EMOTIONAL PERCEPTS *Maria Gendron¹, Lisa Feldman Barrett^{1,2}; ¹Boston College, ²Massachusetts General Hospital / Harvard Medical School* – Faces appear to display emotional information for you to read, like a word on a page. This fact leads many to assume that emotion perception is given and proceeds independent of conceptual processes like language. Recent research suggests, however, that emotion words support emotion perception. The present studies examined the role of emotion words in the formation of emotional percepts. Across two studies, a modified semantic satiation procedure was combined with a repetition-priming task for emotional faces. It was hypothesized that interfering with the accessibility of a relevant emotion word would influence the perceptual processing of a face depicting emotion, such that the exact same face would show decreased repetition priming when it is presented a second time (this time in the implicit presence of emotion

language). Consistent with this prediction, across two studies, participants were significantly slowed to render a judgment about a target face when it had been previously presented immediately after emotion word satiation. The implications of these findings for a linguistically relative view of emotion perception are discussed.

C137

SOCIAL NORMS, SOCIAL EMOTIONS AND ALCOHOL OUTCOME EXPECTANCIES *Benjamin Gigure¹, Richard N. Lalonde¹; ¹York University* – Social norms help define behavioral appropriateness and are important predictors of drinking. Many impulsive and addictive behaviors, such as drinking, lead individuals to violate social norms. The concept of norm-impulse conflict is introduced to capture the state of conflict individuals experience when they feel torn between an urge to do an innately pleasurable behavior, such as drinking, and a desire to adhere to social norms. Results from a correlational study (n = 123) and a quasi-experimental study (n = 104) suggest that individuals perceive such a conflict in the case of alcohol consumption. The results also suggest that the experience of this conflict can shape individuals' drinking pattern through their influence on alcohol outcome expectancies. The role of social emotions (e.g., shame) was explored as a mediator of the relationship between norm-impulse conflict and alcohol outcome expectancies, since these emotions tend to occur when individuals deviate from social standards, such as social norms. As predicted results suggest that the influence of norm-impulse conflict on alcohol outcome expectancies occur via the influence of negative social emotions. Counterintuitively, results revealed that norm-impulse conflict also generates positive social emotions (e.g., pride) for some individuals. The social learning implications of the results will be discussed.

C138

PRESENCE OF A FRIEND INFLUENCES THE FEELING OF COLLECTIVE GUILT *Nobuhiko Goto¹, Minoru Karasawa¹; ¹Nagoya University* – The present study examined how the presence of friends in a subgroup influences the perception of ingroup and experience of collective guilt. In the experiment, participants imagined themselves as an employee of a company and read a scenario in which a department of their company bought up another company and fired many employees of this company. As a manipulation of the closeness to the wrongdoing agent, participants were led to imagine that either their friend, or a friend's friend, belonged to that department. After reading the scenario, participants completed two measures of collective guilt. They rated the extent to which they felt guilty for the company's and for the department's act. They also rated their relationship with the department and with the company using the modified version of the Inclusion of Ingroup in the Self measure (Tropp and Wright, 2001). We predicted that people would show stronger identification with the department and feel stronger collective guilt in the immediate friend condition than in the friend's friend condition. One-way ANOVA indicated that these predictions were supported. In addition, path analyses revealed that collective guilt for the company's act was mediated by the degree of identification with the department and the collective guilt for the department's act. Implications for the development of ethically-sound groups and conflict prevention are discussed.

C139

FACILITATING ADAPTIVE EMOTIONAL ANALYSIS AMONG VULNERABLE GROUPS: THE EFFECT OF SELF-DISTANCING FOR HIGH AND LOW RUMINATORS IN RUSSIA AND THE U.S. *Igor Grossmann¹, Phil Enock², Ethan Kross¹; ¹University of Michigan, ²Columbia University* – Recent findings indicate that a key factor determining whether people's attempts to work-through negative experiences succeed or fail depends critically on the type of self-perspective (self-immersed, field vs. self-distanced, observer) they adopt (e.g., Kross, Ayduk & Mischel, 2005). An important issue that has not

been addressed by this research, however, is whether these findings generalize to highly vulnerable populations. We explored this issue by examining whether individual differences in rumination moderate the effect of self-perspective on negative affect. We included samples from both Russia and the United States because there is evidence that these cultures differ in their frequency of rumination, with Russians demonstrating significantly higher levels (e.g. Grossmann & Kross, in prep). Participants were asked to recall and analyze an intensely distressing autobiographical anger experience. Subsequently, they indicated the extent to which they analyzed their experience from a self-immersed vs. self-distanced perspective and then rated their level of negative affect. Individual differences in rumination were assessed using the Ruminative Response Style Scale (Traynor, Gonzalez, & Noelen-Hoeksema, 2003). Consistent with previous research, the more participants adopted a self-distanced perspective while analyzing their feelings, the less negative affect they displayed. In addition, although both cultural group and individual differences in rumination were significantly associated with negative affect with Russians and High Ruminators demonstrating higher levels of negative affect than Americans and Low Ruminators, neither of these effects moderated the effect of effect of self-distancing on negative affect. The basic science and clinical implications of these findings will be discussed.

C140

DISCRETE AFFECTS ACROSS THE ADULT LIFESPAN Daniel Grhn¹, Dana Kotter-Grhn¹, Christina Rcke²; ¹North Carolina State University, ²University of Zurich – Research on age-related differences in emotional functioning has primarily focused on positive and negative affect. However, less is known about the developmental trajectories of other discrete affects (e.g., sadness). To close this gap, 948 adults from 18 to 78 years were asked to report their affect on a German version of the Positive Affect and Negative Affect Schedule – Extended (PANAS-X; Watson & Clark, 1994). Besides positive and negative affect, the PANAS-X scales assess discrete negative affects (fear, hostility, guilt, sadness), discrete positive affects (joviality, self-assurance, attentiveness), and other affective states (shyness, fatigue, serenity, surprise). Age differences showed a consistent pattern across subscales: Discrete positive affects showed mainly U-shaped curves with lowest scores in midlife. Discrete negative affects showed decreases from young adulthood to old age. Despite this general pattern, there were specific differences between discrete affects. Whereas social affects (shame, guilt, hostility) declined linearly across the adult lifespan, fear and sadness declined only later in life. We also found that the relation between discrete affects and personality variables (e.g., neuroticism) differed by age group. The divergent pattern for discrete affects suggest that different developmental processes are involved. Two potential processes are: (a) an experience-based competence in dealing with emotions and (b) a decline in the frequency of social interactions (i.e., the number of opportunities to experience fear and sadness declines). Findings are discussed in light of lifespan theories of socio-emotional developmental.

C141

STRONGER DEFICITS FOR POSITIVE AFFECTIVE STIMULI IN ALEXITHYmia Delphine Grynberg¹, Sara Konrath², Olivier Luminet¹, Olivier Corneille¹, Sara Hammig³; ¹Catholic University of Louvain at Louvain-la-Neuve, Belgium, ²University of Michigan, ³Eastern Michigan University – Alexithymia is a personality trait that includes difficulty recognizing and labeling emotions (Taylor & Bagby, 2004). It is associated with increased anxiety, somatoform, and substance abuse disorders (Parker et al., 1993; Cox et al., 1994; Taylor et al., 1990). In this study, we examined whether alexithymics would have difficulty identifying other people's affective facial expressions. Participants were 96 college students (73 female) with a mean age of 20.87. They completed a questionnaire which included the Toronto Alexithymia Scale (TAS-20), the Positive and Negative Affect Scale (PANAS), and the Reading the Mind in the Eyes Scale (RME). The

RME involves showing participants a series of pictures of people's eyes and asking participants to choose the affective term that best describes the facial expression. On the PANAS we found that alexithymics reported more negative affect, $r(95) = .35, p < .01$, and less positive affect, $r(95) = -.23, p = .022$. More notable, on the RME alexithymic participants correctly identified fewer positive affective facial expressions, $r(95) = -.28, p = .006$, while having no difficulty identifying negative ones, $r(95) = -.021, p = .837$. This effect persisted even when controlling for their mood (PANAS), age, gender, country of birth (USA or not), and family income. In our study we provide additional evidence that the deficit in emotional processing in alexithymia is more pronounced for positive stimuli (e.g. Luminet et al., 2006). Our poster will include explanations for and implications of our results.

C142

THE CLOSED CIRCLE OF EMPATHY: FRONTAL EEG ASYMMETRIES AND VICARIOUS EMOTIONS IN RESPONSE TO OUT-GROUP MEMBERS Jennifer N. Gutsell¹, Michael Inzlicht¹; ¹University of Toronto – Empathy is the capacity to recognize and understand other people's experiences, needs, and goals, and thus facilitates social understanding and cooperation. Empathy is bounded, however: it varies as a function of similarity and familiarity of other people (Preston & de Waal, 2002). Since people perceive outgroups as dissimilar to themselves (Turner, Brown & Tajfel, 1979), we hypothesized that empathy towards these groups might be restricted. To investigate this possibility, we examined a neural correlate of empathy – vicarious frontal electroencephalographic (EEG) alpha asymmetry. Frontal asymmetries indicate activation of the left vs. right prefrontal cortex and marks approach vs. avoidance motivation (Harmon-Jones & Allen, 1998). We hypothesized that participants would show avoidance motivation in response to sad ingroup members, because they empathize with them and, hence, experience vicarious sadness. Respectively, observing happy ingroup members would lead to approach motivation. In contrast, outgroup members would not elicit vicarious emotions. Non-black participants watched videos of ingroup and outgroup members expressing sadness and happiness, and then experienced these emotions themselves. Results revealed that participants had more right frontal brain activity when they were sad, but also when they observed ingroup members being sad. Importantly, participants did not show this pattern of frontal asymmetry when observing the black outgroup. Moreover, level of trait empathy was positively correlated with frontal asymmetries for the ingroup, but not for blacks. These findings provide evidence from brain activity for the concept of bounded empathy: empathy is restricted to a closed circle of similar others and does not extend to outgroups.

C143

AFFECTIVE INFLUENCES ON FINANCIAL RISK TAKING: AN FMRI INVESTIGATION Julie L. Hall¹, Richard Gonzalez¹, Oliver C. Schultheiss²; ¹University of Michigan, ²Friedrich-Alexander University – Traditional economic models assume that individuals are always rational when they make decisions. However, the current study suggests that emotions may play an important role in financial decisions. Using fMRI, 24 participants viewed happy, angry, and neutral affective primes presented under subliminal and supraliminal conditions followed by an investment task where they had to decide between risky, high-payoff stocks and safe, low-payoff bonds. Our results suggest that both subliminal and supraliminal presentations of facial expressions of emotion influence financial investment choices and the neural circuits involved in financial risk taking. As predicted, participants showed greater nucleus accumbens activation and were more likely to make risky investment decisions after happy versus neutral face primes in both the subliminal and supraliminal presentation conditions. In addition, participants also showed greater anterior insula activation and made slightly less risky investment decisions after angry versus neutral face primes during supraliminal presentation conditions. Our results

demonstrate that facial expressions of emotion, even when they are not consciously perceived, can influence investment behavior and suggest that the inclusion of affect may lead to more accurate models of economic decision making, which better explain irrational financial behavior. They also suggest that affective states during pre-choice stages of the decision making process may alter the perception of benefits relative to costs, leading to changes in risk taking depending on whether the affective state is positive or negative.

C144**FACIAL EXPRESSIONS OF ANGER AND DETERMINATION PERCEIVED AS SIMILAR**

Cindy Harmon-Jones¹, Eddie Harmon-Jones¹, Brandon J. Schmeichel¹; ¹Texas A & M University – We used facial expressions to examine the similarity between anger and approach-related positive affect. Positive affect (as measured by the Positive and Negative Affect Schedule) and anger are both approach-related affects. Our past research showed that an angering situation increases ratings on the scale's positive affect items, suggesting that these items measure approach motivation, even when the approach motivation is negative. Ratings of the items determined and strong were robustly increased by anger manipulations, suggesting that strong/determined is a highly approach-related affect which may have a positive or negative valence depending on the evoking situation. We photographed individuals making the basic emotion facial expressions (joy, anger, disgust, sadness, and fear), determination, and a neutral expression. Then, naive participants were asked what each expression was displaying: Anger, Sad, Fear, Disgust, Joy, Determined, Neutral, or None of the above. All of the basic emotion facial expressions except anger were correctly labeled on at least 80% of trials (chance is 12.5%). Anger was correctly labeled on 58% of trials. Determination was correctly labeled on 65% of trials. Determination was mislabeled as anger on 43% of incorrect trials, and was never mislabeled as joy. Results indicate that expressions of determination are perceived as more similar to anger than to joy, even though determination and joy are commonly classified as positive while anger is classified as negative (Watson, 2000). We suggest that the similarity between anger and determination is due to approach motivation.

C145**THE EFFECTS OF RELIGIOUS CONCEPTS ON POSITIVE AFFECT.**

Heather L. Harrison¹, Amanda E. Caldwell¹; ¹Texas Christian University – Two pilot studies examined the effects of religious concepts on positive affect. Past research has shown that Christians value high arousal positive emotions, and that Christian religious texts emphasize positive emotions more than other religious texts (Tsai, Miao, & Seppala, 2007). We hypothesized that participants primed with religious keywords should report more positive affect over the past year than participants primed with non-religious keywords. Following Shariff and Norenzayan (2007), we used a sentence unscrambling task to prime religious, civic, or neutral concepts. In Study 1, participants received a religious prime, a civic prime, or no prime. In Study 2, participants received a religious prime or a neutral prime. After completing the priming procedure in both studies, participants completed measures of emotions over the past year and current emotion. Study 1 revealed that participants primed with religious keywords reported lower positive affect over the past year ($M = 4.89$) than participants primed with civic keywords ($M = 5.30$) or participants who received no prime ($M = 5.08$). Study 2 also found that participants primed with religious keywords reported lower positive affect over the past year ($M = 5.13$) than participants primed with neutral keywords ($M = 5.35$). The results were contrary to our predictions. Participants' responses may have been adversely affected by the priming procedure; it may have induced feelings of guilt or shame. Future studies will examine the effects of positive religious keywords versus the effects of negative religious keywords on positive affect.

C146**MORE AFFECT, LESS FORECASTING: A MOOD-BASED EXPLANATION FOR AFFECTIVE FORECASTING**

Jessica L. Hartnett¹, John J. Skowronski¹; ¹Northern Illinois University – Across a range of different life domains and experiences, affective forecasting researchers have studied a consistent error in the way humans think about their future affective reactions (see Wilson & Gilbert, 2003). Specifically, humans have a tendency to overestimate the duration and magnitude of their affective reactions to future life events. The current research suggests a new explanation for why we make this mistake, an explanation based in the Mood as Information literature (Schwarz & Clore, 1983). This explanation suggests that when making predictions of future affect, these predictions are influenced by our current mood. This is an important distinction from previous explanations for affective forecasting as it implies that humans might use state mood evoked by thinking about a future life event, and not by thinking in any depth about the future, to affectively forecast. If this is so, then mood unrelated to the affective forecast could potentially influence affective forecasts. This hypothesis was tested by inducing participants into either positive, negative, or neutral moods and then having participants to affectively forecast about either happy, sad, and neutral future events. Affective forecasts were then tested to see which affect source (induced mood or future event) influenced the affective forecast. Results suggest that while affective forecasts are congruent with the valence of the future event, when collapsed across event type, affective forecasts are congruent with induced mood, suggesting that mood unrelated to an affective forecast still impacts affective forecasts.

C147**EMOTIONAL EXPRESSIVITY: AN EXAMINATION OF CONVERGENT AND DISCRIMINANT VALIDITY AT THE FACET LEVEL**

John Humrhouse¹, David Watson¹; ¹University of Iowa – Emotional expressivity is the tendency (i.e., trait level) to express one's affective states through nonverbal means. As part of the Couples Assessment Project, 202 newlywed couples completed self- and spouse-ratings of the Berkeley Expressivity Questionnaire (Gross & John, 1995). Newlywed couples achieved significant levels of agreement while demonstrating low levels of similarity and assumed similarity. Self- and spouse-ratings were examined within a Multitrait-multimethod matrix (Campbell & Fiske, 1959) allowing for simultaneous tests of convergent and discriminant validity at the facet level of emotional expressivity. In a recent meta-analysis (Riggio & Riggio, 2002), the relation between emotional expressivity and extraversion was $r = .39$, $p < .01$ and the relation between emotional expressivity and neuroticism was $r = -.01$; however, emotional expressivity was assessed as a general factor rather than examining the facets of emotional expressivity. In the current study, relations between emotional expressivity, the Big 5 and trait affectivity reveal differential relations of positive and negative expressivity, such that positive expressivity is related to extraversion and positive affect and negative expressivity is related to neuroticism and negative affect. Furthermore, hierarchical regressions demonstrate the incremental predictive validity of positive and negative expressivity, beyond positive and negative affect, in predicting extraversion and neuroticism, respectively. Whereas extraversion and neuroticism both have an experiential component, such that extraversion is strongly related to positive affect and neuroticism is strongly related to negative affect, they also both have an expressive component. These analyses highlight the importance of assessing the facets of emotional expressivity.

C148**PEERING INTO THE CRYSTAL BALL: AFFECTIVE FORECASTS OF CONSUMER WELL-BEING**

Mathew S. Isaac¹, Bobby J. Calder¹; ¹Northwestern University Kellogg School of Management – Consumer satisfaction has generally been treated as a post-purchase phenomenon which occurs during or after consumption (Yi, 1990; Giese and Cote, 2000). As a result, most research on consumer satisfaction has overlooked

the role of affective forecasting, a topic which is featured prominently in research on happiness and subjective well-being. The present research attempts to bridge the constructs of happiness and satisfaction by assessing the accuracy of each type of affective forecast within the same consumption context. Extant literature on affective forecasting suggests that people routinely overestimate the intensity and duration of their future emotions. This propensity for systematic overprediction has been labeled the impact bias (Gilbert, Driver-Linn, and Wilson, 2002). Researchers have identified a host of error sources that contribute to the impact bias. One of these errors is focalism, which refers to the tendency to excessively rely or anchor on a single trait or piece of information when making a prediction (Schkade and Kahneman, 1998). Across four experiments, we provide converging evidence that the impact bias may not be as ubiquitous as prior affective forecasting research suggests. In fact, in many product satisfaction contexts, affective forecasts align closely with actual affective experiences. We show that product satisfaction forecasts are less susceptible to focalism errors because product-related forecasts are inherently focal. As a theoretical contribution, we make an important distinction between two constructs that have often been used interchangeably in the subjective well-being literature by demonstrating that the satisfaction construct is fundamentally more focal and domain-specific than happiness.

C149

TESTING THE FACIAL FEEDBACK HYPOTHESIS: A FACIAL EXPRESSION OF DISGUST SOURS ONE'S TASTE *Melvyn Jaffa¹*; ¹*Central Michigan University*—We investigated the facial feedback hypothesis in terms of whether a posed expression of disgust would make tastes seem more unpleasant. According to Darwin, the disgust reaction involves extending the tongue and narrowing the nostrils. In two studies, participants were misled to believe we were comparing two techniques of assessing taste discrimination involving rolling a Q-tip end that had been dipped in a solution on the tip of the tongue 1) held inside an open mouth (neutral facial condition) vs. 2) on the tip of the tongue protruding outside a closed mouth, pointed downward with nostrils closed (disgust condition). Participants rated distilled water and different concentrations (very light, light, and mild) of lemon juice and sweetened water while posing each of the two facial expressions, following a Latin-square design. They rated the pleasantness of each (11-point scale) and then rinsed their mouth. Results of the first study were replicated in the second. In the disgust facial condition, the very light and light lemon concentrations were judged significantly more unpleasant than in the neutral facial condition. But there was no difference between the two facial conditions in ratings of distilled water and in the mild lemon concentration. The results for the sweet solutions were mixed. Facial expressions affect taste perceptions when they are congruent with the taste (disgust expression with a sour solution); but not when there is no perceptible taste (distilled water); and not when the concentration is intense enough to overwhelm the influence of the facial feedback (mild concentration).

C150

FEELING CLOSE: THE EMOTIONAL NATURE OF PSYCHOLOGICAL DISTANCE *Joanne Kane¹, Leaf Van Boven², Peter McGraw²*; ¹*Princeton University*, ²*University of Colorado, Boulder*—We hypothesize that psychological distance is emotional in nature. In four experiments, people reported less psychological distance to events about which they felt more rather than less intense emotions, holding constant objective temporal distance. This negative correlation between emotionality and psychological distance emerged both when people's emotions were manipulated directly (through explicit instruction) and indirectly (through assignment to be actors or observers of public performances). Greater emotionality in describing real life events (e.g. the Virginia Tech Shooting) was associated with decreased social, temporal, and physical psychological distance. The importance of understanding the subjective

nature of psychological distance in time as an output of emotional intensity is discussed.

C151

DISPOSITIONAL EMOTIONAL CLARITY INFLUENCES WHEN AFFECT IS USED AS INFORMATION *Michael B. Kitchens¹, Kristen VonWaldner², Carol L. Gohm²*; ¹*Lebanon Valley College*, ²*The University of Mississippi*—The affect-as-information hypothesis indicates that mood states serve as internal cues in judgment and decision making. Therefore, affect-as-information predicts that people would perceive negative events as more likely to occur when in a negative mood than when in a positive mood. However, individual differences in emotional clarity (i.e., the degree to which one is clear about identifying a present feeling state) may predict the presence of this effect. To test this hypothesis, participants watched either a positive or negative movie and then estimated the likelihood of a series of negative events occurring to them. Following a measure of mood, participants watched another movie intended to elicit the opposite emotional state and then rated the likelihood of another series of events occurring to them. Results showed that low clarity participants rated the negative events as more likely to occur after watching the first movie than after watching the second movie, regardless of their mood condition. Therefore, low clarity participants' ratings were uninfluenced by their mood. High clarity participants, however, rated the negative events as more likely to occur after watching the negative movie than after watching the positive movie. This effect was present during both presentations of the movies, such that high clarity participants' ratings changed between the presentations of the movies to be mood-consistent. These data suggest that high clarity participants used their mood to interpret the likelihood of the negative events. Overall, results provide evidence that emotional clarity predicts who will use their affect as information.

C152

NARCISSISM, EMOTIONAL INTELLIGENCE, AND AFFECT RECOGNITION *Sara Konrath¹, Brad Bushman¹, D. Grynberg¹, O. Corneille¹, O. Luminet¹*; ¹*University of Michigan*—Trait emotional intelligence involves emotion-related behavioral dispositions and self-perceived abilities. Narcissism is inflated self-esteem at the trait level and is associated with a number of positive intrapersonal outcomes (self-esteem, low depression and anxiety), but also a number of negative interpersonal ones (low empathy, relationship problems, aggression when criticized). We wondered to what extent narcissists would demonstrate positive outcomes on emotionally-relevant measures, despite their widely documented interpersonal problems. Participants were 96 college students (73 female) with a mean age of 20.87. They completed measures of narcissism (NPI), trait emotional intelligence (TEI-QUE), positive and negative affect (PANAS), alexithymia (difficulty identifying and describing emotions; TAS-20), verbal and analytic intelligence (Shipley), and affective identification: participants chose the affective term best describing facial expressions in a series of pictures (Reading Mind in Eyes Task; RME). Overall, narcissism was associated with lower alexithymia, but when controlling for affective state and IQ this relationship disappeared. However, when controlling for the same variables, narcissists scored higher on emotional intelligence overall and on eight of the fifteen subscales. There was no relationship between narcissism and the other seven subscales (emotional expression, emotional regulation, low impulsiveness, relationship skills, happiness, adaptability, and empathy). When we examined relationships between emotional intelligence and entitlement (NPI subscale associated with aggression), the only correlation was a negative association with adaptability. Finally, narcissism was also associated with higher recognition of positive affective states on the RME. Our poster will include interpretations and implications of our finding that narcissists are attuned to emotional stimuli.

C153**RELIGIOUS PRACTICE AND IDEAL AFFECT: THE EFFECT OF MINDFULNESS MEDITATION**

Birgit Koopmann¹, Jocelyn A. Sze², Katherine Lee¹, Jeanne L. Tsai¹; ¹Stanford University, ²University of California, Berkeley—Does religion affect how people ideally want to feel? Tsai, Miao, & Seppala (2007) found that Buddhist practitioners and texts valued calm states more and excitement states less than did Christian practitioners and texts. In two studies, we examined whether engagement in a specific religious practice, mindfulness meditation, would selectively promote the valuation of calm states. In Study 1, college students completed measures of ideal and actual affect (i.e., how much they ideally wanted to experience and actually experienced different affective states). As predicted, participants who meditated reported valuing calm states more and excitement states less than those who did not meditate. The groups did not differ in their actual experience of these states. To ensure that these findings were not due to self-selection, in Study 2, participants were randomly assigned to a mindfulness meditation class, an improvisational theater class (to control for the effects of learning a new skill, being part of a social group), or a waiting list control group. Participants completed measures of actual and ideal affect at the beginning, middle, and end of the 8-week program. As predicted and consistent with Study 1, participants in the meditation class showed a larger increase in the value they placed on calm states compared to the two control groups. Meditation also increased the actual experience of calm states, but to a lesser degree. Ideal and actual excitement states did not change across groups. Together, these findings suggest that religious practices shape how people ideally want to feel.

C154**FEELINGS UNDER LOAD: ON THE EFFORTFUL NATURE OF FEELINGS.**

Assaf Kron¹, Asher Cohen¹, Ran Hassin¹, Yaacov Schul¹; ¹The Hebrew University of Jerusalem—Prevalent commonsense and scientific views hold that routine, daily feelings are, to a large extent, effortless. Thus, we do not have to invest conscious resources to experience feeling. Our study suggests that this view is mistaken. Two experiments show that concurrent load on working memory significantly diminishes intensity of feelings independently of the accuracy of its perceptual encoding. Participants in the load condition were required to perform a digit counting task. During the execution of this task they saw a picture and subsequently had to rate its emotional intensity. In addition, participants performed a matching task to assess their cognitive processing of the picture. We hypothesized that feeling under load, as reflected by the emotional rating of the picture, would be diminished in the cognitive load condition. Indeed, compared to participants with no load, those under load reported significantly lower emotional intensity. However, cognitive load also affected performance in the cognitive matching task, making it possible that the lower intensity of feeling was mediated by reduced cognitive processing. Experiment 2 varied the exposure duration of the pictures in order to dissociate the ease of their cognitive and emotional encodings. As expected, exposure duration strongly affected the cognitive matching task. Most importantly, it had no effect on the emotional rating of the pictures. Additionally, as in Experiment 1, the load affected the emotional rating of the pictures. These findings demonstrate that feelings affected by cognitive load and further show that this effect is not due to reduced cognitive processing.

C155**JUSTIFICATION OF NEGATIVE EVENT AND IMPACT BIAS**

Ema Kuwayama¹, Koji Murata¹; ¹Hitotsubashi University—This study investigated that the influence of justification of negative event on affective reaction to the event, and that neglect of this mental process when making prediction cause impact bias, which was the tendency to overestimate the intense of affective reaction to affective event. Previous research suggested that people experience negative event justify the event so as to reduce negative reaction, by testing only the roles of partial

justification strategies. In this study, we tried to test widespread justification strategies including self-handicapping and emotion-focused coping. Forty-four participants took part in an experiment. Before they took test, they were asked to predict happiness when they succeeded or failed in the test. Then, half of them took easy test (no failure condition), and the others took difficult one (failure condition). After the test, they reported their happiness at that time and evaluated various indicators of justification. As predicted, participants in failure condition significantly justified their failure in diverse ways compared to those in no failure condition. Although participants in failure condition recognized their own failure in the test, they felt better than they anticipated. The present findings suggest that people who experience negative justify the event, and that their neglect of this mental process when making prediction cause impact bias, which is consistent with earlier research. Furthermore, this study indicated that people used various justification strategies when they experienced failure. The influences of justification on impact bias are discussed.

C156**EMOTION REGULATION IN EVERYDAY LIFE**

Suman Lam¹, Sally S. Dickerson¹, Peggy M. Zoccola¹; ¹University of California, Irvine—There are many ways in which we can regulate our emotions. Antecedent-focused strategies such as reappraisal focus on behaviors and cognitions before emotions have been fully activated. In contrast, suppression, a response-focused strategy, inhibits ongoing emotional expression (Gross, 1998). These different emotion regulation strategies may have unique effects on emotional responses (Gross & John, 2003). Previous work in the laboratory has shown that people who reappraise their emotions express and experience more positive emotion and less negative emotion, whereas suppression has the opposite effect; suppressors experience and express less positive emotion and experience more negative emotion. Reappraisal has been associated with better interpersonal functioning, and suppression has been related to worse interpersonal functioning (Gross & John, 2003). The present study seeks to extend these findings and examines whether trait measures of reappraisal and suppression predict emotional responses to naturally-occurring real-life situations. 125 participants completed a questionnaire assessing emotion regulation strategies (Emotion Regulation Questionnaire; Gross & John, 2003). Participants provided ratings (via palm pilot) of their emotions (Positive and Negative Affect Schedule (Watson, Clark, & Tellegen, 1988), the occurrence of stressors, and positive and negative social interactions six times per day for five days. We hypothesized that suppression would predict greater negative emotion and less positive emotion whereas reappraisal would predict greater positive emotion and less negative emotion. We also hypothesized that suppression would predict the greater occurrence of daily stressors and negative social interactions and fewer positive social interactions. Data analyses are ongoing, but preliminary findings support the emotion hypotheses.

C157**THE COGNITIVE REPRESENTATIONAL FUNCTION OF VOCAL AFFECT EXPRESSIONS: ACOUSTIC CORRELATES OF EMOTION ELICITING APPRAISALS**

Petri Laukka¹, Hillary Anger Elfenbein², Wanda Chui³; ¹Uppsala University, Uppsala, Sweden, ²Washington University, St. Louis, ³Haas School of Business, University of California, Berkeley—Vocal expressions are thought to convey information about speakers' affective states, but may also reflect the antecedent cognitive appraisal processes that produced the affective state in the speaker. The present study investigated if information about the emotion-eliciting situation can be perceived from vocal expressions. Twenty professional actors vocally portrayed 15 different emotions by enacting finding themselves in various emotion-eliciting situations. The actors were provided with scenarios describing typical situations in which each emotion may be elicited. Judges then rated each expression with regard to the characteristics of the emotion-eliciting situation, described in terms of

appraisal dimensions (i.e., novelty, intrinsic pleasantness, goal conduciveness, urgency, power, self- and other-responsibility, and norm compatibility). All expressions were further acoustically analyzed with regard to their pitch, intensity, voice quality and durational characteristics. First, results showed that the inter-rater reliability was acceptable for all scales except responsibility. Second, the perceived appraisal profiles for the various vocal expressions were generally in accord with predictions based on appraisal theory (e.g., anger portrayals received high ratings on novelty, urgency, and power, and low ratings on pleasantness, goal conduciveness, and norm compatibility). Finally, listeners' appraisal ratings on each scale were significantly correlated with several acoustic characteristics (e.g., ratings of urgency were associated with high pitch, high intensity, much high-frequency spectral energy, and a fast speech rate). The results show that listeners can reliably infer several aspects of emotion-eliciting situations from vocal affect expressions, and thus suggest that vocal affect expressions may carry cognitive representational information.

C158
THE ROLE OF EXPECTATIONS IN HEDONIC RESPONSES TO FICTION: SPOILERS MAY NOT SPOIL ANYTHING Jonathan

Leavitt¹, Nicholas Christenfeld¹; ¹University of California, San Diego – The enjoyment of fiction via books, television, and movies depends in part on suspense, and the psychological experience of suspense involves a feeling of uncertainty as to future events. It is therefore not surprising that people about to read a fictional story are often vehemently opposed to being told the ending. (Among our subjects, the vast majority reported disliking being told the ending, versus fewer than one in sixteen appreciating the information.) However, there is insufficient evidence that knowing the ending of a story detracts from the enjoyment of reading it. An initial experiment evaluated hedonic responses to stories with positive, negative, or ambiguous outcomes in relation to the outcomes subjects expected, and found that subjects preferred positive character outcomes regardless of their expectations. A second experiment used coming-of-age and detective stories with positive and negative endings to determine whether knowing the valence of the outcome in advance detracted from the experience of reading stories, and found that this knowledge did not eliminate subjects' preference for positive outcomes, and did not detract from how much they liked stories overall. A third experiment spoiled classic stories by either detailing the outcome in the title or by having the experimenter verbally communicate the same information. In an interesting social paradigm, spoilers embedded in the title detracted from subjects' enjoyment of stories, but spoilers communicated by the experimenter did not. Further, contrary to hypothesis, stories dependent on an ironic twist were not more significantly impacted by spoilers than stories of richer complexity.

C159
ESSENTIALIZING EMOTION: ARE EMOTIONS NATURAL KINDS? Kristen A. Lindquist¹, Lisa Feldman Barrett^{1,2}; ¹Boston College,

²Massachusetts General Hospital, Harvard Medical School – Traditional theories of emotion assume that emotions are natural kind categories, or those categories found in nature with deep, inherent, essences that make them what they are. Yet, several recent reviews (Barrett, 2006; Barrett, Lindquist, et al, 2007; Kober, et al, in press; Wager et al, 2008) failed to find evidence for the existence of discrete emotion categories in the body or brain, presenting researchers with an enigma: why do people believe emotions are natural kinds when the data suggest otherwise? One possibility is that people essentialize emotion categories (see Medin & Ortony, 1989; Rothbart & Taylor, 1992). To test this hypothesis, we asked 70 participants to rate 40 categories including emotions (e.g., anger), natural objects (e.g., pine trees), body states (e.g., hunger), and social constructions (e.g., money) on 10 dimensions tapping essentialist beliefs (adapted from Haslam, Rothschild & Ernst, 2000). An exploratory factor analysis of the ratings yielded two factors: an inductive potential factor

(cf. Rothbart & Taylor, 1992) reflecting the ability to make strong inferences about category members and an entiativity factor (cf. Haslam et al, 2000) reflecting whether a category has an essence. As predicted, participants believed emotions, body states, and natural objects have entiativity, or an inherent essence that makes them what they are. Implications for the study of emotion are discussed.

C160
EFFECTS OF DISTRESS AND CORTISOL LEVELS FOLLOWING TRAUMA REMINDERS ON MEMORY RECOGNITION Kathy

Michaud¹, Hymie Anisman^{1,2}, Kim Matheson^{1,2}; ¹Institute of Neuroscience, Carleton University, Ottawa, Ontario, ²Institute of Mental Health Research, Royal Ottawa Hospital – The relation between stressful or emotionally arousing experiences, memory processes, and cortisol reactivity in humans has been widely studied. In this regard, stressful experiences, emotional arousal and high cortisol levels appear to enhance memory for these experiences, but impair memory for material unrelated to such events. Although these results mainly emerged from studies that involved laboratory-induced stressors, they may have implications for memory changes associated with post-traumatic stress disorder. The objective of this study was to determine whether memory effects would emerge if participants were reminded of their own previous traumatic history. Participants (n=157) completed the Trauma Life Event Questionnaire (TLEQ), which served as a reminder of participants traumatic experiences, and completed a forced-choice memory task. Salivary cortisol levels were measured before and after the TLEQ, and following the memory task. Regression analyses indicated that high cortisol levels and high distress evoked by remembering a previous traumatic event predicted higher levels of memory recognition errors. No mediation or moderation effects between distress and cortisol were found. These findings suggest that emotional arousal evoked by intrusive memories as well as elevated cortisol levels, may interfere with cognitive processes to produce impoverished memory functioning.

C161
DOES EMOTIONAL CLARITY FACILITATE FACIAL EMOTION LABELING? Sara K. Moeller¹, Benjamin M. Wilkowski², Scott Ode¹,

Michael D. Robinson¹; ¹North Dakota State University, ²University of Wyoming – Emotional intelligence can be assessed by self-report or by objective measures (e.g., accuracy in recognizing facial emotion). Somewhat puzzling, null results have been found between emotional clarity, a self-reported measure of emotional intelligence, and facial emotion recognition abilities. However, this work typically involves pronounced expressions of emotion, the recognition of which may reflect emotional knowledge rather than intuitive affective processing (Graham, Devinsky, & LeBar, 2007). To assess such intuitive processes, we used facial avatars varying in intensity from 10% to 100% and asked individuals to indicate the emotion being displayed from one of among six emotions (happiness, sadness, disgust, fear, anger, & surprise). Emotional clarity was assessed using two measures - clarity from the Trait Meta-Mood Scale (Salovey, Mayer, Goldman, Turvey, & Palfai, 1995) and difficulty identifying feelings from the Toronto Alexithymia Scale (Taylor, Ryan, & Bagby, 1985). As hypothesized, individuals high in emotional clarity exhibited better emotion recognition accuracy for low levels of presented emotion (10-40%), but this effect disappeared at high levels of presented emotion (50-100%). The effect was independent of the particular emotion involved. In sum, the results indicate a special relationship between emotional clarity and intuitive affective processing, which should be particular to degraded emotional stimuli (Graham et al., 2007). The results also suggest that under the appropriate conditions, self-report measures of emotional intelligence are informative concerning objective emotion recognition abilities.

C162

INDUCING EXPECTED EMOTIONS IN OTHERS Wesley G. Moons¹, Diane M. Mackie²; ¹University of California, Los Angeles, ²University of California, Santa Barbara – How will she feel if you ask her out on a date? How will he react when he gets his promotion? How will the patient handle this diagnosis? Empathic forecasts are predictions of other people's emotional reactions to hypothetical events. Therefore, engaging in empathic forecasting, generates expectancies of how others will feel. Because people behave in ways that confirm their expectancies, we examined whether empathic forecasts lead people to induce others to feel the way that they were expected to feel. Do we make people we expect to be happy even happier? Conversely, do we actually induce others to feel worse in order to confirm our expectancy? In two studies, participants were randomly paired with another unknown participant. In study 1, one participant, the forecaster, predicted how their partner, the experiencer, would feel upon receiving negative feedback. In study 2, the forecaster was directly told what emotional reaction to expect from the experiencer. In both studies, forecasters delivered negative feedback about performance on a test to experiencers during a three minute social interaction. Immediately after this social interaction, experiencers reported their current emotions. We compared the emotional reactions that forecasters expected with experiencers' actual emotional reactions. In all cases, experiencers reacted in ways consistent with the forecasters' expectancy. Evidence for this self-fulfilling prophecy indicates that people will confirm their empathic forecasts by making others feel better or worse.

C163

THE ROLE OF CONFLICTING ANTICIPATED EMOTIONS IN BEHAVIOR: A MEDIATION ANALYSIS APPROACH Stephanie E. Moser¹, Leona S. Aiken¹, Michelle N. Shiota¹; ¹Arizona State University – Recent years have seen increased interest in the role of anticipated emotion in decision-making and behavior (e.g., Damasio, 2000). Much of this research has focused on anticipated negative emotions, specifically anticipated regret (Abraham & Sheeran, 2003; Steptoe et al., 2004). In contrast, the role of anticipated positive emotions has not been represented in classic models of behavior. The present research sought to better understand the roles of anticipated positive emotion and regret in decisions about cosmetic surgery, building upon a traditional, cognition-based model of behavior - the Theory of Reasoned Action (Fishbein & Ajzen, 1975). Cosmetic surgery was chosen for study because it involves potential positive and negative consequences, and thus elicits both positive and negative anticipated emotions. In all, 352 undergraduate women considering breast augmentation completed a questionnaire about their beliefs, values, global evaluations, intentions, anticipated emotions, and preparatory behaviors completed towards undergoing surgery (e.g., saving money, finding a surgeon). Mediation analysis via path analysis revealed that the relationship between beliefs and values and global evaluations was mediated by anticipated positive emotion and anticipated regret in separate models. However, when both positive and negative emotion were included in the same model, anticipated regret emerged as the only significant mediator, suggesting that differing anticipated emotions may exist simultaneously, but not have equal influence on behavior. These results suggest that anticipated emotions are not independent predictors of behavior, but rather mechanisms by which beliefs and values influence behavior. Implications for further integration of emotions into cognition-based models of behavior are discussed.

C164

EXPLORATIONS OF HUMILIATION AS A SELF-CONSCIOUS EMOTION. Vani Murugesan¹, David Sears¹; ¹UCLA – The intent of these 2 studies is to more clearly define humiliation, differentiating it from other related emotions it is frequently confused with. The proposed definition of humiliation is that it is a powerful self-conscious emotion

that arises in situations that involve an unjustified, public loss of status. In Study 1, situational variables assumed to cause humiliation were manipulated. In a 2 x 2 design, subjects (N= 254) read about a status loss that was manipulated by justification (justified or unjustified) and audience (public or private loss of status). Emotion ratings were collected, including how subjects thought the victim would feel in this situation with respect to both basic and more complex emotions, presumed body language, and their own reactions towards the victim. Multidimensional scaling was used to create maps of relationships between emotions, and to cluster them meaningfully. As predicted, unjustified public losses of status lead to the most humiliation, while shame is more associated with justified losses of status. Study 2 replicates these emotional maps, but extends also to interpersonal aggression to explore how humiliation can lead to anger. Here, subjects read about aggressive interpersonal situations which were manipulated to either be highly humiliating (involving a public loss of status) or less so (a private insult). Results indicate the humiliation leads to greater anger, and that nonviolent, humiliating insults can be viewed as just as anger-provoking and humiliating at violent aggression. Results are discussed with respect to other self-conscious emotions, and future directions in humiliation research.

C165

EVENT UNCERTAINTY LEADS TO MORE ACCURATE, BUT NOT MORE DETAILED, EMOTIONAL MEMORY Keely A. Muscatell¹, Elizabeth A. Kensinger²; ¹University of California, Los Angeles, ²Boston College – Memory for emotional events holds an important place in the social world, as discussing emotional memories often facilitates social bonding and the establishment of a coherent sense-of-self. The present study examined whether the way in which an emotional event unfolds influences later memory for that event. Nineteen members of the Boston College Women's Ice Hockey team completed online surveys after five games of their 2006-2007 season. They completed surveys 1-3 days following the completion of the game and again 14-18 weeks later. Participants reported about plays that occurred during the game that could be scored for accuracy (e.g., who scored goals or got penalties), and more personal details that were scored based on the amount of detail provided (e.g., what happened during warm up or after the game). Although the team won all five games that were assessed, the games varied in other characteristics. In particular, one game that was played during a prestigious local tournament against a nationally ranked team went into three overtimes before Boston College won the game. Though participants did not report more details about this game than the other games, when memory accuracy was compared, this highly arousing, highly uncertain game was remembered more accurately at both time points. These data suggest that, among memories for positive-outcome events, characteristics such as arousal or level of uncertainty of event outcome may contribute to more accurate memory.

C166

GOT GUILT? SITUATIONAL FACTORS AFFECTING THE EXPERIENCE AND BEHAVIORAL OUTCOMES OF GUILT Samantha L. Neufeld¹; ¹Arizona State University – Theory defines guilt as a prosocial emotion, motivating wrongdoers to confess and repair the damage they caused, and ultimately strengthening the relationships necessary to survival as an ultrasocial species. However, the experience of guilt and its behavioral outcomes can vary in ways consistent with this function, depending on situational features. The present study investigated whether relationship to the victim and cost of reparation affect the experience and outcomes of guilt. Participants read a scenario in which they crashed another's computer, causing loss of an important essay; relationship (close friend or acquaintance) and cost (essay recovery cost \$20 or \$300) were manipulated. Participants rated how guilty they would feel, and how likely they would be to confess and/or offer to repay the recovery cost. As anticipated, participants reported more felt guilt when

the victim was a close friend, and when reparation cost was greater, in separate main effects. However, behavioral outcomes showed a more subtle pattern. Although participants reported significantly greater likelihood of confessing to a close friend than to an acquaintance, they were less likely to repay inexpensive (\$20) repair costs for a close friend. Also, relationship type significantly moderated the correlation between felt guilt and repaying inexpensive repair costs, such that guilt predicted likelihood of reparation for acquaintances, but not for friends ($z = 2.15, p < .05$). These data begin to offer a richer understanding of how the function of guilt (and perhaps other emotions as well) may translate into several possible behavioral outcomes, depending upon situational features.

C167

MORAL OUTRAGE OR PERSONAL ANGER? Erin M. O'Mara¹, Lydia E. Jackson¹, C. Daniel Batson¹, Lowell Gaertner¹; ¹University of Tennessee – Moral outrage (anger at violation of a moral standard) is considered a prevalent and powerful—even prototypical—moral emotion (Haidt, 2003). However, evidence for moral outrage is compromised by failure to distinguish between it and personal anger (anger at harm to self) felt by victims of a moral violation. When Batson et al. (2007) independently manipulated appraisal conditions for these two forms of anger, they found clear evidence of personal anger, not moral outrage. In another attempt to find evidence of moral outrage, we used an even more inappropriate act of unfair rejection, manipulating appraisal conditions in a 2 (target-of-suffering: self vs. other) x 2 (reason-for-suffering: fair vs. unfair) between-groups design. Each session ostensibly involved four participants, but actually consisted of one participant (N = 40 undergraduates) and three confederates. Due to a (bogus) computer malfunction, participants learned that one of the four participants was to be reassigned from a pleasant to a tedious and unpleasant task. The reassigned person was either the participant or a confederate. Reassignment was determined either fairly (participants drew from a deck of cards) or unfairly (one of the confederates interrupted the drawing, pointed, and scornfully suggested s/he should be the one reassigned!). Emotional responses after the reassignment showed clear evidence of personal anger, not moral outrage. Anger was strong when the participant was reassigned, but minimal when the confederate was reassigned, regardless of whether reassignment was unfair or fair. The status of moral outrage as a potent and powerful moral emotion remains in doubt.

C168

EMOTIONAL RESPONSES TO NATURE VIDEO CLIPS AND ACCOMPANYING DESCRIPTIVE TEXT Jeffrey Perrin¹; ¹University of New Hampshire – This experiment examined the relationship between the intensity of emotional responses to encouraging and discouraging videos and written text concerning efforts to protect and restore the quality of the natural world, a future intention to act in an environmentally responsible manner, and a measure of curiosity about environmental issues. With a sample of 232 college students, the experiment was a between-subjects design with four different experimental manipulations designed to induce an emotional response: encouraging video and text, encouraging text-only, discouraging video and text, and discouraging text-only. Results of the experiment indicate a relationship between the intensity of emotional responses in three of four groups along an expected domain of valence (e.g., negative emotional response to discouraging videos), a future intention to act responsibly and a measure of curiosity about environmental issues. Findings are discussed in terms of their significance for environmental organizations trying to solicit membership and donations, encourage environmentally responsible behavior, and inform individuals about global climate change issues.

C169

SPECIES SHAME: INDIVIDUAL RESPONSES TO THE WRONGDOINGS OF FELLOW HUMANS. Paul K. Piff¹, Andres G. Martinez¹, Dacher Keltner¹; ¹University of California, Berkeley – How do people react when humans transgress against nature? We examined if confrontations with such misdeeds can cause people to feel guilt or shame about their own species. We define these collective emotions as species guilt and species shame. We also investigated whether each of these emotions differentially predicted feelings of hostility toward the human species. Participants (N = 134) confronted a passage describing an accident that had been caused by fellow humans. The accident had either a high negative impact (experimental condition) or a low negative impact (control condition) on the natural environment. Participants reported either how much guilt or shame they were feeling about the human species, then reported their feelings of hostility toward other humans. Results indicated that confrontations with a high-impact misdeed caused greater species shame, but not guilt, compared to the low-impact misdeed. Furthermore, only participants who confronted the high impact misdeed and reported shame expressed feelings of hostility toward their own species. A mediational model showed that the influence of misdeed condition on species hostility was fully mediated by species shame. Implications for collective emotion theory, intergroup processes, and collective action are discussed.

C170

AN EXPLORATION OF FMRI ACTIVATION IN RESPONSE TO ENVOIOUS STIMULI Caitlin A. J. Powell¹, Richard H. Smith¹, Jane E. Joseph¹, David J. Y. Combs¹; ¹University of Kentucky – Envy is a complex emotion having a number of components. The goal of this fMRI study was to identify which parts of the brain would be activated when participants were exposed to others whom they envied. Twenty-six undergraduate participants (13 males, 13 females) were told they were participating in a memory task. They read a series of interviews ostensibly done with twenty-four other students. The interviews entailed questions about the students' jobs, GPA, future plans, and hobbies, along with a photo of each student. Half of the students were portrayed as being successful, attractive, and wealthy (high envy), whereas the other half were average (low envy). Participants then reported in a paper-pencil measure how envious each student made them feel. Participants then moved to the MRI machine. The interview photos, as well as sentences that summarized each student's interview (e.g. Rebecca drives a new Land Rover) were randomly presented to participants in an event-related design. Consistent with previous research, results from the paper-pencil measure indicated that greater envy was experienced towards high envy students. A planned contrast analyzed the fMRI activation differences between high envy and low envy stimuli. Cluster analysis revealed that, on average, high envy stimuli caused greater activation in the temporal poles and precuneus (social emotions), hippocampus and parahippocampus (memory) and the cuneus (visual cortex). This indicates that envy is linked to brain activation associated with other social emotions, as well as increased memory, attention and visual processing.

C171

ANGER, NOT DISGUST, RESPECTS INTENTIONS Pascale Sophie Russell¹, Roger Giner-Sorolla¹; ¹University of Kent – Even though anger and disgust have been often treated as one and the same, it should be acknowledged that these emotions are distinct. We believe that these emotions differ in the mental processes that precede and follow emotion occurrence. Gutierrez & Giner-Sorolla (2007) have recently demonstrated that moral anger is responsive to harm, while moral disgust is responsive to bodily norm violations. In extension, we conducted a study in which we added the factor of intentionality to manipulations of harm and bodily norm violation within a vignette describing cannibalism. After reading the vignettes participants rated their anger and disgust as well as

various appraisals. We predicted that anger, as a more complex emotion, would be responsive to contextual cues, such as intentionality, while disgust is a simpler emotion that only responds to whether or not a bodily violation has occurred. A GLM analysis was conducted on scores of anger controlling for disgust (harm, intentionality and norm violation), which revealed that harm, intentionality and norm violation were relevant for anger. When this analysis was repeated on scores of disgust controlling for anger, only norm violation had an effect. Regression analysis using measured appraisals as IVs gave similar results. Therefore, these results revealed that the cue of intent was important for moral anger but not disgust, and that anger is a more complex emotion that responds to more abstract concepts.

C172

A META-ANALYSIS OF STUDIES EXAMINING SEX DIFFERENCES IN JEALOUSY USING CONTINUOUS MEASURES Brad J. Sagarin¹, Amy L. Martin¹, Savia A. Coutinho¹, John E. Edlund²; ¹Northern Illinois University, ²Hamilton College – The theory of evolved sex differences in jealousy posits that selection pressures increased men's jealousy in response to sexual infidelity to reduce paternal uncertainty and women's jealousy in response to emotional infidelity to ensure paternal investment. Many studies have replicated the predicted sex difference using forced-choice measures, but studies using continuous measures have produced erratic results leading critics to conclude that the effect is an artifact of the forced-choice methodology. We conducted a meta-analysis of 38 published and unpublished studies (providing 138 effect sizes) that measured sex differences in jealousy using continuous measures. A significant, theory-supportive sex difference emerged across all 138 effect sizes, $g = .131$, $p < .001$. Of the 138 individual effect sizes, 50 were statistically significant, 49 in the predicted direction, 1 in the opposite direction. Significant sex differences emerged in response to both hypothetical infidelity scenarios ($g = .128$) and actual infidelity experiences ($g = .202$). Emotion significantly moderated the effect, $Q(8) = 99.2$, $p < .001$, with measures that assessed focus ($g = .312$), jealousy ($g = .279$), emotional composites ($g = .256$), and distress/upset ($g = .228$) showing larger effects than hurt ($g = .154$), pleasant/unpleasant ($g = .118$), anger ($g = .056$), positive emotions ($g = .042$), and other negative emotions ($g = .032$). Other significant moderators included student vs. non-student samples, within-subject vs. between-subjects design, number of scale points, and whether participants also completed forced-choice measures. Non-significant moderators included published vs. unpublished, USA vs. non-USA sample, and individualistic vs. collectivistic sample.

C173

CHARTING THE INTERNAL LANDSCAPE: HOW WE FEEL WHEN WE THINK ABOUT OUR LIVES Shimon Saphire-Bernstein¹, Talya Miron-Shatz², Ed Diener³; ¹University of California, Los Angeles, ²Princeton University, ³University of Illinois, Urbana-Champaign – The feelings associated with naturally occurring thoughts have received little attention in the psychological literature, yet they may be a major determinant of subjective wellbeing. We hypothesized that the affective valence of thoughts people have throughout the day about various life domains would strongly predict life satisfaction, as thoughts represent the evaluative, rather than the experienced aspect of well-being. A survey of 810 American women supported this hypothesis. Further, a dominance analysis found that the affective valence of thoughts had greater relative importance in predicting life satisfaction than did objective life circumstances, affect during recent activities, neuroticism, and extraversion. Women were as inclined to think of topics associated with pleasant emotions as they were to think of unpleasant topics, indicating that thinking is not predominantly hedonically motivated. The results suggest that the feelings accompanying thoughts of major life domains form an important and previously uncharted component of well-being.

C174

TASTE SENSITIVITY AND AESTHETIC EMOTIONS: THE ROLE OF TASTE BUD DENSITY IN AESTHETIC PREFERENCES David Schurtz¹, C. Nathan DeWall¹, Jessica McKenzie², Paul J. Silvia³; ¹University of Kentucky, ²Clark University, ³University of North Carolina at Greensboro – Taste is often used to describe sensitivity to both gustatory and aesthetic stimuli. Whereas the majority of work on taste for visual art focuses on amount of experience and socioeconomic background, the current investigation examined whether a biological marker of physical taste sensitivity had implications for aesthetic preferences. In two studies, participants evaluated disturbing, provocative, pleasing, and neutral works of art and then provided measures of their physical taste sensitivity using phenylthiocarbamide (PTC) paper. Across both studies, extreme physical taste sensitivity (high and low taste bud density as measured by reactions to the PTC paper) was associated with relatively extreme responses to disturbing and provocative artwork. Extreme physical taste sensitivity was related specifically to rejecting and avoiding disturbing artwork, but physical taste sensitivity did not predict responses to approach-related negative affect (anger). These findings provide novel evidence regarding the biological roots of aesthetic preferences and demonstrate how people use metaphor to understand their environment.

C175

HUMILIATION: WHAT IT IS AND WHY IT IS NOT LIKELY TO LEAD TO VIOLENCE Hammad Sheikh¹, Bernhard Leidner¹, Jeremy Ginges¹; ¹New School for Social Research – Humiliation is frequently portrayed as a cause of violence. It was suggested that, in an inter-group context, acts of humiliation lead to retributive acts of humiliation, maintaining a circle of violence. However, in contrast to the important role humiliation is thought to play in conflicts, empirical research on this topic is scarce. The present study is intended to help closing this gap. This study investigated what delineates the emotion of group-based humiliation from other emotions. Specifically, Participants were reminded of past situations in their life and their emotional response was assessed. Factor analysis suggested seven dimensions underlying the emotions of humiliation, embarrassment, shame, sadness, and anger. Humiliation differed from the other emotions on the dimensions of guilt, outrage, vulnerability, degradation, and helplessness, while there were no differences regarding positive emotions or emotional pain. Compared to anger, the emotion closest to violence, humiliation involved more "unhealthy emotions" such as guilt, pain, and vulnerability, as well as higher feelings of degradation, outrage, and helplessness. Challenging the traditional view, our results suggest that humiliation is not likely to lead to violence. Instead, the high feelings of degradation and helplessness evoked by humiliation might lead to resignation and prevent outrage from breaking out into violence. Interestingly, Ginges and Atran (under review) observed this effect of humiliation in a sample of Palestinians and explained it by humiliation-caused inertia. As a conclusion, we should be more concerned about angry people because they combine outrage with low helplessness, so they might act.

C176

ONLINE EMOTION REGULATION: IS EMOTION REGULATION ALL ABOUT TAKING PREVENTIVE MEASURES? Gal Sheppes¹, Erez Catran¹, Nachshon Meiran¹; ¹Ben-Gurion University of the Negev, Israel – In medicine, prevention is defined as ways to avoid a disease prior to its occurrence whereas treatment involves dealing with a disease following its outbreak. In most cases, preventive measures will not be effective after illness outbreaks. Analogically, previous theory and research evaluated the effectiveness of emotion regulation strategies in a "preventive context", since participants were instructed to start using regulation strategies at the emotional situation's onset. The authors suggest that putting certain strategies under a "treatment context" is likely to challenge their effectiveness. Accordingly, in online regulation

participants start using regulation strategies late (after emotional response tendencies sufficiently evolve). A series of studies showed that as opposed to "preventive" cost free reappraisal, late reappraisal resulted in reduced ability to recall happy autobiographical memories, in slow attenuation of sadness, in depletion of self control resources, and in increased physiological activation relative to late distraction. Strategies underlying cognitive mechanisms are discussed.

C177

ANTICIPATED AND EXPERIENCED REGRET OVER GROUP AND INDIVIDUAL FAILURES Pamela Stager¹, Tara MacDonald¹; ¹Queen's University – Past research has shown that people can be inaccurate when predicting their future regret. We examined whether anticipated and/or experienced regret differed after a group versus an individual failure. In Study One participants imagined either working on a task alone or in a group. Then, they imagined failing the task and then reported their anticipated regret. Participants anticipated more regret in the alone versus the group condition. We propose that this was because when a failure occurs in a group, blame can be placed with other group members, reducing personal responsibility, and consequently, regret. In Study Two participants actually completed the task imagined in Study 1 alone or in small groups, and the task was rigged so that all would fail it. Participants reported their regret either immediately after failing the task or after a delay. We predicted that although people anticipated less regret from a group decision, the psychological immune system (Gilbert et al., 1998) would equalize the regret experienced by participants in the group and alone conditions, provided that there was sufficient time to process the failure. As expected, participants who completed the task alone and reported their regret immediately had higher levels of regret than participants in the other conditions, whose regret was lower because of blame deflected onto group members (group condition) or because the psychological immune system had time to lower regret (in the delay condition). These studies suggest that people anticipate, but don't experience, more regret after an individual versus group failure.

C178

THE ROLE OF DISGUST IN MORAL HYPOCRISY AND IMMORAL BEHAVIOR Jessica A. Stansbury¹, Geoffrey D. Munro¹; ¹Towson University – The role of disgust as a potential link in moral hypocrisy was examined using an experimental design. In its simplest form, moral hypocrisy is presenting one's self as moral, while not actually acting morally (i.e., serving one's own self interest). Emotions can affect a person's moral actions or judgment. A connection seems to exist between morality and disgust. Therefore, a disgust manipulation was used to test the hypothesis that disgust leads to immoral behavior. Eighty-three participants were randomly assigned to either the high or low disgust conditions. Using the moral hypocrisy paradigm (Batson et al., 1997), participants were presented with two different tasks, one neutral task and one task designed to elicit either high or low disgust. They were asked to assign the two tasks to themselves and another participant. Participants could decide to select the task assignments or to assign the tasks using a randomized process, flipping a coin. As hypothesized, a chi square test revealed that those experiencing high disgust were more likely to display immoral, selfish task assignment than those experiencing low disgust. 81.5% of those experiencing high disgust, but only 53.4% of those experiencing low disgust, assigned themselves the easy task. Demonstrating moral hypocrisy, of those experiencing high disgust that flipped the coin, 82.4%, rather than the 50% expected by a fair coin flip, assigned themselves the easy task. The results suggest that high interpersonal disgust can affect individuals by leading them to commit less moral actions.

C179

IT'S A BITTERSWEET SYMPHONY: SIMULTANEOUSLY MIXED EMOTIONAL RESPONSES TO MUSIC Bradley Stastny¹, Jeff Larsen¹; ¹Texas Tech University – Though some models of emotion contend that

happiness and sadness are mutually exclusive, evidence indicates that people can feel happy and sad simultaneously (Larsen, McGraw, & Cacioppo, 2001). Russell (2003) raised the possibility that participants in such studies rated their perceptions of the situations' affective quality rather than their own emotional experience. Hunter, Schellenberg, and Schimmack (2008) addressed this possibility by inducing emotions with music because major and minor modes elicit happiness and sadness, respectively, even though untrained listeners have difficulty identifying mode. They had participants listen to songs varying in mode and tempo. Like major and minor modes, fast and slow tempi elicit happiness and sadness, respectively. After each clip, participants rated how happy and sad they felt. As predicted, songs with mixed cues (i.e., fast music in minor modes; slow music in major modes) elicited the most mixed emotions. To more accurately assess whether music with mixed cues elicit mixed emotions simultaneously, we asked participants to listen to Hunter et al.'s clips and press the left and right buttons of a computer mouse whenever they felt happy and sad, respectively. We quantified mixed emotions as the proportion of time participants simultaneously pressed both buttons. Results revealed a mode x tempo interaction. Slow music in major modes elicited significantly more mixed emotions than fast music in major modes and fast music in minor modes tended to elicit more mixed emotions than slow music in minor modes. Results indicate that stimuli with ambiguous affective qualities can elicit simultaneously mixed emotions.

C180

WHY DON'T I FEEL BAD FOR YOU? THE ROLE OF EMPATHY IN COMPASSIONATE REACTIONS TO NON-COOPERATORS Jennifer E Stellar¹, Dacher Keltner¹; ¹University of California Berkeley – Compassion is crucial to altruistic behavior, however, little is known about what factors influence the tendency to feel this emotion. This study examines the boundary conditions of compassion from an evolutionary perspective by manipulating the attributes of the target and measuring the trait-characteristics of the observer. Participants (n=120) wrote about their views on teamwork and read the responses of three potential partners. These responses, written by the experimenter, were tailored to exhibit Machiavellian (non-cooperative), cooperative, or neurotic qualities. Participants were randomly assigned to interact with one partner (a trained confederate) who induced feelings of compassion by recounting an instance of suffering. Participants' compassion towards their partner was measured before they had information about their partner (time 1), after they read the partner's response (time 2), and after they interacted with their partner (time 3). After reading the responses, participants felt significantly less compassion for their partner if they were Machiavellian, but after meeting the partner this pattern became only a trend. A trait measure of empathy (Davis, 1980) moderated the change in compassion in only the Machiavellian condition. From time 1 to time 2 the perspective-taking component of this empathy measure negatively predicted the change in compassion. From time 2 to time 3 empathic concern and personal distress positively predicted the change in compassion. These results suggest that distinct skills associated with empathy are utilized in different types of situations and that empathy becomes exceptionally important when a person is confronted with evolutionarily-salient negative information about an individual.

C181

ANTECEDENTS OF ACHIEVEMENT EMOTIONS: THE ROLE OF IMPLICIT THEORIES OF INTELLIGENCE AND DOMAIN-SPECIFIC COMPETENCE BELIEFS Elizabeth J. Stephens^{1,2}, Miriam Werner¹, Gabriele Oettingen^{1,3}, Reinhard Pekrun²; ¹University of Hamburg, ²University of Munich, ³New York University – This study explored implicit theories of intelligence (Dweck, 1999) as one individual antecedent of achievement emotions (Pekrun, Goetz, Titz, & Perry, 2002). We assessed beliefs in the malleability (incremental theory) and stability (entity theory) of intelligence, self-reported competence beliefs, and six commonly experienced achievement emotions in German and Math class

from $N = 209$ 5th, 6th, and 7th grade German students. Entity theories were positive predictors of enjoyment and pride in German class, while domain-specific competence beliefs were positive predictors of enjoyment and pride, and negative predictors of anger, anxiety, shame, and boredom in both German and Math classes. A significant interaction emerged with regards to implicit theories and competence beliefs in experienced pride, anger, and boredom in German class. This research adds to the underdeveloped literature on achievement emotions, suggesting self-relevant beliefs as one critical factor influencing students' achievement-related emotions.

C182**THE ROLE OF VICTIM EMBARRASSMENT IN EXPLAINING WHY APOLOGIES AFFECT EXPLICIT FORGIVENESS** C.

Ward Struthers¹, Alexander G. Santelli¹, Careen Houry¹, Curtis E. Phillips¹, Rebecca Young¹,¹York University – The purpose of this research was to examine the mediating role of a victim's embarrassment in explaining why apologies affect explicit forgiveness. Our research was based on the notion that victims of transgressions sometimes explicitly grant forgiveness to apologetic transgressors because they feel embarrassed for them. In one laboratory experiment we randomly assigned participants to one of four conditions that arose from crossing a transgressor's behavioral display of embarrassment (no, yes) with his verbal apology (no, yes). Using different explicit (TRIM Avoid scale, McCullough et al., 1998) and implicit (forgiveness Implicit Association Test, IAT, Greenwald et al., 1998) measures of forgiveness the results supported our hypothesis that a transgressor's behavioral display of embarrassment and verbal apology would interact to differentially influence explicit and implicit forgiveness. Results also showed that a victim's embarrassment mediated the effect of a transgressor's apology on a victim's explicit forgiveness, but not on a victim's implicit forgiveness.

C183**THE SELF-REGULATION OF SHAME AND GUILT AMONG MAINLAND CHINESE, CHINESE CANADIANS, EUROPEAN CANADIANS AND INTERNATIONAL CHINESE STUDENTS IN CANADA** Chang Su¹, Michaela Hynie^{1,2},¹York University, ²York University, York Institute for Health Research

– Shame and guilt are painful self-conscious emotions that often arise following violations of social norms, which may motivate behaviour to repair these violations. Behavioural responses to shame and guilt should therefore be strongly influenced by social norms. We examined the effect of culture and gender on shame and guilt responses among undergraduate Chinese students in China (MC) and 3 student groups in Canada: international Chinese (IC), Chinese heritage (CC) and European heritage (EC). Participants completed a Self-Regulation of Shame and Guilt Scale in response to 18 scenarios; 8 inducing guilt and 10 inducing shame (Su & Hynie, 2008). Factor analysis identified 5 responses: problem-focused coping, support seeking, counterfactual thinking, denial, and avoidance. 2 (gender) \times 4 (culture) \times 5 (response) ANOVAs controlling for self-monitoring and interdependence were conducted separately for guilt and shame scenarios, yielding main effects of culture and gender. For guilt, MC endorsed problem focused coping more than CC and EC and support seeking than all others. Women endorsed counterfactual thinking more than men. For shame, MC endorsed problem focused coping, counterfactual thinking, and support seeking more than CC and EC. IC endorsed more support seeking than EC. Women endorsed avoidance, counterfactual thinking, and support seeking more than men. There was culture by gender interaction on shame denial; MC men endorsed more denial than women. Culture and gender therefore influenced behavioural responses to shame and guilt. Moreover, ICs were already shifting responses to these emotions, supporting the strong influence of social norms on shame and guilt responses.

C184**DISCRETE EMOTIONS MEDIATE THE EFFECTS OF CROSSED-CATEGORIZATION ON PREJUDICE** Amanda W Terman¹, Devin Ray¹, Diane M Mackie¹, Eliot R Smith²,¹University of California Santa Barbara, ²Indiana University

– We examine the role of discrete emotions in crossed-categorization approaches to prejudice reduction (Crisp, Walsh, & Hewstone, 2006). Based on intergroup emotions theory (IET; Mackie, Maitner, & Smith, in press), we hypothesize that the effects of shared memberships on prejudice are mediated by specific emotions. In order to test this hypothesis, we examined the emotional reactions and prejudice of 95 participants affiliated with the Democratic political party (Democrats) and unaffiliated with a fraternity or sorority (non-Greeks) to one of four targets: Republican non-Greeks, Democrat non-Greeks, Democrat Greeks, and Republican Greeks. Results indicate that the combination of political affiliation and Greek affiliation produced an additive pattern of prejudice and prejudice reduction: Participants expressed the greatest prejudice toward the double outgroup target (i.e., Greek Republican), moderate prejudice toward the mixed targets, and the least prejudice toward the double ingroup target. Further, prejudice reduction based on political affiliation was uniquely mediated by disgust whereas prejudice reduction based on Greek affiliation was uniquely mediated by pride. These results provide important insight into one possible mechanism underlying crossed categorization effects in prejudice reduction; further, they suggest that the additive pattern of prejudice might obscure potentially consequential differences between evaluations of mixed-group targets

C185**DISGUST SENSITIVITY: A PREDICTOR OF PREJUDICIAL ATTITUDES AND CONSERVATISM** John Terrizzi Jr.¹, Larry Ventis², Natalie Shook¹,¹Virginia Commonwealth University, ²The College of William & Mary

– Disgust is a universal human emotion that invokes feelings of nausea and revulsion when individuals are exposed to repulsive stimuli. It is an adaptation that has evolved to protect individuals from harmful substances such as toxins and pathogens. However, disgust goes beyond informing us about environmental toxins. It also informs our moral decision-making. Although our disgust reaction was not designed to inform our moral sense, we often interpret stimuli and actions that repulse us as morally wrong. Disgust can be related to negative attitudes such as xenophobia, sexual prejudice, and other irrational negative reactions to stimuli that are incorrectly intuited as harmful (Navarrete & Fessler, 2006; Inbar, Pizarro, Knobe, & Bloom, 2008). The purpose of this study was to further explore the relationship between disgust and attitudes by determining whether disgust sensitivity was predictive of prejudicial attitudes toward homosexuals and conservative political opinions. Participants completed a battery of questionnaires online, which included measures of disgust sensitivity, prejudicial attitudes toward gay men and lesbians, political conservatism, religious fundamentalism, and RWA. The results indicated that disgust sensitivity was positively correlated with prejudicial attitudes toward homosexuals, political conservatism, religious fundamentalism, and RWA. These findings help elucidate the role that disgust plays in attitude formation. More specifically, the results suggest that the more sensitive people are to disgusting stimuli, the more likely they are to have conservative attitudes.

C186**DISORDERED EMOTIONS AND ADAPTIVE FUNCTIONING** Ewa Trzebiska¹,¹Warsaw School of Social Psychology

– The purpose of the present studies was to examine the impact of emotional processing on the performance of adaptive competencies. The impact of emotions on the quality of life is usually studied in reference to the emotional valence. However considering an emotion as affective processing brings the question about its processing capacity. According to Averill (1997) the organization of emotional processing depends on three aspects of

emotional rules: constitutive, regulative and procedural. Consequently, three forms of emotional disturbance may happen: incoherence (poorly constituted emotional state), ambivalence (poorly regulated emotional state) and contamination by irrelevant content (poorly proceeded emotional state). In two experiments the organization and the valence of emotions were manipulated and the level of understanding, social and self-regulating competencies was measured. Participants were asked to re-experience a personal event evoking an emotional state either well-structured or disordered: incoherent, ambivalent or contaminated. Study 1 shows that narrative understanding of the event were low in case of disordered emotions, in contrast to well-structured emotions, independently of their valence. Mood and openness to social positioning was low in case of ambivalent emotions, and affect regulation was low in case of incoherent and contaminated emotions. Study 2 shows that, independently of the valence, the self-evaluation was low in case of disordered emotions in contrast to well-structured emotions. Moreover, the ego depletion was highest in case of ambivalence. The results suggest that organizational level of emotions may be the factor underlying multitude of adjustment problems, including PDs psychopathology.

C187

TO EXPRESS OR NOT TO EXPRESS IT? AMBIVALENCE AND REGRET OF EMOTIONAL EXPRESSIVENESS *Fen-Fang Tsai¹, Kailin Ng¹*; ¹National University of Singapore – People do not always express their emotions to the same degree as they actually experience. In addition, people are not always content with how they express their emotions. Two studies examined the relationship between attachment, emotional expressiveness at both the personality-trait and the behavioral levels. At the personality-trait level, using published scales, it was found that people of high attachment avoidance are less expressive while people of high attachment anxiety are not only more expressive but also have more ambivalence over expressiveness. At the behavioral level, using a diary design, participants recorded their experienced and expressed emotions about positive and negative events for seven days. Results indicated that people of high attachment avoidance are more inexpressive and that people of high attachment anxiety showed more incongruence between their experienced and expressed negative emotions. In the post-diary sessions, participants' memory about their emotion diaries, and how they would have expressed their emotions if the events had happened again were collected. Results showed that people of high ambivalence over emotional expressiveness remember their negative emotions clearer than their positive emotions. Moreover, people of high ambivalence over expressiveness are more likely to regret at their emotional expressiveness in the following two aspects. First, they regret having expressed their negative emotions by indicating they would have chosen not to express them at all. Second, they regret how they have expressed their positive emotions by indicating that they would have expressed those positive emotions to a different degree if the event had happened again.

C188

DIFFERENTIATING POSITIVE EMOTIONS: EXAMINING PATTERNS FOR COPING WITH SADNESS, ANGER, AND ANXIETY *Michele M. Tugade¹, Jannay Morrow¹*; ¹Vassar College – Positive emotions help individuals down-regulate negative emotional experiences. Little is known about whether individuals recruit distinct positive emotions when coping with negative experiences. Eighty-eight participants read scenarios that induced sadness, anger, and anxiety, and they rated their use of positive emotions (challenge, contentment, gratitude, happiness, interest, pride) to dampen their negative experience. When coping with sadness, participants were most likely to use happiness and least likely to use pride. When remediating anger, they were most likely to use challenge and contentment and least likely to use gratitude. To lessen anxiety, participants tended to use challenge and interest but not gratitude. We further investigated coping patterns by measuring affect-related traits in a subset of participants ($n = 38$), including dispositional resiliency (Block & Kremen, 1989), gratitude (McCullough, Emmons, &

Tsang, 2001), shame, and guilt (Harder, 1990). Dispositional resiliency predicted the use of happiness and interest to cope with sadness and anxiety, as well as the use of contentment, happiness, and pride to ameliorate anger. A different pattern emerged for trait gratitude. Trait gratitude predicted the use of gratitude to cope with sadness and anxiety, and pride to dampen anger. Those higher in shame-proneness were less likely to use of happiness and contentment to dampen anger, and less likely to use gratitude to lessen anxiety. No other differences emerged. These findings highlight the need for nuanced understandings of positive emotional experience as they pertain to coping. We discuss implications and future directions.

C189

HOW SWEET IT IS: THE EFFECTS OF GLUCOSE ON EMOTIONS *Tanya Vacharkulksemsuk¹, Barbara L. Fredrickson¹*; ¹University of North Carolina, Chapel Hill – Past studies have shown an association between increased self-regulation and various social benefits, including healthier relationships and not engaging in illegal acts. Glucose serves to replenish one's ability to self-regulate by increasing one's source of ego-energy. What effect might glucose have on the emotions and levels of affective energy that guide one's social behaviors? To test this question, we served lemonade beverages sweetened with either sugar or an artificial sweetener (control) to 100 participants, and assessed their ratings of emotional energy and valence. Results indicate that there was a significant increase in positive emotions in participants who drank the lemonade sweetened with real glucose, compared to participants in the control group. There was also an increase in affective energy in both the experimental and control groups, although the difference between the two groups was not significant. This suggests that glucose may be used as an emotional valence induction, but affective energy may be driven by a different mechanism. Behavioral studies in the future may be able to distinguish between the individual and combined effects of positive emotions, ego-energy, and affective energy on social functioning.

C190

LOOKING ON THE BRIGHT SIDE: THE EFFECT OF A POSITIVE VISUAL ATTENTION TRAINING INTERVENTION ON ATTENTION AND EMOTION REGULATION *Heather Wadlinger¹, Derek Isaacowitz¹*; ¹Brandeis University – Previous research has shown that participants can be experimentally trained to allocate their attention toward positive information and that this preference is preserved in their subsequent attentional patterns. Immediately after a brief training, participants looked significantly less at negative real-life images in a visual stress task (Wadlinger & Isaacowitz, 2008). Building on these results, the current study explored whether a one-week positive attention training intervention may alter not only individuals' perceptual processes increasing their attention to subsequent positive stimuli but also augmenting their experience of positive emotion. The current study necessitated a three-week longitudinal design where participants ($N=32$) reported on their daily emotional experience through experiencing sampling in the first and third weeks. The second week of the study entailed participants complete the intervention, a dot-probe paradigm that trained their attention towards either positive or neutral words (180 trials / day). Additionally, participants were eye-tracked to 60 pairs of real-word images of varying valence and arousal levels immediately before and after the training period. The percentage of visual fixation time to positive images served as a measure of attention regulation. Eye-tracking results revealed a modest change in the post-train attentional patterns. Participants in the train-positive condition looked more towards positive images when images were presented in negative-positive pairs; train-neutral participants demonstrated greater attention preferences for the negative stimuli. These findings suggest that continual attention to positive information may alter individuals' perceptual processes; however, the direct link between this evidence of attention regulation and actual mood change still remains unclear.

C191**SUBLIMINAL EMOTION PRIMING IN A GROUP CONTEXT: CAN UNCONSCIOUS EMOTIONS BE DIRECTED TOWARD SPECIFIC TARGETS?**

Ashley S. Waggoner¹, Eliot R. Smith¹; ¹Indiana University – This study examined whether making a group identity salient for individuals prior to a subliminal emotion priming task would alter the way participants implicitly construe the primed emotion, so that it would be experienced as a group member rather than as an individual. Participants were primed with either American photographs or control photographs, followed by subliminal exposure to either anger or guilt-related adjectives. Main effects of the emotion prime were expected, such that guilt would increase compassionate behavior toward outgroups and anger would increase confrontational and/or avoidant behavior toward outgroups. We also expected to find a group x emotion interaction in regards to supportive ingroup behaviors: For the control condition, being primed with anger should reduce supportive behaviors, whereas such a reduction was not expected for the US condition, since anger experienced as an American should be directed toward outgroup members and not fellow Americans. Results showed the expected main effects of emotion, with those primed with guilt endorsing more compassionate behavior and those primed with anger endorsing more avoidant behavior. We also found the expected interaction effect for ingroup support. However, instead of the control condition showing a reduction in ingroup support following the anger prime, we found that those in the US prime condition who received the anger prime actually reported the lowest levels of ingroup support. These results suggest that for those in the US prime condition, the implicit emotion is being linked to the group and experienced as anger at Americans rather than anger as Americans.

C192**INFANT RETENTION OF EMOTIONAL MESSAGES: THE ROLE OF LOCOMOTOR EXPERIENCE**

Eric Walle¹, Joseph Campos²; ¹University of California, Berkeley – Hertenstein and Campos (2004) demonstrated that infants' affective memory (i.e., the ability to retain affective communication) increases markedly between the ages of 11 and 14 months. One potential explanation for this effect may be the onset of upright locomotion (i.e., walking), which typically occurs at 12-13 months, and has been shown to accompany more frequent emotional communication in parent and child interactions. The present research investigated this hypothesis by exposing walking (n = 24) and crawling (n = 24) infants to novel stimuli that were the targets of negative or positive emotional messages, observing the infants' behavior when re-exposed to the stimuli after a 30 minute delay, and examining parent-child interaction during a subsequent 10 minute free-play session. As predicted, retention (as measured by exploration or avoidance of the toy) was greater for negative than positive emotional messages. Additionally, walking infants showed greater retention of emotional messages relative to crawling infants. Most importantly, walking infants' greater affective memory was mediated by greater frequency of emotional messages from parents during the 10 minute free-play session. Taken together, findings suggest that the improved affective memory brought about by changes in locomotor status is the result of walking infants' greater need to retain and use social information in their increasingly complex and independent social lives.

C193**ALCOHOL, EMOTIONS AND JUDGMENT**

Margaret Wardle¹, Jon Kassel¹, Adam Kramer²; ¹University of Illinois at Chicago, ²University of Oregon – Previous findings suggest that alcohol intoxication may increase the influence of emotions on judgment. We manipulated both emotional state (anxiety vs. happiness) and intoxication (alcohol vs. no alcohol) between-subjects, and examined the effects of alcohol and emotion on judgment. Using the Cognitive Appraisal of Risky Events (CARE; Fromme, Katz & Rivet, 1997) questionnaire, which assesses perceived consequences and likely involvement across several domains of risky activities, it was hypothesized that happiness would create optimistic

judgments relative to anxiety, and that alcohol would exaggerate these biases. One hundred and six male social drinkers participated in the study. CARE scores averaged across domains revealed only a main effect of alcohol, such that alcohol reduced expected negative consequences; however, several interactions between emotion and alcohol emerged within individual domains of the CARE. Although there was no effect of alcohol on the judgment of anxious participants, significant effects of alcohol were evident within the happiness group. Interestingly, the direction of the effect depended on whether the domain was perceived as inherently risky or safe. Relative to sober participants, in domains perceived as riskier, intoxicated participants in the happy group manifested a risky shift, reporting more positive consequences and more expected involvement. In domains perceived as less risky, happy intoxicated participants reported fewer positive consequences and less expected involvement than happy sober participants. Thus, the effect of alcohol on judgment appears to be mediated by emotional state. Further, the nature of the effect depends on whether the domain itself is perceived as risky or safe.

C194**HIJACKING SUBJECTIVITY: REACTIONS TO OTHERS' LABELS OF ONE'S OWN EMOTIONS**

Leah R. Warner¹, Matthew J. Zawadzki², Stephanie A. Shields²; ¹Ramapo College of New Jersey, ²The Pennsylvania State University – Western lay beliefs suggest that emotions are subjective, internal, and self-derived (e.g., Johnson, Robinson, & Mitchell, 2004). However, people often label and define others' emotions, such as a concerned coworker telling an individual that he seems upset. How do individuals react to others' labeling of their emotions? We argue that individuals claim ownership to their emotions, and that as a result, they will often view others' defining of their emotions as a negative experience. Specifically, we predicted that when the emotion labeling is directed towards the individual, the individual will react negatively, even if the emotion label is positive (e.g., Your emotions are appropriate). In contrast, when the emotion is not directed towards the individual, emotion labels will receive more favorable evaluations. 211 participants were instructed to envision either themselves or a person in general giving a speech. Then they were told to envision negative or positive feedback on the speech performance. Feedback either included an emotion label or a non-emotion behavior label; the latter served as a control. In support of the hypotheses, emotion labels, regardless of valence, were perceived less positively when directed towards the individual and also less positively than behavior labels. Emotion labels were perceived less positively than behavior labels, in part, because emotions were perceived to be a more personal form of feedback. Results are discussed in terms of the process we name, hijacking subjectivity, or the process of staking a claim in another person's personal, subjective experience.

C195**MINDFUL MEDITATION PRACTICES, PSYCHOLOGICAL MINDFULNESS, AND THE QUIET EGO AMONG BUDDHIST PRACTITIONERS**

Heidi A. Wayment¹, Bruce Sullivan¹, Bill Wiist¹, Meghan Warren¹; ¹Northern Arizona University – Psychological mindfulness refers to a trait-like quality in which an individual maintains an open, accepting, present focus of attention during day-to-day life (Thompson & Waltz, 2007). Research examining the extent to which mindful meditation practices may be related to psychological mindfulness has been mixed (Brown & Ryan, 2003; Thompson & Waltz, 2007). Known to be related to psychological well-being, psychological mindfulness may be especially beneficial because of its ability to help individuals lose their strong attachment to self that paves the way for personal growth and compassion for the self and others ("quiet ego"; Bauer & Wayment, 2008). We examined our hypotheses in a sample of 107 Buddhist practitioners, who had practiced some form of Buddhist practices an average of 10 years. Using structural equation modeling, we found that spending more time in meditation per week and having practiced Buddhism for a longer

period of time were both related to greater psychological mindfulness suggesting that psychological mindfulness can be cultivated by practice in meditation (Brown & Ryan, 2003). We also found that psychological mindfulness to be a key variable in a latent construct of quiet ego characteristics and related to self-reported health. We also examined the extent to which quiet ego characteristics were related to a measure of Buddhist devoutness. Our findings provide support for the idea that psychological mindfulness is an important characteristic of a quiet ego and that more experience with mindful meditation may be an important component in the development of a quiet ego.

C196

EMPATHY AND SOCIAL IDENTITY: EVIDENCE FOR TWO TYPES OF VICARIOUS SHAME. *Stephanie C. M. Welten¹, Marcel Zeelenberg¹, Seger M. Breugelmanns¹,¹Tilburg University* – We performed two studies to show that there are actually two types of vicarious shame: empathic and group-based shame. While both types clearly shared the phenomenological characteristics of shame, they were also found to differ on several important emotion components. Until now, vicarious shame had typically been explained in terms of a shared social identity (group-based shame). We argue that our data show that a shared social identity is not the only route to vicarious shame. People also experience vicarious shame when they empathically put themselves in the shoes of another – shamefully behaving – person (empathic shame). The differences in experiential content are important indicators of potentially distinct motivational effects of these emotions, explaining why experiences of vicarious shame can lead to markedly different behaviors. Based on an analysis of psychological processes underlying both types of vicarious shame, we generated predictions with regard to phenomenological differences in experiential content. These predictions were tested in two studies. In Study 1, 86 people described a personal experience of either empathic or group-based shame (autobiographic recall procedure). In Study 2, 258 people completed a similar procedure with respect to vicarious shame in general. Situations were coded afterwards as empathic (15.3%) or group-based (70.7%) shame, or non-vicarious shame (14%). Both studies found clear evidence that empathic shame was characterized by different emotion components than group-based shame. In addition, Study 2 revealed that both types were spontaneously reported when people were asked about vicarious shame. Implications for (vicarious) emotion research are discussed.

C197

THE EFFECT OF ANGER AND SADNESS ON ATTENTIONAL PATTERNS IN DECISION MAKING *Cai Xing¹, Derek Isaacowitz¹; ¹Brandeis University* – The current study examined the effects of two negative emotions, anger and sadness, on attentional patterns in subsequent decision making. Previous studies have associated anger with heuristic decision making, and sadness with systematic decision making. However, it is not clear in which stage of the decision making process this difference emerges. This study directly examined what type of information (factual information vs. heuristic cues) angry and sad individuals attended to while working on a number of decision making questions. Participants were induced into angry (N=23) or sad (N=25) mood, and there was a control group (N = 25) without emotion induction. An eye tracker recorded the participants' eye fixations as an index of visual attention, and participants' reaction time was also measured. Fixation data revealed that angry decision makers (M = 0.17, SD = 0.28) looked more at heuristic cues than sad decision makers (M = 0.02, SD = 0.11), $t(46) = 2.31, p < .05, d = 0.72$. Reaction time data showed that angry decision makers (M = 15.21s, SD = 6.56s) responded to the choice questions faster than those in the sad condition (M = 19.87s, SD = 7.13s), $t(46) = -2.35, p < .05, d = 0.68$. The current study provided evidence that the difference in decision making outcomes between angry and sad individuals arise due to early differences in how they gather information relevant to the decision. While angry decision makers rely more on heuristic cues, sad decision makers do not show this attentional preference.

C198

EFFECTS OF EMOTIONAL PROSODY ON SUPPRESSED VERBAL MEMORY *Hwajin Yang¹, Sujin Yang²; ¹Singapore Management University, Singapore, ²University of Toronto, Scarborough, Canada* – The present study investigated the role of tone of voice (i.e., prosody) for verbal memory. In the study, neutral words were spoken with either an angry or neutral prosody. Using a direct forgetting paradigm, two sets of words (to-be-forgotten vs. to-be-remembered) recorded in either male or female voice were presented sequentially. After that, participants were informed that the first set was just for practice and thus required to forget those words because there would appear many more words in the second set for later memory test. Lastly, listeners' memory for all the words was assessed with a visual word recognition test. We hypothesized that words with an angry prosody would be more difficult to suppress than words with a neutral prosody especially when the situation requires suppression. Replicating previous studies, there was an overall directed forgetting effect, with significantly more to-be-remembered words recognized than to-be-forgotten words. More importantly, consistent with our hypothesis, we found a significant interaction between the prosody (angry vs. neutral) and type of set. That is, subjects showed a significantly greater recognition of words with angry prosody in the to-be-forgotten set than those with neutral prosody, indicating a greater difficulty to forget emotionally spoken words. This effect, however, disappeared in the to-be-remembered set, showing an equivalent level of recognition for words with either prosody. These findings suggest that individuals are more prone to remember words spoken with negative emotion when suppression was required. Implications of these were discussed in context of emotional speech processing and thought suppression.

C199

DISTINCT POSITIVE EMOTIONS DIFFERENTIALLY PREDICT DISPOSITIONAL CREATIVITY *Wan Heung Ellen Yeung¹, Michelle N. Shiota¹; ¹Arizona State University* – Creativity – a combination of novelty and appropriateness – is an important cognitive process because it facilitates innovative problem solving. In their initial work on affect and creativity, Isen and colleagues (1987) suggested that positive affect generally enhances creative thinking. However, the positive affect manipulations used in this research have typically elicited amusement – a specific emotion involving cognitive flexibility and perspective shifting, commonly experienced during humor and play, and which may be unique in facilitating creativity (Shiota, Keltner, & John, 2006). Different positive emotions, which may serve different fitness-enhancing functions, may have different effects on cognition, including creativity. The present study investigates the relationship between dispositional creativity and individual differences in the experience of seven positive emotions. Participants completed two tests of creativity: (1) the Alternate Uses Test, assessing creativity in the mechanical domain; and (2) the Remote Associates Test, assessing creativity in the verbal domain. Participants also completed two dispositional emotion measures: (1) the PANAS-Positive Activation scale, which assesses high-arousal overall positive affectivity; and (2) the Dispositional Positive Emotion Scales (DPES) measuring anticipatory enthusiasm, contentment, pride, attachment love, nurturant love, awe, and amusement. Scores on both tests of creativity were negatively correlated with the PANAS-PA scale. Analyses with DPES scales showed that different positive emotion dispositions had different relationships with creativity, that several of these relationships were negative, and that only dispositional amusement appears positively associated with creativity. Implications for research on the functions and cognitive implications of positive emotions are discussed.

C200

SUPPRESSION OF EMOTION EXPRESSION TO DIFFERENT OTHERS, COPING STRATEGY, AND MENTAL HEALTH *Hiroya Yuki¹; ¹Toyo University, Graduate School of Sociology* – The purpose of this study was to examine the relationship between coping strategy and mental

health, after suppression of negative emotion expression to different others. Undergraduates, 336 in all, were randomly assigned to three groups, and each of them was asked to recall an incident when he/she suppressed expression of negative emotions to an intimate person, acquaintance, or stranger. Then they were asked to complete several questionnaires. Results indicated that (1) Tri-Axial Coping Scale (TAC-24) score and 12-item General Health Questionnaire (GHQ-12) score had a negative correlation, suggesting that the more the person used coping strategy after the suppression, the lower the person's mental health. (2) GHQ-12 had a negative correlation with importance of suppressing negative emotion expression, and a positive correlation with satisfaction with the suppression. These suggested that the more important the suppression of negative emotion expression, the lower the person's mental health, and the more satisfied with the suppression, the better the mental health. (3) In terms of the others to whom negative emotion expression was suppressed, differences were found for the duration of negative emotional reactions that ensued after the suppression and the satisfaction with the suppression. The negative emotions after the suppression lasted longer, and the person felt less satisfied with the suppression, if the other was an intimate person rather than a stranger. And (4) it appeared that suppression to an intimate person led to a higher coping strategy score, which was associated with lower mental health.

C201

LEARNING FROM ONE'S MISTAKES: WHEN HAPPY AND SAD MOODS WILL SPARK INFORMATION-SEEKING

Matthew J. Zawadzki¹, Karen Gasper¹; ¹The Pennsylvania State University – People receive positive and negative feedback about their performance every day. Sometimes people respond to this feedback by trying to acquire more knowledge about the situation, and other times, they appear satisfied with their knowledge. Affective cues may influence the extent to which individuals feel the need to acquire more knowledge. Based on the affect-as-information approach, we hypothesize that the effect of mood on information seeking depends on whether one learns that they are doing well or poorly at the task. When people are not doing well, happy moods should signal that one could do better than sad moods, thus sparking the quest for information. In contrast, when people are doing well, happy moods should signal that one is doing fine more so than sad moods, thus hindering the quest for information. To test this hypothesis, in two studies participants were put in a happy or sad mood and given feedback about their performance on logic problems. In both studies, when participants were not doing well, participants in happy moods sought out more information than those in sad moods. When participants were doing well, individuals in happy moods now sought out less feedback. Furthermore, these effects were due to mood influencing the perceived need for information, because perceptions of informativeness mediated the interaction of mood and feedback on the amount of information sought. Overall, the data indicate one's level of performance influences when positive and negative moods spark the desire to learn from one's mistakes.

C202

PLEASURE AND PAINS OF SUCCESS AND FAILURE: CULTURALLY CONSTRUCTED EMOTIONS IN SELF-REGULATION

Meng Zhang¹, Susan Cross¹; ¹Iowa State University – Americans and Chinese tend to behave differently in response to success or failure: Americans tend to persist on a task after success, whereas Chinese tend to persist after failure. This study examined whether cultural differences in emotional reactions to success and failure account for these differences. One hundred and forty-six North American and 94 Chinese students recalled success and failure events in their personal life then reported their appraisals, action readiness, belief change, and other consequences of the primary emotions in the events. For success events, Americans were more likely than the Chinese to report positive emotions and to report that their success enhanced their self-esteem. They were also more

likely than the Chinese to evaluate the success as legitimate and as beneficial to their goals. In contrast, Chinese participants were more likely to report that the success event affected their beliefs, provided them with new information, and resulted in increased motivation compared to the Americans. Chinese were also more likely to estimate that their success would make others jealous and enhance others' respect for their family. For failure events, Chinese were more likely than the Americans to view the event as bearable but less likely to see the event as impeding their goals. Overall, Americans were more likely to try the success tasks again than the failure tasks whereas no difference was found among Chinese students. These findings are important in understanding culturally framed experiences of emotion in response to success and failure.

C203

MOOD STATES AND INTUITIVE VERSUS DELIBERATIVE BEHAVIORAL CHOICES

Marieke de Vries¹, Rob Holland², Olivier Corneille³, Cilia Witteman²; ¹Leiden University Medical Center, Netherlands, ²Radboud University Nijmegen, Netherlands, ³Catholic University of Louvain, Belgium – This research tested the role of diffuse positive and negative affect in intuitive and deliberative behavioral choices. While there is quite a bit of evidence for the influence of manipulated mood states on perception and judgment, the realm of behavior has been largely neglected in the mood-related literature (Forgas, 1995). Important in this connection is whether individuals rely on intuition or on deliberation in their behavioral choices, which can have far-reaching consequences (Damasio, 1994). Based on relevant theories in the literature (e.g., Kuhl, 2000), we hypothesized that positive affect would facilitate intuitive, affect-based behavioral choices, but that negative affect would facilitate deliberative, rule-based behavioral choices. A first line of research tested the role mood in intuitive behavioral choices using a task commonly used to test intuitive choices: the Iowa gambling task (IGT). In the IGT, participants can win or lose money by picking cards from four different decks and have to learn by experience that two decks are overall advantageous and two decks are overall disadvantageous. As hypothesized, positive mood states facilitated more advantageous decisions in the intuitive stage of the game. In a second, complementary line of research, we show that negative mood states facilitate logical, rule-based behavioral choices. Taken together, the results indicate that diffuse affect moderates reliance on affect versus logical reasoning in behavioral choices.

C204

GUILT, GRATITUDE, AND ANGER ARE DESIGNED TO RECALIBRATE HOW THE MIND MAKES WELFARE TRADEOFFS

Andrew Delton^{1,2}, Daniel Szymer^{1,2}, Julian Lim^{1,2}, Aaron Sell^{1,2}, Leda Cosmides^{1,2}, John Tooby^{1,2}; ¹Center for Evolutionary Psychology, ²University of California, Santa Barbara – Do I study for tomorrow's exam or do I console a distraught friend? Social life often requires decisions that affect one's own welfare and the welfare of others, but how do we decide? Here we investigate the hypothesis that the mind contains an evolved regulatory variable—a welfare tradeoff ratio or WTR—for social decision making. WTRs index the degree to which one's own welfare should be traded off to benefit another. WTRs can thus serve as decision thresholds when making social allocations. Importantly, WTRs are not static, but are dynamically updated. In particular, the evolved functions of many emotions appear to include recalibration of welfare tradeoff ratios in light of new information: Anger functions to raise another individual's WTR toward the self when it is unexpectedly too low; gratitude to raise one's own WTR toward another when the other provides unexpected benefits; and guilt to raise one's own WTR toward another after undervaluing the other. Using a revealed preference task that involves allocating resources between oneself and specific social others, we show that (1) these decisions are made in surprisingly precise ways, consistent with the existence of welfare tradeoff ratios, (2) WTRs elicited when decisions are

consequential are nearly identical to WTRs elicited when decisions are only hypothetical, and (3) experimentally inducing emotional states causes recalibration of WTRs in the predicted ways. These results show that welfare tradeoff ratios exist and are tightly integrated with emotion systems.

C205

SORRY FOR SMOKING: INFERENCES OF SUFFERING AND RESPONSIBILITY-TAKING EXPLAIN RESPONSES TO APOLOGETIC EMOTIONS ACROSS GROUPS Roger Giner-Sorolla¹, Sven Zebel²; ¹University of Kent, ²University of Amsterdam – Research on group-based emotions has usually taken an appraisal perspective according to which emotions prepare people for action. However, emotions also have a communicative function. We propose that when one group has harmed another unjustly, the group's expressions of emotions such as guilt or sadness can communicate two key states: suffering and responsibility-taking. Both can lead members of the harmed group to expect that reparative action is forthcoming. These expectations of action influence satisfaction and forgiveness. Instead of treating the emotion terms as fixed psychological entities, we treated them as communicative elements conveying different amounts of suffering and responsibility-taking, and possibly varying across cultural contexts. Our two experiments on nonsmokers, in Britain and in the Netherlands, varied only the term used by a smoker to describe his reaction to harm from passive smoking: he felt guilty, ashamed, regret, very sad, responsible, or indifferent. As expected, emotion terms differed in perceived suffering and responsibility taking, with minor cross-sample differences. Inferences of suffering and responsibility taking predicted forgiveness and satisfaction equally and independently, and this effect was mediated in turn by expectations of reparative action. These variables explained effects of any emotion versus indifference, as well as effects of the different emotions, especially in the Netherlands where guilt and shame showed a greater tendency to be globally better than others, evoking both suffering and responsibility taking. We will briefly compare our perspective with existing empirical work on emotion and apology.

C206

SCHADENFREUDE: A THEORETICAL CRITIQUE AND A NEW PROCESS MODEL Bryan Koenig¹; ¹New Mexico State University – Researchers define schadenfreude as the emotion of enjoying another's misfortune or suffering, but only if you did not cause the misfortune or suffering (Leach, Spears, Branscombe, & Doosje, 2003). A central concern with this definition is that it conflates disparate psychological processes such as competition psychology and punitive (moral) psychology. Moreover, this definition ignores events caused by the pleasure-experiencer. By contrast, the novel problem-solver model of emotions suggests that there are two distinct types of emotions, wanting (motivating) emotions and their corresponding liking (satisfying) emotions (see Berridge, 1996). The problem-solver model of emotions predicts a distinct kind of schadenfreude for morality, envy, competition, etc. For example, punishment psychology should be activated selectively by norm violations and justified punishment should result in pleasure regardless of who causes the punishment. The predictions of this model were tested in two online studies (ns = 38, 198) and an experiment (n = 84). Results confirmed that (a) punishment psychology was activated selectively after a norm violation, and (b) who caused the suffering did not affect pleasure at the suffering or whether or not punishment psychology was activated. These findings suggest that future research may benefit by applying additional theories of emotion to identify and characterize the several different emotional processes that underlie our enjoyment of the suffering of others.

C207

A DYNAMIC PROCESS MODEL FOR CHANGES IN CORE AFFECT Peter Kuppens¹, Zita Oravecz¹, Francis Tuerlinckx¹; ¹University of Leuven – The most fundamental basis of our feelings and emotions is termed core affect, an integral blend of valence and arousal. People's core affect is not stable but fluctuates across time as a function of external events and internal processes and dispositions. Understanding the processes that govern these fluctuations provides a unique insight into the dynamics and regulation of emotion. In this presentation, we propose a statistical model that explains people's changes in core affect and identifies the stochastic processes that drive these changes. Based on accumulated knowledge of core affect dynamics, the model assumes that each individual is characterized by an idiosyncratic affective homebase, a particular combination of valence and arousal that characterizes the person's baseline core affect around which affective changes fluctuate. The model incorporates separate processes to explain changes in terms of valence and arousal, and includes an overall gravitational force that pulls core affect to the individual's affective homebase, a process reflecting emotion regulation. The model is illustrated with data from an experience sampling study in which participants recorded their core affect during daily life 10 times a day for 15 consecutive days. The results demonstrate how the changes in people's core affect conform to the dynamic process model, and how individual differences in the parameters of the model (home base, valence and arousal variability, and gravitational force) are a function of emotion regulation and personality dispositions.

C208

THE AFFECTIVE BASIS OF JUDGMENTS ABOUT THE LIKELIHOOD OF FUTURE EVENTS Heather Lench¹, Sarah Flores¹, Shane Beach¹; ¹Texas A&M University – Ample evidence suggests that people frequently judge that the future will be consistent with their desires. Despite decades of research demonstrating this desirability bias, the role of affective reactions and the motivational mechanisms that underlie the bias remain unclear. Some evidence suggests that desirability influences judgments about positive events only and that negative events elicit more analytic processing and less biased judgments; however, these studies are correlational. The present investigation examined whether positive and negative affective reactions to future events influence judgments about the likelihood of those events and the mechanism through which this occurs. In four studies, initially neutral events came to elicit affective reactions as a consequence of subliminal evaluative conditioning. Across studies participants judged that they were more likely to experience initially neutral events (images; life events; environmental hazards) paired with positive stimuli versus neutral stimuli, and less likely to experience events paired with negative stimuli versus neutral stimuli. In addition, participants were less supportive of policies to reduce potential hazards, and less likely to take preventative action to reduce hazards, if an event had been paired with negative affective reactions than neutral or positive reactions. These effects were not due to general effects of mood or non-motivational biases. Further, the desirability bias was reduced when participants misattributed their affective reactions to a source other than the future event. These findings demonstrate that people rely on automatic affective reactions to make judgments about future events and that both positive and negative reactions result in biased judgments.

C209

SAD BUT TRUE: SADNESS REDUCES RECONSTRUCTIVE MEMORY RETRIEVAL ERRORS Linda J. Levine¹, Elizabeth L. Davis¹, Robin L. Kaplan¹; ¹University of California, Irvine – Most studies on the effects of emotion on memory treat emotion as arousal-- a variable that can be measured on a single scale ranging from relaxed to very emotionally aroused. Recent findings suggest though that negative and positive emotion can have asymmetrical effects on memory as well as judgment. When feeling sad as opposed to happy, people tend to engage in more

effortful processing, evaluating information in a careful, systematic manner. This can make them resistant to falsely recognizing information as consistent with general knowledge or schemas (e.g., Park & Banaji, 2000; Storbeck & Clore, 2005). Past research on this issue has focused exclusively on the effect of emotional valence on memory encoding. The current research assessed the effect of valence on retrieval. In two studies, participants read narratives containing target statements that were negative, positive, or neutral, and either congruent or incongruent with participants' general knowledge or schemas. The next day, participants viewed films that induced sadness or neutral affect (Study 1) or sadness, happiness, or neutral affect (Study 2). Recognition memory for the target statements, foils, and new statements was then assessed. Results showed that, participants often misremembered schema-incongruent information as having been schema-congruent. Sad participants, however, showed the most accurate memory for schema-incongruent statements, particularly when the statements were emotional. These findings add to a growing body of research showing that positive and negative emotion have differing effects on memory, and extend prior findings to memory retrieval. Sadness reduced reconstructive memory errors concerning emotional information.

C210

LET THEM HATE SO LONG AS THEY FEAR! THE RELATIONSHIP BETWEEN COLLECTIVE ACTION AND ANGER IS SUPPRESSED BY FEELINGS OF FEAR

Daniel Miller¹, ¹Indiana University Purdue University Fort Wayne – Resource mobilization theorists have argued that group efficacy is a stronger predictor of collective action than anger (Gurney & Tierney, 1982; Klandermans, 1989; McPhail, 1971). The current research examines whether the predictive validity of anger may have been underestimated by previous researchers because of suppression due to fear -- making it appear that group efficacy is a better predictor of action than might otherwise be the case. In Experiment 1, we tested for this suppressive effect by manipulating procedural justice and measuring its effects on anger, group efficacy, and collective action both when fear was included as a covariate in the model and when fear was not. Results indicated that when participants were treated unfairly they were more likely to protest this treatment by signing a petition (the measure of collective action) compared to participants who were treated fairly. In line with resource mobilization theory, feelings of group efficacy (but not anger) mediated the relationship between procedural unfairness and collective action when fear was not included in the model. However, when fear was included in the model as a covariate, anger was no longer underestimated as a predictor, and feelings of anger (but not efficacy) mediated the relationship between procedural unfairness and collective action. In Experiment 2, we moderated this suppression effect by priming either courage or foolhardiness. Results indicate that priming courage lessens the suppressive effect of fear on the anger action relationship by lessening the levels of fear experienced by subjects.

C211

EMOTIONS LINK DISTINCT TYPES OF SOCIAL EXCLUSION WITH DISTINCT RESPONSES

Theresa Robertson¹, Andrew Delton¹, Stanley Klein¹, ¹University of California, Santa Barbara – Exclusion from social relationships is universally practiced and is universally painful. Social psychologists have long recognized the evolutionary basis of exclusion and have theorized about the ways people respond when excluded. Taking a social-evolutionary perspective suggests there should be qualitatively distinct motivations for humans to exclude others (e.g. indications that another is a poor exchange partner, indications that another is infected with a pathogen). We hypothesize that the qualitatively distinct exclusion motivations in the minds of excluders have led to the evolution of qualitatively distinct exclusion-response mechanisms. These response mechanisms determine the nature of the exclusion and then generate an appropriate emotional response. This emotional response, in turn, orchestrates behavioral responses. In the

present research, participants imagined being excluded from a coalition for either free-riding or pathogen infection, rated to what extent they would feel various emotions in this situation, and rated tactics they might use to regain acceptance in the group. As predicted, different types of exclusion a) led to distinct patterns of emotions, b) led to distinct patterns of behavioral tactics, and c) caused predictable links between emotional responses and behavioral tactics.

C212

THE DIFFERENTIAL EFFECT OF POSITIVE EMOTIONS ON MORAL JUDGMENT AND ENGAGEMENT

Nina Strohminger¹, Richard Lewis¹, David Meyer¹, ¹University of Michigan – It has become commonplace to assume that positive emotions—such as pride, gratitude, elevation, and mirth—are relatively indistinct in their cognitive-behavioral effects, and that their impact is always positive. However, recent evidence from the moral decision-making literature calls this view into question. Valdesolo & DeSteno (2006) found that mirth (humor) increases permissiveness for deontological violations in trolley-car-type moral dilemmas. To determine whether this effect was the result of the general influence of positive emotions or whether it was due to the specific attributes of mirth, we ran a similar study with two additional positive emotions, interest and elevation (associated with moral beauty). We replicated Valdesolo & DeSteno's findings for mirth, but found that interest decreased permissiveness for deontological violations, and elevation had no influence on judgments of personal moral dilemmas. These results are consistent with extant theories about the functions of these three emotions (e.g. Fessler & Haley, 2003). Since permissiveness ratings only provide a global assessment of changes in the moral judgment (for example, increased permissiveness could indicate increased endorsement or increased indifference), we conducted a second set of studies to evaluate level of moral engagement as well as shifts in moral judgment following mood induction for several positive emotions. These studies intend to shed light on several larger questions, such as the level of differentiation between the positive emotions, the link (or links) between emotion processing and moral cognition, and when a shift in moral judgment can be equated with a shift in moral engagement.

C213

SHARED AND NON-SHARED HAPPINESS: EXPERIENCE AND EXPRESSION OF POSITIVE EMOTION IN THE UNITED STATES AND JAPAN

Yukiko Uchida¹, Phoebe C. Ellsworth², ¹Kyoto University, ²University of Michigan – We investigated how people feel and express their happiness in European-American and Japanese cultural contexts. Previous studies have suggested that the Japanese tend to feel happy when they are in harmonious relationships with others. In contrast, happiness in European-American contexts tends to be related to personal achievement. From this point of view, we hypothesized that Americans, compared to the Japanese, will feel and express emotions more strongly when the situation does not involve other people (non-shared situation) than when the situation involves other people (shared situation). In Study 1, participants were asked to describe two types of happy events (shared and non-shared) they had experienced. Then, they were asked to indicate how strongly they had felt and expressed their emotion toward the other people. The results revealed that Americans felt and experienced happiness in the same way for shared and non-shared situations. However, the Japanese felt and experienced happiness differently in these two types of situations: shared situations elicited not only stronger expressions of happiness but also stronger feelings of happiness than non-shared situations. Study 2 confirmed these results by means of the situation sampling method. We presented several situations that were obtained from Study 1 to another group of people and asked them to judge how strongly they would feel and express happiness if they were in each situation. The results showed that the Japanese, compared to Americans, felt and experienced happiness more strongly in

shared situations than in non-shared situations even in situations characteristic of the American context.

C214

EMOTIONS AS DYNAMICAL PROCESSES ACROSS TIME: INTENSITY PROFILES AND EMOTION DURATION. *Philippe Verduyn¹, Iven Van Mechelen¹, Francis Tuerlinckx¹, Ellen Delvaux¹, Hermina Van Coillie¹, Kristof Meers¹*; ¹University of Leuven – Many theories and studies have been devoted to understanding how emotions arise and are elicited as a function of situational and personality characteristics. In contrast, what happens in the remainder of emotional episodes has attracted much less attention. I will discuss findings from a research program that aims to fill this gap by focussing on two often neglected dynamical characteristics of emotional episodes: (a) how emotional intensity varies across time and (b) total duration. With regard to (a), participants reconstructed an emotional episode and its intensity profile. The results showed that the intensity profile of an emotion can take many different forms. Functional data analysis revealed three features that together accounted for 84% of the total variability: (a) steepness at onset, (b) skewness and (c) the number of peaks, which reflect the major intensity profile characteristics of emotions. Sizeable differences between emotions and persons with regard to these features were found and will be discussed within the context of previous studies on the intensity of emotions. With regard to (b), findings from two diary studies showed large variability within emotions, between emotions and between persons in terms of emotion duration. Discrete-time survival analysis revealed that duration primarily depends on the importance of the eliciting stimulus, the intensity of the emotion at onset, and reappearances of the eliciting stimulus, either physically or merely mentally, during the emotional episode. Meaningful individual differences in emotion duration were identified and were found to be related to personality and emotion regulation dispositions.

C215

MOTIVATING LIKED LEADERS: THE IMPACT OF PRIDE ON GROUP DYNAMICS *Lisa A. Williams¹, David DeSteno¹*; ¹Northeastern University – The emotion pride is potentially a key component of dominance and status communication as well as skill development (Tracy, 2007; 2008; Williams & DeSteno, 2008). Previous work has shown that pride arising from a previous success shapes behaviors in a related domain (Williams & DeSteno, 2008). We sought to answer the question of how pride might shape behavior in a group setting and how individuals feeling proudly might be perceived by their partners. Does pride confer status? Or garner ill repute for those expressing it? A group interaction study provides evidence that pride can play a distinct role in the communication of dominance and impressions of attraction while ruling out alternative explanations. Triads composed of (1) a participant who received a pride induction (Williams & DeSteno, 2008), (2) a neutral participant, and (3) a confederate worked cooperatively on a puzzle task and then completed ratings of themselves and their partners on dominance and attraction. Analyses of behavioral data and subjective ratings of dominance showed that proud participants were the most dominant; they physically touched the puzzle longest and were rated as the most dominant by both their neutral partners and independent judges. Importantly, these same participants were judged to be the most likeable by their interaction partners. Given these findings, it seems that pride plays a pivotal role in group interaction by determining interpersonal behaviors and influencing impressions formation. Thus, pride can be added to the myriad emotions (e.g. anger, gratitude, embarrassment) known to shape group interaction.

C216

PROBING THE NEUROBIOLOGY OF SOCIAL INTERACTIONS: OXYTOCIN INFLUENCES EVERYDAY SOCIAL BEHAVIOR IN ADULTS WITH AUTISM SPECTRUM DISORDERS *Jennifer Bartz¹, Marije aanhetRot¹, William Chaplin², Jessica Cuellar¹, Evdokia Anagnostou¹, Latha Soorya¹, Eric Hollander¹*; ¹Mount Sinai School of Medicine, ²St. John's University – Abundant research has shown that the peptide hormone oxytocin plays an important role in affiliation and social behavior in animals; however little is known about the role of oxytocin in human social behavior. Autism presents a unique opportunity to examine the role of oxytocin in social behavior because social functioning deficits are a core feature of this disorder. This research used event contingent recordings (ECRs), a diary methodology designed to assess social behavior in participants' everyday life, to investigate the effects of intranasal OT (IN-OT) on social behavior in adults with autism. High-functioning adults with autism or autism spectrum disorders (ASD) were recruited to participate in a 6-week double-blind, placebo-controlled trial of IN-OT (Syntocinon Spray, Novartis). Participants completed ECRs as close as possible in time following each significant social interaction for 4-day segments at baseline, week 3 and week 6. In addition to reporting on basic features of the social interaction (e.g., relationship to interaction partner), participants reported on the quality of their social behavior (e.g., warm/affiliative, cold/alooof) during their social interactions. Preliminary analyses indicate that participants endorsed fewer cold/alooof behaviors (e.g., I ignored the other's comments) during social interactions in the IN-OT compared to placebo group, suggesting that oxytocin plays a role in human social behavior. Future research is needed to investigate the role of oxytocin in healthy individuals.

C217

FASHION, RIVALS, AND LOVE: THE EFFECTS OF INTRASEXUAL COMPETITION AND FERTILITY ON WOMEN'S CONSUMER BEHAVIOR *Kristina M. Durante¹, Carin Perilloux¹, Sarah E. Hill², Norman P. Li¹*; ¹University of Texas, Austin, ²Texas Christian University – Recent research on consumer behavior has found that men participate in conspicuous consumption, displays of wealth, and monetary discounting in certain adaptive contexts (Griskevicius et al., 2007; Wilson & Daly, 2004). For example, when primed with a mating-related motivation (e.g., photographs of attractive opposite-sex others), men, but not women, are willing to spend more money on luxury items (e.g., cars, expensive dinners, vacations, yachts; Griskevicius et al., 2007) and discount future earnings (Wilson & Daly, 2004) to gain immediate monetary rewards. Less, however, is known about the contexts under which women alter their purchasing behavior. A simulated, online shopping program was designed to track women's spending patterns (at varying budgets) on clothing, undergarments, shoes, jewelry, and other fashion accessories – items that likely enhance a woman's ability to attract a high quality mate and effectively compete with same-sex rivals. In three studies, we explored factors that influence women's consumer behavior. Women reported to the lab at two points within the menstrual cycle – high-fertility (confirmed using hormone tests) and low-fertility. Same-sex, opposite-sex, and neutral primes were presented prior to completion of the shopping program. Near ovulation, women's spending patterns shifted toward sexy and revealing items and this shift increased as budgets expanded. This change in spending was most pronounced when attractive, local (but not distant) same-sex rivals were thought to be present.

C218

EVOLUTION, SIBLINGS, AND PREFERENCES IN OPPOSITE SEX FRIENDSHIPS *Steven Hoekstra¹, Jennifer Ganzmuller¹, Shannon Pantoja²*; ¹Kansas Wesleyan University, ²University of Montana – The present study attempted to extend the work of Bleske-Recheck and Buss, applying sociobiological models to the formation of platonic opposite-sex friendships. In addition to testing a reduced variation of their scales, birth

order and experience with opposite-sex siblings in preferences in opposite-sex friends were examined. There were four hypotheses: 1) men more than women gain opposite-sex friends as a strategy for sex, 2) women seek out opposite-sex friends for resources, 3) birth order affects opposite sex friendships, with younger siblings having more opposite-sex friends, and 4) the number of opposite-sex siblings will be positively correlated with the number of and interest in opposite-sex friends. A scale was constructed from factors in three previous scales (Buss & Barnes, 1986; Bleske & Buss, 2000; Bleske-Recheck & Buss, 2001), with participants rating on a 5-point Likert scale the importance of 27 characteristics of opposite-sex friends. College students (52 men, 89 women) completed the measure, listed the age and sex of all siblings, and described their interest, comfort with, and success in forming opposite-sex friendships. T-tests and correlations confirmed the predicted gender differences for both Hypotheses 1 and 2. ANOVAs showed patterns for birth order that middle children had more opposite-sex friends, with oldest siblings preferring status-enhancing friends, but due to group size imbalances those differences were not significant. There were some correlations between characteristics and numbers and sex of siblings and stepsiblings, but not a clearly-defined pattern. Therefore, it appears that there is only weak support for Hypotheses 3 and 4.

C219

CARDIOVASCULAR RESPONSES TO NORMATIVE AND DEVIANT GROUP MEMBERS Jayne Hurst¹, Daniel Frings², Christena Cleveland¹, Jim Blascovich¹; ¹University of California, Santa Barbara, ²London South Bank University – The current studies sought to examine the motivational states underlying interaction with group members who hold either normative or deviant positions in a relevant domain. The Biopsychosocial model posits that challenge and threat motivational states are dependent on the perceived ratio of resources to demands. Specifically, challenge is said to occur when one perceives his/her resources as greater than, or equal to, the situational demands. Conversely, threat is said to occur when one perceives the situational demands as outweighing his/her resources. However, challenge and threat should not be conceptualized as discrete states, but rather the two ends of a bipolar continuum, as relative differences are meaningful. The degree to which one is challenged/threatened can be indexed via patterns of cardiovascular reactivity. We predicted that the degree to which one experiences challenge/threat would be a function of both group membership of the interaction partner (ingroup vs outgroup) as well as her held position (normative vs deviant). Specifically, we expected to see greater challenge when participants interacted with a deviant ingroup member (given that perceived resources were sufficient) than when they interacted with a normative ingroup member, as ingroup deviants should motivate a move towards consensus. Physiological data supported this prediction. Implications and future directions are discussed.

C220

NEURAL MARKERS FOR RELIGIOUS CONVICTION: BELIEF IN GOD PREDICTS LOWER ANTERIOR CINGULATE ACTIVITY Michael Inzlicht¹, Ian McGregor², Jacob B. Hirsh¹, Kyle Nash²; ¹University of Toronto, ²York University – The majority of people in the world derive peace of mind and purpose in life from their belief in God. For others, however, religion provides unsatisfying answers, with approximately 8 to 12% of people in the world not believing in God. Are there neurocognitive differences between believers and non-believers? Do their brain systems differ in characteristic ways? Here we show that belief in God is marked by reduced reactivity in a neurocognitive system responsible for uncertainty and conflict detection, the anterior cingulate cortex (ACC). In two studies, we recorded electroencephalographic neural reactivity in the ACC as participants responded to generic color stimuli that contained conflicting perceptual information. In Study 1, we found a strong negative correlation between belief in God and ACC

reactivity ($r = -.63$) and in Study 2, we found a similarly strong correlation between religious zeal and ACC reactivity ($r = -.51$). Importantly, these correlations remained strong even after statistically controlling for personality traits and cognitive capacities. Our results suggest that religious conviction is associated with an attenuated response to errors, although it remains to be seen whether these effects are unique to religion per se or whether they would occur with any form of ideological commitment. A suppressed reaction to uncertainty appears to be one mechanism by which religious beliefs can help reduce distress. It is worth noting that although reduced recognition of uncertainty may quell anxiety, it may do so at the expense of greater psychological rigidity.

C221

THE PROCESS OF OTHER-FOCUS: EVIDENCE FOR A PSYCHO-PHYSIOLOGICAL MODEL Bethany E. Kok¹, Barbara L. Fredrickson¹; ¹University of North Carolina at Chapel Hill – A psychophysiological model of other-focus is proposed to describe the initiating factors, components and consequences of moments in which the individual looks beyond the self, also known as other-focus. The vagus nerve, in concert with oxytocin, is hypothesized to initiate an other-focused state by directing attention to others and generating other-focused positive emotions, leading to other-focused behaviors. Over time, frequent experiences of other-focus result in enhanced relationship quality, psychological well-being and physical health. The relationship of vagal tone to proximal (positive interest in others) and distal (well-being) indicators of other-focus was explored across three data sets. In one sample of college students ($N = 86$, 42% male), baseline vagal tone was related to transpersonal identification, a subscale of self-transcendence measuring the breadth of personal identity. In another sample of adults ($N=94$, mean age = 26.4, 32% male), baseline vagal tone was related to reported optimism and satisfaction with life. In a third sample of college students ($N = 143$, 30% male), baseline vagal tone was positively related to participants' valuation of a moral identity. The findings support the conceptualization of other-focus as a psychological process with specific physiological underpinnings that promotes well-being by increasing social resources. Baseline vagal tone was related to increased prosocial motivation through broadened social identity and an emphasis on the moral self, and also to enhanced well-being. Over time, frequent other-focused moments could have a significant beneficial impact the health and well-being of the individual and other members of his or her group.

C222

BUILDING UP AND BREAKING DOWN: WHEN CHANGES IN SOCIAL IDENTITIES INFLUENCE WELL-BEING AFTER BRAIN INJURY Janelle M. Jones¹, S. Alexander Haslam¹, Jolanda Jetten^{2,1}, W. Huw Williams¹, Richard Morris³; ¹University of Exeter, ²University of Queensland, ³Headway UK – Acquired Brain Injury (ABI) is the single most disabling condition in working-age adults. Individuals typically suffer from a range of physical and psycho-social problems, leading to difficulties in maintaining social group memberships (e.g., work colleagues, friends, family). However, these group memberships are likely to play a critical role in the recovery process because (a) they provide a sense of social identity, (b) social identities are an important basis for personal identity, and (c) social identities are the basis for the receipt and efficacy of social support. Building on the work of Haslam et al. (in press), we examined the personal identity factors (i.e., seeing self as stronger after injury, seeing self as a survivor), social identity factors (i.e., number of improved relationships with others, number of broken relationships with others), and stigma concerns (e.g., identity change, disclosure) related to well-being (i.e., life satisfaction) for individuals with ABIs. Results revealed an unexpected positive relationship between ABI severity and life-satisfaction. This was mediated by improvements in personal and social identities, which were positively related to each other: Building relationships with others may be helping individuals to gain strength from their injuries, increasing life satisfaction. However, a negative

relationship between stigma concerns and life satisfaction also emerged. This was mediated by the loss of social identities and perceived discrimination, which were positively related to each other: Breakdowns in relationships with others may lead individuals to perceive more discrimination, decreasing life satisfaction. The influence of others on individuals' well-being is discussed.

C223

REPLICABLE NEURAL CORRELATES OF OPENNESS TO EXPERIENCE Angelina R. Sutin¹, Paul T. Costa¹, Lori L. Beason-Held¹, Susan M. Resnick¹; ¹National Institute on Aging, NIH – Within the Five-Factor Model of personality, Openness to Experience is a broad trait that captures individual differences in cognitive flexibility, attention to feelings, creativity, and preference for novelty. Although there has been considerable interest in identifying the neural substrate of personality, little work has focused specifically on this trait. To identify replicable neural correlates of Openness, a large adult sample (N = 100; 46% female) underwent resting-state PET scans twice, approximately two years apart. Conjunction analyses revealed both sex-specific and common correlates that replicated across the two assessments: Openness correlated positively with activity in the dorsolateral prefrontal cortex for women, the anterior cingulate cortex for men, and the orbitofrontal cortex for both genders. Individual differences in Openness are thus associated with areas linked to cognitive flexibility in women, monitoring processes in men, and emotional processing in both. Our findings support a neurological basis for Openness to Experience and indicate that personality traits may have sex-specific substrates.

C224

POSITIVE REAPPRAISALS: LINGUISTIC ANALYSES OF BRIEF BENEFIT-FINDING AND ALTRUISTIC FORGIVENESS INTERVENTIONS AFTER AN INTERPERSONAL OFFENSE Nova G. Hinman¹, Charlotte vanOyen Witoliet¹, Ross W. Knoll¹; ¹Hope College – Seventy-one participants identified an autobiographical offender and completed two sets of reliving the offense followed by one of two reappraisal interventions. Participants were randomly assigned to one of two counterbalanced orders in this repeated measures experimental design. The benefit-finding intervention emphasized reappraising the offense as an opportunity to grow, learn, or become stronger. The altruistic forgiveness intervention emphasized focusing on the offender's humanity and evident need for a positive transformation or healing. After each reappraisal period, participants wrote about their thoughts, feelings, physical experiences, and likely behavioral response if the offender were present. Written content was analyzed using Linguistic Semantic Analysis (LSA; which simulates human knowledge representation) and Linguistic Inquiry and Word Count (LIWC; which counts words matching content lists). Analyses comparing LSA probes to participants' written responses revealed that language in both reappraisal strategies was closer to the positive probe and more distant from the negative probe than rumination (all $F_s > 5.26$, $ps < .05$). Analyses using LIWC revealed that—compared to rumination—both reappraisal strategies increased positive emotion, insight, forgiveness, and benefit language while decreasing negative emotion and cost language. Benefit-finding generated the most references to benefits, whereas altruism stimulated the most forgiveness and insight words. Only benefit-finding decreased social and increased gratitude language. Only altruism significantly increased social, optimistic, and religious language (all $F_s > 3.93$, $ps < .05$). While both interventions show positive effects, benefit-finding generates a more self-focused orientation, whereas altruism inspires more social, spiritual, and future-oriented narratives.

C225

ALTRUISTIC FORGIVENESS AND BENEFIT-FINDING AFTER A REAL-LIFE OFFENSE: A PSYCHOPHYSIOLOGICAL INVESTIGATION OF TWO POSITIVE REAPPRAISAL STRATEGIES Charlotte vanOyen Witoliet¹, Ross W. Knoll¹, Nova G. Hinman¹; ¹Hope College This

repeated measures experiment assessed participants' psychophysiological responses during two reappraisal strategies—altruistic forgiveness and benefit-finding—compared to ruminating about a hurtful real-life offense. Seventy-one (38 F, 33 M) participants ruminated about the negative responses they felt during a past real-life offense and then completed two counterbalanced coping strategy tasks: altruistic reappraisal of their response to the offender, and identifying benefits gained in the face of adversity. All noted results have $F_s > 4.27$ and $ps < .05$. Compared to its pretrial baseline, offense rumination accelerated R-R intervals in the electrocardiogram and decreased the high frequency component of heart rate variability, indicating a decline in parasympathetic functioning. Altruistic reappraisal reversed these effects. In addition, altruism reduced tension under the eye (orbicularis oculi) and in the brow (corrugator supercilii), while benefit-finding reduced brow tension and increased smiling activity (zygomaticus). Research has shown that these muscles are correlated with emotional arousal, negative emotion, and positive emotion, respectively. Compared to rumination, both reappraisal strategies decreased ratings of anger and sadness. Both reappraisal strategies also increased positive emotion ratings of happiness, joy, and peace, and ratings of moral emotions, including empathy, emotional forgiveness, and gratitude. When directly comparing these strategies, altruistic reappraisal resulted in higher ratings of empathy, while benefit-finding resulted in higher gratitude and joy ratings, and lower blood pressure. Overall, both coping strategies increased positive emotion and decreased negative emotion, but only altruism improved parasympathetic functioning. Although altruistic reappraisal is more other-focused and benefit-finding more self-focused, each stimulated both forgiveness and gratitude.

C226

WHO IS DOING WHAT? COMPARTMENTALIZING EXPERIENCES OF ETHNIC HARASSMENT AND DISCRIMINATION AT WORK Mary Inman¹, Phanikiran Radhakrishnan²; ¹Hope College, ²University of Toronto at Scarborough – Ethnic harassment (interpersonal assaults such as slurs, exclusion) and ethnic discrimination (denying resources) are associated with different aspects of work dissatisfaction. We proposed that coworker dissatisfaction would be more strongly predicted by harassment than by discrimination, because workers frequently have interpersonal contact with coworkers and because coworkers do not have the formal authority to deny resources (promotions). Both coworkers and supervisors can ethnically harass (i.e., make racial jokes/slurs) but only supervisors are in an authority position to perform discriminatory behaviors (i.e., deny resources). We proposed that supervisor dissatisfaction would be more strongly predicted by discrimination because workers directly link denial of resources with the supervisor and because workers have fewer interpersonal experiences with supervisors. Results from two ethnically diverse samples ($N_s=260$, 153) supported this reasoning. Discrimination more strongly predicted supervisor dissatisfaction than did harassment, $ps < .05$. Harassment more strongly predicted coworker dissatisfaction than did discrimination, $ps < .05$. Workers also attended to who was doing the discrimination or harassment and compartmentalized their work experiences: When supervisors did harass, the frequency of such behaviors predicted dissatisfaction with the supervisor. The more frequently coworkers harassed workers, the greater the dissatisfaction with coworkers. Employees who experienced much ethnic harassment were more dissatisfied with their supervisors than employees who did not experience harassment ($p < .05$), suggesting that the former group held supervisors accountable for eliminating harassment. In sum, workers compartmentalized their work experiences and held supervisors accountable for work harassment.

Poster Session D

D1

THE NEURAL CORRELATES OF LONG-TERM MARITAL SATISFACTION AMONG A SAMPLE OF INTENSELY IN-LOVE PARTICIPANTS

Bianca Acevedo^{1,3}, Arthur Aron¹, Helen Fisher², Lucy Brown³; ¹Stony Brook University, ²Rutgers University, ³Albert Einstein College of Medicine—Several studies of marital satisfaction suggest that it declines inevitably after marriage (e.g., Van Laningham et al., 2001). Other studies suggest that for a small number of couples marital satisfaction remains high or even increases over the course of marriage (e.g., Karney & Bradbury, 1997). Using functional magnetic resonance imaging (fMRI), the neural underpinnings of marital satisfaction were examined among individuals intensely satisfied and in-love with a spouse > 10 years. Procedures used in Aron et al. (2005) were replicated. Ten females and 7 males (mean ages: 51 and 55 years, respectively) married a mean of 21.4 years, underwent fMRI scanning while they viewed alternating images of their partner and a highly-familiar, neutral individual (HFN), interspersed with a distraction-attention task. A between-subjects random effect analysis correlating neural responses to a partner (versus the HFN) with marital satisfaction (measured by the Relationship Assessment Scale, Hendrick, 1988) yielded numerous activations that met threshold criteria of .001 and > 5 voxels. The most prominent appeared in dopamine-rich neural regions associated with reward processing and decision-making (e.g., VTA, right striatum, anterior cingulate); hormone and reproductive behavior regulation (e.g., periventricular nucleus, hypothalamus), emotions (like empathy, embarrassment, guilt); evaluating social fairness (putamen), social cooperation (left amygdala) and social norm compliance (prefrontal cortex). Findings highlight the connections between experiencing a long-term marriage as rewarding, and perceived and mutual cooperation, empathy, emotions, and the regulation of hormones—all of which serve to guide behaviors, which may further enhance marital satisfaction and protect long-term marriages.

D2

ATTACHMENT STYLES AND OBSERVED-LEVELS OF POSITIVE ENGAGEMENT IN CLOSE RELATIONSHIPS

Robert A. Ackerman¹, M. Brent Donnellan¹, Deborah A. Kashy¹, Frederick O. Lorenz²; ¹Michigan State University, ²Iowa State University—Attachment dynamics are thought to influence behavior in close relationships. However, research that actually documents how individuals' attachment dynamics are related to their own and their partners' observed behaviors in couples is relatively rare. The goal of the present research is to examine how attachment styles are related to observed positive engagement (i.e., expressed levels of responsiveness and supportiveness during serious discussions about the relationship). The sample included 279 married couples from an ongoing study of the transition to adulthood. Trained interviewers met with each couple in their homes to administer questionnaires and videotape semi-structured interaction tasks. Measures of attachment-related anxiety and avoidance were completed by self-report. Positive engagement behaviors (comprised of warmth, responsiveness, support, clarity, and respectfulness) were coded from observed interactions. Analyses using the Actor-Partner Interdependence Model (Kenny, Kashy, & Cook, 2006) revealed actor effects for avoidance ($= -.26, p < .05$), partner effects for avoidance ($= -.12, p < .05$), and partner effects for anxiety ($= -.12, p < .05$). These results suggest that individuals high in attachment avoidance engage in less positive interactions with partners and seem to evoke less positive interactions from partners.

Individuals high in anxiety also seem to evoke less positive interactions from partners. This work provides insights into how intrapersonal attachment dynamics are associated with observed dyadic interactions. The observation that attachment avoidance and anxiety are associated with less engaged behaviors from partners may also provide further clues as to how attachment dynamics are maintained across adulthood.

D3

PROBLEMATIC SITUATIONS IN ROMANTIC RELATIONSHIPS OF JAPANESE ADOLESCENTS

Miyuki Aiba¹; ¹University of Tsukuba, Graduate School of Comprehensive Human Sciences—Previous studies of heterosocial skills have revealed many problematic situations in romantic relationships (e.g., Grover, Nangle, & Zeff, 2005). However, there were two issues with these studies. First, few studies have dealt with the situations related to the maintenance and breakup of relationships. Second, the situations in the West may not apply to Japan due to cultural differences. Thus, it is important to reveal what situations in romantic relationships are problematic for Japanese adolescents. The purpose of the current study was to identify problematic situations in romantic relationships of Japanese adolescents. 488 undergraduates in Japan completed the measures assessing the degree to be troubled or worried about problematic situations and the experiences of the situations. Factor analyses showed that there were three situations such as approach from oneself at development stage, five situations such as anxiety for maintenance of relationship at maintenance stage, and three situations such as broken heart at breakup stage. The results indicated that many Japanese adolescents were troubled or worried about these situations ($M=3.02-3.61$) and experienced these situations (26.8%-70.6%). Thus, there were many problematic situations not only at development stage but also at maintenance and breakup stage in romantic relationships of Japanese adolescents.

D4

THE DETERMINANTS AND CONSEQUENCES OF SUBJECTIVE SOCIAL STATUS

Giuseppe Alfonsi¹, Michael Conway¹; ¹Concordia University—Recent research has identified individuals' perceptions of their own social status as being psychologically significant, above and beyond measures of self-esteem and of objective status such as income and education. In the present study, we tested a novel model of the determinants and consequences of subjective social status in a sample of older adults ($n=289$; mean age = 59 years). Determinants included objective status indicators (personal income and education) and physical illness in the preceding year. Consequences included rumination and depression. Measures used included the MacArthur Scale of Subjective Social Status (Adler et al., 2000), the Rumination on Sadness Scale (Conway et al., 2000), and the CESD (Radloff, 1977). Structural equation modeling was used to analyze the longitudinal questionnaire data. In line with prior research, people with higher education and higher incomes reported higher subjective social status one year later. A novel finding was that people with higher incomes reported less illness, which in turn was linked to higher subjective social status one year later. Other novel findings were that higher subjective social status was linked to both less rumination and less depression. Independently of subjective social status and of current health, people who were more ill in the preceding year ruminated more. Furthermore, people with poorer health in the previous year reported poorer current health which in turn, was linked to more depression.

Overall, the model provided a strong fit for the data ($2(5) = 2.10$, $p = .59$, $CFI = 1$, $RMSEA = .00$, $C.I. = .00 - .056$).

D5

CONVICTION IN THE FACE OF COSTS: EXPLORING THE CAUSES OF POSITIVE ILLUSIONS WITHIN ROMANTIC RELATIONSHIPS *Maya Aloni¹, Sandra Murray¹; ¹University at Buffalo, The State University of New York*—Two experiments examined how low and high self-esteem people cope with the interdependence problem of maintaining commitment in the face of a relationship's structural costs. We hypothesized that the costs to one's autonomy that interdependence imposes automatically activates compensatory cognitive processes that attach greater value to one's partner. However, low, but not high, self-esteem people correct such risky sentiments when the opportunity affords itself. In experiment 1 we primed interdependence costs by leading people to recall problems their friend perceived in their relationship. Participants in a control condition either generated problems their friend perceived in others' relationships, or did not generate problems. In experiment 2 we primed interdependence costs by leading people to ponder ways in which their relationship restricted their autonomy. Participants in a control condition either pondered ways in which their autonomy was restricted in general, or did not complete this task. We then measured implicit and explicit positive evaluations of the partner and relationship. In both experiments, highs and lows in the experimental condition were quicker to associate their partner with positive traits compared to participants in the control conditions combined. On the explicit measures, highs in the experimental condition reported stronger positive illusions than control participants. In contrast, lows in the experimental condition reported weaker positive illusions than control participants. These results suggest that interdependent costs do in fact trigger compensatory conviction and that low self-esteem people correct such compensatory sentiments when they have the opportunity to do so.

D6

WHO REALLY IS YOUR FRIEND? PURSUING HAPPINESS IN YOUR PERCEPTION OF SOCIAL NETWORKS *Lalin Anik¹, Michael I. Norton¹; ¹Harvard Business School*—We are interested in examining people's intuitions of the depth and strength of social networks. Existing literature has not fully looked at how people actually perceive and differentiate various types of social ties. It has been especially difficult to estimate and identify an individual's network from the range of interactions that exist in everyday life (Hill & Dunbar, 2003). So, we explored how, in both hypothetical and real networks, people perceive social distance and how their perceptions impact their well being. In Study 1, we asked MBA students to map out their social networks. We showed that neither the number of friends that an individual listed (their perceived social support) nor the number of people who listed that individual as their friend (their actual social support) was related to their well-being; instead, it was their reciprocal social support – the extent to which the people an individual listed matched the list of people who listed that individual – that predicted their well being. In Study 2, we constructed minimal social networks, in which each person knew only one other person for sure, and asked participants to guess how likely it was that members had social ties other than the ones we provide. We demonstrated significant differences between the average likelihood estimates for varying tie strengths. Finally, in Study 3, we focused on people's intuitions of existing social networks. The results suggest that people have higher well beings when constructing social ties between other people through similarities than through differences.

D7

SOCIAL SUPPORT AND SENSE OF COHERENCE IN ROMANTIC RELATIONSHIPS *Ryosuke Asano¹, Ikuo Daibo¹; ¹Graduate School of*

Human Sciences Osaka University—The current study examined how social support from romantic partners' promoted sense of coherence (SOC) and psychological well-being. Because social support processes need to consider both intraindividual and interindividual contexts (Sarason et al., 1990), it seems that they influence both providers' and recipients' expectancy or beliefs. SOC is a general expectancy to life, and is posited to consist of (1) comprehensibility, (2) manageability, and (3) meaningfulness (Antonovsky, 1987). However, previous studies have not accounted for constructing SOC through social support processes with romantic partners. Thus, we investigated whether social support in romantic relationships influenced SOC and psychological well-being, both for the intraindividual and for the interindividual. We hypothesized that psychological well-being in romantic relationships was caused by the influence of the following factors: (a) perceived partner's support availability, (b) relationship intimacy, (c) SOC, and (d) psychological well-being. We obtained self-report data from both partners in Japanese 85 heterosexual couples. We analyzed the data by the actor-partner interdependence model (Kenny et al., 2006). Results revealed that perceived support availability increased SOC, and this effect seemed to be mediated by intimacy. Additionally, SOC predicted greater psychological well-being. The results suggest that particular intimate relationships construct an individuals' general expectancy which enhance psychological well-being. However, females' perception of partners' support availability decreased males' SOC. The findings indicate that males' coping resources from other relationships (e.g., friends or parents) is diminished by exclusive behaviors by their partners. We discussed interaction processes in romantic relationships with increasing both partners' SOC.

D8

DOES ACKNOWLEDGING PERSONAL WEAKNESS HURT OR HELP RELATIONSHIPS? THE INTERACTIVE EFFECTS OF SELF-COMPASSION AND CONSCIENTIOUSNESS ON THE TRAJECTORY OF MARITAL SATISFACTION *Levi Baker¹, James McNulty¹; ¹The University of Tennessee*—Should intimates take a kind and non-judgmental attitude toward their interpersonal shortcomings, or should they be less self-compassionate? At first glance, it may seem that self-compassion should benefit relationships by helping intimates maintain a positive sense of self in the presence of their interpersonal limitations. But it is also possible that self-compassion may harm relationships if it removes intimates' motivations to correct their role in relationship conflicts. The current research sampled newlywed couples to examine whether self-compassion benefits relationships when complemented by dispositional motivations to address one's own role in relationship conflicts, i.e., conscientiousness, but harmful to relationships in the absence of such motivations. All couples (1) completed measures of self-compassion and conscientiousness and (2) completed a measure of relationship satisfaction every six months for four years. Consistent with predictions, results revealed a significant interaction between husbands' self-compassion and conscientiousness on the trajectory of their marital satisfaction. Specifically, self-compassion was associated with fewer declines in marital satisfaction among husbands high in conscientiousness but with steeper declines among husbands low in conscientiousness. Among wives, in contrast, self-compassion was associated with fewer declines in marital satisfaction regardless of levels of conscientiousness. Highlighting the importance of more nuanced investigations into the effects of personality on relationships, these results suggest that intimates may benefit from kinder attitudes towards their own limitations only if they are conscientious enough to resolve their relationship problems. Furthermore, husbands that are not intrinsically motivated might need to accept the unpleasant truth about their limitations before correcting their relationship problems.

D9**SEX ON THE REBOUND: MOTIVES FOR SEXUAL BEHAVIOR FOLLOWING A ROMANTIC RELATIONSHIP BREAKUP** Lindsay

L. Barber¹, M. Lynne Cooper¹; ¹University of Missouri – Although it is widely believed that individuals make poor sexual decisions in the aftermath of a relationship breakup, there is little empirical evidence to support this. The present study used a longitudinal, online diary methodology to examine motives for sexual behavior following a breakup, including what past research suggests are more normative reasons for having sex (*viz.* sex for intimacy, for pleasure) as well as more pathological ones (*e.g.*, sex to cope, sex to get back at one's ex-partner). Introductory psychology students ($N = 196$; 64% female) who had broken up from a romantic relationship in the past year and were not currently in a relationship completed 8 to 12 weekly online assessments of sexual behaviors and their motives. In addition to the six motives for sexual behavior identified by Cooper, Shapiro, and Powers (1998), an additional revenge sex motive was created. Hierarchical Linear Modeling of patterns of change in motives (using time since breakup as the IV) showed that sex for more pathological reasons, including sex to cope, to gain partner approval, and for revenge, was initially high and declined over time. In contrast, rates of endorsement of the more normative motives did not change across time. Results suggest that individuals have sex for unhealthy reasons in the aftermath of a relationship breakup, which in turn, has been shown to predispose to poor or risky sexual decision making.

D10**LOVE AND COLLEGE: RELATIONSHIP CHARACTERISTICS, PARTNERS' COLLEGE ASPIRATIONS, AND COLLEGE STUDENTS' ACADEMIC DEDICATION** Denise Bartell¹, Andrea Roets²;

¹University of Wisconsin-Green Bay, ²Texas Tech University – In this study we examined the association between partners' college aspirations, the characteristics of the romantic relationship, and young adults' college dedication and achievement. Using a sample of 355 college students at a regional 4-year university in the mid-western U.S. who were currently involved in a romantic relationship (mean age=19.5, range 18-25; 27% male; 93.1% Caucasian), we found that young adults with partners who were not in college, and who had not completed a college degree, reported receiving significantly less support from their partner for college work than did students with partners who were in college with them ($F=4.729$, $p<.01$). These participants also reported that their relationships were at a higher stage of involvement ($F=3.435$, $p<.05$), but were less satisfied with their relationships and trusted their romantic partners less ($F=4.014$, $p<.05$ and $F=2.386$, $p<.10$, respectively). In terms of college dedication and achievement, participants with partners who were not in college reported significantly lower levels of involvement in campus activities and organizations ($F=8.513$, $p<.001$), were more ambivalent about completing college ($F=3.232$, $p<.05$), and reported having made fewer investments in their college work ($F=5.808$, $p<.01$). These results suggest that the college status of the romantic partner may be connected in important ways to the qualities of the romantic relationship and the academic dedication of college students, which may have important implications for relationship education efforts at the college level.

D11**RISK OF SPERM COMPETITION PREDICTS MEN'S INTEREST IN THEIR PARTNER'S COPULATORY ORGASM** Vincent M. Bates¹,

William F. McKibbin¹, Craig W. LaMunyon², Aaron T. Goetz³, Valerie G. Starratt⁴, Todd K. Shackelford¹; ¹Florida Atlantic University, ²California State Polytechnic University, Pomona, ³California State University, Fullerton, ⁴Nova Southeastern University – When the sperm of two or more men concurrently occupy the reproductive tract of a woman, the sperm compete to fertilize an egg she may have produced. Copulatory orgasm may be an adaptation that women use to retain preferentially the sperm

of a favored man, and this function of female orgasm might be most selectively relevant in the context of sperm competition. If female orgasm has played a selective role in human evolutionary history, men might have co-evolved an interest in promoting copulatory orgasm in their partner, and this interest might be greatest during periods of greater risk of sperm competition. We secured data from 100 heterosexual men in a committed romantic relationship. Following previous research, we assessed risk of sperm competition as the percentage of time the couple had spent physically apart since their last in-pair copulation. Consistent with the predictions, with a greater risk of sperm competition: (1) men were more interested in their partner achieving orgasm at the couple's next copulation, (2) men were more persistent in attempting to induce in their partner orgasm at the couple's next copulation, (3) men reported greater distress if their partner failed to achieve orgasm at the couple's next copulation, and (4) men expressed greater relief upon their partner achieving orgasm at the couple's next copulation. These effects were independent of the total time since the couple's last copulation and the man's relationship satisfaction. Discussion addresses limitations of this research and highlights directions for future work.

D12**DAILY SUPPORT PROCESSES IN COUPLES COPING WITH CAN-****CER** Amber Belcher¹, Elana Graber¹, Jean-Philippe Laurenceau¹, Lawrence

Cohen¹; ¹University of Delaware – Past research has documented the sometimes paradoxical effects of support receipt and provision during times of acute stress. Although there is a theoretical rationale for why support transactions confer benefits and entail costs for the recipient, the empirical evidence for these dual effects are limited. Work by Bolger, Zuckerman, and Kessler (2000) has shed some light on these processes and found that during times of acute stress, receiving emotional support increased distress examinees facing a pending law bar examination, whereas partner reports of providing emotional support that was not perceived by the examinees promoted better adjustment. Less clear, however, is whether this type of invisible support is associated with decreased negative daily outcomes for couples coping with an ongoing, chronic stressor, such as the diagnosis and treatment of breast cancer. In this poster we present evidence for the benefits of perceived support on decreases in daily negative mood, but not invisible support. Results are based on multivariate multilevel modeling of data from a 1-week electronic daily diary study of breast cancer patients and their spouses/partners following the patient's initial surgery (*e.g.*, lumpectomy/mastectomy). Self-reported received emotional support was associated with decreased sadness and anger in the recipient. This analysis extends the literature on daily exchanges of social support to couples coping with cancer.

D13**PREDICTING INTENTIONS OF ROMANTIC PARTNER ABUSE WITH THE THEORY OF PLANNED BEHAVIOR** Kevin R. Betts¹,

Verlin B. Hinsz¹, Sarah R. Heimerdinger¹; ¹North Dakota State University –

The Bureau of Justice Statistics reported that over 690,000 crimes were committed against persons by romantic partners in 2001. In this study, the theory of planned behavior served to identify potential factors that could contribute to intentions for verbal, physical, and sexual abuse toward romantic partners. We predicted intentions via self-reported attitudes, subjective norms, and perceived behavioral control from 97 students who were currently in or had recently been involved in a romantic relationship. A conceptual issue this study addresses is whether the predictions from the theory are consistent across different forms of partner abuse. The theory of planned behavior accounted for substantial and remarkably similar amounts of variance associated with intentions to commit abusive actions toward romantic partners (verbal $R=.74$; physical $R=.72$; sexual $R=.73$). It is informative that correlations among the different intention measures were not strong ($r .40$). Further analyses showed that the components of the theory of planned behavior were

differentially influential in predicting different forms of abuse. In particular, verbal abuse and sexual abuse were chiefly predicted by attitudes and perceived behavioral control, while physical abuse was predicted nearly equally by all three components. Additionally, females and males differed slightly in the degree the factors predicted their intentions. These results imply there is general stability in intentions of partner abuse and that there are small differences in the factors that predict these intentions. Based on these results, we recommend that interventions should focus more directly on the type of abuse they are trying to prevent.

D14

SEXUAL INTIMACY AND WELL-BEING: INTIMACY IN THE BEDROOM MATTERS OUTSIDE THE BEDROOM TOO Carolyn Birnie¹, John E Lydon¹, ¹McGill University – Intimacy is a cornerstone for personal and interpersonal well-being. Might sexual intimacy – experiencing intimacy during sexual activity with one's partner – provide similar benefits? The purpose of this study was to explore whether sexual intimacy uniquely contributes to personal, relationship, and sexual well-being, controlling for the effects of intimacy alone. Heterosexual participants in exclusive romantic relationships (N = 448; 61% female) filled out measures of intimacy and sexual intimacy, derived from Reis and Shaver's (1988) model of intimacy (e.g., feeling understood, cared for, and accepted by one's partner in general vs. during sexual activity). Participants also completed three well-being measures (e.g., life satisfaction/subjective health, relationship quality, and sexual satisfaction). Each well-being measure was regressed onto sexual intimacy, controlling for intimacy and various demographic measures. For all three well-being domains, adding sexual intimacy in a final step significantly improved the regression model (ps < .005). Sexual intimacy uniquely contributed, above and beyond the effects of intimacy alone, to personal well-being (= .177, p < .01), relationship quality (= .158, p < .001), and to sexual satisfaction (= .772, p < .001). Gender did not moderate any of these results. These results suggest that sexual intimacy is a key correlate not only of sexual satisfaction, but also of personal well-being (i.e., life satisfaction, subjective health) and relationship quality. In addition, experiencing intimacy in sexual activity appears to be important for both males' and females' well-being. Longitudinal analyses examine the reciprocal relationship that these intimacy measures have with well-being.

D15

PERCEPTIONS OF PAST AND PRESENT ATTACHMENT RELATIONSHIPS Amy B. Brunell¹, Anna M. Hagley¹; ¹The Ohio State University at Newark – Attachment theory predicts that attachment relationships are relatively stable and enduring. It further predicts that attachments formed with parents during childhood predict attachment relationships in adulthood, including relationships formed with close friends and romantic partner (e.g., Hazan & Shaver, 1987). The purpose of the present study was to investigate the extent to which individuals' memories of their attachment relationships during middle childhood were associated with their present attachment relationships. This study further explored how attachment was associated with relationship process variables, such as the willingness to sacrifice, and psychological well-being. 177 participants completed questionnaires concerning their past and present attachment relationships (modified from the Inventory of Parent and Peer Attachment; Armsden & Greenberg, 1987) with their mother, father, and best friend. When applicable, participants (52%) also completed an attachment questionnaire concerning their present romantic partner. In addition, questionnaires assessed participants' willingness to sacrifice for each relationship and their psychological well-being. Results revealed that perceptions of past attachment relationships with mother, father, and best friend were positively associated with present relationships, including the present relationship with one's romantic partner. Past attachment relationships with mother and father were positively

associated with one's present willingness to sacrifice for the relationship. Interestingly, present attachment relationships were positively associated with the willingness to sacrifice for the parent and the best friend, but not with the romantic partner. Finally, higher quality attachments were associated with higher psychological well-being. Results imply that childhood attachment relationships are enduring and instrumental for present relationship functioning and psychological well-being.

D16

WE'RE DONE BUT WE'RE NOT OVER: FRIENDSHIP MAINTENANCE AMONG EX-ROMANTIC PARTNERS Melinda Bullock¹, Eddie M. Clark¹, Jana Hackathorn¹, Brent A. Mattingly¹, Kiara Weaver²; ¹Saint Louis University, ²University of Texas at Arlington – The development of friendships between ex-romantic partners is quickly becoming a growing avenue of relationship research as up to 61% of former romantic partners remain friends after the romantic relationship is dissolved (Sheehan & Dillman, 1998). Given this finding and the importance of friendships for one's well-being (see Baumeister & Leary, 1995), investigating predictors of a post-romantic friendships is important. This study examined factors that would predict the use of post-dissolution friendship maintenance behaviors. As part of a larger study, participants completed demographics, questions about the breakup and the romantic relationship, the Friendship Maintenance Scale (Oswald, Clark, & Kelly, 2004), and separate revised Investment Model for the dissolved romantic relationship and the current friendship (Rusbult, Martz, & Agnew, 1998). Regression analyses showed that mutual breakups and less time since the breakup were most likely to lead to the use of friendship maintenance techniques. Additionally, friendship maintenance was most likely to occur when the participant was dating a new partner, or partners, casually or if they were single than if they were dating someone else exclusively. Finally, regression analyses showed that participants were more likely to engage in friendship maintenance behaviors when satisfaction, but not investments, was higher during the romantic relationship.

D17

IT'S NOT ALL ABOUT ME: PERCEPTIONS OF ONE'S OWN AND ONE'S PARTNER'S NEED SATISFACTION AND WELL-BEING Amber L. Bush¹, Ahmet Uysal¹, Helen Lee Lin¹, C. Raymond Knee¹; ¹University of Houston – According to Self Determination Theory, individuals have psychological needs for autonomy, competency, and relatedness (Deci & Ryan, 2000). Perceived fulfillment of these needs is associated with increased well-being (Sheldon, Gable, Roscoe, & Ryan, 2000). One's romantic partner's needs also contribute to one's well-being, such that when one's partner felt his or her needs were met, one experienced increased well-being, beyond whether one's own needs were met (Patrick, Knee, Canevello, & Lonsbary, 2007). Further, well-being was highest when both partners felt their relatedness needs were met. The current study examined fulfillment of both partners' needs, as perceived by only one partner. It was hypothesized that perceiving that one's partner fulfills one's own needs (need satisfaction received) and perceiving that one fulfills one's partner's needs (need satisfaction provided) will uniquely contribute to individual and relational well-being. Individuals in romantic relationships (N = 191) completed measures of need satisfaction received and provided, individual well-being (i.e., self-esteem, life satisfaction, and vitality), and relational well-being (i.e., relationship satisfaction and commitment). Hierarchical regression analyses revealed that need satisfaction provided uniquely predicted all individual and relationship outcomes, beyond need satisfaction received. Additionally, an interaction between need satisfaction received and provided predicting relationship satisfaction revealed that the adverse implications of feeling that one's own needs were not met were buffered by feeling that one fulfilled one's partner's needs. Results suggest that romantic partners are not selfish, solely

concerned about what they receive from their partner. Rather, well-being also depends on perceptions that one is meeting one's partner's needs.

D18**IF I'M RUBBER, THEN WHO'S GLUE? PROSOCIAL RESPONSES TO SOCIAL REJECTION AND ATTACHMENT TO GROUPS**

Fionnuala A. Butler¹, Cynthia L. Pickett¹; ¹University of California, Davis – Inspired by research conducted by DeWall and Baumeister, we conducted a study which sought to expand on their findings of emotional numbing following a social rejection (2007). In our previous research, participants were randomly assigned to a rejection, acceptance, or control reliving task. They then read a standardized vignette written by another student (the target) detailing a painful physical injury. Participants were provided with target group identification, and rated how much empathy they felt towards the target. Results indicated that among rejected participants, outgroup targets garnered greater empathy than ingroup targets, and rejected participants displayed greater overall levels of empathy. We postulated that empathic responding occurs when group identification cues indicate the perceived social safety of a target. In the current study, we believed that such perceptions of safety and security could be illuminated by social group attachment theory. Before replicating the previous methodology, participants completed Smith, Murphy, and Coates' Social Group Attachment Scale (1999). This scale expands upon relationship models of attachment to provide two dimensions of attachment to groups: anxiety, a model of the self as unworthy of the group, and avoidance, a model of the self which views the group as unreliable. Several interactions among exclusion condition, group, and social group attachment style were found. Particularly noteworthy was the replication of our previous main effect of exclusion on empathy, such that rejected participants displayed significantly more empathy towards the target than did accepted or control participants, disconfirming blanket social numbing in the presence of situational cues.

D19**CHANGES IN ADULT ATTACHMENT OVER TIME: THE IMPORTANCE OF INTIMATE BEHAVIORS**

Bethany Butzer¹, Lorne Campbell¹; ¹The University of Western Ontario – The present study employed an experimental methodology using a sample of 82 romantic couples in order to examine the links between individuals' intimacy-associated behaviors and changes in their attachment anxiety and avoidance over time. In particular, the couples were asked to complete one of two possible interaction tasks in the laboratory. The experimental task was designed to elicit positive interpersonal behaviors associated with intimacy, such as self-disclosure. The control task was designed to serve as an equally positive experience in which the couple interacted for the same amount of time, however in a less intimate fashion than the experimental task. Attachment orientations were measured both before and after the tasks, as well as participants' subjective perceptions of the relative intimacy associated with the tasks. After completing this initial testing session, participants were sent a follow-up measure of attachment once per week for 4 weeks. Results showed that when individuals perceived the experimental task as having been intimate, they showed decreases in their avoidance from before to after the task. In addition, individuals whose partners perceived the experimental task as having been intimate displayed a trend towards decreases in their avoidance from before to after the task as well as a tendency towards decreases in their avoidance over the 4-week follow-up period. The results also revealed that when individuals perceived the experimental task as having been intimate, they showed decreases in their anxiety over the 4-week follow-up period. The implications of reducing anxiety and avoidance in romantic couples are discussed.

D20**WHATEVER YOU WANT, HONEY: UNDERLYING MOTIVATIONS FOR SACRIFICIAL BEHAVIOR**

Michael J. Cahill¹, Brent A.

Mattingly¹, Eddie M. Clark¹; ¹Saint Louis University – When romantic partners hold opposing goals, one partner's willingness to sacrifice is a potential route to conflict resolution. Existing evidence suggests that resolving conflict through sacrifice is an effective maintenance behavior, as both relationship satisfaction and commitment typically show a positive correlation with willingness to sacrifice. The current research sought to replicate these associations and extend them by examining the motivational underpinnings of sacrificial behavior. Specifically, approach and avoidance goals for sacrifice were measured along with chronic promotion and prevention tendencies. In addition, measures of commitment, satisfaction, and willingness to sacrifice were collected. The data were analyzed using a three-step hierarchical regression with willingness to sacrifice as the dependent measure. In step 1, control variables (commitment, satisfaction, and gender) were added, and the model was significant with an adjusted R² = .13. Adding promotion and prevention in step 2 did not improve the model significantly, but the step 3 variables (approach goals for sacrifice and avoidance goals for sacrifice) significantly increased the R² to .28. Both step three variables were significant positive predictors of willingness to sacrifice, and avoidance motivation appeared to have a larger impact on sacrificial behavior than did approach motivation. Overall, the results suggest that knowledge of one's underlying sacrificial motivations potentially can provide important information about one's overall willingness to sacrifice. Implications for close relationships and future research directions are discussed.

D21**NEED FULFILLMENT AND MARRIAGE: AN EXAMINATION OF NEWLYWEDS' EXPECTATIONS AND EXPERIENCES OF INFIDELITY**

Kelly Campbell¹, David W. Wright²; ¹California State University, San Bernardino, ²University of Georgia – The culture of marriage has shifted over time. In the past, marriages were based on social, political, and economic gain, whereas now they are based on personal fulfillment (Coontz, 2006). The emphasis on personal fulfillment has increased the risk of infidelity because when individuals' needs are not being met, they seek alternative partners. Additionally, divorce is no longer stigmatized the way it once was so individuals have less to lose from engaging in extramarital relations (Amato & Rogers, 1997; Pinsof, 2002). Given these changes, what are individuals' expectations and experiences of infidelity, particularly in the first two years of marriage when satisfaction typically declines? And how do intrapersonal, interpersonal, and contextual characteristics influence the likelihood of infidelity? Two hundred and thirteen individuals married two years or less completed an online, mixed method survey. Qualitative results indicated that participants thought infidelity was preventable, resulted from unmet needs within the relationship, and provided reason for divorce. Many believed they would stay married if the infidelity was unplanned or a one time occurrence and not an ongoing affair. Regression analyses indicated that religious individuals were the least likely to expect infidelity and those who believed their spouse might engage in extramarital sex were most likely to expect it. Participants were more likely to have engaged in infidelity if they had open or emotionally unstable personalities, if they were not religious, and if they perceived of many relationship alternatives. Implications for premarital counseling and future research are discussed.

D22**THE FEATURES OF FLIRTING: MALES' SELECTION OF A FEMALE FLIRTING EXPRESSION**

Melanie Canterbury¹, Omri Gillath¹, Erika Rosenberg², Kristine Cabalfin¹; ¹University of Kansas, ²University of California, Davis – The initiation of intimate relationships involves the communication of interest via specific emotions and behaviors known as flirting. Previous observational research has indicated a potential flirting expression found cross-culturally among women (Eibl-Eibesfeldt, 1971), as well as the influential role of women's flirting behaviors in initiating social contact (Moore & Butler, 1989). Very

little systematic research, however, has been conducted to determine reliable forms of the flirting expression. In four studies a set of posed expressions that are recognized as flirting were identified and their muscular components were described (FACS, Ekman & Friesen, 1978). One hundred men rated 485 pictures of women posing either a flirting expression (either based on experimenter instructions - coy smile, tilted head - or on what the women believed to be a flirting expression), or control facial expressions (happy or neutral). In study 1, participants rated the pictures on their fit to categories using three scales (flirting, neutral, happy). In Study 2, a new pool of participants classified the pictures that got the highest ratings in Study 1 into one of nine emotional categories (one being flirting). In study 3, participants open-endedly chose the emotion best describing each of the pictures that were highly rated in Study 2. Their answers were coded by research assistants into categories - flirting or other. In Study 4, participants received a definition of flirting and rated the pictures' fit with this definition. Initial findings on the form of the flirting expression of females based on the four studies are presented.

D23

DOES BEING OSTRACIZED BY A ROMANTIC PARTNER HURT AS MUCH AS BEING OSTRACIZED BY A STRANGER? *Nicole M. Capezza¹, Jason T. Reed², Ximena B. Arriaga¹, Kipling D. Williams¹; ¹Purdue University, ²Morrisville State College* – Research has shown that being ostracized by strangers causes many deleterious effects on a person's sense of well-being, self-esteem, and mood. Does being ostracized by a romantic partner have the same negative impact? Given the robust negative impact of being ostracized by strangers, it is plausible that being ostracized by a partner may exacerbate this effect. On the other hand, it is also plausible that being ostracized by a romantic partner would lead to less negative effects because people often reinterpret negative partner acts in more positive ways (Murray, Holmes, & Griffin, 1996). We designed an experiment to test how people would react to being ostracized by a romantic partner vs. a stranger. Thirty-three dating couples (66 individuals) played Cyberball, a virtual ball tossing game, in which each couple member was randomly assigned to one of four conditions that varied in level of involvement (included or ostracized) and the relationship to the other players in the game (two strangers or their romantic partner and a stranger). We found that participants who played a game involving their romantic partner reported fewer threats to their fundamental needs (e.g., belonging, self-esteem etc.) and mood than those who played with two strangers. In addition, being ostracized by two strangers led to more pain and jealousy, and lower self-esteem and worse mood compared to the other conditions. This study suggests that the pain and harmful effects of ostracism may be buffered when one of the ostracizing offenders is a romantic partner.

D24

GLOBALY PERCEIVED RESPONSIVENESS AND SPECIFIC INTERACTIONAL OUTCOMES *Peter A. Caprariello¹, Harry T. Reis¹; ¹University of Rochester* – Perceived partner responsiveness assesses the degree to which one believes that a close other attends to and supports core features of the self, and it tends to be appraised at a global level – certain partners are more or less responsive to the self, compared to other partners. But responsiveness is also something that is observable and quantifiable in specific interactions. As a result, enacted responsive behaviors are not only associated with specific outcomes in exchanges between partners, but the unfolding of perceived responsiveness in interactions over time may help explain the origin of globally appraised perceived partner responsiveness. And once globally appraised, the iterative cycle continues, as trait-level perceived responsiveness continues to be associated with specific outcomes in daily social interactions. The present research explores the role of globally perceived responsiveness in specific daily interactions. Using a daily diary method, perceived responsiveness to a target relationship was assessed at time

one, and characteristics of the participants' relationships to targets were tracked over two weeks. Perceived responsiveness was associated with increased daily relational benefits, and in the reciprocation of responsiveness in daily interactions with their target person. Telling responsive targets about the best daily things that happened to participants was associated with daily boosts in perceived closeness and reflected pride, compared to telling relatively less responsive targets. In sum, globally appraised perceived responsiveness colors daily experiences with partners, so that specific outcomes related to daily and momentary feelings of connectedness result from interactions with partners.

D25

INDIVIDUAL DIFFERENCES IN ATTACHMENT AND LEADERSHIP STYLES *Kathy Carnelley¹, Angela Rowe², Lucy Morgan²; ¹University of Southampton, ²University of Bristol* – Secure leaders are more transformational (e.g., promote growth) than insecure leaders (Popper et al., 2000). Avoidant leaders show low socialized leadership (e.g., empowerment of others) and high personalized leadership (e.g., dictatorial) (Popper, 2002), and have fewer prosocial motives, whereas attachment-anxious leaders have self-serving motives and poor task-oriented leadership (Davidovitz et al., 2007). Our research extends findings using Adair's (1982) Action-Centered Leadership model which states that successful leaders must focus on: achieving the task, developing the team, and developing the individual. We expected those high in avoidance to be relatively poor at team and individual leadership and those high in anxiety to be poor at task leadership. Participants (n=62) completed Brennan, Clark, and Shaver's (1998) attachment measure at Time 1 and Adair's (1982) leadership questionnaire (adapted for students) at Time 4. At Times 2-4 participants were primed with either attachment security or a neutral prime. Regressions show that those high in avoidance reported lower concerns about the team and individuals within the team, as expected. Repeated security priming rendered low-anxious participants less task-oriented, but did not influence task orientation for high-anxious participants. For those repeatedly primed with security, low-anxious participants were less task-oriented than high-attachment-anxious participants. Perhaps enhancing a sense of relationship security interferes with the balance between attachment (relationships) and exploration (task) for those originally low in attachment anxiety, refocusing them away from exploration activities. These novel findings add to our understanding of the way attachment patterns may influence leadership.

D26

AFRICAN AMERICANS SHOW SOCIAL PAIN FOLLOWING INTERACTIONS WITH KKK *Adrienne R. Carter-Sowell¹, Karen Gonsalkorale², Lloyd R. Sloan³, Kipling D. Williams¹; ¹Purdue University, ²University of Sydney-Australia, ³Howard University* – Paralleling Gonsalkorale and Williams (2007), we manipulated levels of inclusion using Cyberball, an on-line ball toss game and adjusted the methods from this original study as follows. The opposing Cyberball players were programmed to represent one of three groups, despised outgroup members from the Ku Klux Klan, rival outgroup members from the GOP - Republican Party, or ingroup members from the DNC - Democratic Party. All participants were African Americans, a population more personally threatened by the KKK (the population in the original study was Australian and primarily White). Previous research from Gonsalkorale, Carter-Sowell, Sloan, and Williams (2007) replicated results from Gonsalkorale and Williams (2007), such that ostracized participants reported lower levels of belonging, self-esteem, control and meaningful existence, and more negative mood, than included participants. Following up on these findings, we expanded the procedure from the original study to include a projective test, the Thematic Appreciation Test (TAT) to assess participants' levels of social pain. In ostracism research, social pain is defined as any type of social rejection,

ignorance, or betrayal arising from the perception of psychological distance from close others or important social groups. In this study, after the Cyberball task, participants completed TAT stimuli included with the post Cyberball questionnaire. The purpose of the TAT measures were to capture rumination responses elicited by participants over time. The results suggest that participants playing Cyberball with despised group members express higher levels of social pain than participants playing with ingroup members.

D27

YOU'RE NOT A GOOD SUPPORT PROVIDER, BUT I STILL LIKE YOU: SATISFACTION WITH SOCIAL SUPPORT AND HAPPINESS WITH CLOSE OTHERS IN PATIENTS WITH CHRONIC ILLNESS

Holly K. Casciani¹, Amber L. Bush¹, Mary J. Naus¹; ¹University of Houston – Distressed individuals with higher mental health typically report greater satisfaction with close others (Segrin, Badger, Sieger, Meek, & Lopez, 2006). Further, although research generally suggests that the more social support one receives from a close other the more satisfied one is with that close other (Cramer, 2004), this relationship may depend on characteristics of the support receiver (Sanderson & Cantor, 1997). The current study examined the mental health of the support receiver as one such moderator of the relationship between perceived support and satisfaction with the support provider. It was hypothesized that the more dissatisfied one was with the social support a close other provided, the less satisfied one would be with that close other, especially if one was lower in mental health. Patients diagnosed with a chronic illness (N = 93) selected a close other in their life and completed measures of mental well-being, social support provided by the close other, and satisfaction with the close other. Multiple regression analyses revealed that those who reported more dissatisfaction with the social support that the close other provided were less satisfied with their relationship with that close other. Importantly, this association only emerged for those lower in mental well-being. Patients with higher mental well-being reported greater relationship satisfaction with the close other, regardless of satisfaction with the support they felt the close other provided. Results suggest that higher mental health can buffer the otherwise adverse implications associated with perceiving that a close other does not provide adequate social support.

D28

ABUSE IS OK, AS LONG AS I CAN DO IT TOO: HIGHLY ABUSIVE, HIGH SELF-ESTEEM WOMEN FIND ABUSIVE MEN MORE ACCEPTABLE

Christine Chang-Schneider¹, William B. Swann Jr.¹; ¹University of Texas at Austin – Approximately 50% of women who leave abusive relationships return to them (Griffing et al., 2002). We proposed that women who are in psychologically abusive relationships find psychologically abusive behavior more acceptable than those in healthy relationships. 80 women who self-identified as being in either highly abusive or low-abusive relationships (Conflict Tactics Scale-2 [CTS-2], Straus et al. 1996) watched a 5-minute video depicting a psychologically abusive interaction between a male and a female. They were then asked 1) how likely would you be to remain in this relationship? and 2) how acceptable was the yelling in this video? Women receiving high levels of abuse in their current relationship were more likely to endorse that they would stay in the depicted abusive relationship than those receiving little abuse. This effect, however, was fully mediated by how psychologically abusive the woman, herself, was in her current relationship. Specifically, the more psychologically abusive the woman was, the more she endorsed that she would likely remain in the abusive relationship depicted in the video. Similarly, the tendency for women receiving high as compared to low levels of psychological abuse to regard yelling behavior as acceptable was moderated by both how psychologically abusive the woman was in her current relationship and her self-esteem. That is, women who were the highest in psychological abusiveness toward their partner and the

highest in self-esteem found the yelling more acceptable than their counter parts.

D29

THE INTERACTIVE IMPACTS OF SEXUAL MOTIVATION AND PERCEPTION OF SEXUAL INTENTION ON COURTSHIP INITIATION BEHAVIOR

Eunsoo Choi¹, Taekyun Hur¹; ¹Korea University – Previous studies have repeatedly found the sex difference in perceiving sexual intention. Although the sex difference was explained in various perspectives of socialization, evolution, and cognition, the explanations were fundamentally based on its functional values. However, the presumed functional effects of the perception of sexual intention have not been examined empirically in terms of behavioral consequences. Study 1 explored the effects of one's own sexual motivation and the perception of the partner's sexual intention on the person's courtship initiating behavior, focusing on the difference between males and females. The results revealed that female participants appeared to be influenced by sexual motivation but not by the perception of sexual intention, whereas male participants were influenced by both sexual motivation and the perception of sexual intention. Furthermore, Study 2 was specifically designed to examine whether sexual motivation and perception of the partner's sexual intention would increase the likelihood of courtship behaviors that would make the partner attracted to the actor. The behaviors that were perceived as attractive to the targets were rated and the rank of the ratings was compared with that of the behaviors preferred in the experimental conditions of Study 1. The results revealed that the male participants who had high sexual motivation and perceived the target with high sexual intention utilized effective behaviors. The findings were consistent with that which the functional approach predicted. Their theoretical implications in the evolutionary perspectives of mating behaviors were discussed.

D30

MEN ARE MORE JEALOUS THAN WOMEN ABOUT ONLINE INFIDELITY

Andrew J. Clapper¹, Melanie C. Green¹; ¹University of North Carolina at Chapel Hill – This study compared differences in emotional reactions by men and women to hypothetical scenarios of online infidelity to offline (in person) infidelity. We tested two competing hypotheses. The first hypothesis was that online scenarios would evoke similar emotional responses in subjects as offline scenarios, because human responses to infidelity evolved long before the existence of the Internet. An alternative hypothesis is that online infidelity may evoke weaker emotional responses than offline, because the potential evolutionary costs may be lower (e.g., an interloper cannot father a child with a man's partner online). Undergraduate participants (N = 165) were randomly assigned to one of six conditions in a 2 (infidelity location: online versus offline) X 3 (infidelity type: sexual, emotional, or sexual and emotional infidelity) X 2 (participant gender: male or female) factorial design. Participants then read a brief scenario in which their partner confessed that he or she had been unfaithful. Participants then reported how upset, angry, hurt, and jealous they would be in the given situation. Results revealed a significant interaction between gender and infidelity location for angry, hurt, and jealous, and sad: surprisingly, men were more bothered by online infidelity than offline infidelity, whereas women were more bothered by offline (in person) infidelity, regardless of infidelity type. We speculate that the loss of the ability to confront an interloper (a mate-guarding strategy) may be a key variable associated with the stronger emotional reactions of men to online infidelity.

D31

PASSIONATE LOVE, AROUSAL, AND AGGRESSION: AN EXPLORATION OF EXCITATION TRANSFER

Tara Collins¹, William Pedersen², Omri Gillath¹; ¹University of Kansas, ²California State University, Long Beach – The present research explored the relationships between passionate love, arousal, and aggression. Passionate love is suggested to

be associated with increased arousal; therefore, individuals higher in passionate love were expected to have higher baseline arousal levels. The elevated arousal should then lead to increases in negative arousal following a provocation, thereby increasing aggressive responding. Thus, individuals with higher passionate love were expected to have greater increases in arousal when provoked and greater levels of aggression, when provoked, compared to individuals lower in passionate love. Eighty nine individuals who were currently involved in a romantic relationship completed a measure of passionate love and had their baseline arousal levels (heart rate and blood pressure) assessed. Participants were randomly assigned to conditions, in which they either received a negative or neutral evaluation from an experimenter. Following the provocation manipulation, the participants' arousal levels were measured and they were given the opportunity to aggress against the experimenter who had previously insulted them. Passionate love was found to be positively associated with arousal levels. Specifically, higher passionate love resulted in higher systolic blood pressure, diastolic blood pressure, and heart rate. The increased levels of arousal did not carry over into increased levels of arousal following a provocation or increased aggressive responding. Passionate love was not associated with aggressive responding, negative affect, or increased arousal following a provocation. These findings suggest that passionate love is related to elevated levels of baseline arousal; however, this elevated arousal may not carryover into other situations.

D32
EFFECTS OF MEDIA EXCLUSION, OR WHERE ARE ALL THE PEOPLE OF COLOR ON FRIENDS? Charisse Corsbie-Massay¹;

¹University of Southern California – The effects of media exclusion are discussed extensively among communications and critical studies scholars, but the topic has received limited attention from social psychologists. This experiment utilizes a promotional video for an affiliated group (i.e., university) that excludes individuals of a subject's race and investigates the emotional effects on excluded individuals. This research integrates the theories of Social Exclusion, which states that being excluded from a social group causes a decrease in self-esteem, belonging, and control, and Symbolic Annihilation, which states that individuals not represented in the media may suffer from low self-esteem and reduced feelings of belongingness. Undergraduates watched a university promotional video wherein their racial group was either included or excluded and responded to measures of anger, arousal, self-esteem, belongingness, and group affiliation. Racially excluded Caucasian subjects exhibited greater belongingness to the university, while subjects of color (Asian/Hispanic) demonstrated lower belongingness when excluded ($p=.038$). Furthermore, racially excluded women experienced an increase in importance of the group to personal identity, while racially excluded men experienced a decrease ($p=.006$), thus replicating the gender interactions found in prior Social Exclusion research. While much of the theory relating to media exclusion has focused on underrepresented minority groups, the current experiment highlights a significant difference in the reactions of Caucasians and individuals of color to the exclusion of their racial group in a visual medium. As the dominant group in American culture, Caucasians may process media exclusion differently, leading to a hyper-identification with the in-group and reparative increases in self-esteem.

D33
HOW SWEET IT IS TO BE LOVED BY YOU: TOWARD AN UNDERSTANDING OF WHY CLOSE RELATIONSHIPS BUFFER EXISTENTIAL FEAR Cathy R. Cox¹, Jamie Arndt¹; ¹University of Missouri –

Theory and research suggest that close relationships help to buffer against existential fears associated with the awareness of death (Cox et al., 2008; Mikulincer, Florian, & Hirschberger, 2003). However, the question of why people turn to close others following mortality salience (MS) remains a mystery. Two possibilities are that close relationships

serve either as a source of attachment security or self-esteem (or both). Drawing from terror management theory, the present research utilized a trait adjective task designed by Murray and colleagues (2000) to measure perceived regard from one's partner to examine the functional overlap between relationship and self-esteem concerns following thoughts of death. Studies 1 and 2 demonstrated that reminders of mortality (vs. unexpected event or intense pain) led people to exaggerate how positively their romantic partners see them, and that these effects are specific to close relationships in that MS (vs. intense pain) does not influence how people evaluate themselves or how others (i.e., the average person) evaluate them. Studies 3 and 4 used meditational analyses to examine whether perceived regard from one's partner influences the extent to which reminders of death increases people's desire for their romantic partners (Florian, Mikulincer & Hirschberger, 2002). The results revealed that the path between MS and relationship outcomes is indirect in that people are more committed to romantic partners to the extent that their romantic partners serve as a source of perceived regard following MS. Implications of this research for the terror management role of close relationships will be further discussed.

D34
REJECTION SENSITIVITY AND INTIMATE RELATIONSHIP DEVELOPMENT IN THE TRANSITION TO ADULTHOOD Christopher M. Crew¹, Kathy Berenson¹, Geraldine Downey¹, Niall Bolger¹, Jan Kang¹; ¹Columbia University – Development of the ability to establish and sustain intimate relationships is of considerable significance for young adults' current and future well-being (e.g., Davies & Windle, 2000), yet limited research has examined influences on the course and timing of this process across multiple relationships. A particularly relevant influence that has been shown to undermine healthy relationship development is rejection sensitivity – the tendency to anxiously expect, readily perceive, and overreact to social rejection (e.g., Downey & Feldman, 1996). Using a panel design, rejection sensitivity was examined as a predictor of patterns of relationship formation, duration, and breakup over the 4 years of undergraduate education. Controlling for race, age and sex, results show that young adults high in rejection sensitivity have a lower probability of being involved in a romantic relationship, are less likely to be in overlapping relationships, and have a higher probability of having a relationship end during their college careers. Results also show a significant time by rejection sensitivity interaction, such that, individuals high in rejection sensitivity take longer to initiate new relationships in the latter years of their college careers and take longer to get into another relationship after having experienced a breakup. Results are discussed in terms of the impact rejection sensitivity has on young adults interpersonal skills and their ability to successfully initiate, sustain, dissolve and reengage in romantic relationships.

D35
WHY I MISS THEE: RELATIONAL INTERDEPENDENCE MEDIATES THE ASSOCIATION BETWEEN PARTICIPANT SEX AND MISSING Erin Crockett¹, Timothy Loving¹, Benjamin Le², Miriam Korn²;

¹The University of Texas, ²Haverford College – There comes a time in virtually every romantic relationship when partners will be geographically separated from one another. This geographic separation results in the psychological experience of missing (Le et al., in press). The goal of the current project was to first determine whether biological sex predicts how much individuals miss their partners. We suggest that one reason the experience and consequence of relationship events differs for men and women is because women tend to focus more on specific relationships with others than do men. As such, we also assessed whether the psychological construct of relational interdependence (Gabriel & Gardner, 1999), a correlate of biological sex, predicts missing. Finally, we explore whether relational interdependence mediates any sex differences in missing. Three online assessments of missing were administered to students ($N=124$) over winter break while they were separated from their

dating partners. HLM was used for all analyses. The prerequisite conditions for establishing mediation were met: (a) women missed their partners more than did men, and (b) relational interdependence was positively associated with missing. Importantly, relational interdependence fully mediated the association between participant sex and missing. These findings offer valuable insight into what types of people are most affected by geographic separation and suggest that relational interdependence, independent of participant sex, is a critical third variable worthy of increased scrutiny.

D36

I KISSED A GIRL, BUT I'M STRAIGHT: SEXUAL FLUIDITY OR EXPERIENCES OF EXTERNAL PRESSURE TO ENGAGE IN SAME-SEX SEXUAL CONTACT?

Cinnamon L. Danube¹, Brooke A. L. Di Leone¹, Theresa K. Vescio¹; ¹The Pennsylvania State University – This research replicates the finding that women express greater sexual fluidity (Diamond, 2003) than do males and examines whether this fluidity could be attributed to external pressures to engage in same-sex sexual behaviors. Data from 215 men (N = 103) and women (N = 112) who reported having sexual contact within the past year completed a survey assessing their sexual identity, attractions, behaviors, and motivations. Consistent with previous findings, women reported more same-sex sexual attractions and fantasies than did males, though 98% of males and 97% of females reported an exclusively or mostly exclusively heterosexual identity. We further compared women who engaged in exclusively same-sex contact and those who engaged in both same and opposite-sex sexual contact across three types of motivations: for pleasure or exploration, to put on a show or due to external pressures, and to be liked or popular with peers. Results revealed that these women did not differ in the extent to which they engaged in same-sex sexual contact for pleasure. However, women who had both opposite and same-sex sexual contact were significantly more likely to report that they engaged in same-sex sexual behaviors to put on a show or because they felt pressured, and marginally more in order to be liked or popular, than women who engaged in exclusively same-sex sexual behaviors. This supports our contention that same-sex sexual contact among heterosexual women is not due to sexual fluidity, but rather in order to put on a show or because of external motivational pressures.

D37

TIME HEALS ALL WOUNDS, OR DOES IT?: ATTACHMENT STYLE AND RECOVERY FROM JEALOUS EXPERIENCES

Ryan Darby¹, Christine R. Harris¹; ¹University of California, San Diego – This study examined the relationship between attachment style and affective reactions associated with jealousy. Participants were asked to remember an experience that made them feel jealous. They reported on the intensity of the emotions they recalled feeling during the incident and the intensity of those same emotions toward the incident at the present time. Of Feeney's five attachment dimensions (1994), only the preoccupied with relationships dimension was significantly and positively correlated with recalled and present feelings of anger, fear, sadness, unhappiness, and jealousy, as well as present feelings of guilt and frustration. Preoccupied individuals also reported being significantly more upset at the present time about the incident than either secure or dismissive individuals, but were not different in their recollection of how upset they felt during the incident. Thus, the decay of negative emotions associated with jealousy would appear to be slower for preoccupied individuals than for other attachment styles. However, preoccupied individuals also reported that the incident they were recalling occurred more recently (less than 10 months earlier), while secure and dismissive individuals reported on incidents that occurred longer ago (almost 2 years prior). Further, preoccupation was significantly correlated with increased self-blame. Mediation analyses suggest that time since incident and current self-blame only partially mediate the effect of the preoccupied attachment dimension on current negative emotions.

D38

GENDER DIFFERENCES IN EXPECTATIONS AND EXPERIENCES OF HOOKING UP

Kimberly A. Daubman¹, Heather T. Schatten²; ¹Bucknell University, ²Fordham University – Recent research has revealed the normative practice of hooking up on many college campuses. The present research examined expectations and experiences of hooking up of a representative sample of 95 men and 71 women at a northeastern U.S. university. Hooking up is defined as a casual sexual encounter with an acquaintance that can range from just kissing to sexual intercourse but with no expectation of future commitment. Whereas the majority of both men (81%) and women (76%) had hooked up, men reported desiring and experiencing higher levels of physical intimacy than did women. In response to hypothetical scenarios about hooking up with someone for the first time, men (62%) were much more likely than women (18%) to report that they would feel comfortable having oral sex and/or sexual intercourse, $X^2(1)=31.73$, $p<.001$, Cramer's $\phi=.44$. In addition, men (77%) were more likely than women (56%) to report that they had engaged in these behaviors during their first hookup with a partner, $X^2(1)=7.36$, $p=.007$, Cramer's $\phi=.23$. Women reported more negative, $t(142)=1.80$, $p<.05$, and less positive, $t(142)=2.54$, $p<.01$, emotions post-hookup than did men, and were more likely than men to desire some level of future contact post-hookup. For example, women (66%) were more likely than men (45%) to want phone or IM contact, $X^2(1)=6.53$, $p=.038$, Cramer's $\phi=.21$, and more women (41%) than men (17%) hoped to make plans to meet at a bar or party, $X^2(1)=10.02$, $p=.002$, Cramer's $\phi=.26$. These results reveal important gender differences in how men and women experience the hookup culture.

D39

SOCIAL COMPARISONS IN ROMANTIC RELATIONSHIPS: THE ROLE OF EMPATHY AND SHARED FATE

Brooke Davis¹, Penelope Lockwood¹; ¹University of Toronto – Individuals typically find comparisons to superior others to be threatening; the successful other highlights their own relative inferiority. However, recent studies suggest that in close romantic relationships, individuals are happier when their partner outperforms them than when they outperform their partner. Because individuals typically include the partner in the self (Aron, Aron, Tudor, & Nelson, 1991), they are especially likely to take on the partner's perspectives and resources as their own. Consequently, they may empathize with the partner's pleasure in his or her success, and share in the benefits of the partner's positive outcomes. We examined empathy and shared outcomes as possible mechanisms underlying individual's positive responses to upward comparisons with the partner. Participants were randomly assigned to one of three focus conditions: They were seated in front of a photograph of the partner (partner-focused), themselves (self-focused) or no photo (control). They then imagined scenarios with a more successful partner in which benefits to themselves were made explicit or not. Participants were most likely to report pleasure from empathy when the partner's photograph was present, regardless of whether or not personal benefits were salient. Participants were most likely to report pleasure from shared fate when the partner's photograph was present and the scenarios described benefits for themselves. Thus, one may respond most positively to a superior romantic partner when the partner is especially cognitively accessible, increasing one's happiness for the partner, and when the benefits associated with the partner's success are clear, highlighting that one shares the partner's positive fate.

D40

MAINTAINING SOCIAL CONNECTIONS BY AVOIDING SOCIAL CONTACT: EGO-DEPLETION AND THE IRONIC EFFECTS OF THE INTERDEPENDENT MOTIVE TO FIT IN

Kristy K. Dean¹, Monika Bauer²; ¹California State University, San Bernardino, ²Northwestern University – Because of their motivation to maintain social harmony and fit in, individuals with interdependent (vs. independent) self-construals are

highly motivated and practiced at interpersonal regulation. For instance, interdependents willingly sacrifice self-interests for group-interests (Gardner, Gabriel, & Lee, 1999), and invest more time in and commitment to their social groups (Bauer & Bodenhausen, 2006). As such, interdependent self-construals have been shown to buffer against self-regulatory depletion (Seeley & Gardner, 2003). However, recent research suggests that interdependent self-construals may also exacerbate the effects of depletion when a subsequent self-regulation task is group-oriented – and may potentially threaten social ties (Bauer & Bodenhausen, 2008). If depletion weakens interdependents' ability to self-regulate to maintain social harmony, then we would expect interdependents to enact self-protective strategies that limit social interactions (Study 1), yet reinforce existing social connections (Study 2) when depleted (vs. not depleted). Two studies measured the relative independence vs. interdependence of self-construals and manipulated ego-depletion by means of a behavioral regulation task. Study 1 assessed interest in receiving information about campus-sponsored programs; Study 2 assessed the value placed on current group memberships. As expected, interdependents displayed less interest in initiating social interactions with new groups, yet bolstered the value of existing groups memberships when depleted (vs. not depleted). Independents' self-protective strategies were not altered by the depletion manipulation. These data provide initial support for the idea that the interdependent motive to maintain social harmony may prompt socially avoidant behavior that is ironically consistent with this social motive.

D41

ATTENUATING AGGRESSION FROM SOCIAL EXCLUSION: AGGRESSION WITH AN AUDIENCE Amber DeBono¹, Nick Freeman¹, Mark Muraven¹; ¹State University of New York at Albany – Social exclusion is known to increase aggression (Leary, Twenge, & Quinlivan, 2006). However, aggression is usually measured in an anonymous and private way, so that the aggressor is unlikely to be held accountable for the act. If the aggression is made public, the aggressor risks being perceived negatively by onlookers. Therefore, socially excluded participants should aggress if the aggressive act is private, but not public. Fifty-seven participants took part in an experiment testing this hypothesis. Participants were told that they would be interacting with two other participants during the experiment. Social exclusion was manipulated by varying the number of tosses participants received in the Cyberball, a ball-tossing computer game used to manipulate feelings of ostracism. (Williams, 2001). Participants were either included or excluded in the game. Afterward, participants were given an opportunity to allot hot sauce to a Cyberball player who they knew did not like hot sauce (Lieberman, Solomon, & Greenberg, 1999). We manipulated whether this aggressive act was made in public or in private, by having participants put the hot sauce in either a clear or opaque container. Socially excluded participants allotted significantly less hot sauce in the public condition than in the private condition. A significant 2-way interaction between social exclusion and publicity of aggression was found. This interaction reflects that the socially excluded and privately aggressing participants allocated the most hot sauce. The results suggest that the aggression previously found from social exclusion studies may be limited to private acts of aggression.

D42

MAKING ATTRIBUTIONS IN ROMANTIC RELATIONSHIPS: THE ROLE OF SELF-ESTEEM Jaye L. Derrick¹, Sandra L. Murray¹; ¹University at Buffalo, State University of New York – Making a relationship-enhancing attribution for bad partner behavior is important for the continued success of a relationship. Unfortunately, low self-esteem people (lows) are less likely to make a positive attribution than high self-esteem people (highs). The current experiments examine the hypothesis that this difference exists because highs avoid, but lows activate, dispositional information about their partner after bad behavior.

Thus, highs, but not lows, are able to maintain positive views about the partner and the relationship. In Experiment 1, negative partner behavior was manipulated through a reliving task. Then participants completed a reaction time measure designed to assess automatic reactions to the partner's behavior. Highs inhibited dispositional information about their partner in response to threat, whereas lows tended to activate dispositional information about their partner. In Experiment 2, the partner's unresponsiveness was manipulated through a reliving task. Then participants completed a survey about their partner's personality and received either false feedback that their partner was dispositionally inattentive or no feedback. Highs responded to the false feedback by reporting that their partner was more dispositionally attentive (i.e., less inattentive) after threat. Lows responded to the false feedback by reporting that their partner was more dispositionally inattentive and less responsive to them after threat. The results of the current experiments suggest that highs maintain positive attributions by resisting negative inferences for bad behavior, whereas lows create negative attributions by generalizing from one event to the level of the relationship.

D43

ATTACHMENT AVOIDANCE AND THE INHIBITION OF EMOTIONAL INFORMATION Marieke Dewitte¹, Jan De Houwer¹; ¹Ghent University – Recent formulations of attachment theory put great emphasis on the role of cognitive processes such as attention in the regulation of emotional distress. Selective attention consists of two different interrelated mechanisms, namely attention allocation and active inhibition (Hasher & Zacks, 1988), and biases in both attentional components are assumed to play a crucial role in the development and maintenance of attachment insecurity. That is, anxious and avoidant individuals' tendencies to focus on, versus defend against, negative interpersonal cues are assumed to be of key relevance in determining their emotional responses. Previous research did already successfully demonstrate that spatial attention to interpersonal threat stimuli varies as a function of attachment orientation (e.g., Dewitte, et al., 2007; Dewitte & De Houwer, 2007). However, to our knowledge, no research to date has investigated inhibitory functioning of emotional information in relation to attachment style. This is nevertheless an important process in the regulation of the attachment system, especially in the case of attachment avoidance. To address this need for additional research, we administered a Negative Affective Priming task (NAP; Joormann, 2004), in which pictures of emotional face expressions (negative, positive, neutral) were presented in a sample of students. Results showed that attachment avoidance was associated with a stronger inhibition of negative faces, indicating that their defensive mechanisms mainly operate through inhibiting negative emotional information. The results of this study will be discussed in terms of current models on information processing and emotion regulation.

D44

INDIVIDUAL DIFFERENCES IN REACTIONS TO SOCIAL REJECTION Dorothee Dietrich¹, Matthew Otterson¹; ¹Hamline University – Research by Twenge, Baumeister, Tice and Stucke (2001) showed that social rejection leads to aggression. Furthermore, Twenge and Campbell (2003) demonstrated that narcissism moderates this effect with highly narcissistic individuals acting more aggressively after experiencing rejection than individuals low in narcissism. The purpose of this study was to determine if another individual difference, self-monitoring, also moderates the reaction to social rejection. Snyder and Gangestad (2000) describe high self-monitors as highly responsive to social and interpersonal cues of situationally appropriate performance. Therefore, we examined the effects of social rejection versus acceptance on low and high self-monitors, hypothesizing that high self-monitors react more strongly to social rejection than low self-monitors. Using a 2x2 factorial design, high and low self-monitors (determined via a median-split procedure of the 77 participants' Self-Monitoring scores) were randomly

assigned to social rejection or acceptance conditions. They then completed the State Hostility Scale and 4 scenario questions providing the opportunity for aggressive responses. No significant effects for social rejection/acceptance and overall self-monitoring on hostility and aggression were found. However, an analysis of the three self-monitoring subscale scores (extraversion, other-directedness, acting) revealed interesting social rejection effects. In addition to significant main effects for rejection/acceptance [$F(1, 76) = 4.44, p = .04$] and self-monitoring [$F(1,76) = 7.71, p = .007$], a marginally significant interaction showed that participants scoring high in other-directedness reported greater hostility to social rejection than participants low in other-directedness or participants assigned to the social acceptance condition [$F(1, 76) = 2.88, p = .09$].

D45

LATITUDES OF ACCEPTANCE FOR SEXUAL ATTRACTION: COGNITIVE REPRESENTATIONS OF ATTRACTION VARIABILITY WITHIN SEXUAL ORIENTATION IDENTITIES *Yasmine V. Donaldson¹, Chuck Tate¹; ¹California State University, Bakersfield* – In this study we examined latitudes of acceptance for sexual attraction within heterosexual and homosexual identities. Using the Kinsey Continuum we had heterosexual participants answer questions about the target groups heterosexual men, heterosexual women, gay men, and lesbians on a 7-point scale that ranged from exclusive same-sex attraction to exclusive other-sex attraction. Across target groups, heterosexual males and females differed in judgments about the ranges of attraction based on target gender. Specifically, males gave lesbians and heterosexual women more range in their sexual attraction than the females did, with lesbians being judged to have the widest range of all groups. Additionally, males judged heterosexual men to have the smallest range of attraction as compared to all groups. Females did not differ in their judged ranges across groups. Also, examining single-point estimates on the continuum for the targets, heterosexual males and females differed significantly only in judgments about heterosexual women, with males judging this group closer to bisexuality than the females did. Finally, we showed that inferences about target characters' sexual orientations in an ambiguous video clip depend on the range of sexual attraction that participants represent for the group gay men. In particular, the wider the judged range of attraction for gay men, the more likely participants were to infer that the targets were a gay couple (versus roommates). Our results demonstrate heterosexual gender differences in what is judged acceptable attraction for sexual orientations, as well as how one's mental representation of sexual attraction is related to impression formation.

D46

A TEST OF THE REJECTION-IDENTIFICATION MODEL IN GAY MEN: IMPLICATIONS FOR MENTAL HEALTH AND RELATIONSHIP FUNCTIONING *David Matthew Doyle¹, Renee Engeln-Maddox¹; ¹Northwestern University* – The current study examined the impact of minority stress on the mental health and relationship functioning of coupled gay men. Consistent with the Rejection-Identification Model (Branscombe, Schmitt, & Harvey, 1999), it was predicted that perceptions of discrimination from the majority (i.e., heterosexual) community would be tied to negative mental health outcomes (i.e., lower self-esteem, more negative affect and less positive affect). Additionally, we predicted that perceived rejection based on one's sexual orientation would be related to poorer relationship functioning. Another prediction of the Rejection-Identification Model holds that as one perceives more discrimination from the majority, one is more likely to identify with a minority group (i.e., the gay community), and this identification should serve as a protective factor, buffering against the stress of perceived rejection. For this study we recruited 50 gay men in committed relationships. Participants completed a study packet including measures of self-esteem; positive and negative affect; relationship commitment, satisfaction, and closeness; and gay community involvement. Predictions were analyzed

using regression analyses. Entering perceptions of discrimination and gay community involvement simultaneously, both significantly predicted self-esteem, positive affect and negative affect in the directions proposed by the Rejection-Identification Model. However, only perceptions of discrimination significantly predicted relationship commitment, such that as participants reported more lifetime discrimination based on their sexual orientation, scores on the measure of relationship commitment decreased. These results as well as others were discussed in terms of their impact on gay men's mental health and the quality of their relationships.

D47

APPRAISALS, COPING AND WELL-BEING OF MILITARY SPOUSES *Sanela Dursun^{1,2}, Kimberly Matheson¹; ¹Carleton University, ²Defence Research and Development Canada* – Military deployments and duty-related separations are defining experiences for military personnel and their families. There is no dispute that deployment and re-integration phase are challenging for families and that stress is a normative response during this time, although the factors that buffer against distress in this context are less well understood. The spouses of deployed and recently returned from deployment members (N=375) completed measures assessing coping strategies, appraisals of demands of military lifestyle and deployments, and psychological well-being. Regression analyses indicated that spouses who appraised the situation as stressful were more likely to invoke emotional and avoidance coping strategies, which mediated the relations between stressors during deployment and post-deployment (i.e., parental stressors and re-integration stressors) and psychological well-being. In addition, appraisals of what is at stake and perceived overall stressfulness, as well as the perceived ability to cope were also partial mediators of the relation between the impact of these stressors on well-being. Although, problem solving was not a mediator between the stressors and psychological well-being, this coping strategy mediated the effect of appraisals, in particular, perceived controllability, perceived stress, and ability to cope, and spousal well-being. This study contributes to the conceptual understanding of the coping process by testing Lazarus' model in the military context, which might be providing the most potent operational definitions of the stress model constructs.

D48

ANTI-CUCKOLDRY TACTICS OF MEN WITH AND WITHOUT ERECTILE DYSFUNCTION *Judith A. Easton¹, Aaron T. Goetz², Todd K. Shackelford³; ¹University of Texas at Austin, ²California State University, Fullerton, ³Florida Atlantic University* – Modern men are hypothesized to have evolved tactics to avoid cuckoldry—the unwitting investment of resources into genetically unrelated offspring. To thwart cuckoldry, men deploy both pre-copulatory and copulatory anti-cuckoldry tactics. Pre-copulatory tactics include mate guarding. Copulatory behaviors include inseminating a partner during periods of greater risk of sperm competition, such as after spending a period of time physically apart from a partner. However, some men may not be able to perform both tactics, such as men with erectile dysfunction (ED). ED is a persistent inability to attain or maintain an erection through intromission and ejaculation. ED occurs along a continuum—some men may experience partial ED and others may experience complete ED. We hypothesized that men with higher ED scores (greater severity of ED) would be more likely to report feelings of sexual jealousy and to report performing more pre-copulatory anti-cuckoldry tactics than men with lower ED scores. Independent samples of men and women in a committed relationship completed surveys about their own and their partner's relationship behaviors, respectively. Results corroborated the hypothesis, including the finding that men with higher ED scores report greater sexual jealousy. In addition, men with higher ED scores report performing more pre-copulatory mate guarding than do men with lower ED scores. Discussion addresses limitations of the current research and highlights

important future directions for work on ED from an evolutionary perspective informed by sperm competition theory.

D49

MATE VALUE AND ITS EFFECT ON MATE SELECTION John E. Edlund¹, Brad J. Sagarin²; ¹Hamilton College, ²Northern Illinois University – Numerous studies have investigated what preferences men and women have when evaluating potential mates. Although these studies have found converging results regarding similarities and differences in men's and women's preferences, fewer studies have investigated moderators to these preferences. This study investigated whether mate value moderates how individuals design potential mates. Participants completed two separate mate design tasks, one un-budgeted, the other with three different budget constraints. Participants also completed two measures of mate value. A factor analysis of the different traits in the un-budgeted task revealed two factors along which participants designed a mate: tangible and implied characteristics. Mate value moderated participants' design of a mate in the tangible factor (participants who were higher in mate value designed a mate with higher qualities), whereas gender moderated the implied factor (men demanded more out of a partner), b 's $> .27$, SEb 's $< .13$, p 's $< .05$. In the budgeted task, mate value interacted with budgetary level and the individual traits people sought in a potential mate (e.g., higher levels of mate value led participants to design a partner with greater income). Additionally gender interacted with budgetary level consistent with predictions derived from evolutionary psychology (e.g., men placing a greater emphasis on a partner being attractive), F 's (2,312) > 8.83 , p 's $< .01$. Taken together, these tasks suggest that personal mate value interacts with how people design a potential mate. Importantly these differences become more pronounced in budgeted conditions, where participants are forced to choose what traits are truly most important.

D50

COMPARING SELF-REGULATORY RESOURCES IN TARGETS VS. SOURCES OF SOCIAL EXCLUSION Matthew B. Findley¹, Kristine M. Kelly¹; ¹Western Illinois University – Effective self-regulation relies on an internal energy reserve that becomes depleted with acts of volition (Baumeister, Bratslavsky, Muraven, & Tice, 1998). When this internal energy reserve is exhausted, an individual is said to be in a state of ego depletion. Research has shown that social exclusion can lead to ego depletion in both targets (victims) and sources (perpetrators) of exclusion (Baumeister, DeWall, Ciarocco, & Twenge, 2005). The purpose of the current study was to directly compare the degree of ego depletion in targets versus sources. Participants were college students who were randomly assigned to one of four conditions created by manipulating two independent variables: target vs. source of social exclusion vs. inclusion. They were instructed to write a narrative about a time in their life that they were the target or source of social exclusion or inclusion. Ego depletion was measured by handgrip strength (Muraven, Baumeister, & Tice, 1999). A 2 (target/source) \times 2 (social exclusion/inclusion) analysis of variance was computed with handgrip strength as the dependent variable, and a significant interaction effect was found ($p < .05$). Results indicated that targets of social exclusion had the weakest grip strength, followed by sources of exclusion. Sources and targets of social inclusion displayed the strongest grip strength. These results imply that, although both targets and sources experience ego depletion, being excluded by others may deplete the self's resources more than excluding another person.

D51

ATTACHMENT STYLE AND REGULATORY FOCUS THEORY: DO SECURELY ATTACHED PEOPLE SHARE THE SAME WORLD-VIEW? Alexis Franzese¹, Daniel Blalock¹, Timothy Strauman¹; ¹Duke University – Current models of attachment theory suggest that there are four attachment styles (Bartholomew and Horowitz, 1991). The secure style is

characterized by feelings of confidence, and trust. The anxious style is marked by a preoccupation with closeness, while the avoidant style is marked by a distrust and indifference toward others. The fearful style embodies both the preoccupation characteristic of the anxious style with the distrustfulness of the avoidant style. Regulatory focus theory (RFT; Higgins, 1997) suggests that individuals are characterized by two fundamental motivations: to achieve and seek out positive affect (promotion orientation) and to be safe and avoid negative affect (prevention orientation). This study explores the links between RFT and attachment theory by examining associations between individual differences in promotion and prevention orientation and the four attachment styles. These associations are examined in a cross-sectional sample of approximately 200 community-dwelling adults who completed survey questionnaires. ANOVA models were used to evaluate the mean scores on the regulatory orientation scales among attachment style groupings. The statistical significance of the differences was evaluated through post-hoc pairwise comparison methods. These analyses suggest that individuals differ in their regulatory orientation according to their attachment style. Specifically, we find higher mean promotion scores among securely attached individuals than among the other three groups, as predicted. These results suggest that attachment style is associated with individuals' broader worldviews, as measured according to RFT. These findings also serve to provide additional insights into understanding the shared developmental foundations of attachment styles and regulatory orientations.

D52

MONEY MATTERS: HOW DO INCOME, ARGUMENTS ABOUT MONEY, AND GENDER ROLE IDEOLOGY RELATE TO RELATIONSHIP AND SEXUAL SATISFACTION? David Frederick¹, Janet Levee², Rosanna Hertz³; ¹UCLA, ²CSULA, ³Wellesley College – Gas prices are at record highs and most Americans have debts that outweigh their savings. What toll are financial struggles taking on marriages and dating relationships? We first examined whether income and disputes about money predicted relationship and sexual satisfaction in couples. Second, we know that many families have broken away from the traditional male breadwinner/female housewife roles. How are couples adjusting to these new roles, particularly when the woman in the couple earns more than the man? To answer these questions, we posted a survey at the popular news website www.MSNBC.com for two weeks (N = 73,896). Income was unrelated to most outcomes. What about people who said they argued about money, typically lost money arguments, were stressed about money, or were living paycheck to paycheck? Not surprisingly, they reported less relationship satisfaction, less sexual satisfaction, had sex less often, and were more likely to report having affairs. Surprisingly, however, equality typically ruled: people who reported an equal split between winning and losing money arguments reported more relationship and sexual satisfaction than the people who usually won financial arguments. Turning to our second research question, gender roles were related to relationship outcomes for some subgroups of participants. Most notably, women with traditional gender roles who earned more than their partners were substantially less satisfied with their relationships than other women. These results suggest that financial issues are important predictors of relationship outcomes. Interventions to help couples regulate disagreements about money could be beneficial.

D53

HOW CAN YOU NOT LIKE ME WHEN WE ARE JUST ALIKE?: PERCEIVED SIMILARITY AFTER REJECTING ANOTHER PERSON Tracy Geiger¹, Jennifer Daniels¹; ¹University of Connecticut – Previous research has shown that social rejection creates a negative psychological impact on the person being rejected (e.g., Williams, 2001) and that this uncomfortable state can lead to mimicry and conformity in an effort to reestablish social bonds (e.g., Lakin & Chartrand, 2005). Current research in our lab has shown that it is actually the person doing the rejecting that

suffers the most (Daniels, in prep). If the breaking of social bonds is a mutual process affecting target and source, then the source of rejection may also be motivated to reform social bond, especially with the person they just rejected. In our study, participants were involved in a computer-controlled online question and answer session in which they assumed they were communicating with real people. Participants were either fully included in the chat or asked to reject another participant. Results show that the source of rejection claims a higher level of similarity to the person they just rejected as compared to fully included participants through items such as, I am similar to the interviewer and more specific items such as favorite food or favorite color. In this way, the source of rejection can ease some of their discomfort by reestablishing an even tenuous connection to the other person. Showing that they are more alike than different creates a new, albeit artificial, bond with that person. This study sheds new light on the process of social rejection, one that may be more dynamic and mutual than previously believed.

D54**EFFECTS OF GOAL CONGRUENCE OF COUPLE'S ACTIVITIES ON AFFECTIVE WELL-BEING AND CLOSENESS** Judith Gere¹, Ulrich Schimmack¹; ¹University of Toronto

The goal of this study was to investigate how affective well-being and felt closeness to one's partner are affected by the goal congruence of married couples' joint activities. Both members of 113 married couples carried pagers for a period of two weeks and were paged at random times six times per day. When paged, participants reported on their current emotions (positive and negative), what they were doing, who they were with, how close they felt to their partner at the moment, and whose goals their current activity served (both own and partner's, only own, only partner's, or neither own nor partner's goals). Results indicated that when couples are together, pursuing both partners' goals is positively related to felt closeness, but pursuing only own goals or only one's partner's goals are negatively related to felt closeness. On the other hand, affective well-being is positively related to felt closeness, pursuing own goals and pursuing both own and partner's goals when together with one's partner, but pursuing one's partner's goals only when together is negatively related to affective well-being. Therefore, it can be concluded that couples should not simply 'spend time together' to maintain or improve their relationship, since activities have differing effects on couples depending on whose goals the activities serve. Couples are best advised to try to engage in activities that meet both partners' goals, since this has positive effects both on their felt closeness to each other and on their affective well-being.

D55**THE FUNCTIONS OF FLIRTING** Cari Goetz¹, David Buss¹; ¹The University of Texas at Austin

The ubiquity of flirting in human interactions has resulted in a research focus on how individuals perceive flirtatious behavior. Previous work has uncovered sex differences in the interpretation of sexual intent motivating flirtatious behavior and has suggested that these differences often result in miscommunication and conflict. Variables other than sex have also been examined to explain differences in the perception of flirting. While these intricacies about flirting behavior have been identified, few studies have focused on the flirter's motivations for their behavior. The present study expands on past work by examining flirting from a functional perspective. Participants (N=200) were asked to list reasons, motives, or circumstances that led them, or someone they know of their own sex, to flirt. A separate set of participants (N=100) was asked to rate the likelihood that they would flirt for the reasons proposed. Results from these studies indicate that people flirt for a variety of reasons other than to convey sexual or romantic interest that have yet to be empirically examined. These reasons include flirting in response to peer pressure, to boost self-esteem, to make another person angry or jealous, and to make a good first impression. Furthermore, analysis indicates that certain flirting

functions are used with similar likelihood by both sexes while others show marked sex differences. These exploratory investigations provide a foundation for future work into the diverse nature of flirting.

D56**ASSOCIATIONS AMONG BODY IMAGE, RELATIONSHIP EXPERIENCES, AND SEXUAL INTIMACY WITHIN ROMANTIC COUPLES** Laura Goins¹, Charlotte Markey¹; ¹Rutgers University

Existing body image literature suggests that our social experiences contribute to our body image (e.g., Markey, 2004), yet few studies have examined the extent to which our body image and our perceptions of others' bodies influence our romantic relationships. Further, although some literature suggests that our perceptions of our bodies may be linked to our sexuality, research has yet to examine this relation within the context of romantically involved couples. This study will investigate associations among body image, relationship experiences, and sexual intimacy within romantic couples. One hundred and six heterosexual romantic dyads (n=212 participants; women's mean age=23.70 years, men's mean age = 25.68 years) participated in this study. Participants completed measures assessing their own body image and their perceptions of their partners' bodies. Participants' relationship experiences, including their experiences of love, conflict, understanding, and sexual intimacy, were also assessed. Results indicate that men's ratings of their relationships were negatively related to their perceptions of their partners' bodies; men reported more love and harmony in their relationship when they perceived their partners to be relatively thin. Further, reports of sexual intimacy within the relationship were linked to men's body image and not women's. Findings will be discussed in terms of the role of gender in understanding both relationships and body image.

D57**VICTIMIZATION AND NBelong: EXAMINING INDIVIDUAL DIFFERENCES IN SOCIAL PAIN THRESHOLDS** Haylie L. Gomez¹, Katie L. Goodell¹, Linda L. Batto¹, Lauri A. Jensen-Campbell¹; ¹The University of Texas at Arlington

Social exclusion causes distress and feelings of rejection, in part due to the need to belong (nBelong) which varies in influence on social pain experiences and determines the social pain threshold (Baumeister & Tice, 1990; MacDonald & Leary, 2005). Additional influences may include individual differences in rejection sensitivity or chronic victimization (CV) (Downey & Feldman, 1996; Levy, Ayduk, & Downey, 2001; McKeever & Huff, 2003). Previous research examined social pain using Inclusion (I) and Exclusion (E) conditions in an online ball-tossing game called Cyberball (Eisenberger et al., 2003; Williams, Cheung, & Choi, 2000). This study seeks to expand that body of work by including a third, more ambiguous condition, Nonexclusion (NE). Undergraduates from UT Arlington (N = 97) from UT Arlington completed self-report personality and victimization measures online during Phase I, then played Cyberball during Phase II. A one-way between-subjects ANOVA revealed differences in feelings of exclusion and rejection, perceived percent of throws received, and threatened needs (Fs = 32.16, 75.28, 105.67, 57.13; ps < .000). Post-hoc analysis using Tukey's LSD indicated that participants in the E condition (n = 32) felt more excluded and rejected, had a lower perception of throws received, and had higher threatened needs than those in the NE (n = 32) or I (n = 31) conditions, but no differences existed between NE and I. Supplementary analyses will examine the moderating and mediating effects of CV and nBelong. Results will be discussed in terms of why CV and nBelong influence individual thresholds for social pain.

D58**I WOULD DO ANYTHING FOR LOVE: THE PERKS AND PERILS OF INVESTING IN ONE'S MARRIAGE** Sara Gorchoff¹, Oliver John¹; ¹University of California, Berkeley

Is investing time and effort in one's marriage essential, or does it open individuals up to unnecessary vulnerability should the marriage prove unsatisfying? We argue both

things are true. Using coder ratings of how much time, energy, and interest individuals invested in their marriages based on a marriage interview, we tested two major hypotheses: (a) highly avoidant individuals invest less time and effort in their marriages, resulting in lower levels of marital satisfaction, and (b) investing time and effort in marriage moderates the strength of the link between marital and life satisfaction. In a longitudinal sample of women aged 60-70, we found evidence for both hypotheses. Specifically, attachment avoidance was associated with lower marital satisfaction, and this effect was mediated by investment. And, individuals who invested more in their marriages showed a stronger link between marital and life satisfaction, with the highest level of life satisfaction reported by women who were highly invested in satisfying marriages. Highly invested individuals also reported a stronger link between marital satisfaction and depression, with the highest levels of depression reported by women who were highly invested in unsatisfying marriages. Taken together, these findings suggest that maintaining both a satisfying marriage and a satisfying life can be complicated because investing the effort that promotes marital satisfaction also makes one vulnerable to lower well-being if marital satisfaction is low.

D59

WHEN YOU ACCEPT ME FOR ME: THE RELATIONAL BENEFITS OF AFFIRMING THE INTRINSIC SELF *Amie M. Gordon¹, Serena Chen¹; ¹University of California, Berkeley*—Previous research has found that being affirmed intrinsically (for who you are) has a variety of benefits, including lower defensiveness, self-handicapping, conformity, and thoughts of social rejection, relative to being affirmed extrinsically (for what you achieve; e.g., Schimmel, Arndt, Pyszczynski & Greenberg, 2001). The present studies extend this research into the domain of romantic relationships. In two experiments, we examined whether recalling a time when one was accepted by one's romantic partner for who one is (intrinsic condition) has relational benefits relative to recalling a time when one was accepted for what one does (extrinsic condition), and to recalling a fun time with one's romantic partner (control condition). Study 1 showed that participants in the intrinsic condition perceived significantly greater closeness to their partners relative to both extrinsic and control participants. In Study 2, participants in the intrinsic condition reported sacrificing for their partner for approach-motivated reasons—which have been positively associated with relationship quality and longevity (Impett, Gable & Peplau, 2005)—significantly more than both extrinsic and control participants. Intrinsic participants also reported significantly greater relationship satisfaction relative to the other two participant groups, as well as relative to their baseline (whereas extrinsic and control participants showed a marginal decrease and no change, respectively, relative to their baselines). Taken together, these findings suggest that the benefits of being accepted for who one is may extend into the relationship domain, exerting an important influence on relationship well-being.

D60

DEAL-MAKERS AND DEAL-BREAKERS: SOCIAL APPROACH AND AVOIDANCE GOALS AND ROMANTIC PARTNER PREFERENCES *Courtney L. Gosnell¹, Shelly L. Gable¹; ¹University of California-Santa Barbara*—The present study examined how differences in social approach and avoidance goals may shape romantic partner preferences. Ninety-two participants completed approach and avoidance goal measures and a measure rating their ideal partner on a series of characteristics using a percentile ranking scale (compared to the general population). Participants also gave minimum and maximum acceptable percentiles for each characteristic, allowing us to examine each trait's range of acceptability. Characteristics fell into five categories: family-oriented (i.e., good with kids, family-oriented), confident (i.e., independent, confident), courteous (i.e., respectful, [not] mean), driven (i.e., ambitious, [not] lazy), and dependable (i.e., honest, loyal). Approach

goals were significantly correlated with higher ideal rankings for family-oriented, confident, and driven traits, whereas avoidance goals were significantly correlated with higher ideal rankings for courteous traits. When examining range, approach goals were associated with smaller ranges of acceptability for family-oriented, dependable, confident, and driven traits. Avoidance goals were associated with a smaller range of acceptable characteristics for courteous traits. The analysis revealed systematic differences in preferences based on goal orientation. Individuals stronger in approach goals appear more focused on getting additional positive features (i.e., family-oriented, confident). Individuals stronger in avoidance goals seem more focused on avoiding negative characteristics that could hurt them directly (i.e., not mean). Few studies have examined individual differences in partner preferences and the current study shows that motivation may direct these preferences. Moreover, some people may look for what a partner can provide (i.e., ambition) whereas others may look at what they lack (i.e., not rude).

D61

EXPLORING THE EFFECTS OF DAILY GRATITUDE ON ROMANTIC RELATIONSHIPS *Elana, C. Graber¹, Amber, J. Belcher¹, Jean-Philippe Laurenceau¹, C. Veronica Smith¹; ¹University of Delaware*—Although past research has demonstrated the benefits of gratitude to individual psychosocial and physical health, the influence of feeling grateful was examined in the context of romantic relationships. Gratitude has been associated with increases in positive affect, decreases in negative affect, and better physical health (Emmons & McCullough, 2003), as well as feelings of closeness in new friendships (Algoe, 2006). As a moral affect, gratitude serves to promote and reinforce helping behavior (McCullough, Kilpatrick, Emmons, & Larson, 2001), behavior that has been found to be associated with the promotion of positive outcomes in close relationships (Algoe, 2006). In addition to gratitude showing links with daily intimacy, we hypothesized that daily reports of gratitude towards one's partner would attenuate the negative effects of conflict on relationship intimacy. We also hypothesized that the effect of gratitude on intimacy would be mediated by daily reports of perceived partner responsiveness, a construct thought to play a central role in many relationship processes (Reis, Clark, & Holmes, 2004). Eighty-six couples in committed, heterosexual romantic relationships completed twice-daily electronic diaries for 10 consecutive days. Both partners from each couple reported on daily mood, relationship intimacy and satisfaction, and conflictual transgressions that occurred during the course of the day. Across both male and female partners, we found a significant interaction between gratitude and conflict, such that higher levels of gratitude buffered the effects of daily conflict on relationship intimacy. Additionally, the effects of gratitude on intimacy were found to be partially mediated by perceived partner responsiveness.

D62

CONVERGENCE BETWEEN VIEWS OF THE SELF AND IDEAL ROMANTIC PARTNER *Lindsay T. Graham¹; ¹The University of Texas at Austin*—Past research has focused on how ideal mate preferences map onto actual mate selection. Studies show that ideal mate preferences actually do not predict real-life mate selection (Eastwick & Finkel, 2008; Todd, Penke, Fasolo & Lenton, 2007). One explanation for this effect is a lack of introspection into concepts of an ideal partner and actual mate selection (Eastwick & Finkel 2008). Perhaps then, investigation should shift to what ideas we use to construct these preferences. Could these preferences in fact be shaped by our self-views? The present study investigates the convergence between self-reports and ideal-mate reports of personality. A total of 105 participants (61 males, 44 females) were given self and ideal-mate questionnaires, comprised of the TIPI (Gosling, Rentfrow & Swann, 2003) as well as other various personality traits (i.e., self esteem, narcissism, depression). Results suggest that ideal mate reports of personality- on all Big Five traits as well as all other measured traits- are significantly correlated with self-reports of personality. Further

investigation into the implications of these results as well as the generality of these effects should be conducted.

D63**EFFECTS OF COMPASSIONATE AND SELF-IMAGE GOALS ON CHANGE IN ATTACHMENT TO ROOMMATES: THE ROLE OF RESPONSIVENESS**

M. Teresa Granillo¹, Amy Canevello¹, Jennifer Crocker¹; ¹University of Michigan – Two studies investigated whether students' interpersonal goals for their roommate relationships predict change in their anxious and avoidant attachment to their roommates over time. We hypothesized that students with compassionate goals are more responsive to their roommates, perceive their roommates as more responsive, and become more securely attached, whereas students with self-image goals are less responsive, perceive less responsiveness in return, and become more insecurely attached. We tested intrapersonal (i.e., independent of roommates' actual responsiveness) and interpersonal (i.e., mediated through roommates' actual responsiveness) processes. In Study 1, 115 first-semester roommate pairs completed pretest, posttest and 10 weekly measures of attachment to roommates, responsiveness to and from roommates, and compassionate and self-image goals. Students' compassionate and self-image goals predicted change in their own attachment to their roommates within weeks, from week to week in lagged analyses, and across the semester (i.e., from pretest to posttest). Study 1 supported the intrapersonal model. In Study 2, 65 roommate pairs completed the same measures over a 21 day period. Study 2 replicated the association between goals and change in attachment in pre-to-posttest analyses and supported both the interpersonal and the interpersonal model of attachment change. Students' goals predicted change in their roommates' goals, which predicted change in their roommates' responsiveness, which predicted change in the students' attachment. These findings suggest that students' goals predict change in their attachment to their roommates over relatively short periods of time, and that both intrapersonal and interpersonal processes of responsiveness account for this change.

D64**THE STING OF INTENTIONAL PAIN**

Kurt Gray¹, Daniel M. Wegner¹; ¹Harvard University – Imagine two identical electric shocks, one administered intentionally, one administered accidentally. Does the intentional shock hurt more, simply because of the malice it represents? While it is clear that our own mental states can affect how we experience pain, the present study investigated whether the perceived mental states of the person harming us can also influence our experience of pain. We manipulated whether a harm is perceived as intentional or unintentional, and predicted that the intentional harm should hurt significantly more than the unintentional harm. Participants received a number of electrical shocks administered by another person (a confederate), and are led to believe that the confederate is either intending to shock them (intentional condition), or shocking them without knowing it (unintentional condition). Importantly, participants in both conditions knew in advance when they would be shocked to control for any possible difference in expectations between conditions. The ratings of experienced pain indicate that participants in the intentional condition evaluated the shocks as significantly more painful than those in the unintentional condition. Specifically, participants in the unintentional condition habituated to the pain of the shocks, while those in the intentional condition failed to do so. It appears that the malice behind an intentional harm keeps it stinging. The findings suggest that pain, in addition to representing physical sensations, also represents the social meaning of those sensations.

D65**SITUATIONAL PREDICTORS OF RECOVERY FROM THE BREAKUP OF A ROMANTIC RELATIONSHIP**

Amy Hackney¹, Will

McIntosh¹, Larry Locker¹, Janie Wilson¹; ¹Georgia Southern University – We examined a range of predictors that might influence the speed with which people recover emotionally from the breakup of a romantic relationship; we focused specifically on concrete, situational variables, including breakup initiator status, amount of social support, length of relationship, amount of time the couple typically spent together day-to-day, how much in love participants were, how soon they began dating again, how much time participants spent with coupled-up vs. single friends, number of previous relationships, and how often participants saw their ex after the breakup. It was hypothesized that situational variables that seem most likely to cultivate rumination about the breakup would be most predictive of recovery time. The results showed that relationship length and how quickly the individual began dating someone new were the best overall predictors of recovery from the breakup of a romantic relationship. Gender differences were also found, however, suggesting that the process of breakup recovery differs for men and women.

D66**MOTIVATION AND INTERPERSONAL SENSITIVITY: DOES IT MATTER HOW HARD YOU TRY?**

Judith A. Hall¹, Danielle C. Blanch¹, Terrence G. Horgan², Nora A. Murphy³, Janelle C. Rosip⁴, Marianne Schmid Mast⁵; ¹Northeastern University, ²University of Michigan, Flint, ³Loyola Marymount University, ⁴UserWorks, Inc., ⁵University of Neuchatel – Little is known about sources of accuracy on tests of interpersonal sensitivity. The present research investigated participants' motivation to do well on such a test. In 11 experiments, motivation to be accurate was manipulated, using five different methods for increasing motivation (monetary incentive, ego motive, forewarning that accuracy would be tested, exhortation to try hard, and framing the interpersonal sensitivity test description to suggest that it is relevant to one's own gender). Participants were then given an interpersonal sensitivity test consisting of interpreting the meanings of cues or recalling a target person's appearance, nonverbal cues, or spoken utterances. Neither the individual studies, nor a meta-analysis of the 11 studies, found the motivation manipulations to improve accuracy on interpersonal sensitivity tests that involved the processing of nonverbal cues. However, when sensitivity was defined as recall of verbal cues, motivation had a significant positive effect. There was no evidence that any of the manipulations had a differential impact on men versus women.

D67**RELATIONAL BOREDOM AND CONFLICT AS DISTINCT RELATIONSHIP MAINTENANCE CHALLENGES: AN ANALYSIS OF DAILY APPETITIVE AND AVERSIVE EXPERIENCES**

Cheryl Harasymchuk¹, Beverley Fehr²; ¹University of Manitoba, ²University of Winnipeg – The purpose of the present studies were to offer support for the distinction between the relationship maintenance challenges, boredom and conflict, using Gable and Reis' (2001) appetitive-aversive framework. It was hypothesized that relational boredom is a low appetitive state that is theoretically distinct from aversive states, such as general conflict. Married individuals (N= 56; 38 women, 18 men) participated in a two-part online daily diary study on relationship experiences. In the first part, participants completed a battery of questionnaires including measures of: relational boredom, conflict, as well as variables (affect, motivation, and behavior) intended to assess appetitiveness (i.e., approach-oriented, positive), and aversiveness (avoidance-oriented, negative). The second part consisted of participants completing daily questionnaires about relationship affect and behaviors over a two-week period. Using multiple regression (Part 1) and hierarchical linear modeling (Part 2) analyses, it was found that relational boredom predicted a different pattern of variables than conflict. More specifically, consistent with predictions relational boredom predicted decreased appetitive variables, such as, positive affect and appetitive motivation, whereas conflict predicted increased aversive variables (e.g., negative affect, controlled motivation).

D68

RELATIONSHIP MOTIVATIONS MODERATE THE EFFECT OF VISUAL IMAGERY PERSPECTIVE ON JUDGMENT, PREDICTION, AND ATTACHMENT

Tiffany K. Hardy¹, Lisa K. Libby¹; ¹Ohio State University – When people picture real or hypothetical life events, the visual perspective they use (own first-person vs. observer's third-person) influences their subsequent thoughts, feelings, and behavior (e.g., Kross, Ayduk, & Mischel, 2005; Libby, Shaeffer, Eibach, & Slemmer, 2007). Existing research shows that the nature of the influence can depend on aspects of the self as an individual (e.g., personal goals, theories of self-change; Libby, Eibach, & Gilovich, 2005). The present research extends this work by investigating the moderating role played by aspects of the self in relationships. Individuals involved in romantic relationships completed a task that brought to mind either their relationship partner or a casual acquaintance (Fitzsimmons & Bargh, 2003). Then, an ostensibly unrelated task manipulated the perspective—first-person or third-person—participants used to picture themselves flirting with someone behind their relationship partner's back. Imagery perspective influenced participants' interpretations of their imagined behavior, their predictions of actually engaging in such behavior, their evaluations of their relationship, and their feelings of attachment to their partner. The nature of this effect depended on whether or not participants' relationship partner had been primed before picturing the flirting scenario. Picturing themselves flirting from the third-person as opposed to first-person perspective appeared to undermine participants' faith in their relationship, unless thoughts of their partner had been primed beforehand. In this case, third-person imagery led participants to react to the threatening scenario in a relationship-enhancing manner. These findings contribute to an understanding of the factors that shape how imagery perspective influences social cognition.

D69

THE EFFECTS OF INTRINSIC ATTRIBUTIONS FOR A ROMANTIC PARTNER'S COMMITMENT ON TRUST IN THE PARTNER'S LOVE AND ACCEPTANCE

Brianna L. Harris¹, Sandra L. Murray¹; ¹State University of New York at Buffalo – Trust in a partner's acceptance and love provides people with the sense of security they need to risk feeling attached to relationship partners. The current study examined how the attributions people make for their partner's commitment affect their level of trust in their partner's acceptance and love. We tested the hypothesis that attributing a partner's commitment to intrinsic factors promotes greater trust. Intrinsic attributions involve explaining a partner's commitment in terms of the value the partner places on one's inherent qualities. Instrumental attributions involve attributing a partner's commitment to the benefits one provides. We hypothesized that experimentally priming participants with thoughts of their partner's intrinsic motivations would foster greater felt security in one's relationship, particularly for individuals who are chronically less trusting (i.e., those individuals low in self-esteem). We primed either intrinsic or instrumental reasons for the partner's commitment. We then measured trust in the partner's acceptance and love, perceptions of the partner's regard for one's traits, and perceptions of oneself as irreplaceable to the partner. As expected, participants primed with intrinsic attributions reported increased trust in their partner's acceptance and love ($B = .180, t = 2.061, p < .05$). Low, but not high, self-esteem participants primed with intrinsic reasons also felt more valued and irreplaceable to their partner, ($B = -.248, t = -2.178, p < .05$). The current findings suggest that increasing low self-esteem people's belief that their partner values them for intrinsic reasons may provide a mechanism for increasing their willingness to risk a sense of connection to their partner.

D70

THE RELATION BETWEEN SOCIAL EXCLUSION, SOCIAL DOMINANCE ORIENTATION, AND TESTOSTERONE: A GROUP-BASED PERSPECTIVE

Robert T. Hitlan¹; ¹University of Northern Iowa – The current research investigates an apparent contradiction in the literature on social exclusion. Specifically, sometimes rejected participants respond with attempts to re-affiliate oneself with a previously rejecting group; whereas, other times participants respond with more aggressive and withdrawal-oriented behaviors. One biological mechanism that may help account for this discrepancy is testosterone. We propose that exclusion by in-group members will be similar to losing status within one's group or being marginalized; while being excluded by out-group members is more likely to tap into modules for detecting threat or competition. Consistent with testosterone research, we expected exclusion by in-group members would relate to lower testosterone and exclusion via out-group members would relate to elevated testosterone. Although the latter prediction was not directly measured by the current research, Social Dominance Orientation (SDO; Pratto, Sidanius, Stallworth, & Malle, 1994) was measured. High SDO individuals are more likely to view in-groups and out-groups as in competition with one other, and elicit cognitions similar to those when exclusion occurs via out-group members. As such, SDO was expected to be positively correlated with salivary testosterone level. Consistent with predictions, in-group exclusion was negatively related to testosterone, $r = -.36, p = .04$, and SDO was positively related to testosterone, $r = .40, p = .02$. The relation between in-group exclusion and SDO was $r = .01$, suggesting each is tapping into unique aspects of exclusion at the intra-group and inter-group levels. A theoretical model is proposed incorporating the mediating role of testosterone in better understanding outcomes associated with qualitatively different forms of exclusion

D71

NICE IF YOU CAN GET IT: ADULT ATTACHMENT STYLE MODERATES THE LINK BETWEEN PERCEIVED PARTNER SUPPORT AND WELL-BEING

Diane Holmberg¹, Christine Lomore², Lisa Price¹; ¹Acadia University, ²St. Francis Xavier University – In two internet studies ($N = 206; N = 393$), we investigated the links between adult attachment styles, perceived partner support, and individuals' well-being (relational, psychological, and physical). As expected, individuals with insecure adult attachment styles showed relatively low perceptions of partner support, and both insecure attachment styles and negative perceptions of partner support predicted lower well-being, of all types. However, these effects were qualified by significant attachment style by support interactions, in five of the six analyses. These interactions revealed, perhaps surprisingly, that the strength of the connection between partner support and well-being was actually considerably stronger for insecure individuals than for secure individuals. This effect tended to allow insecure individuals to "catch up" to secure individuals: at high levels of perceived partner support, the well-being gap between insecure and secure individuals was reduced, or even eliminated altogether. These results applied across both samples, to both men and women, and to both those in same-sex and mixed-sex relationships. Intuitively, one might expect that insecure individuals, with their fears of getting close to their partner and fears of rejection, might find it difficult to freely accept and benefit from their partner's support. Our findings suggest that although it is true that insecurely attached individuals are relatively unlikely to receive high-quality support from their partner, in the few cases where they do receive strong support, it is tremendously beneficial for their well-being.

D72

STILL HAPPY AND TOGETHER 3 MONTHS LATER? CAPITALIZATION, RESPONSIVENESS AND SUBSEQUENT RELATIONSHIP STATUS AND QUALITY.

Maryhope Howland¹, Sandra Shallcross¹, Jef-

*fry Simpson*¹, *Pat Frazier*¹, *Jenna Bemis*¹; ¹*University of Minnesota*—Capitalization is a process by which the benefits associated with experiencing a positive event are maximized by disclosing and discussing the event with a responsive partner (Gable, Reis, Impett & Asher, 2004). This emerging area of research offers a counter point to the traditional conceptualization of social support—that is, responsiveness to partners' experiences of negative events. Although the study of the benefits of social support has yielded mixed results (Gleason, Iida, Bolger & Shrout, 2008), evidence suggests that the disclosure of and responses to positive events may be more influential on the relationship than that of negative events (Gable et al., 2004). Successful capitalization attempts are associated with increased daily positive emotions, relationship quality, and life satisfaction (Gable et al., 2004); however, the full impact of this relationship process is only beginning to be explored. In the current study, 102 couples completed 2 videotaped interactions, each having the opportunity to share and discuss a positive event with their partner. Participants rated themselves and their partners on responsiveness and capitalization behaviors both before and immediately following each interaction, and they also completed personality and relationship measures prior to and 3 months following the interactions. In an analysis of follow-up outcomes using the Actor Partner Interdependence Model (APIM) self, partner, and observer-ratings of capitalization and responsiveness predicted felt-security, relationship quality, and relationship status 3 months later. Over-estimation of partners' responsiveness (relative to observer-ratings) also predicted greater felt-security. Attachment orientations, gender, and relationship length were examined as moderators of these associations.

D73

SOCIAL WARMTH: AN FMRI INVESTIGATION OF FEELINGS OF SOCIAL CONNECTION

*Tristen K. Inagaki*¹, *Naomi I. Eisenberger*¹; ¹*University of California, Los Angeles*—While social ties are important for well-being, the underlying mechanisms that make these connections beneficial are less understood. One aspect of close relationships that makes them particularly pleasing is the warm and tender feelings that stem from feeling connected, calm, and safe with another person—a feeling state we call social warmth. These warm feelings are thought to result from an opioid-mediated consummatory state, in which the goal of social connection has been achieved and the individual is in a state of satisfaction or physiological quiescence (Depue & Morrone-Strupinsky, 2005). To date, the neural basis of this consummatory side of relationships has remained largely unexplored. In this study, romantically attached female participants viewed social warmth pictures (pictures of mothers caressing their babies) in an fMRI scanner as well as control images (picture of mothers and babies eating, walking). After the scan, participants rated the extent to which the pictures made them feel social warmth (loving, connected). Neuroimaging results revealed that greater feelings of social warmth were associated with increased activity in several regions of the anterior cingulate cortex, fitting with this region's role in opioid-related processes. Additionally, deactivations found in regions associated with regulatory and self-processing (lateral and medial prefrontal cortex) suggest a relief state induced by viewing the social warmth pictures. These deactivations were correlated with relationship length, such that those in longer relationships showed less prefrontal activity to the social warmth pictures.

D74

IS BEING EXCLUDED BORING?

*Johann Jacoby*¹, *Kai Sassenberg*¹; ¹*Knowledge Media Research Center, Tbingen*—Ostracism undermines the satisfaction of four human core needs (i.e. belonging, self-esteem, control, meaningful existence, Williams, 2007). These effects are homogeneous and robust. The current research aims to disentangle different components of ostracism. More specifically, does ostracism not only instigate feelings of social rejection but also deprive of stimulation? Ostracized people may not only feel rejected, but also bored. If this is so,

removing the social component in an ostracism episode (i.e. putting participants in a boring state without rejection) should lead to a partly overlapping pattern of effects as ostracism, that is at least some of the four needs affected by ostracism should be undermined. In study 1 participants were included or excluded in a game of Cyberball (Williams, Cheung, & Choi, 2000) or in involved vs. not involved in a modified game version without other players. In the latter condition, participants were equally affected by the involvement manipulation as in the original game. Additionally, excluded participants reported higher boredom in the original and the modified Cyberball. Study 2 suggests that in order for the same effects to occur in a non-social Cyberball game as in the original one, the game must provide the same degree of visual sophistication. The current results thus suggest that ostracism may not be only socially aversive, but also bars people from a desired degree of stimulation independent of social rejection. Future steps to empirically separate rejection based and understimulation effects in ostracism are delineated.

D75

EMOTIONAL PROMISCUITY IN ROMANTIC RELATIONSHIPS

*Daniel Jones*¹, *Delroy Paulhus*¹; ¹*University of British Columbia*—Research has shown that individuals vary with respect to how quickly and often they enter into sexual relationships (sexual promiscuity). However, to date very little research has examined how individuals vary with respect to how soon and often they fall in love (i.e., emotional promiscuity). We created a questionnaire to measure this new individual difference variable. Participants filled out a large online questionnaire assessing the big five, the dark triad (i.e., narcissism, psychopathy, Machiavellianism), impulsivity, a measure of sexual promiscuity (SOI), and a new measure of emotional promiscuity. Results indicate that emotional promiscuity is highly correlated with psychopathy and narcissism. Furthermore, individuals who are high in emotional promiscuity tend to be impulsive and neurotic. Most importantly, emotional promiscuity appears to be conceptually and empirically distinct from sexual promiscuity. Implications for romantic relationships and different types of infidelity are discussed.

D76

PARTNER DESCRIPTIONS, ATTACHMENT STYLES, AND RELATIONSHIP SATISFACTION: WHAT YOUR WORDS ABOUT OTHERS REFLECT ABOUT YOU

*Chelsea Jurman*¹, *Margaret Clark*²; ¹*Roslyn High School*, ²*Yale University*—If someone asked you to describe your relationship partner, what would you say? Whereas many studies have investigated determinants of relationship satisfaction, almost none have examined how people freely describe their relationship partners to others. For instance, would you be positive or negative? Would you tell others how your partner relates to you (e.g. caring or mean)? Or would you describe aspects of the individual that reveal little about the nature of the relationship, but may reflect upon you (e.g. handsome, intelligent)? To conduct this study, we used data from a longitudinal study of marriages, where descriptions of partners were obtained approximately six years after attachment styles and relationship satisfaction were measured. We found that people who are anxious avoid using relational terms, and the terms they do use, whether relational or reflective in nature, are less positive and more negative in evaluative tone. Surprisingly, avoidant attachment style was unrelated to these measures. Relationship satisfaction predicted the use of more relational terms, more positive and less negative relational terms, and marginally more positive and less negative reflection terms. The attachment results on this measure belie the notion that avoidant people have more negative views of partners than others. Results also suggest that free descriptions of partners may prove useful as a more subtle measure of relationship anxiety, and of relationship satisfaction than currently used measures in that, on the surface, respondents should perceive that they are merely describing their partners, not their relationship dynamics.

D77

MALE MATE RETENTION MEDIATES THE RELATIONSHIP BETWEEN FEMALE INFIDELITY AND FEMALE-DIRECTED VIOLENCE. Farnaz Kaighobadi¹, Valerie G. Starratt¹, Todd K. Shackelford¹, Danielle Popp¹; ¹Florida Atlantic University – Previous research has documented relationships between (1) female sexual infidelity and men's non-violent mate retention behaviors, and (2) men's non-violent mate retention behaviors and partner-directed violence. In two studies, we examined two additional relationships: (1) the relationship between accusations of female sexual infidelity and men's partner-directed violence and (2) whether men's direct guarding mate retention behaviors mediates the relationship between accusations of female sexual infidelity and men's partner-directed violence. The results indicate that (1) accusations of female sexual infidelity predict men's partner-directed violence, (2) men's reports of direct guarding mediates the relationship between accusations of partner sexual infidelity and partner-directed violence (Study 1, N = 165) and (3) women's reports of men's direct guarding partially mediates the same relationship (Study 2, N = 306). The discussion addresses sex differences identified in the mediation analyses, notes limitations of the research, and highlights directions for future research.

D78

I WANT YOU TO WANT MESOMETIMES: THE EFFECT OF ACCEPTANCE PRIMING ON IMPLICIT IDENTIFICATION So-Jin Kang¹, Nikki Harleen Mann¹, Kerry Kawakami¹; ¹York University – Belongingness is a fundamental human goal, facilitated by incorporating characteristics of our interaction partners into our self-concepts. The present research examined conditions under which our belongingness goals—and hence, automatic assimilation to others in our social contexts—might be fulfilled. Specifically, we investigated whether preemptively satiating affiliation goals would decrease people's desire to affiliate further. Moreover, we wondered whether acceptance related (vs. unrelated) to the self would more effectively fulfill people's belongingness goals. Study 1 first examined whether acceptance (vs. rejection) primes unrelated to the self would satiate belongingness goals and thus decrease identification with Blacks. Specifically, participants completed a word search puzzle consisting of either acceptance or rejection words and then were primed with Blacks before completing an implicit measure of Black identification. Results indicated that participants primed with acceptance (vs. rejection) unrelated to the self identified more with Blacks. That is, activating acceptance that was not linked to the self-concept did not satiate people's goal to affiliate. Study 2 examined whether priming acceptance that is related to the self would satiate people's affiliation goals and reduce implicit identification with Blacks. Specifically, participants wrote about a time they either felt accepted or succeeded academically and then were primed with Blacks before completing an implicit measure of Black identification. Results indicated that participants primed with self-related acceptance (vs. an academic success) identified less with Blacks. That is, activating acceptance that is related to the self helps to preemptively satiate people's goal to affiliate.

D79

THE LIARS: A NEW SCALE FOR MEASURING ATTITUDES TOWARD ALTRUISTIC WHITE LIES TOLD WITHIN ROMANTIC RELATIONSHIPS Mary Kaplar¹, Anne Gordon²; ¹Northwest Ohio Consortium, University of Toledo), ²Bowling Green State University – Although some lies can damage relationships, we hypothesize that altruistic white lies (i.e., lies of minimal importance told to protect another) may benefit romantic relationships by buffering individuals against the potentially damaging effects of hurtful, albeit relatively minor, information. However, no scale exists in the literature for measuring attitudes toward altruistic white lies told within the context of romantic relationships. In the present study we created and validated a new scale called the Lying

In Amorous Relationships Scale (LIARS), which assesses individual differences in attitudes toward telling altruistically motivated white lies to a romantic relationship partner. We assessed the factor structure, internal consistency, test-retest reliability, and construct validity of the LIARS. Results indicated that the LIARS is a reliable, unidimensional scale that is best conceptualized as a single factor. In addition, the LIARS demonstrated good discriminant validity, as well as good predictive validity with behavioral intentions to tell one's partner an altruistic white lie in response to a variety of scenarios. As predicted, LIARS scores also differed as a function of participants' marital status and affiliation with the university (undergraduate students, graduate students, faculty members and staff). Overall, we conclude that the LIARS is a reliable measure of individual differences in attitudes toward telling one's partner altruistically motivated white lies that can be used in future research examining the effects of lying on romantic relationships.

D80

ILLUSION OF TRANSPARENCY AND SOCIAL SUPPORT IN MARITAL COUPLES REARING YOUNG CHILDREN. Noriko Katsuya¹, Akiko Kameyama¹, Shinji Sakamoto¹; ¹Nihon University – We investigated the relationships between illusion of transparency (IOT) and social support in marital couples rearing young children. IOT is a tendency to overestimate the extent to which others can discern their internal states (Gilovich et al., 1998). The phenomenon of IOT appears not only among people who meet each other for the first time but also among people who know well each other (Katsuya et al., 2008). Then, in marital relationships, does a husband/wife overestimate the extent to which he/she can understand his/her partner's internal states such as stress? If they overestimate of understanding partner's stress, they may give inadequate social support for their partners. For example, they may more often provide the support that partner doesn't want. The total of 146 marital couples rearing young children participated in the mail survey. Each couple completed a questionnaire and returned by mail. A husband/wife answered his/her parenting stress and estimated the extent his/her partner estimated his/her answers correctly. His/Her partner estimated her/his parenting stress and the extent to which she/he estimated partner's answers correctly. Finally, all participants answered items about social support. Wives who overestimated the extent to which husbands understood wives' parenting stress correctly thought that husbands tried to be helpful to them. In contrast, husbands who overestimated the extent to which they understood wives' parenting stress correctly estimated that they couldn't be of help. Husbands' overestimation didn't relate the social support that they provided. These findings indicated IOT contribute to cognition of social support in marital relationship.

D81

TRUST AND EMPATHIC ACCURACY INTERACT TO INFLUENCE RELATIONSHIP OUTCOMES John S. Kim¹, Yanna J. Weisberg¹, M. Minda Oria¹, Jeffrey A. Simpson¹; ¹University of Minnesota - Twin Cities – Empathic accuracy (EA) is the accuracy with which one partner reads the thoughts and feelings of the other partner (Ickes & Simpson, 1997). Researchers have demonstrated how EA is related to various relationship outcomes. Interestingly, higher levels of empathic accuracy are not always beneficial. In potentially relationship-threatening situations, greater EA may actually prove deleterious (Simpson et al., 2003). We suggest that interpersonal trust should be systematically related to perceptions of threat in romantic relationships. Specifically, we predicted that greater EA should result in declines in felt closeness if the partner reports lower levels of interpersonal trust. To test this prediction, married couples completed a revised version of Rempel et al.'s (1985) trust scale and engaged in a videotaped conflict-resolution discussion. Afterwards, spouses reviewed the videotape and tried to infer their partners' thoughts and feelings at specific time points during the discussion as accurately as they could. Spouses also reported how close they felt to

their partners both before and immediately after the discussion. Consistent with predictions, we found a significant interaction between partner trust and actor empathic accuracy predicting changes in perceived closeness. In particular, actors reported reduced closeness to their partners if they (actors) were more empathically accurate and their partners reported less trust.

D82**PREDICTING EMOTIONS AND RELATIONSHIP SATISFACTION FROM CURRENT, IDEAL, AND OUGHT LEVELS OF EQUITY**

Mie Kito¹, Marian M. Morry¹; ¹University of Manitoba – The purpose of the current study was to examine how discrepancies between current and ideal (i.e., what people wish the relationship to be) or ought (i.e., what people think the relationship should be) levels of equity are related to emotions and relationship satisfaction. Self-Discrepancy Theory states that discrepancies between the current level and ideal are related to dejection-related emotions (e.g., disappointed, frustrated, embarrassed), while discrepancies between the current level and ought are related to agitation-related emotions (e.g., fearful, threatened, resentful; Higgins, 1987). Two hundreds and four participants completed a questionnaire for either their same-sex friendship or dating relationship. Regressions indicated that when people are currently getting a better deal than their ideal, they feel lower levels of negative affect, dejection-related emotions, and agitation-related emotions in both relationship types and a higher level of satisfaction in friendships. In dating relationships, the relation between the current-ideal difference in equity and dejection- and agitation-related emotions was moderated by people's underbenefiting exchange orientation (UEO) such that this relation was stronger for high UEO individuals than for low UEO individuals. Thus, if individuals have a tendency to keep track of benefit allocations to avoid getting a worse deal in the relationship, they feel dejection and agitation when their current relationship does not meet their ideal. Contrary to Self-Discrepancy Theory, the current-ideal equity discrepancy was related to both dejection- and agitation-related emotions, while the current-ought equity discrepancy was not significantly related to either type of emotions.

D83**DO FAVORITE TV CHARACTERS RESEMBLE FRIENDS OR PETS? TASK PERFORMANCE AND AUTONOMIC RESPONSES TO STRESS AS A FUNCTION OF PARASOCIAL ATTACHMENT**

Megan L. Knowles¹, Wendi L. Gardner², Danielle Eaton¹; ¹University of Georgia, ²Northwestern University – The current study aims to shed light on the nature of individuals' parasocial attachments to their favorite television characters. Previous research by Allen, Blascovich, Tomaka, and Kelsey (1991) revealed that exposure to friends—but not pet dogs—heightens physiological reactivity and hinders performance under stress. Given recent research suggesting that individuals' favorite television characters act like conspecifics in a social facilitation paradigm (Gardner & Knowles, 2008), we posit that favorite TV characters to whom one is attached act like friends in exacerbating responses to stress. This prediction was tested by recruiting participants who reported weak or strong attachments to their favorite television character, exposing them to an image of either their favorite character or a control character, and asking them to complete a stressful serial subtraction task. Participants' blood pressure was measured at regular intervals during the stressor, and their performance was recorded. Results revealed that among participants with strong parasocial attachments, those exposed to their favorite television character performed worse on the serial subtraction task and showed greater autonomic reactivity than those exposed to the control television character. This suggests that parasocial attachment figures do not buffer individuals from stress as do pets, but instead, they heighten individuals' responses to stress as do friends. This apparent downside to parasocial attachments is discussed within the broader framework of social surrogacy research.

D84**IN PURSUIT OF HAPPINESS: THE IMPORTANCE OF AUTONOMY IN PARTNER-MOTIVATED ACTIVITIES**

Richard Koestner¹, Sook Ning Chua¹; ¹McGill University – This investigation examined activities that individuals adopt because of the romantic relationships they form. The basic question was whether adopting a new activity because of one's romantic partner would be associated with feeling good about oneself and about one's relationship. In study 1, an online survey was conducted simultaneously in Canada and Malaysia with individuals who were involved in a romantic relationship. Results showed that partner-motivated activities were very common (64% of participants) and occurred with the same frequency across gender and culture. Individuals who pursued partner-motivated activities reported higher dyadic adjustment and self-esteem compared to those who did not engage in such activities. Partner-motivated activities were especially strongly related to well-being when they were adopted autonomously. Study 2 showed that autonomous motivation based in oneself was significantly associated with self-esteem whereas controlled motivation from one's partner was associated with dyadic adjustment, respectively.

D85**MICHELANGELO PHENOMENON: IMPORTANCE OF PERCEIVED PARTNER RESPONSIVENESS IN PROMOTING AFFIRMATION AND GROWTH STRIVINGS**

Madoka Kumashiro¹; ¹Goldsmiths, University of London – Work on the Michelangelo phenomenon (Drigotas et al., 1998) has shown that close partners play a crucial role in 'shaping' the self: Some partners bring out the best in each other, whereas others bring out the worst. Specifically, partner affirmation, or partner behaviors that are congruent with the self's ideal, has been shown to help each partner become closer to one's ideal and to enhance both couple well-being and personal well-being. The current study proposes that perceived partner responsiveness, or feeling understood, validated, and cared for by the partner, plays a central role in the model. Residualized lagged multilevel modeling analyses using across-partner reports from a longitudinal study of 137 romantic couples showed support for the hypotheses. Perceiving responsiveness from affirming partner behaviors was shown to boost self-regulatory resources (e.g., willingness to work hard) that are necessary for tackling difficult and challenging ideal-related goals 6 months later. In addition, earlier measurement of perceived partner responsiveness promoted later positive target behaviors, such as pursuing goals in a manner more compatible with partner's needs and engaging in affirming behaviors toward the partner's own goal supports. In turn, such positive target behaviors served to encourage further affirming partner behaviors. These findings suggest that perceived partner responsiveness plays a significant role in not only providing self-resources necessary for taking on one's important but challenging goals but also in pursuing them in a manner that contributes to the cycle of continued affirmation of each other's ideals over time.

D86**THE IMPACT OF THE SIGNIFICANT OTHER'S EXPECTANCIES ON SELF-STEREOTYPING**

Takabayashi Kumiko¹, Numazaki Makoto²; ¹Hitotsubashi University, ²Tokyo Metropolitan University – Previous research has indicated that significant other's representation activate stereotypic self-views. Sinclair & Lun (2006) showed that women shifted their self-views correspond to stereotypic expectancies of the significant others. The current study examines whether female participants' sex role attitudes moderate these effects. Traditional women would be more submissive and more susceptible to the significant others than nontraditional women. Then, we predicted that female participants who had traditional sex role attitudes were more likely to shift their self-views correspond to stereotypic expectancies of the significant others than those who had nontraditional sex role attitudes. Female participants responded to whether their mother expected them to be feminine or masculine and rated the scale of egalitarian sex role attitude scale. About two months

later, participants were told to make either a picture of their mother (mother-prime condition) or a picture of their campus (control condition). After that, they rated themselves on positive masculine traits, negative masculine traits, positive feminine traits, and negative masculine traits. As a result, participants in mother condition were more consistent with their mother's expectancies only on the score of positive masculine traits than those who in control condition. Furthermore, this tendency was apparent among participants who had traditional sex role attitudes. These results suggest that significant others' expectancies have especially impact on the traditional women's self-stereotyping.

D87

GENDER OF SOCIAL SUPPORT PROVIDER AND RECEIVER DURING STRESS Lexi R. Kvasnicka¹, Desiree J. Zielke¹, Clayton J. Hilmert¹; ¹North Dakota State University – Males and females provide and benefit from social support differently (Taylor, 2007). For example, research has shown that emotional support provided by females tends to reduce the effects of stress more than emotional support provided by males (Glynn, Christenfeld, & Gerin, 1999) and instrumental support from males is more effective than both emotional and no support provided by males (Craig & Deichert, 2002). Few studies have considered how the gender of the recipient of support is associated with the effectiveness of the support. In the current study 227 male and female participants were randomly assigned to receive emotional, instrumental, or no support from a male or female confederate during a stressful speech task. We measured perceived support, and considered the effects of condition on self-reports of feelings. Overall, support conditions were perceived as more supportive than no support and emotional support was perceived as more supportive than instrumental support. Also, there was a tendency for females to feel more supported than males regardless of support type or provider. Reports of anxiety and fear were lower when the confederate was female. Also, relative to no support, emotional support actually increased anxiety when provided by a male to a male. In the no support condition, females felt more fear than males, while there was no difference in fear when participants received support. These results suggest that during an acute stressor males and females may not only provide support differently, but also respond differently to receiving and not receiving support.

D88

THE FIT TO MY MIS-MATCH: THE INFLUENCE OF PARTNER DISCREPANCIES ON REGULATORY FOCUS Sandra D Lackenbauer¹, Lorne Campbell¹; ¹The University of Western Ontario – The present research experimentally examined the predictions that: 1) a partner discrepancy in which the partner is perceived to be discrepant from one's ideal standards (PD-partner) would be associated with a promotion regulatory focus, and 2) a partner discrepancy in which one is discrepant from his or her partner's ideal standards (PD-self) would be associated with a prevention regulatory focus. In this experiment, 90 participants currently involved in a romantic relationship were brought into the lab and completed all tasks privately on a computer. Participants were randomly assigned to one of four experimental conditions that varied the partner discrepancy prime (PD-partner vs. PD-self) and regulatory fit task (approach vs. avoid). The computer prompted participants to write a description of a current partner discrepancy in their relationship (i.e., the priming condition). Next, participants completed a seemingly un-related food thought-listing task (i.e., the regulatory fit task) followed by a battery of self- and relationship-relevant tasks. As predicted, participants primed with a PD-partner experienced regulatory fit (as measured by food items listed) in the approach-oriented task indicating that this form of partner discrepancy leads to a promotion regulatory focus whereas participants primed with a PD-self experienced regulatory fit in the avoidance-oriented task indicating that this form of partner discrepancy leads to a prevention regulatory focus. Overall, these results indicate that partner discrepancies influence regulatory behaviors

and, importantly, the perceived source of the discrepancy specifies the type of regulatory style adopted.

D89

THE ROLE OF EXPRESSING APPRECIATION IN RELATIONSHIPS: A JOURNAL STUDY Nathaniel M. Lambert¹, Frank D. Fincham¹, Steven M. Graham¹; ¹Florida State University – In three studies we examined the role of expressing appreciation within friendship relationships. In Study 1 we randomly assigned experimental participants to write a letter to a friend expressing their appreciation to that individual (versus writing about favorite activities with a friend or no treatment), and found that those who expressed appreciation later reported higher comfort voicing relationship concerns to that individual. In Study 2 we sought to determine the mechanism for this relationship, and in a cross-sectional design, we found that positive regard for friend mediated between frequency of expressing appreciation and comfort in voicing relationship concerns. Lastly, in Study 3 we tested for this same mediation relationship, this time using a journal study format. Participants were randomly assigned to one of four conditions (i.e., expression of appreciation, appreciative thoughts, expression of positive mutual memory, or a report of everyday activities condition) and they engaged in their assigned activity twice a week for three weeks. At the end of the three weeks, those assigned to the expression of appreciation in relationships condition reported higher positive regard for their friend/roommate and more comfort in voicing relationship concerns than did those in the other conditions, even when controlling for the baseline scores of these variables and frequency of participation in the intervention. In addition, positive regard mediated the relationship between condition and comfort in voicing relationship concerns.

D90

INDIVIDUAL DIFFERENCES ON THE NEED TO BELONG: A LOOK FROM THE BELONGINGNESS ORIENTATION MODEL Genevieve L. Lavigne¹, Robert J. Vallerand¹; ¹Université du Québec à Montréal – The need for belongingness (need to form and maintain positive, stable interpersonal relationships, Baumeister & Leary, 1995; Deci & Ryan, 1985) has led to much research over the past decade. While it is typically assumed that such a need is basically invariant in people, we propose that some individual differences may exist. Specifically, two forms of belongingness needs are proposed: a growth-oriented need (intrinsic need oriented toward interpersonal actualisation) and a deficit-oriented need (extrinsic need oriented toward interpersonal deficit reduction or repair). It is hypothesized that a deficit-oriented need to belong will predict lower levels of intrapersonal and interpersonal psychological adjustment compared with a growth-oriented need because relational insufficiencies and personal contingencies are activated within social contexts for deficit-oriented individuals. These individuals constantly fear rejection and crave for acceptance within their social relationships which renders them susceptible to the experience of negative intrapersonal and interpersonal outcomes. The results of a series of five studies supported the proposed hypotheses. Specifically, the validity of the Belongingness Orientation Scale and its convergent and discriminant validity were supported, various interpersonal and intrapersonal outcomes (e.g., social anxiety, loneliness, self-esteem, and eudaimonic well-being) were differently related to both orientations, the role of adult attachment as a determinant of the two orientations was confirmed, and the impact of the two belongingness-orientations on other people's social acceptance and perceptions of social involvement was prospectively demonstrated. Implications of the proposed model for future research on the need to belong and interpersonal relationships are discussed.

D91

STRESSING OVER A BREAKUP? THE POTENTIAL BENEFITS OF REDISCOVERING THE SELF Rita W. Law¹, Robert M. Portley¹, David

A. Sbarra¹; ¹The University of Arizona – Although self-identity reorganization is recognized as an important construct for successful coping with a romantic breakup, few studies have addressed this topic empirically. This poster examines the degree to which loss of self (LOS) and rediscovery of the self (ROS) are associated with physiological functioning following a stressful romantic breakup. Specifically, as an index of breakup adjustment, mean arterial pressure (MAP) was assessed while participants mentally reflected on several questions about their relationship history and breakup experience. It was hypothesized that whereas LOS would be positively associated with the levels of MAP reactivity and recovery from a resting baseline period, ROS would be negatively associated with the levels of MAP reactivity and recovery. Participants were 54 undergraduate students (15 males) who had experienced the dissolution of a romantic relationship in the past six months. While their blood pressure was assessed, the participants first thought about mundane events for four minutes (baseline measurement), then thought about their relationship history and breakup experience for seven minutes, and finally sat quietly for three minutes (recovery period). The ROS scale significantly predicted the level of MAP recovery after accounting for depressed mood, love for ex-partner, feelings of nonacceptance, and LOS ($r = -.29$, $p = .048$). The model accounted for 12% of the total variance in MAP recovery. The results are discussed in terms of their contribution to understanding breakup adjustment and the process of self reorganization following a social upheaval.

D92**CAN'T BUY ME LOVE OR CAN I: THE INFLUENCE OF POWER ON WOMEN'S SHORT-TERM AND LONG-TERM MATE PREFERENCES**

Yen-Chi Le^{1,2}, Elaine Hatfield²; ¹University of Texas Medical Branch - Galveston, ²University of Hawaii – In recent years, more studies are exploring how contextual factors may influence mate preferences in short-term and long-term mating conditions. One particular factor of interest is power. Power, as measured by structural factors such as education, occupational prestige (SEI), and income, as well as social factors such as financial power and decision making power, was expected to influence women's romantic preferences in potential short-term and long-term mates. An online questionnaire was administered to a community sample of women ($N = 590$) using previously validated measures such as Li's (2002) mate budget methodology and data analyses were employed using multivariate analyses of variance (MANOVA). Results showed that, as women's power increased, women showed increased preferences for physical attractiveness, $F(3, 546) = 4.05$, $p < .01$, and for sexiness, $F(3, 546) = 3.18$, $p < .05$, and decreased preferences for kindness and understanding, $F(3, 546) = 2.67$, $p < .05$, and for potential earning capacity, $F(3, 546) = 3.85$, $p < .05$ in potential short-term mates. As women's power increased, women showed increased preference for intelligence, $F(3, 583) = 5.15$, $p < .01$, in potential long-term mates. This study's results suggest that powerful women want more of the 'necessity' traits that most women want. Study implications are discussed.

D93**GIVE AND TAKE: COMPENSATORY PROCESSES IN RELATIONSHIPS**

Kevin Leary¹, Seta Catherine¹; ¹Wake Forest University – In all close relationships, partners will at some point argue, quarrel, or simply annoy one another. Why is it that some relationships end abruptly following these episodes while others persist? Some partners may attempt to resolve conflicts via compensation by responding to negative events such as fights with positive behaviors. The purpose of this study was to investigate the role of compensation in influencing relationship satisfaction. Data were collected from 207 undergraduate participants measuring components of Rusbult's Investment Model (investment, commitment, quality of alternatives, and satisfaction in relationships) in addition to items designed to measure the degree to which participants engaged in compensatory behaviors in order to accommodate for any negative influence on their relationship such as an argument or a

stressful day. The results of a factor analysis revealed that the items intended to measure compensation loaded an independent factor with each item loading at .64 or higher. Results showed that compensation was positively correlated with relationship satisfaction ($r = .66$, $p < .001$). Furthermore, a multiple regression analysis showed that compensatory behaviors significantly predicted relationship satisfaction independent of other predictors such as investment, commitment, quality of alternatives, and satisfaction in relationships, $R^2 = .41$, $t(199) = 7.04$, $p < .001$. No significant gender differences were found. The findings of this research indicate that differing amounts of compensatory behaviors among couples may account for the varying levels of satisfaction reported among the relationships. Additionally, compensation influences relationship satisfaction independent of the factors included in Rusbult's Investment Model.

D94**STRATEGIC PARTNER SELECTION: EXAMINING THE INFLUENCE OF REJECTION SALIENCE ON PARTNER CHOICE**

Sadie Leder¹, Sandra L. Murray¹; ¹University at Buffalo, SUNY – The current work proposes and tests a model of Strategic Partner Selection in which people balance their competing desires for connection and self-protection when choosing a romantic partner. Across three studies we show that rejection salience influences partner choice. As depicted by our model, when rejection concerns are primed people show a preference for safer romantic partners as compared to when rejection concerns are minimal. Further, this flexibility in partner preference is moderated by attachment style. Results indicate that participants with more secure attachment styles are especially adept at employing the partner selection strategy appropriate for the level of situational threat present. Utilizing a within-subjects design and experimental feedback about participants' desirability, Study 1 (75 males, 63 females) revealed that participants lower in attachment avoidance rated safer targets as more accepting when rejection concerns were primed. Further, these safer targets were seen as more desirable when the potential for rejection was salient. Study 2 (47 males, 45 females) and Study 3 (72 males, 67 females) utilized a between-subjects design and manipulated rejection salience via an autobiographical recall task. Regression analyses revealed that for both studies, participants lower in attachment anxiety rated safer targets as more desirable when rejection concerns were salient. Taken together, these studies provide strong support for our contention that people balance their needs for connection and self-protection when choosing a romantic partner. When most concerned about the possibility of rejection, people may optimize their likelihood of acceptance by strategically altering their preferences in favor of safer partners.

D95**PROFILE SIMILARITY CORRELATIONS PREDICT SATISFACTION IN THE US, UK, AND AUSTRALIA**

Erina Lee¹, Steven R. Carter¹, Jackie Martin¹; ¹eHarmony Labs – To understand the effects of personality and attitudes on relationship quality, researchers have explored whether similarities or complementarities between couples predict relationship quality. The majority of studies suggest that similarity between couples is positively related to marital quality (Acitelli, Kenny, & Weiner, 2001; Gaunt, 2006; Gonzaga, Campos, & Bradbury, 2007; Luo & Klohnen, 2005). However, most studies in this area also focus on married couples from the United States. To determine whether similarity predicts relationship satisfaction cross culturally, a total of 2271 married couples from 3 different countries (853 from the United States, 476 from Australia, and 942 from the United Kingdom) participated in an online study of marriages. Couples were married an average of 17.5 years. Both husbands and wives completed 211 questions assessing different aspects of their personality, values, and interests along with the Dyadic Adjustment Scale (DAS) to measure relationship satisfaction. Profile similarity scores were computed for each couple using the personality, values, and interest questions, with high positive values indicating

greater overall similarity. Results showed that similarity did predict husbands' and wives' relationship satisfaction for couples in each country, even when controlling for length of marriage, $.23 < R^2 < .30$, $139.40 < F < 367.68$, $ps < .01$. Furthermore, there were no differences in mean levels of profile similarity by country, $F(2, 2256) = 0.62$, ns. This study lends further support for broad-based similarity as a predictor of relationship satisfaction and further suggests that the benefits of having similar couples in close relationships may be applicable cross-culturally.

D96

RELATIONSHIP-SEEKING BEHAVIORS OF HIV POSITIVE AND NON-POSITIVE INDIVIDUALS ON INTERNET DATING SERVICE WEBSITES Angela M. Legg¹, LaTreshia R. Scott¹, Karen Z. Naufel¹; ¹Georgia Southern University – Technological advancements on the internet now provide individuals with HIV numerous opportunities to connect with other HIV-positive people (Benotsch et al., 2002; Bull et al., 2001). Past research focused on internet use as a means of HIV information transmission and coping outlets (Reeves, 2000). More recently, online dating sites created specifically for individuals with HIV increase the opportunities available for HIV-positive people to seek out relationships. HIV-positive individuals may perceive their chances of finding a mate slimmer compared to non-positive people. Thus, we expected that HIV-positive individuals would post fewer preferences for potential mates and be open to meeting people farther away from them. This study examined differences between profiles posted on Match.com (both positive and non-positive individuals) compared to profiles on a popular HIV-specific dating website. Data collection involved using a stratified randomization method to ensure representative samples from various sexual orientations. People posting on Match.com and the HIV-specific dating website did not differ on demographic factors (age, education, or income). Gay males' posting on the HIV-specific website were more open to meeting people farther away from them and listed larger acceptable age and height ranges for potential mates. Chi-square analyses indicated that individuals posting on Match.com were more likely to indicate preferences for education, smoking behaviors, and religiosity. Results imply that HIV-positive individuals may seek out HIV-specific dating service websites to find friendships as well as romantic partnerships. This study provides additional evidence that the internet can increase outlets for HIV-positive people to connect with other similar people.

D97

SECRET ROMANTIC RELATIONSHIPS: CONSEQUENCES FOR PERSONAL AND RELATIONAL WELL-BEING Justin J. Lehmler¹; ¹Colorado State University – Relatively little is known about the consequences of keeping a romantic relationship secret from others. Research has yielded mixed findings, with earlier work suggesting that secrecy may facilitate romantic attraction (Wegner et al., 1994) but more recent work suggesting that it is detrimental to relationship quality (Foster & Campbell, 2005). Thus, the relational implications of secrecy are unclear. Moreover, it remains to be seen whether there are any potential physical and psychological health effects associated with concealing a romance, just as there are with keeping other types of secrets (e.g., Finkenauer & Rime, 1998). Thus, the present research sought to determine whether romantic secrecy predicts both lower relationship commitment and poor personal health outcomes. Participants were 368 romantically involved individuals recruited over the Internet. Measures of romantic secrecy (Foster & Campbell, 2005), relationship commitment (Rusbult et al., 1998), self-esteem (Rosenberg, 1965), and health symptoms (Derogatis et al., 1974) were administered. Results indicated that romantic secrecy was negatively associated with relationship commitment ($p < .001$) and self-esteem ($p < .001$), and positively associated with reports of health symptoms ($p < .001$). In other words, persons keeping their relationships secret from others tended to be less committed to their partners and also exhibited worse physical and

psychological health. A structural equation model that specified potential mediating mechanisms for the effects of secrecy on these outcome variables was also tested and provided good fit to the data. Thus, romantic secrecy may not only threaten relationship commitment, but also the personal health and well-being of the individual partners involved.

D98

THE ROLE OF EMOTIONAL MEMORIES NETWORKS IN THE QUALITY OF ROMANTIC RELATIONSHIPS Joannie Lessard¹, Frdrick L. Philippe², Genevieve Beaulieu-Pelletier¹, Serge Lecours¹; ¹Universit  de Montral, ²Universit  du Qubec Montral – The Emotional Memories Networks Theory (EMNT: Philippe, Lecours, & Beaulieu-Pelletier, in press) suggests that the content and structure of significant emotional memories can have an influence on people's thoughts, emotions, and behaviors in given contexts. Content refers to the satisfaction levels of the needs for autonomy, competence, and relatedness included in the experienced events that compose the memories, while structure corresponds to the process through which a significant emotional memory (principal memory) gets associated with other similar memories (linked memories), thus composing a network of memories. More specifically, the EMNT posits that the content of these networks of memories can be activated by external cues in various contexts. Over time, the content of the most activated networks can become active resources of the self and therefore come to influence one's thoughts, emotions, and behaviors in the context in which they are frequently activated. The purpose of the present research was to examine the role of the content of emotional memories networks (EMN) in an interpersonal context, namely romantic relationships. A total of 283 undergraduates currently engaged in a romantic relationship took part in this study. Results showed that psychological need satisfaction in participants' EMN was positively related to the quality of their couple's relationship (i.e., couple's satisfaction, adjustment, and need satisfaction). Furthermore, results showed that the linked memories of an EMN were significantly associated with the quality of the couple's relationships beyond the principal memory. Conceptual and applied implications of these findings are discussed.

D99

DAILY ALCOHOL USE AND ROMANTIC RELATIONSHIP DYNAMICS: EVIDENCE OF BI-DIRECTIONAL, GENDER-SPECIFIC EFFECTS Ash Levitt¹, M. Lynne Cooper¹, Austin W. Albino¹; ¹University of Missouri – Alcohol use is thought to have a range of effects on functioning in romantic relationships, from positive (e.g., the enhancement of intimacy) to negative (e.g., the escalation of relationship aggression). However, few studies have attempted to explain why and under what circumstances these effects occur, or examined the possibility of bi-directional influences between relationship functioning and alcohol use. Many studies are also limited by including only men, thus ignoring the female partner's alcohol use and perceptions of relationship functioning. The present study sought to address these limitations by examining bi-directional effects of alcohol use and relationship processes in a normal population sample of 81 couples who completed daily reports of both behaviors for a period of about 3 weeks. Results from analyses conducted using hierarchical linear modeling (HLM) showed uniformly positive effects of drinking with one's partner, but largely negative effects of drinking and of drinking to intoxication on later relationship functioning. Negative relationship processes also shaped later alcohol use. Interestingly, interaction analyses showed that these bi-directional effects were more numerous and consistent among women than men. Indeed, only women drank in response to feeling disconnected to their partners and only women drank with their partners in what might be considered a strategic effort to regulate relationship dynamics. Overall the results of the current study indicate that the associations

between drinking and relationship processes are complex and bi-directional and their importance is perhaps greater for women than men.

D100**RELIGIOSITY AS A CONTEXT DEPENDENT MATING STRATEGY: SEXUAL COMPETITORS INCREASE BELIEF IN GOD**

Yexin Jessica Li¹, Adam B. Cohen¹, Douglas T. Kenrick¹; ¹Arizona State University – Religiosity is typically conceived of as a long-lasting feature of the person, resulting from a combination of genetic predisposition and family upbringing. Taking a different perspective, we examined religiosity as a malleable strategy tuned to local social ecology. In two experiments, we varied people's exposure to a pool of attractive members of the opposite sex or their own sex. In the first experiment, we randomly assigned 267 participants to view dating profiles of either attractive same sex or attractive opposite sex individuals from their school. Then we measured their belief in God, rated importance of religion in general, and importance of religion to themselves. Both sexes were more religious after looking at members of their own sex versus members of the other sex. However, because of the lack of a pure control, it was unclear whether people become more religious after viewing the same sex, or less religious after viewing the opposite sex (or whether that was different for men and women). Thus a second study, involving 1504 students, was conducted that included a control group that saw no dating profiles. Compared to controls, members of both sexes became more religious when exposed to attractive members of their own sex. There was no significant change in religiosity for men who saw profiles of attractive women or women who saw profiles of attractive men. The results of Experiment 2 suggest that intrasexual competition rather than mate acquisition is responsible for the observed changes in religiosity.

D101**RELATIONSHIP IDENTIFICATION OVER TIME: HOW CONTINUED IDENTIFICATION WITH A FORMER PARTNER HINDERS PERSONAL AND RELATIONAL WELL-BEING**

Lisa Linardatos¹, John E. Lydon¹; ¹McGill University – Whereas the degree to which individuals identify with their romantic partner promotes relationship-sustaining behaviors, preliminary evidence has demonstrated that lingering identification, continued identification with a partner after a relationship has ended, is negatively associated with indicators of well-being (e.g., Linardatos & Lydon, 2007). In the present study, we sought to further explore the drawbacks of lingering identification using a longitudinal design. Ninety-six participants were surveyed at two point points: while still in a dating relationship (Time 1), and 1-3 years after the dissolution of their relationship (Time 2). Time 1 measures included Cross et al.'s (2000) RISC scale assessing relationship identification. Time 2 measures included a modified version of the RISC scale, which assessed lingering identification, and various measures examining post-relationship adjustment. Results demonstrated that lingering identification was positively associated with relationship identification at Time 1, as well as a lack of closure and a feeling that the break-up caused a lost sense of identity at Time 2. Multiple regression analyses, controlling for Time 1 identification, time since break-up, and self-esteem, revealed that the more participants experienced lingering identification, the more they ruminated about their former partner, the more they reported that the break-up interfered with personal activities, and the more they claimed to have avoided new relationships because of the break-up. Thus, although identification can help sustain an intimate relationship, lingering identification can contribute to maladaptive cognitions and behaviors. In order to cultivate healthy post-relationship adjustment, future research should explore the underlying mechanisms and alleviators of lingering identification.

D102**ON SIMILARITY, ATTRACTION, AND THE CONSTRUAL IN BETWEEN**

Ido Liviatan¹, Yaacov Trope¹; ¹New York University – Why are we attracted to certain individuals but not to others? Which factors are important in determining whether two people would like one another or not? The current work proposes a new approach to understanding the long-standing question regarding the similarity-attraction relationship. Conceptualizing interpersonal similarity as a form of social distance (in which distance is minimal), we draw on Construal Level Theory (Trope & Liberman, 2003) to argue that similar individuals would be represented more in terms of their concrete and subordinate features and less in terms of their abstract and superordinate features compared to dissimilar individuals. Given this association between similarity and mental representation, liking of a target should depend more on the value associated with the target's concrete and subordinate features and less on the value associated with the target's abstract and superordinate features as similarity to the target increases. Two studies supported our prediction showing that liking of similar (vs. dissimilar) targets was determined increasingly more by the valence of specific behaviors performed by the target and secondary aspects related to her/him relative to more global characteristic and primary aspects. These results suggest that similarity may affect attraction not only directly, but by changing one's mental representation of another person can either increase or decrease liking depending on the value associated with more subordinate features of the individual. The implications of this work for research of interpersonal and inter-group processes are discussed.

D103**THE ROLE OF SOCIAL SUPPORT IN PROMOTING WOMEN'S PERCEIVED SENSE OF BELONGING AND COMPATIBILITY IN NON-TRADITIONAL FIELDS**

Bonita London¹, Lisa Rosenthal¹, Marci Lobel¹, Sheri Levy¹, Jhanidya Bermeo¹, Michelle Guarino¹; ¹Stony Brook University – Women tend to show greater engagement and persistence in traditionally male fields, especially science, technology, engineering, and mathematics (STEM), when they perceive greater compatibility with and sense of belonging in these fields. In a longitudinal study, the role of institutional and non-institutional support in promoting perceived compatibility with and belonging in STEM majors is being compared among three groups of college students pursuing STEM careers: women affiliated with a university program for STEM women (WISE), non-affiliated women, and non-affiliated men. During the first week of college (Time 1) and one semester later (Time 2), participants reported sense of belonging in their major, compatibility with their major, and supportiveness of family and friends. Additionally, at Time 2, participants reported supportiveness of faculty, staff, and students. At both time points, for female participants only, supportiveness of family and friends was significantly related to perceived compatibility and belonging. Furthermore, regression analyses indicated that after controlling for high school GPA and perceived compatibility and belonging at Time 1, supportiveness of family and friends, and support from the WISE program independently predicted perceived compatibility and belonging at Time 2 for women in WISE. General institutional support predicted these outcomes for non-affiliated women and men. Findings suggest that support from family and friends may be more important for women than men in STEM majors. Additionally, while institutional support is important for all STEM majors, women in the specialized program have a combined arsenal of support to buffer them against STEM disengagement, which often increases across college.

D104**FIVE SIGNS THAT HE'S JUST LOOKING FOR A ONE-NIGHT-STAND: PHYSIOLOGICAL AND PSYCHOLOGICAL CORRELATES OF SOCIOSEXUALITY**

Victor X. Luevano¹, Heather Adams¹, Joseph Gonzales¹; ¹California State University Stanislaus – Parental investment theory suggests that men should be more likely than women

to utilize a short-term mating strategy due to differences in the minimum amount of parental investment possible. However, not all men are able (or ancestrally, were able) to maximize their reproductive success through short-term mating; some men would maximize their reproductive success by investing in long-term mating. We used a battery of physiological (i.e. salivary testosterone, 2D:4D, eye-mouth-eye angle, and grip strength) and psychological measures (i.e. aggression, perceived mate value, perceived role of fathers, and social dominance orientation) to examine what predicted men's short-term mating orientation, long-term mating orientation, and past sexual behavior. As predicted, the ratio of the 2nd digit to the 4th digit (2D:4D) of the right hand was negatively associated with a short-term mating orientation, $r = -.45$, $p = .01$. Similarly, men with greater grip strength reported more sexual behavior, $r = .47$, $p = .008$. Circulating testosterone levels were not significantly associated with any of the measures of sociosexuality, and contrary to prediction, men with a larger (more feminine) eye-mouth-eye angle tended to exhibit more of a short-term mating orientation, $r = .41$, $p = .03$. Men higher in physical aggression had more of a short-term mating orientation, $r = .37$, $p < .05$, and reported more sexual behavior, $r = .42$, $p = .02$, than men lower in physical aggression. The other psychological measures were not significantly associated with the measures of sociosexuality.

D105

WHEN NETWORKS COLLIDE: THE CONSEQUENCES OF NETWORK DISAGREEMENT ON APPROVAL FOR ONE'S ROMANTIC RELATIONSHIP. John MacArthur¹, H. Colleen Sinclair¹; ¹Mississippi State University – Social networks research tends to show that network approval is positively linked with relationship quality. Further, sources within one's social network often agree on whether one's relationship is a good one but agreement is not a guarantee. The purpose of the present study was to examine what happens when sources disagree vs. agree. When both sources approve, the relationship should fare well (as opposed to when both disapprove). However, when only 1 source approved and another disapproved, effects of approval vs. disapproval may depend on the source. We expected that friend opinion to carry more weight (Etcheverry & Agnew, 2004). 380 dating participants completed a Social Network Opinion scale (SNOS) twice - once for parents, once for friends - to assess perceptions of their network's level of approval and disapproval of their romantic relationship. Based on SNOS responses, participants were divided into 1 of the 4 groups where 1) both friends and family disapprove, 2) both approve, 3) friends approve but parents don't, and 4) only parents approve. We then ran a MANOVA with Type of Network Opinion as the predictor and intimacy, passion, and commitment as the outcomes. Significant differences were found across variables. Post hoc tests revealed that when both sources disapprove the relationship quality was lowest, and when both approved, relationship quality was highest. But when friends approved/parents disapproved relationship quality was equal to when both sources approved. This was not the case when friends disapproved, which was, in most cases, equivalent to when both sources disapproved.

D106

FRIENDSHIP NEGATIVITY PREDICTS PSYCHOSOCIAL ADJUSTMENT IN ADOLESCENT BOYS Donna Marion¹, Brett Laursen¹, Danielle Popp¹; ¹Florida Atlantic University – It is well established that early relationships affect developmental outcomes. Childhood friendship is no exception. The quality of a friendship may be even more important than whether or not a child has friends (Hartup, 1996). Friendship quality is comprised of both positive and negative features that are not necessarily inversely related (Rook, 1984). Although prior research suggests links between the positive features of friendship and adjustment, the negative features of friendship have been largely ignored (Berndt, 2004). This study of 91 same-sex dyads (ngirls = 60, nboys = 31) investigated concurrent and prospective associations between both the

positive and negative features of friendship and psychosocial adjustment in 6th graders, using multiple-group structural equation modeling. Friend reports of both positive and negative features of friendship, and self-reports of internalizing problems (depression, withdrawal, and somatic complaints), externalizing problems (delinquent and aggressive behaviors), and global self-worth were examined at two time periods approximately one year apart. Findings include an inverse association between grade 6 friendship negativity and grade 7 global self-worth and a positive association between grade 6 friendship negativity and grade 7 internalizing and externalizing problems for boys, but not for girls. Chi-square difference tests confirmed a significant difference in these paths between the girls' and boys' models, suggesting that gender moderates the association between negativity in young adolescent friendships and subsequent psychosocial adjustment. Higher negativity in the best-friendship of boys predicted lower global self-worth, higher internalizing problems, and higher externalizing problems one year later. These effects did not emerge for girls.

D107

REJECTION AND SELF-REGULATION IN ROMANTIC RELATIONSHIPS: THE MODERATING EFFECT OF ATTACHMENT STYLE.

Sandra R. Marques¹, Tara MacDonald¹, John Lydon², Lorne Campbell³; ¹Queen's University, ²McGill University, Montreal, ³University of Western Ontario, London – Research has demonstrated that rejection is associated with self-regulation failure, leading individuals to make deleterious health choices (Baumeister et al., 2005). We hypothesize that following the threat of rejection by their romantic partner, individuals will have lower self-regulatory abilities and will subsequently make poorer health choices. We contend that this relationship will be moderated by attachment anxiety, such that the association between rejection and self-regulation failure will be more pronounced for those high in attachment anxiety. Participants were heterosexual couples (N = 39) in a romantic relationship and we used the Unspoken Complaint manipulation (Murray et al., 2002) to elicit rejection. Couples were randomly assigned to condition: female rejected, male rejected, and no-rejection control. Following the manipulation, individuals within each couple completed an ostensibly unrelated task which involved eating small brownies. The data were analyzed following the Actor-Partner Interdependence Model, using the MIXED procedure in SPSS. Number of brownies eaten was predicted from condition (contrast coded), gender, respondent's anxiety, partner's anxiety, and the interaction terms. Results indicated a significant condition x gender x anxiety interaction, such that in the rejection condition, females ate more brownies when they were high in attachment anxiety but ate less when they were low in attachment anxiety. In contrast, in the control condition, females ate more brownies when they were low in attachment anxiety but ate less when they were high in anxiety. These findings provide valuable information that might better inform the development of interventions to help anxiously attached individuals deal with relationship stress.

D108

HOW DO WE COMPARE? RELATIVE BODY MASS INDEX AND MARITAL SATISFACTION

Andrea L. Meltzer¹, James K. McNulty¹, Sarah Novak², Emily Butler³, Benjamin R. Karney⁴; ¹The University of Tennessee, ²Hofstra University, ³University of Arizona, ⁴University of California, Los Angeles – How does body mass affect marriage? Given that body mass is inversely related to physical attractiveness (e.g., Swami, 2006), and given that recent research indicates marital processes are more positive when wives are more attractive than their husbands (McNulty, Neff, & Karney, 2008), we predicted that husbands and wives would be more satisfied when wives had smaller body mass indexes (BMIs) than husbands but less satisfied when husbands had smaller BMIs than wives. This hypothesis was supported by a longitudinal study of 169 newlywed couples. Just after their wedding, husbands and wives reported their weight, height, and marital satisfaction, and then reported their marital

satisfaction again every 6 months for 4 years. Controlling for each spouse's absolute BMI, husbands reported higher levels of marital satisfaction that were stable over time when their wives' had smaller BMIs than themselves. Further, although the differences between husbands' and wives' body mass was unrelated to wives' marital satisfaction at first, wives maintained higher levels of satisfaction over the 4 years of the study when they had smaller BMIs than their husbands but experienced steeper declines in marital satisfaction when their husbands had smaller BMIs than themselves, again controlling for each spouse's absolute BMI. These results further support the importance of looking at how characteristics of both partners interact to affect marital processes.

D109**HOOKING UP: IS GENDER THE BEST PREDICTOR OF BEHAVIOR?**

Sal Meyers¹, Elisha Girken¹, Kelsey Ubben¹; ¹Simpson College – Hooking up has been defined as "a sexual encounter, usually lasting only one night, between two people who are strangers or brief acquaintances. Some physical interaction is typical, but may or may not include sexual intercourse" (Paul, McManus, & Hayes, 2000). We sought to better understand hooking up using an online survey of 58 men and 161 women at a small, Midwestern college. Overall, gender differences were smaller than expected. Men and women were equally likely to have hooked up within the past year, although men were more likely to have had sexual intercourse when they hooked up. Of the participants who reported hooking up, those who had sex hooked up more often and with a greater number of people than those who hooked up without sex, irrespective of gender. Thus, having sex during a hookup was a stronger predictor than gender of hookup frequency. Furthermore, men and women did not differ in their responses to questions regarding their most recent physical encounter; however, responses did differ based on relationship type. Casual partners and friends were more likely to have been drinking alcohol than committed partners. People in casual relationships were more likely to brag about the encounter than people who were with friends or in committed relationships. All three groups differed in their regret over the encounter and their hopes for the future. People in casual relationships showed the most regret and the least relationship commitment; people in committed relationships showed the least regret and the most relationship commitment.

D110**SOCIAL SUPPORT HAS ITS MOMENTS: WHEN SUPPORT FROM A FRIEND MINIMIZES DEROGATION OF A STRANGER**

Kathrin Milbury¹, Linda K Acitelli¹; ¹University of Houston – Surprisingly, evidence consistently reveals that received social support may be linked to harmful, rather than beneficial, outcomes (e.g., Seidman, Shrout & Bolger, 2006). Extending the threat to self-esteem model, the current study examines the effectiveness of received support as a function of self-esteem (SE) and contingent self-worth (CSW) in a social approval context. We predicted that individuals with high SE (HSE) and low CSW are less likely to benefit from support than individuals with low SE (LSE) and high CSW. After completing baseline measures, 70 undergraduates (each of whom brought one friend with them) believed they were being evaluated by a stranger via webcam while reading a passage aloud. Participants received standardized feedback in both the control and experimental conditions. In the support condition only, participants also received emotional support from a friend prior to completing an evaluation of the stranger. As predicted, in the support condition, HSE individuals were more likely to derogate the target stranger compared the low SE individuals. Further, CSW moderated the association; however, further analyses demonstrated that HSE individuals with high CSW were more likely to derogate the stranger than LSE individuals. Interestingly, in the no support condition, LSE individuals were more likely to derogate compared to HSE individuals regardless of level of CSW. Post-hoc analyses examining negative affect and momentary self-

esteem as outcomes of received support may suggest a modification of the threat to self-esteem model by showing that social support appears to be harmful only for people with high SE and high CSW.

D111**ROMANTIC HYPERBOLE: INDIVIDUAL DIFFERENCES IN DESIRES FOR EXTRAVAGANT DISPLAYS OF AFFECTION AND COMMITMENT**

Rowland S. Miller¹, Jessica R. Lee¹; ¹Sam Houston State University – People differ in their desires for extravagant shows of commitment and affection, or romantic hyperbole, from their romantic partners. This study examined romantic overstatement and some of the traits of those who seek it. Two scales were developed. The first, "romantic exaggeration," contained items such as My partner is the center of my universe. The second, "greedy gifting," contained items such as I expect to receive lots of gifts on Valentine's Day. Participants completed both scales in the week preceding Valentine's Day and then reported their reactions to the occasion in the week following Valentine's. Romantic exaggeration was positively related to relationship satisfaction and commitment, negatively related to avoidance of intimacy, and unrelated to anxiety over abandonment. It was also positively related to high expectations for Valentine's Day and to positive reactions to the event itself. In contrast, greedy gifting was negatively related to both satisfaction and commitment and positively related to both attachment avoidance and anxiety. It was also related to positive expectations for Valentine's, but greedy people had less favorable evaluations of Valentine's once it was done. The role of reasonable standards and optimistic expectations in romantic success and failure are discussed.

D112**THE COSTS OF RELATIONSHIP LOSS AND REACTIONS TO SOCIAL REJECTION: FOCUSING ON SHARED ACTIVITIES WITH OTHERS.**

Genta Miyazaki^{1,2}, Tomoko Ikegami¹; ¹Osaka City University, ²Japan Society for the Promotion of Science Fellows – The present study examines how the amount of activities shared with others influences responsiveness to interpersonal rejection. The need to belong hypothesis suggests that humans are equipped with an effective psychological system to maintain ties with others by detecting social rejection cues and coping with them accordingly because the loss of a relationship leads to the loss of various resources provided through interaction. The cost of relationship loss reflects the amount of interactive activities shared with others. We therefore hypothesized that the greater was the amount of shared activities with others, the more responsive one would be to interpersonal rejection: one would exhibit more affective and behavioral reactions to rejection cues. We tested this hypothesis by conducting a questionnaire study in which 319 Japanese undergraduates listed activities they shared with their closest same-sex friend and indicated how they would feel and behave if they were rejected. Structural equation modeling showed that individuals who shared more activities with their friend felt less self-regard and more self-threatened following the imaginary rejection. Individuals who felt less self-regard manifested more relationship-constructive behaviors and fewer relationship-destructive behaviors. Individuals who felt more self-threatened manifested more constructive behaviors, but unexpectedly they also manifested more destructive behaviors. Discussion focused on the adaptability of response systems to social rejection.

D113**BAD BOY, GOOD GIRL: WHEN DO OPPOSITES ATTRACT IN ROMANTIC RELATIONSHIPS?**

Wade Morris¹, Tammy Lowery Zacchilli¹, Amanda Tatko¹, Chenelia Valerio¹; ¹Saint Leo University – Buss and colleagues (1992, 1999, 2006) proposed an evolutionary theory of mating suggesting that males and females differ in the qualities chosen in a long-term partner. For example, women are more selective of certain traits (e.g., intelligence) as the probability of pregnancy increases while men are more selective in the long-term but less selective in the short-

term (Kenrick, et al. 1993). In the present study, we sought to extend research on attraction by examining ratings of the good girl versus the bad girl and the good boy versus the bad boy. We sought to determine which target is more attractive in the long term versus short term as well as which target receives more liking, respect, etc.. Eighty-eight females and 45 males participated. Males rated females based on two descriptions (bad vs. good), while females rated males based on two descriptions (bad vs. good). Participants responded to questions assessing demographics, self-esteem, sexual attitudes, and the Big 5. Additionally, we included a short questionnaire that assessed the good girl/bad girl or good boy/bad boy qualities in the respondent. Preliminary analyses revealed that males rated the good girl higher than the bad girl on all of the traits except for the item, I would have sex with her. For this item, there were no significant differences. Females rated the good boy higher on all of the traits except, I am physically attracted to this person. For this item, there were no significant differences. Further analyses and implications will be discussed.

D114

HOW IS OUR DATING RELATIONSHIP? THE RELATION OF ANXIETY AND AVOIDANCE ON HOW CONVERSATIONS INFLUENCE RELATIONSHIP QUALITY *Marian M. Morry¹, Mie Kito¹, Simmi Mann¹, Jessica Scholz¹*; ¹University of Manitoba – Sixty-two dating couples completed an attachment style scale, participated in a 20-minute closeness building (CB) or small-talk (ST) discussion, and then rated their relationship quality (RQ). RQ was measured as satisfaction, liking, loving, commitment, intimacy, and passion. Avoidant individuals were predicted to report lower RQ after the CB discussion compared to the ST discussion as a way to distance their partner who gets too close to them. In contrast, anxious individuals were predicted to report greater RQ after the CB discussion compared to the ST discussion as a way to bolster their relationship. Regression analyses supported our hypothesis for the anxious individuals with Own Anxiety by Discussion Topic interactions for Love, Commitment, and Passion; higher levels of one's Own Anxiety predicted greater RQ after the CB discussion but did not predict RQ after the ST discussion. Contrary to predictions, higher levels of one's Own Avoidance were related to lower RQ regardless of the Discussion Topic. Having a partner who was high in Avoidance (Partner's Avoidance) also predicted lower RQ except Liking. Finally, the Partner's Avoidance interacted with the Discussion Topic for Passion, Intimacy, and Commitment; having a partner with higher levels of Avoidance predicted lower RQ after the ST discussion but did not predict RQ after the CB discussion. It appears that anxious individuals used the closeness building topic to bolster romantic (love, commitment, and passion) rather than friendship (liking, intimacy, and satisfaction) RQ aspects. However, with an avoidant partner, small-talk reduced some aspects of RQ.

D115

FACTORS AFFECTING SELF-OTHER OVERLAP IN PARENT-CHILD RELATIONSHIPS *John E. Myers¹, Sara D. Hodges¹*; ¹University of Oregon – The current study investigated factors predicting the degree to which college student participants (N = 161) perceive overlap in their representations of themselves and of their parents. We used two measures of self-other overlap: Aron's Inclusion of Other in the Self (IOS) Scale (a series of 7 pairs of increasingly overlapping circles), and similarity on an adjective checklist developed by Davis et al. (1996). Participants who reported that their parents were more caring (as measured by Parker et al.'s Parental Bonding Instrument) reported greater overlap with their parents on both measures. This result was found across male and female participants and for overlap with both mothers and fathers. In addition, overlap with fathers as measured by the IOS was predicted by the degree to which both male and female participants perceived their parents to equally share in parenting duties (as compared to participants who perceived their mothers as doing most

of the parenting). Among female participants, this equal parenting measure also predicted overlap with fathers on the adjective checklist. Two gender related constructs also predicted overlap on the IOS: More feminine males (as measured by Spence et al.'s Personal Attributes Questionnaire) reported greater overlap with both parents. In contrast, female subjects with higher scores on restrictive emotionality (as measured by O'Neil et al.'s Gender Role Conflict scale) reported less overlap with both parents. In summary, perceiving a parent as caring broadly predicts self-other overlap with that parent, whereas other predictors interact with gender roles.

D116

OUR PARTNERS ARE HOT BUT WE ARE NOT? AN EXAMINATION OF PEOPLE'S SATISFACTION WITH THEIR APPEARANCE AND THEIR PARTNER'S APPEARANCE *Alex Natwick¹, David Frederick¹, Andrea Niles¹, Elizabeth Daniels¹, Janet Lever²*; ¹UCLA, ²CSULA – Have you ever told your dating partner that you think you weigh too much, that your body isn't sexy enough, or that overall you just don't feel attractive? Your partner looks at you with a confused look in his or eyes and says But I think you look amazing! The first issue we examined in this study is whether people are more satisfied with their partner's bodies than their own bodies. We predicted that people would be more satisfied with their partner's appearance because past research in social psychology has revealed that we enhance our perceptions of our partner's attractiveness even more than we enhance perceptions of our own attractiveness. Second, we examined whether body satisfaction was related to how satisfied people were with their relationships and sex lives. To investigate these issues in a broad sample, we posted a survey on the popular news website www.MSNBC.com for two weeks (N = 73,896). Our results were consistent with the hypothesis that we are prone to view our partners especially positively: Nearly three-fourths of people reported feeling satisfied with their partner's appearance, while only half reported feeling satisfied with their own appearance. This pattern held true across heterosexual, bisexual, and gay/lesbian men and women. People who were more satisfied with their bodies and their partner's bodies reported more relationship and sexual satisfaction (rs = .18 to .54). These findings highlight the fact that body satisfaction is an important predictor of relationship outcomes and we are biased to view our partners in a positive light.

D117

THE DARK SIDE OF CONTROL: UNDERSTANDING CONTROL IN RELATIONSHIPS *Ivelina Naydenova¹, Warren H. Jones¹*; ¹University of Tennessee – Although considerable research attention has been devoted to issues of control in general (e.g. locus of control, desire for control), the more contextualized, relationship-specific control construct has remained relatively unexplored. The purpose of this project was to advance the study of control in relationships by determining the associations between control, attachment and relevant personality constructs. One hundred and twenty three students completed measures of control in relationships (CIR), loneliness, jealousy, perfectionism and adult attachment. Based on extant research, we expected CIR to be positively related to anxious attachment style and to the jealousy, loneliness and perfectionism measures. We hypothesized a model predicting that loneliness, jealousy, and perfectionism mediate the relationship between anxious attachment and control in relationships. As expected, CIR was significantly related to loneliness, jealousy and perfectionism and to anxious attachment. AMOS 6 structural equation modeling was used to test the fit of our model. The data adequately fit the model (CMIN/DF = 1.54; CFI = .99, c ((2, 123)) = 3.09, p = .21) and all standardized path coefficients were significant. In conclusion, the results allow for better understanding of the control in relationships construct by shedding light on a path associating attachment style and control and by identifying some theoretically meaningful correlates of control. While the cross-sectional nature of the data limits assumptions of causal direction, the observed pattern

provides important insight into the operating characteristics of control. Further research is needed to clarify the association between attachment and control by use of experimental and longitudinal methods.

D118

THE COLOR RED: RED ENHANCES MEN'S ATTRACTION TO WOMEN Daniela Niesta Kayser¹, Andrew Elliot¹; ¹University of Rochester – In many non-human primates, the color red enhances males' attraction to females. In three experiments we demonstrate a parallel effect in humans: in the first experiment, red, relative to other achromatic and chromatic colors, leads men to view women as more attractive and more sexually desirable. The second experiment shows that men seem unaware of this red effect, and that red does not influence women's perceptions of the attractiveness of other women, nor men's perceptions of women's overall likability, kindness, or intelligence. With the third experiment a behavioral link is established between viewing a woman dressed in red and choosing to sit closer to her than to a woman dressed in blue. Our findings have practical implications for men and women in the mating game and document the value of extending research on signal coloration to humans, hereby considering color as something of a common language, both within and across species.

D119

THE MORE FAMILIAR, THE MORE ATTRACTIVE? THE RELATION BETWEEN FAMILIARITY AND ATTRACTION IN SAME-SEX FRIENDSHIP Makiko Nishiura¹, Ikuo Daibo¹; ¹Osaka University – The present study examined the relation between familiarity and attraction in same-sex friendship. Mutual understanding through self-disclosure leads to any good relationships. However, knowing too much information about partners, which refers to familiarity, may have negative effects on partners' attraction. If one comes to know more about one's friend, the unknown about that friend consequently decreases, which may result in reduced stimulation and novelty. Thus, we hypothesized that, in developed relationship, the attractiveness of friends would decrease as people knew more about their friends. One hundred and seventy male and female undergraduates reported one developing friendship and one developed friendship. We compared these friendships and examined the effect of familiarity on attraction. As a result, when considering four factors of attraction (i.e. security, stimulus, faith, and distance (Nishiura & Daibo, 2008)), in developed friendship, security was the highest among them, and stimulus was the lowest. On the other hand, in developing friendship, security was almost the same level with stimulus. That is, as a relationship progresses, individuals seem to feel more secure. Also, in developed relationship, the higher the level of familiarity became, the higher the tendency toward security and stimulus got to some extent and it hit a peak. This suggested that attraction did not increase in direct proportion to familiarity. The implications about the relations between familiarity and attraction in same-sex friendship were discussed.

D120

INCLUSION OF OTHER IN THE SELF AS A PREDICTOR OF COUPLES' INTERACTIONS : THE IMPORTANCE OF USING COMPOUND METHODOLOGIES Christine Paprocki¹, Gertraud Stadler¹, Sarah Burns¹, Krista Jenkins¹, Niall Bolger¹; ¹Columbia University – The Other in the Self (OIS) scale (Aron, et al., 1992) provides a visual framework for measuring the interconnectedness of a couple via self-report. Whereas previous studies using the OIS have found it to be correlated to positive emotions within relationships, the present study aims to investigate how gender differences in interconnectedness impact negative emotions and behaviors. Data was collected from 76 couples using a combination of methods: online daily diaries, naturalistic discussions in a lab setting, self and partner ratings of support and emotion, and physiological measurement. Results replicated findings of previous studies, showing that high couple interconnectedness served as a predictor for happiness both for women ($r = .250, p < .01$) and men ($r = .324, p < .01$).

While Aron found that the OIS was predictive of positive aspects of relationships such as closeness, intimacy, and positive emotions about the partner, no significant associations with negative relationship emotions were found. The present study aims to build on past findings with a study of the associations between interconnectedness and negative behavior in addition to negative emotion. Results show a significant relationship between high OIS and lower reported negative behavior, specifically argument frequency, for women but not for men ($r = .164, p < .05$). One possible explanation for the findings could be that a more unified self-partner view decreases female subjects' desire to initiate hostile interactions that could negatively impact the couple. The findings indicate that using a compound methodology provides a more nuanced framework for studying both behavior and emotion in couples.

D121

GENDER DIFFERENCES AND RELATIONSHIP STATUS IN INFIDELITY: WHO'S CHASING WHOM? Jessica Suzanne Parker¹, Melissa Burkley¹; ¹Oklahoma State University – Infidelity is not always a result of committed individuals pursuing other people; sometimes it is the case that other people are more willing to pursue committed individuals, a phenomenon known as mate poaching. The purpose of the present study was to examine when people are likely to engage in mate poaching tactics. Male and female participants, who were either single or in a relationship, completed a match.com-type survey in which they described their ideal romantic partner. Next, they were informed that the computer had matched them up with an opposite-sexed individual who had provided similar responses. Participants were then presented with a photograph and information about this target individual. Half of the participants read that this target was single and half read he/she was in a committed relationship. Finally, all participants completed a questionnaire that assessed how willing they would be to pursue this target individual. The results showed that single women were more interested in pursuing a committed target rather than a single target; single men did not show this difference. Women in a relationship themselves also did not show a preference. Thus, single women were the only group that was more interested in pursuing an unavailable target rather than an available target. By using an experimental design, the current study adds to the mate poaching literature and identifies that factors that make mate poaching more or less likely. Implications and future research are discussed.

D122

HOW YOUR PARENTS REALLY DO AFFECT YOUR LOVE LIFE: AN EXAMINATION INTO THE RELATIONSHIP BETWEEN PARENTS' EDUCATION LEVEL AND THEIR CHILD'S ROMANTIC BELIEFS. Jennifer L Paterson^{1,2}, Elaine Hatfield¹, Kentaro Hayashi¹; ¹University of Hawaii at Manoa, ²University of Leeds – What makes some people believe that romantic love will last forever, or that it can even conquer all, whereas others believe romantic love to be nothing but a fairytale or a myth? Could parental education influence their child's thoughts on love? Using quadratic regression ($n=279$), we found adherence to the majority of the Romantic Beliefs proposed by Sprecher and Metts (1989) was significantly correlated in a curvilinear fashion with the education level of the parent of the same sex. Interestingly, females' romantic beliefs were correlated to their mother's education level in a U-shape fashion, whereas males' romantic beliefs were correlated to their father's education level in an inverted U-shape. The results suggest individual's romantic beliefs are influenced according to their gender and also the education level of the parent of the same sex. The results are discussed in terms of modeling of beliefs of the same sex parent through attachment theory, along with potential moderating factors such as parental time spent at home, and the relationship between the parents.

D123
FROM HELLO TO I LOVE YOU: WHAT PREDICTS SPEED OF ROMANTIC INVOLVEMENT? Karisa Pawluk¹, Daniel Jones²; ¹Simon Fraser University, ²University of British Columbia – Previous research has shown that individuals who are sexually promiscuous (i.e., have an unrestricted sociosexual orientation) take less time to enter into a sexual relationship with someone (Simpson & Gangestad, 1991). However, little is known about what predicts how long it takes someone to enter into a romantic relationship, commit to a partner, or start dating someone after first knowing them. We predicted that emotional promiscuity (Jones & Paulhus, 2008), insecure attachment style (Brennan, Clark, & Shaver, 1998), and unrestricted sociosexual orientation (Simpson & Gangestad, 1991) would all predict shorter time intervals between first meeting someone and becoming romantically involved. Overall findings indicate that emotional promiscuity is the best predictor of speed in entering into romantic relationships. Findings are discussed in terms of attachment style, promiscuity, and validation of the emotional promiscuity construct.

D124
ONLY BECAUSE I LOVE YOU: WHY PEOPLE MAKE AND WHY THEY BREAK PROMISES IN ROMANTIC RELATIONSHIPS Johanna Peetz¹, Lara Kammrath¹; ¹Wilfrid Laurier University – People make and break promises frequently in interpersonal relationships, which can have grave consequences for their relationships. Research to date has primarily focused on the consequences for the victim. We examine relationship promises from the perspective of the person making the promise, and examine the processes leading up to making promises and the processes involved in keeping them. In a first study, participants were asked to freely formulate up to three promises and send them by email to their romantic partner. People who were highly satisfied in their relationship made more promises to their partner and also promised to do these behaviors more often. In a second study examining face-to-face promises, relationship satisfaction was again positively related to the number of promises and to promised frequency. Promisers' and promise recipients' reports two weeks later indicated that the promisers had fallen short of about one third of their promises, and had also done them less frequently than promised. Relationship satisfaction was not related to actual follow-through behavior. The effect of relationship satisfaction on promising (but not behavior) was replicated in a third study. Additionally, Study 3 demonstrated what really contributes to the keeping of a promise: self-regulatory personality traits, such as conscientiousness. In conclusion, people were making promises for very different reasons (love) than what made them keep these promises (conscientiousness). Ironically, then, those who are happiest in their relationship may be most likely to break their romantic promises, as they are making ambitious commitments they are later unable to keep.

D125
SATISFACTION GUARANTEED? A DYADIC INVESTIGATION OF GENERAL AND RELATIONSHIP-SPECIFIC ATTACHMENT SECURITY, RELATIONSHIP SATISFACTION, AND LIFE SATISFACTION Colin Perrier¹, Michael Busseri¹, Danielle Molnar¹, Stan Sadava¹; ¹Brock University – A positive association between a secure adult attachment orientation, as represented by low levels of attachment anxiety and avoidance, and greater romantic relationship quality has received considerable support in the extant literature. Most research in this area, however, has operationalized attachment security in a general sense, without particular attention to one's current romantic relationship or the attachment orientation of one's partner. Moreover, broader indices of positive functioning such as life satisfaction have been neglected. We examined general and relationship-specific attachment orientations within a dyadic framework that included both relationship and life satisfaction. Participants were 297 heterosexual couples, ranging in age from 18 to 75 years (mean = 29.9), and ranging in length of relationship from 3 months to 44 years (mean = 6.2 years). Participants completed

web-based measures of attachment orientation, relationship satisfaction, and life satisfaction. Using structural equation modeling, an actor-partner interdependence model was tested in which general and relationship-specific attachment orientations predicted relationship satisfaction and life satisfaction. Actor and partner effects were observed for (1) greater general attachment security predicting greater relationship-specific attachment security; (2) greater relationship-specific (but not general) attachment security predicting greater relationship satisfaction; and (3) lower general (but not relationship-specific) attachment anxiety and greater relationship satisfaction predicting greater life satisfaction. Further, similarity between partners in relationship-specific attachment security accounted for considerable variance in similarity in relationship satisfaction. Thus, benefits may accrue from greater attachment security and greater similarity in relationship-specific attachment security. Relevance to clinical practice and conceptualizations of attachment orientation are discussed.

D126
IMPROVING THE ROMANTIC RELATIONSHIPS OF PEOPLE LOW IN AGREEABLENESS: FOCUSING ON FELT SECURITY Mihailo Perunovic¹, Kerri Wheatley¹; ¹St. Thomas University – Recent research has indicated that the reason people low in agreeableness have poorer romantic relationships than those high in agreeableness is because of their feelings of insecurity, which causes low agreeable people to value their partner and relationship less than the typical agreeable person values his or her own relationship (Perunovic, 2007). Further, other research has demonstrated the success of a technique which can be used to increase felt security levels in insecure individuals (Marigold, Holmes, & Ross, 2007). The current research uses the methodology of Marigold et al. to try to increase the levels of felt security in low agreeable people to improve their romantic relationships. Specifically, 99 participants were randomly assigned to either a control condition or to cognitively reframe a compliment their partner gave them in the past (abstract condition). In the control condition, participants were asked to recall in concrete terms a compliment their partner gave them; that is, they were asked to give a fixed description of physical characteristics such as what they were both wearing at the time and where the compliment took place. In the abstract condition, participants were asked to explain the underlying meaning behind the compliment and how it made them feel. As predicted, in comparison to the control condition, in the abstract condition, low agreeable people's security levels increased which then mediated parallel increases in their relationship satisfaction, and how much they valued their partner, thus providing a possible means to improve their relationships.

D127
AND YOU LOVE ME... SO?: MOTIVATED CONSTRUAL OF RELATIONSHIP HISTORY PREDICTS LONG-TERM RELATIONSHIP VIABILITY Raluca Petrican¹, Chris Burris²; ¹University of Toronto, ²St. Jerome's University – Construal of relationship history has been recently identified as an important indicator of long-term relationship viability. In two studies with undergraduate dating couples, we investigated the effect of motivated construal of relationship history, consistent with each of the six love types described by Rempel and Burris (2005), on partners' perceived intimacy, satisfaction, and commitment. In both studies, participants wrote about three positive relationship events and completed measures of attachment style, as well as investment, intimacy, commitment, relationship satisfaction, and perceived quality of alternatives. Partners' autobiographical accounts were subsequently subject to content coding for the presence/absence of redemptive sequences, and cognitive, emotional, and behavioral themes consistent with each love type. Additionally, partners' autobiographical accounts were analyzed with Pennebaker and Francis's (2006) LIWC software. Partners' love type, redemption, and word frequency scores were separately summed across the three relationship events. Erotic love was

the type most predictive of relationship commitment. Recall of redemptive relationship events predicted greater relationship satisfaction. Interestingly, those who recalled acts of kindness consistent with altruistic love directed toward the self by the partner tended to be insecurely attached and, despite the positive nature of the recalled events and their partners' higher perceived closeness, reported less relationship satisfaction. Moreover, as revealed by LIWC analyses, these individuals exhibited heightened self-focus and minimal we focus in their autobiographical accounts. We discuss these findings in terms of insecurely attached individuals' difficulty of appropriating positive partner behaviors in relationship evaluation contexts to achieve a stable, secure sense of self-with-other.

D128**SAYING I'M SORRY IS NOT ALWAYS ENOUGH: HOW MATE VALUE INFLUENCES THE EFFECTIVENESS OF AN APOLOGY**

April Phillips¹, Cassandra Hranek¹; ¹Columbus State University – Previous research has demonstrated that although apologies are usually associated with increased forgiveness following an interpersonal offense, both perceived sincerity and intimacy with the offender are important predictors of effectiveness. The current studies investigated the influence of another potentially important variable, mate value, on the effectiveness of an apology. In study one, participants responded to a hypothetical offense committed by either a high or a low mate value female with or without an apology. Female participants were more likely to forgive the low mate value offender who apologized; however, there was no effect of the apology on forgiveness toward the high mate value offender. In contrast, male participants were more likely to forgive the high mate value offender when she offered an apology, but the apology had no effect on forgiveness toward the low mate value offender. A follow-up study was conducted to investigate the influence of the offender's mate value on perceptions of the sincerity of an apology. Participants were asked to listen to and rate the quality of a pre-recorded apology following the offense scenario used in study one. Consistent with the results in study one, female participants judged the apology from the low mate value offender as more sincere, while male participants judged the apology from the high mate value offender as more sincere. Taken together, these results suggest that variables other than intimacy, such as the possibility of future interactions, might influence our willingness to accept an apology and subsequently offer forgiveness.

D129**AFFILIATION AND SOCIAL COMPARISON AFTER SOCIAL EXCLUSION**

Richard S. Pond Jr.^{1,2}, John B. Nezlek¹; ¹College of William & Mary, ²University of Kentucky – The similarity - attraction link was explored among socially excluded individuals for general affiliation and social comparison. It was expected that excluded people would affiliate with excluded and neutral others. Yet they would socially compare more with excluded-affiliates than accepted or neutral-affiliates. In a between-subjects experiment, 148 participants received information indicating that they were either included or excluded from a laboratory group. After receiving the experimental feedback, the participants interacted with: an accepted-affiliate, an excluded-affiliate, or a neutral-affiliate. The interactions were recorded with a hidden camera. Tapes were coded for: total verbal affiliation, affiliative temperament, cognitive clarity comparisons, emotional comparisons, total social comparisons, and miscellaneous affiliation (verbal affiliation not relevant to social exclusion). Excluded participants affiliated equally with accepted, excluded and neutral-affiliates, yet their temperament was most affiliative among excluded-affiliates. Excluded participants made more cognitive clarity and emotional comparisons with excluded-affiliates than the other affiliates. The results suggest that social exclusion increases the desire for affiliation and the excluded individuals seek

social comparison information when affiliating with other excluded individuals. The implications of the findings will be discussed.

D130**COGNITIVE, EMOTIONAL, AND BEHAVIORAL RESPONSES FOLLOWING ROMANTIC RELATIONSHIP DISSOLUTION**

Daphna Ram¹; ¹Cornell University – Despite its mental health significance, little is known about the negative effects of non-marital romantic relationship dissolution, and the recovery process. The present research addresses this issue by examining recovery from a romantic relationship breakup as a multi-faceted (cognitive, affective, behavioral) process that unfolds over time. Individuals who had recently experienced a breakup or who were still in an intact relationship completed an online daily diary assessing cognitive, emotional, and behavioral responses over the course of 28 days. Multilevel modeling was used to assess changes in responses longitudinally between the breakup and intact groups, and to measure the role of individual differences in adult attachment on the recovery process. Compared to the intact sample, the breakup sample initially experienced elevated levels of negative emotion and greater use of distraction activities as a means of coping with the loss, both of which subsequently declined over the 28 days. Moreover, contact with the ex-partner also decreased and positive coping increased among the breakup sample compared to the intact sample. Finally, within the breakup sample, recovery trajectories differed significantly depending on a person's adult attachment pattern. Those with higher attachment anxiety experienced more negative emotion initially, which decreased over the 28 days. These findings delineate the psychological changes - cognitive, emotional, and behavioral - experienced by individuals as they respond to and cope with relationship breakup. It also sheds light on the long hypothesized, but little studied, reorganization process (Bowlby, 1982) in which individuals no longer rely on the partner as an attachment figure.

D131**YOUNGER SPOUSES' INTERACTIVE EXPERTISE IMPROVES WITH RELATIONSHIP DURATION**

Antje Rauer¹, Michaela Riediger¹, Florian Schmiedek^{1,2}, Ulman Lindenberger¹; ¹Max Planck Institute for Human Development, Berlin, ²Humboldt-University, Berlin – Collaborating with another person on a cognitive task requires interpersonal coordination, which can be complicated by misunderstandings and erroneous interpersonal timing. Among familiar partners, such as spouses, these complications can be reduced by interactive expertise (experience-based knowledge about how to optimize interactions with a particular partner). This expertise might become more elaborated with accumulated interactive practice. We therefore hypothesized that interactive expertise in romantic couples increases with relationship duration. 80 younger adults (20–30 years) and 80 older adults (70–80 years) completed a collaborative-communication task based on the game Taboo (a) with their spouses and (b) with an unfamiliar partner. Participants were asked to explain target words to the partner using as few cues as possible. Performance was measured by the number of cues needed until the partner guessed the target. Overall, spouses outperformed unfamiliar dyads. Younger adults' benefit from cueing the spouse, as opposed to cueing an unfamiliar person, depended on couples' relationship duration (range: one–eleven years). The longer younger couples were engaged in the partnership, the more they outperformed younger unfamiliar dyads. Older couples generally outperformed older unfamiliar dyads, irrespective of couples' relationship duration (range: seven–59 years). As age was confounded with relationship duration in the present sample, the results observed in the younger subsample may be similar for older newlywed couples. Overall, the findings suggest that younger couples' verbal communication becomes increasingly efficient in early years of their relationship. In long-term partnerships, this interactive expertise may serve as a particular resource in old age.

D132

LOVERS WITH HAPPY FEET: HOW RELATIONSHIP AND DANCING SELF-DETERMINATION INFLUENCE DYADIC SATISFACTION OF ROMANTICALLY INVOLVED DANCING PARTNERS

Nathalie C. Ricard¹, Simon G. Beaudry¹, Luc G. Pelletier¹; ¹University of Ottawa – Prior research has shown that the reasons for engaging in an intimate relationship have important implications for the activities couples practice together and the quality of their relationship. However, the role that these activities play on dyadic satisfaction remains unclear. Based on Self-Determination Theory (Deci & Ryan, 2000), this study examined the interplay of motivation for an intimate relationship, motivation for practicing a relational activity with a romantic partner (i.e. ballroom dancing) and dyadic satisfaction when practicing an activity and for the relationship. It was expected that relationship self-determination would have an impact on the practice of the activity, and that functioning within the activity would in turn influence dyadic satisfaction for the relationship. Ninety participants who practice ballroom dancing with their romantic partner completed a questionnaire package measuring motivation for their intimate relationship and for practicing ballroom dancing with their romantic partner as well as dyadic satisfaction for the relationship and when practicing ballroom dancing. Results showed that relationship self-determination was related to dancing self-determination and that both predictors were associated with dyadic satisfaction when dancing. In turn, when controlling for relationship self-determination, dyadic satisfaction when dancing was significantly associated with dyadic satisfaction for the relationship. Findings offer insight into the role that motivation for an intimate relationship plays on the motivational and relational processes involved in the practice of a relational activity. Results also suggest that who we are as a couple impacts what we do as a couple, and how satisfied we are when doing so.

D133

IMPORTANCE AND REMEMBRANCE OF FALLING IN LOVE

Suzanne Riela¹, Arthur Aron¹; ¹SUNY Stony Brook – The transition from liking to loving, from not being in love to being in love, is referred to as falling in love (Hatfield & Rapson, 1996; Tennov, 1973). The present study investigated 13 precursors to falling in love (Aron et al., 1989, Aron et al., 2006, Fraley & Aron, 2004) in terms of their importance and remembrance (how well the precursors were remembered). 87 undergraduates reported on a falling in love experience by completing importance and remembrance ratings for 30 statements. For remembrance, individuals were asked if they consciously recollected or simply knew that an event transpired (Rajaram, 1993). One sample-tests revealed that remembrance was greater than chance for the majority of the precursors. The most important precursors were humor, desirable characteristics, and reciprocal liking. The highest rates of remembrance were found for desirable characteristics, specific cues, and familiarity. Importance and remembrance were positively correlated for the majority of the precursors. The more important a precursor was rated the more likely participants reported remembering rather than knowing. This is consistent with autobiographical memories being more vivid for significant life events (Keenan & Baillet, 1980). Implications for passionate love more generally are discussed.

D134

THE BENEFITS OF PARTNER SUPPORT FOR SELF-EXPANSION OPPORTUNITIES

Jennifer M. Rodden¹, Hayley C. Fivocoat¹, Arthur Aron¹; ¹State University of New York at Stony Brook – The self-expansion model emphasizes the role of relationships in providing opportunities and for promoting personal development. We examined the effects of relationship partners facilitating one's individual self-expansion in two studies. In Study 1, we created the Self-Expansion Opportunities (SEO) questionnaire to assess how much one feels that one's partner supports one's personal growth in areas independent of the relationship. Items

were inspired from the Self-Expansion Questionnaire (SEQ; Lewandowski & Aron, 2002), which assesses self-expansion in the context of the relationship. Key results in an undergraduate sample: The SEO was highly reliable ($\alpha = .95$) and had high correlations with standard relationship measures, which remained in regressions that also included the SEQ: perceived partner responsiveness (zero order $r = .79$; betas with SEQ included, .65 for SEO and .26 for SEQ), passionate love (.59, .44, .26), and relationship satisfaction (.43, .31, .13). Study 2 was an experiment that tested the effect of partner support in response to either a future individual self-expanding event or a future individual stressful event. Members of dating couples were provided with either a self-expansion or social support opportunity, after which partner responsiveness was manipulated to be interpreted as either active or passive. Relationship well-being increased significantly more for those who received active responses compared to passive responses across all conditions. However, perceived partner responsiveness increased significantly more for those who received active responses compared to passive only in the self-expansion condition (the pattern of means was reversed in the social support condition).

D135

I SEE YOU AND I FEEL A CRUSH FOR YOU! EFFECTS OF IMPLICIT FAMILIARITY ON INITIAL ATTRACTION

David Rodrigues¹, Teresa Garcia Marques²; ¹ISCTE/ISPA, ²ISPA – Interpersonal attraction phenomenon underlies different types of relationships. Our work focus attraction in a very initial relationship, the type of attraction defined as having a crush, i.e., feelings elicited on an initial contact with another. Our first approach was to understand what people mean by having a crush, helping us to develop the Index of Having a Crush (Index C) to measure this construct. On our second approach we focus variables that can exert influence on such feeling. Here, besides reporting the development of Index C, we present a study reporting the impact of implicit familiarity on initial attraction. Using subliminal presentations of the target's photo (0 vs. 3 vs. 6 exposures), we elicited higher levels of initial attraction across groups. In discussing our results, special attention will be given in differentiating initial attraction from other types of attraction, as well as the importance of mere-exposure effects for these feelings.

D136

PHYSICAL ATTRACTION, EXECUTIVE FUNCTIONS AND YOUNG MEN'S RISK-TAKING

Richard Ronay¹, Bill von Hippel¹; ¹University of Queensland, Australia – The archetype of the femme fatale appears in the religious texts, art, and literature of a range of cultures. She appears as a woman whose overwhelming allure has the capacity to part men from their reason, in essence, embodying the relationship between female sexuality and loss of self-control among men. Three experiments explored whether young men reported and engaged in more risk-taking after viewing pictures of highly attractive females. A possible role for frontal self-control mechanisms was investigated by having all participants complete working memory, reversal learning, and Stroop color-naming tasks. In addition, second to fourth digit ratio (2D:4D) was measured as a proxy for individual differences in testosterone. Viewing pictures of highly attractive females led to greater self-reported risk-taking, better Stroop performance, and worse reversal learning performance. 2D:4D was found to moderate the effect of exposure to attractive females on risk-taking behaviour, with increased risk-taking among high testosterone males, but decreased risk-taking among low testosterone males. Digit ratio similarly moderated the effects of exposure to attractive females on the Stroop and reversal learning tasks. These data suggest an intriguing relationship between individual differences in testosterone and the effect of physical attraction on risk-taking.

D137**IDEAL STANDARDS AND EXPLANATION PROCESSES IN CLOSE RELATIONSHIPS**

Harris Rubin¹, Lorne Campbell¹; ¹The University of Western Ontario – Two studies guided by the Ideal Standards Model (ISM; J. A. Simpson, G. J. O. Fletcher, & L. Campbell, 2001) and attribution theory investigated how discrepancies between partner ideals and partner perceptions relate to how negative behaviors are explained within close relationships. Results from 193 participants split across two separate samples revealed that ideal discrepancies are associated with predictable patterns of explanation for self and partner committed negative behaviors. As expected, ideal discrepancies were most strongly linked with how participants made attributions for hypothetical negative behaviors along the causal locus dimension. This link also mediated the association between ideal discrepancies and inferences of communicative and regulatory motivation for these negative behaviors. The two samples were also combined into a quasi-experiment to examine how discrepancies were associated with locus attributions across self and partner committed behavior. As expected, this analysis revealed a pattern of agreement across behavior commission. This research extends the ISM into the domain of social perception, and in doing so, provides initial evidence that ideal discrepancies are knowledge structures that affect social construal in a top-down manner.

D138**WHEN NEGATIVE BEHAVIORS ARE POSITIVE: A CONTEXTUAL ANALYSIS OF THE LONG-TERM EFFECTS OF INTERPERSONAL COMMUNICATION**

V. Michelle Russell¹, James K. McNulty¹; ¹University of Tennessee – How should partners discuss the problems that arise over the course of their relationships? Prior studies have provided inconsistent answers to this question, with some suggesting that partners benefit by avoiding negative behaviors and others suggesting that partners benefit by engaging in negative behaviors. The two longitudinal studies described here attempted to reconcile these inconsistent effects by examining whether the effects of negative problem-solving behaviors on relationship development depend on the severity of the problems couples face in their relationships. The prevalence of negative behavior exhibited by each spouse was estimated at baseline in each study by viewing and coding videotapes of 180 married couples' problem-solving discussions using the Verbal Tactics Coding Scheme (Sillars, Coletti, Parry, & Rogers, 1982). Problem severity and marital satisfaction were assessed every six months in each study, for up to four years. Growth curve analyses revealed that, whereas spouses' tendencies to blame and command their partners predicted declines in marital satisfaction when exhibited in the context of relationships facing only minor problems, those same behaviors predicted more stable satisfaction in relationships facing more severe problems. Further, these interactive effects were mediated by changes in the severity of the problems themselves. Indirect negative communications and rejections, by contrast, were destructive regardless of problem severity. In line with contextual models of relationships, the current findings suggest that factors that operate through behaviors to influence relationships may interact with the context of those relationships to predict relationship development in similar ways.

D139**THE INFLUENCE OF MATING BUDGET, AGE, AND SEX ON THE CUSTOMIZATION OF IDEAL SHORT-TERM AND LONG-TERM MATES**

Steven D. Seidel¹, Alanna M. Carrasco¹, Brooke A. Seyffert¹; ¹Texas A&M University-Corpus Christi – In this study, 730 participants (362 males, 368 females) ranging in age from 18 to 79 were asked to design their ideal short-term or long-term mate using a procedure similar to Li, Bailey, Kenrick, & Linsenmeier (2002). Using a dating service scenario that allowed participants to custom order their potential dates, participants were asked to designate how much value they placed on 8 mate characteristics (Attractiveness, Stability, Warmth, Loyalty, Career

Ambition, Creativity, Intelligence, and Integrity). Participants were asked to spend a total of either \$100 or \$400 to assign to the various traits. Consistent with evolutionary psychology, males placed more value on attractiveness than females. Females, however, placed more value on stability, career ambition, intelligence, integrity, and loyalty. In designing short-term mates, participants placed more value on creativity and attractiveness. While for long-term mates, career ambition, integrity, and loyalty were valued more. Participants who allocated \$100 used fewer characteristics than those allocated \$400. Interestingly, this budget factor interacted with the relationship term where those using the smaller budget used the least characteristics when they designed short term mates whereas \$400 participants used at least a moderate amount of characteristics in the short-term. Older participants placed less value on attractiveness and placed more value on warmth, integrity, and stability.

D140**DREAMS AND SOCIAL BONDING: RELATIONSHIP QUALITY AND THE PRESENCE OF EXTRA-DYADIC PARTNERS IN DREAMS**

Dylan Selterman¹, Suzanne Riel¹, Arthur Aron¹; ¹Stony Brook University – It has been proposed that the evolutionary development of close relationships in mammals was facilitated through REM sleep, and that sleep and dreaming serve a crucial function in social bonds and closeness. In this study (N=32), undergraduates in dating relationships first completed relationship questionnaires and were then given a booklet to take home to record their dreams each night for 14 days, along with their daily interactions with their romantic partner. Subjects rated emotions in each dream they had, and each dream record was coded by blind judges for the presence of romantic partners and extra-dyadic partners. The total number of dreams (and percentage of dreams) containing an extra-dyadic partner had significant negative correlations with self-reports of inclusion of other in the self (IOS) ($r = -.51$), relationship satisfaction ($r = -.56$), commitment ($r = -.57$), and a significant positive correlation with perceived quality of alternatives ($r = .38$). The correlation between number of dreams with an extra-dyadic partner and attachment avoidance approached significance ($r = .33$), and was not significantly associated with length of time in the relationship ($r = .10$). In addition, the emotional quality of dreams which contained subjects' romantic partners determined the likelihood that subjects would also dream about an extra-dyadic partner instead of their partner in subsequent dreams. Higher negative emotions (anger, jealousy) in dreams containing subjects' romantic partner was significantly positively correlated with the number of other dreams that contained extra-dyadic partners ($r = .48$). Strengths, limitations, and implications for understanding relationship processes are discussed.

D141**THE EXPERIENCE OF INTERPERSONAL CHEMISTRY WITHIN RELATIONSHIP INITIATION**

Heather Setrakian¹, Gian Gonzaga^{1,2}; ¹eHarmony Labs, ²University of California, Los Angeles – Predictors of relationship initiation have received scant empirical attention. Partners in the early stages of a relationship must quickly decide if they will initiate or expand a new relationship, and often refer to the colloquial term chemistry as a necessary component in pursuing a romantic alternative. We defined interpersonal chemistry (IC) as mutual physical, psychological, and social attraction between two people and hypothesized that it predicts efforts to initiate or expand a romantic relationship. Study 1 involved 3110 participants who were currently subscribers to an on-line dating service in a study of early relationship development. Participants were asked to report how much interpersonal chemistry they felt with a partner they had met in person. Interpersonal chemistry positively predicted continuing communication with that partner, a desire to see that partner again, and making plans to see that partner. In Study 2, 78 strangers participating in a modified speed dating round-robin scenario each met with up to four opposite-sex individuals and rated the partners physical attractiveness, their own emotions, how

much IC they felt with each partner, and were given the opportunity to exchange contact information. IC predicted the desire to date and likelihood of giving contact information (i.e., phone number or e-mail address) to a partner over and above how physically attractive they found the partner, the experience of love, and other positive emotions during their interaction. The experience of interpersonal chemistry seems to be an important component for individuals deciding to pursue a relationship with a potential partner.

D142

AVOIDANT ATTACHMENT STYLE AND REJECTION SENSITIVITY PREDICT UNDERESTIMATION OF PARTNER RESPONSIVENESS IN CAPITALIZATION INTERACTIONS Sandra L. Shallcross¹, Maryhope Howland¹, Jeffrey A. Simpson¹, Patricia A. Frazier¹, Jenna Bemis¹; ¹University of Minnesota—Reports of support received and support enacted within close relationships are only moderately correlated, and strong evidence exists for the role of social construction in perception of responsiveness (Reis, Clark, & Holmes, 2004). Although perceptions of romantic partners often contain a kernel of truth (Murray, Holmes & Griffin, 1996), they are also likely to be influenced by self-relevant constructs such as attachment styles and rejection sensitivity. This study examined the potential impact of anxious and avoidant adult attachment orientations and rejection sensitivity on perceptions of partner responsiveness during dyadic interactions. Dating couples (N = 102) participated in two videotaped discussions about positive events that had happened to each partner. Post-discussion ratings of responsiveness were obtained from both partners and from trained coders who viewed the taped interactions. As predicted, partners who had more avoidant attachment orientations or were more rejection sensitive tended to underestimate their partner's responsiveness (i.e., indexed by active and constructive feedback when a positive event was shared with them). Conversely, partners who had more secure attachment orientations or were less rejection sensitive tended to overestimate their partner's responsiveness. Reis and colleagues (2004) claim that perceived responsiveness is critical to the development of closeness and intimacy in relationships. The process of overestimation may help to maintain positive illusions of one's romantic partner, and it might also bolster a sense of felt security and other key components of relationship quality.

D143

THE ATTAINMENT OF REVENGE IN ROMANTIC RELATIONSHIPS: SPARKING EVENTS AND THE REVENGE TAKEN Kenneth E. Sheppard¹, Alishia Alibhai¹, Susan D. Boon¹, Vicki Deveau¹; ¹University of Calgary—Responses to transgressions occurring within romantic relationships have been well documented in psychological research today. However, the specific ways in which people respond with vengeful behaviors directed toward their romantic partner in response to a harmful event committed by their partner is relatively overlooked. Therefore, the purpose of the present study was to examine specific revenge behaviors individuals engage in following provocation as well as the acts committed by their romantic partners that precipitate these behaviors. The sample consisted of 89 participants who completed a self-report behavior checklist (101-items; participants could endorse multiple acts) looking at revenge act(s) committed as well as the event(s) committed by their partner that sparked the response. Each of the revenge and sparking behaviors were classified into ten categories based on the work of Buss (1961), Leary et al. (1996) and Yoshimura (2002). Analyses revealed that individuals were most likely to seek revenge by engaging in verbal (n = 84) and non-physical behaviours (rejection of the relationship; n = 84) directly aimed at rejecting the relationship, and were least likely to physically harm their partner (n = 14). Individuals also reported that behaviors aimed to reject the romantic relationship by their partner (n = 84) as well as avoidant behaviors (n = 70) were the main behaviors contributing to their decision to take revenge. The results

provide evidence for the specific ways in which people respond to sparking events within the context of romantic relationships.

D144

WHO GAINS DIVERSE PERSONAL NETWORKS? THE EFFECT OF EFFORTS TO MAINTAIN EXISTING SOCIAL TIES. Makoto Shimura¹, Kazunori Inamasu¹, Tetsuro Kobayashi², Ken'ichi Ikeda¹; ¹The University of Tokyo, Japan, ²National Institute of Informatics, Japan—The process by which diversity of personal networks increases has received empirical attention in the literature on social networks because of positive influences of diverse networks on socioeconomic status and social activities. Research to date has restricted its focus to whether attempts individuals make to acquire new social ties lead to diversity of their personal networks. Yet network diversity cannot be achieved without efforts to maintain existing social ties. In this study, we examined whether the degree of network diversity would differ according to how much effort individuals made both to develop new relationships and to keep existing ones. In addition, given that text messages sent from cell phones make it easier to contact geographically distant relationships, we hypothesized that frequent use of text messages would help to maintain existing social ties. We analyzed a sample of 156 college students from two private universities located in suburban areas in Japan. Results of regression analyses suggest (1) efforts individuals make to acquire new social ties would lead to diversity of their personal networks and (2) individuals who try to maintain existing ties might not acquire diverse personal networks unless they frequently use text messages.

D145

THE ROLE OF CLOSENESS TO REFERENCE GROUP IN THE IMPACTS OF INTRA- VS. INTER-PERSONAL NORM ON COUNTERFACTUAL THINKING JiYoung Shin¹, TaeKyun Hur¹; ¹Korea University—Previous studies have shown that interpersonal norm (consistency with others' behaviors) as well as intrapersonal norm (consistency with one's own previous behaviors) could influence activation of counterfactual thinking and regret afterward and the impacts of norms would vary across cultures (Hur, Roese, & Namkoong, in press). The present study aimed to extend and elaborate conceptualization of interpersonal norms: The interpersonal norms are established based on various reference groups. It was hypothesized that interpersonal norms would influence on counterfactuals and regret only when the reference group that the interpersonal norms were established on was close enough to be meaningful. In the present study, scenarios were developed to have a common theme that two protagonists face a decision dilemma between a choice following an intrapersonal norm and inevitably violating an interpersonal norm and a choice of vice versa, ending up with negative outcomes. 89 college students were presented with either one of three versions of the scenarios varying the reference groups, family, colleagues at work, and unknown persons. One protagonist was depicted to follow intrapersonal norm and violate interpersonal norm, whereas the other protagonist was depicted to decide in reverse. The results revealed that the protagonist who violated interpersonal norm (vs. intrapersonal norm) was perceived to regret his/her decision more when the reference group was family but the reverse was true when it was a group of unknown people. The findings propose that presumed universality of cultural orientations within a culture could be qualified by its contextual factors.

D146

BALANCING RELATIONSHIPS: WHAT HAPPENS TO ONE'S RELATIONSHIPS WITH FRIENDS AND FAMILY WHEN THEY DISAPPROVE OF ONE'S ROMANTIC PARTNER? H. Colleen Sinclair^{1,2}, Brittany Wright^{1,2}; ¹Mississippi State University, ²Social Science Research Center—Research has found that network disapproval can have a significant effect on one's romantic relationship. However, few have examined what effects these opinions have on one's relationship with the

disapproving 3rd-party. It was expected that, in accordance with balance theory, when friends or parents disapprove of one's romantic relationship, it not only negatively affects one's romantic relationship but also impacts one's relationship with the disapproving parties. Study 1's longitudinal survey examined the degree of both friend disapproval and parental disapproval of an individual's romantic relationship at Time 1. A month later, individuals were questioned on the quality of their relationship with their friend and parent. It was found the friend and parent disapproval of one's romantic relationship negatively predicted the quality of the relationship with the friend and parent, respectively. Study 2 was an experimental survey, where participants were asked to imagine themselves in one of six scenarios depicting a hypothetical situation where network members told the participant "what they really thought" of the participant's romantic partner. Scenarios varied by Opinion Source (2: parent or friend) and Opinion Type (3: approval, neutral, disapproval). Participants then completed measures indicating how they would feel about the opinion source and their romantic partner. There was a main effect of opinion type, such that participants reported they would be less satisfied with their relationships with disapproving friends and family. However, tests also showed that the impact on 3rd-party relationships - especially with parents - were more harmed than those with friends or romantic partners.

D147

RELATIONSHIPS, OUTCOMES, REVENGE, AND AFFECTIVE REACTIONS TO PROCEDURAL INJUSTICE *Christine M. Snyder¹, David A. Schroeder²; ¹Utah State University, ²University of Arkansas* – In dyads, individuals who have been wronged may feel a personal right to restore justice, and the offender-victim relationship may be a major determinant of the reaction (e.g., friends receiving benefit of the doubt after violating procedures). Moreover, procedural violations doing no harm may be easily dismissed, but violations causing victims to suffer some loss may cry out for remedy. Participants read a scenario in which one of two women competing for membership in a prestigious club tried to inappropriately curry favor with the membership committee to better her chances of success. The two women were either friends or casual acquaintances, and the offender either was or was not selected for membership following her procedural transgression. Employing a 2 (Relationship: Friend vs. Acquaintance) x 2 (Victim's Outcome: Selected vs. Not Selected) between-subjects design, participants (N=67) were asked about how they thought the victim of the injustice would react to and feel about the situation. Friendship intensified the perceived likelihood that the victim would feel hurt, be offended, and perceive offender's actions as being unfair; despite the sense of unfairness, friendship reduced the expected likelihood that the victim would seek revenge. Negative outcomes suffered as a result of the injustice (i.e., not selected) increased the likelihood that the victim would experience more negative affect (i.e., anger, disappointment, unhappiness), and negative outcomes were rated as more likely to elicit revenge. These results are considered in light of the recursive justice model of Schroeder, Bembenek, Kinsey, Steel, and Woodell (2008).

D148

FURTHER EXAMINATION OF HOW ADULT ATTACHMENT STYLES PRESENT THEMSELVES IN A CHALLENGING SITUATION *Melissa Soenke¹, Matthew T. Tull¹, Morgan Fishbein², Kim L. Gratz¹; ¹University of Mississippi Medical Center, ²University of Maryland* – Avoidant and ambivalent adult attachment styles can negatively affect the quality of intimate relationships (Simpson, 1990). Consequently, it is important to examine what situations might activate such attachment styles. Kobak and Duemmler (1994) discussed three situations that likely will activate adult attachment styles: fear provoking, goal-conflict, and challenging. Consistent with this notion, both fear provoking (Simpson et al., 1992) and goal-conflict situations (Simpson et al., 1996) have been found to activate specific behaviors and emotions among individuals

with avoidant and ambivalent attachment styles who are currently in a romantic relationship. The current study expanded on a study by Tull et al. (1999) by collecting data from an additional 18 romantic couples to better examine the effect of a challenging situation on the presentation of adult anxious and ambivalent attachment styles. Individuals from dating couples were classified as either avoidant or ambivalent based on responses to the Adult Attachment Questionnaire (AAQ; Simpson et al., 1996). Couples were then videotaped while working together on a easy or difficult novel building task. Afterwards, they reported their perceptions of the task and their relationship. Independent judges coded the conversations displayed during the building task. Results demonstrated that the self-report and display of emotions and behaviors associated with an avoidant and ambivalent attachment style differ as a function of gender and context. Findings will be discussed in terms of better understanding the role of adult attachment styles in intimate relationships, as well as the effect of gender on the presentation of adult attachment styles.

D149

I THINK I LIKE YOU: AUTOMATIC AND DELIBERATIVE EVALUATIONS OF POTENTIAL ROMANTIC PARTNERS IN AN ONLINE DATING CONTEXT *Rajeesh Sriharan¹, Bertram Gawronski¹; ¹The University of Western Ontario* – Research in the domain of romantic relationships has provided important insights into the characteristics that men and women desire in a potential mate (e.g., cues related to status and fertility). This research can provide insights about the determinants of first impressions in online dating contexts. However, relatively little is known about how secondary features of available information (e.g., verbal vs. visual) affect first impressions in such contexts, and how these features influence automatic and deliberative responses to a potential dating partner. Across two studies, female undergraduates formed impressions of a male target based on an online dating profile containing a self-description and a photograph of the target individual. Profiles were manipulated for the target's self-described ambitiousness (verbal information) and facial attractiveness (visual information). Subsequently, automatic and deliberative evaluations were assessed. The results of both studies showed that the verbal and visual information jointly influenced deliberative evaluations of the target. Automatic evaluations, however, were impacted only by visual, but not by the verbal information. In addition, Study 2 determined that these effects were independent of whether participants received the verbal or the visual information first, suggesting a superiority of highly salient (i.e., visual) information, rather than prior information in determining automatic evaluations. Taken together, these results suggest that there can be conflicting automatic and deliberative evaluations of the same potential romantic partner, and one's automatic response to a potential romantic partner may be discounted by integrating less salient information during deliberative evaluation.

D150

RELATIONSHIP BOREDOM, AFFECT, AND MOTIVATION *Greg Strong¹, Arthur Aron²; ¹Florida State University, ²Stony Brook University* – Romantic relationships may succeed or fail for many reasons. Satisfaction can decline simply because the relationship progresses (Bradbury, Fincham, & Beach, 2000). However, the actual reasons for why it declines are not as well understood. Boredom is often cited as a reason for relationship problems (McKenna, 1989; Reissman, Aron, & Bergen, 1993) and simply becoming bored and disinterested with the relationship are some of the greatest predictors of relationship dissolution (Aron & Aron, 1986; Fincham & Linfield, 1997; Gigy & Kelly, 1992). Unfortunately, boredom has received very little attention in relationship research (e.g., Vodanovich, 2003). Through examination of two relationship processes, we argue that boredom is associated with a lack of highly positive and negative affect and/or a lack of high approach and avoidance motivation in the relationship. 196 participants, representing a typical East Coast

college and community sample, completed a measure of relationship boredom, measures of relationship positive and negative affect, measures of relationship approach and avoidance motivational goals, and several other questionnaires. Results generally supported our hypotheses. When controlling for overall satisfaction, boredom was negatively correlated with positive affect ($r = -.57, p < .01$), approach goals ($r = -.31, p < .01$), and avoidance goals ($r = -.33, p < .01$), and was not significantly correlated with negative affect ($r = -.09$) and relationship conflict ($r = .09$). These results improve our understanding of relationship boredom – an important, yet little understood area of interpersonal relationships. Additional relevant results, implications, and future directions will be discussed.

D151

MY LIPS ARE SEALED: SELF-CONCEALMENT IN ROMANTIC RELATIONSHIPS Ahmet Uysal¹, Helen Lee Lin¹, C. Raymond Knee¹; ¹University of Houston – Self-concealment is the tendency to hide negative or distressing personal information from others. Studies have shown that self-concealment is associated with negative psychological and physiological outcomes; however, research on factors that induce self-concealment is scarce. In the current study, we investigated the antecedents of self-concealment in the romantic relationships domain. Because self-concealment is interpersonal in nature, it is hypothesized that certain characteristics of one's romantic partner may promote self-concealment. First, if one's romantic partner is judgmental and evaluative, one will be more likely to keep secrets from that partner. Second, based on self-determination theory (Deci & Ryan, 1985), it can be suggested that if one's partner is not supportive of one's autonomy, competence, and relatedness needs, one will be more likely to self-conceal. Finally, we suggest that both effects will be mediated by trust in one's partner. That is, evaluative and unsupportive partners are less likely to be trusted, which, in turn, will lead individuals to self-conceal more from their partners. Undergraduates ($N=180$) who were involved in romantic relationships completed questionnaire packets that included the relevant measures. Structural equation modeling analyses showed that the model provided a good fit to the data ($RMSEA=.048$). Individuals who perceived that their partners were evaluative and unsupportive were less likely to trust in their partners, and, in turn, were more likely to self-conceal. The model explained 46% of the variance in self-concealment. These findings provide initial evidence for potential qualities of one's partner that can induce self-concealment in romantic relationships.

D152

DISSOLUTION CONSIDERATION AND ONE-SIDED ASSESSMENT OF RELATIONSHIP STABILITY-RELATED INFORMATION Laura E. VanderDrift¹, Christopher R. Agnew¹; ¹Purdue University – The aim of the current studies was to examine the information processing associated with relationship-stability related decisions. Because evaluatively two-sided assessments of information can obscure goals and cause confusion over the appropriate action, we hypothesized that individuals who were more decisive regarding whether to stay or leave their romantic relationship would engage in greater one-sided assessments of relationship stability-related information than would individuals who were less decided. In Study 1, we collected data from individuals in non-marital romantic relationships ($N=500$). Participants completed measures of relationship stability-related information (satisfaction, alternatives, and commitment) as well as how decided they were regarding the possibility of dissolving their relationship (dissolution consideration). In line with our hypothesis, we found that when dissolution consideration was extreme (one standard deviation above or below the mean) the interrelatedness of the stability-related items was significantly greater than when dissolution consideration was moderate ($p < .05$), indicating that individuals differentiate less among relationship information when they are more decisive about the fate of

their relationship. In Study 2, we collected identical stability-related information as in Study 1, but also contacted participants approximately 4 months later. For those whose relationships had dissolved ($N=117$) we assessed the mutuality of the decision to end the relationship. In line with our predictions, the interrelatedness of the stability-related items was significantly lower for mutual dissolutions than for non-mutual dissolutions ($p < .01$). Taken together, these results indicate that individuals who are more decisive regarding the fate of their relationship engage in greater one-sided assessment of relationship stability-related information.

D153

IS A ONE-NIGHT STAND A RELATIONSHIP? GENDER DIFFERENCES AND SIMILARITIES IN REPRESENTATIONS OF ROMANTIC RELATIONSHIPS Dana M. Wallace¹, Verlin B. Hinsz¹; ¹North Dakota State University – Men and women desire different characteristics for short-term and long-term relationship partners (e.g., Buss & Schmitt, 1993). However, definitions of these relationships vary widely within this research area (Li & Kenrick, 2006). Expanding on Kelley's framework of interdependence (1983), we suggest that the lay definitions of short- and long-term relationships may differ based on gender as well as the permissibility of activities and the relationship duration. From a list of activities differing in interdependence level, women and men rated the permissibility of performing the activity with short and long term partners. Both public displays of affection and sexual activity were viewed as more acceptable in a long-term relationship than in a short-term relationship. Men believed sexual activity was more acceptable than women regardless of relationship type while women believed public displays of affection was more acceptable than men regardless of relationship type. Moreover, the representation of a short-term relationship in terms of relationship duration differs by gender. A second sample revealed that men were more likely than women to agree that a one night stand is a short-term relationship and identify a relationship as short-term at an earlier time point. Findings suggest that men and women have similar cognitive representations of short- and long-term relationships, but important differences emerge for sexual activity and public commitment. Perhaps, knowledge of these differences could improve communication between partners, thus increasing relationship satisfaction. In addition, we suggest that clear operational definitions based on characteristics of interest be used so unambiguous responses can be gathered.

D154

DATING ABUSE: APPRAISAL AND COPING PROCESSES Sarah Carolyn Wayne¹, Anna Marie Danielson¹, Kimberly Matheson¹, Hymie Anisman¹; ¹Carleton University, Ottawa, Ont., Canada – Psychological abuse is fairly prevalent in dating relationships, and it has been estimated that approximately 20% of university women experience such abuse. Since these women do not have extensive, vested interests in their relationships (i.e., no children and/or financial ties), the factors contributing to the decision to remain with abusive dating partners are unclear. The present study evaluated the appraisal and coping processes of women who were or were not in abusive relationships. First year university women ($N=64$) read a script that portrayed a conflict scenario within a dating couple in which the male was either verbally abusive or not. Women who themselves were in abusive relationships were able to recognize psychological abuse, and tended to see the male partner as being more to blame for the incident. In fact, they were more likely than non-abused women to make such an appraisal in response to a neutral script, suggesting that these women may have been sensitized by their experiences. However, when women in abusive dating relationships were asked how they coped with their own abusive circumstances, they were more likely to endorse avoidant coping, while at the same time emotionally dwelling on their situations. Clearly, women in abusive relationships are able to recognize abuse when they see it, at least when it

does not apply to them. Thus, other factors appear to be at play that motivate these women to adopt avoidant coping strategies to deal with their experiences.

D155

WHEN DO WE CHEAT? WILLINGNESS TO ENGAGE IN INFIDELITY AS A FUNCTION OF GENDER, COMMITMENT, AND TARGET ATTRACTIVENESS Daniel J. Weidler¹, Brent A. Mattingly¹, Eddie M. Clark¹, Karen Wilson², Amanda R. Whitworth¹, Melinda Bullock¹, Jana Hackathorn¹; ¹Saint Louis University, ²College of Staten Island – Relationship commitment is negatively associated with individuals' likelihood of engaging in infidelity, primarily because committed individuals derogate tempting alternative partners (Drigotas et al., 1999). However, only when commitment is salient are such positive effects shown (Florian et al., 2002). Thus, individuals may be less willing to engage in infidelity to the extent that commitment is salient. It is additionally conceivable that gender and the physical attractiveness of the alternative partner may moderate the relationship between commitment and willingness to engage in infidelity. The current study examined the impact of gender, commitment salience, and attractiveness of an alternative target on individuals' willingness to engage in infidelity with the target. Infidelity was measured using the Perceptions of Dating Infidelity Scale (Wilson et al., 2008) which contains subscales representing three infidelity behavior categories: Ambiguous, Deceptive, and Explicit. Results indicated significant gender X commitment salience X target attractiveness interactions for the Ambiguous Behaviors. When viewing an attractive target, women were significantly less willing to engage in the Ambiguous behaviors when primed with commitment than when primed with a neutral topic, whereas men were no more or less willing to engage in the Ambiguous behaviors when primed with commitment than when primed with a neutral topic. When viewing an unattractive target, both men and women were no more or less willing to engage in the infidelity behaviors when primed with commitment than when primed with a neutral topic. These results suggest that it is only women who derogate their alternatives when primed with commitment.

D156

BEHAVIOR MEDIATES THE EFFECT OF INTERPERSONAL TRUST ON ROMANTIC RELATIONSHIPS Yanna J. Weisberg¹, John S. Kim¹, M. Miranda Oria¹, Jeffrey A. Simpson¹; ¹University of Minnesota – Interpersonal trust is a core component of successful romantic relationships. Surprisingly little, however, is known about how trust is associated with important relational outcomes. Adopting a dyadic perspective of trust (Simpson, 2007), we hypothesized that the level of trust reported by each partner in a relationship along with certain rated behaviors would predict changes in perceptions of subjective closeness during a videotaped conflict resolution discussion. Each partner in a large sample of married couples first completed Rempel et al.'s (1985) trust scale. Each couple was then videotaped engaging in a conflict discussion, and each partner reported how subjectively close s/he felt to his/her partner both immediately before and after the discussion. Certain discussion behaviors of each partner were then rated by trained observers. Analyses revealed a significant interaction between each individual's (actor's) level of trust and his or her partner's level of trust in predicting pre-to-post-discussion changes in subjective closeness. Specifically, if one or both partners scored lower in trust, both partners reported significant declines in subjective closeness. This link was partially mediated by ratings of the extent to which the actor's expressed thoughts and feelings during the discussion were negated by his/her partner. These findings highlight the importance of having information on trust from both relationship partners.

D157

IS SEX IMPORTANT TO MARRIAGE, OR IS MARRIAGE IMPORTANT TO SEX? TOP-DOWN AND BOTTOM-UP PROCESSING IN THE BEDROOM. Carolyn Wenner¹, James K. McNulty¹; ¹University of Tennessee – Does marital satisfaction predict sexual satisfaction, or does sexual satisfaction predict marital satisfaction? The answer lies in whether bottom-up or top-down processing dominates. Bottom-up processing dictates that sexual satisfaction should predict marital satisfaction because the specific details of the relationship, e.g., sex, should give rise to the overall evaluation of the relationship. Top-down processing, in contrast, dictates that overall sentiments toward the relationship, i.e., marital satisfaction, should spill over into evaluations of specific aspects of the relationship, e.g., sex, through processes of perceptual confirmation. Although sexual and marital satisfaction have been clearly linked in previous research, studies have been inconclusive regarding the causal direction of that relationship. The current study more rigorously examined the causal relationship between sexual and marital satisfaction through multilevel cross-lagged regression analyses of up to 8 waves of marital and sexual satisfaction reported by 72 newlywed couples over the first five years of marriage. Consistent with bottom-up processing, sexual satisfaction at time n predicted marital satisfaction at time n+1, controlling for marital satisfaction at time n. Also, consistent with top-down processing, marital satisfaction at time n predicted sexual satisfaction at time n+1, controlling for sexual satisfaction at time n, even after controlling for changes in sexual frequency. The current finding that both top-down and bottom-up processes affect marriage indicates that specific details continue to affect evaluations of the relationship despite the confirmatory function of initial satisfaction, thus indicating how marriages can change despite such confirmatory processes.

D158

SOCIAL COMPARISON OF ROMANTIC RELATIONSHIPS: THE INFLUENCE OF FAMILY, FRIENDS, AND MEDIA Kristin A. Wesner¹; ¹Iowa State University – Social comparison theory has shown us that when we do not have an objective way to assess our successes in a particular domain, we resort to comparisons with others. The goal of the current study was to explore numerous aspects of social comparisons in romantic relationships. Participants from a large Midwestern university who were currently involved in a romantic relationship (N = 304; 223 females, 81 males) completed questionnaires in which they were randomly assigned to assess the relationship of either their parents, a close friend, or a familiar TV/movie portrayal on numerous dimensions of quality and then assessed the quality of their own relationships. The category of comparison target did not significantly impact ratings of one's own relationship quality. However, participants who were asked to assess a familiar TV/movie portrayal of a relationship were significantly more likely to choose a downward target. Consistent with downward social comparison theory, participants who chose comparison targets with lower quality relationships tended to rate their own relationships higher on relationship satisfaction, social support, and perceived stability, perhaps because focusing on worse-off others makes one feel better about one's own outcomes. The bolstering effects of downward comparison carried over into assessments of relationship stability at a study follow-up three months later. Participants who chose downward comparison targets were found to be significantly less likely to have dissolved their relationships than were participants who had compared with a target relationship that was better than their own.

D159

PLAYING HARD TO GET: THE POSITIVE EFFECT OF UNCERTAINTY ON ATTRACTION Erin Whitchurch¹, Timothy Wilson¹; ¹University of Virginia – Past research suggests that reciprocity is a powerful predictor of attraction and that there is little merit in playing hard to get. Recent work on emotional adaptation however, suggests

that, under the right conditions, uncertainty can be beneficial. The present research tested the hypothesis that in some circumstances, being uncertain about another's romantic interest will increase liking for that person more than being certain about that person's interest. We also tested whether this effect is driven by increased thought as a result of the uncertainty. Forty-nine female undergraduates participated in a study exploring the use of Facebook as an online dating service. Participants viewed Facebook profiles of four (fictitious) male students and learned that these students had either rated them as someone they thought they would like the best (best condition), as someone that they thought they would like about average (average condition), or that these students had either rated them as the best or average, but that they would not find out which (uncertain condition). As predicted uncertain participants reported significantly greater attraction toward the men than did participants in either the best or average conditions. These effects were partially mediated by the degree to which participants reported thinking about the men. These results extend the current literature on the positive effects of uncertainty to include increased attraction. Additionally, these findings suggest that increased attraction is at least partially driven by increased thought about the target.

DI60

IMPLICIT THEORIES OF RELATIONSHIPS AND CAUSAL UNCERTAINTY IN ROMANTIC RELATIONSHIPS Robert Wickham¹, Stephanie Tobin¹; ¹University of Houston – The current study examined the association between Implicit Theories of Relationships (ITRs) and Causal Uncertainty in Relationships (CUR). Prior research (Hong, Chiu, Dweck, Lin, & Wan, 1999; Stipek & Gralinski, 1996) suggests that implicit theories (e.g. intelligence, personality) may provide individuals with causal referents when making attributions. The present study investigated the role of ITR beliefs in providing individuals with a sense of causal understanding in relationships. Participants completed the ITR questionnaire (Knee, Patrick, & Lonsbary, 2003), measuring beliefs about the malleability and adaptability of relationships (Growth beliefs), as well as beliefs that relationships are fixed and destined to succeed or fail from the beginning (Destiny beliefs). Participants also reported their level of confidence in their ability to understand why events happen in romantic relationships, or Causal Uncertainty in Relationships (CUR), as well as the importance they ascribed to the resolution of CUR, or Causal Importance in Relationships (CIR). We predicted that individuals who valued causal understanding in relationships (high CIR) would draw upon their ITRs in an attempt to reduce their uncertainty (CUR). Consequently, we expected a CIR X Destiny X Growth interaction on CUR, such that when individuals endorsed Growth or Destiny beliefs, higher CIR would be associated with lower CUR. In support of these hypotheses, findings revealed that CIR was negatively associated with CUR when individuals believed in Growth or Destiny, but not both. These findings suggest that ITRs may be associated with greater causal understanding about relationships when individuals deem resolution of uncertainty important.

DI61

EFFECT OF A PARTNER COMMITMENT/INDEPENDENCE PRIME ON INTERPERSONAL TRUST AND COMMITMENT Jennifer Wieselquist¹, Megan Scerra¹, Kimberly Tynchyn¹, Aubrey Fisher¹; ¹University of New England – Past correlational research has revealed that individuals trust their partners to the degree that they perceive their partners to be committed (Wieselquist, Rusbult, Agnew, & Foster, 1999; Wieselquist, 2007). The general goal of the present study is to determine if there is a causal association between these two factors – does perceiving a partner to be committed cause an individual to trust the partner? To examine this question a priming procedure was employed in an attempt to manipulate individuals' perceptions of their partners' commitment. In a method similar to one employed by Finkel, Rusbult, Kumashiro, and Hannon (2002), participants were randomly assigned to one of two conditions in

which they responded to a series of open-ended questions designed to prime them to either: (a) think about their partners' commitment to the relationship or (b) think about their partners' independence. In an ostensibly separate study, participants provided self-reports of their level of trust in the partner, own commitment to the relationship, and perception of the partner's commitment (a manipulation check). Examination of the manipulation check revealed that the priming questions had the intended effect on perception of the partner's commitment. Furthermore, as predicted, participants who were primed to think of the partner as committed reported higher levels of trust in the partner than those who were primed to think of the partner as independent. The results are discussed in terms of the role trust plays in maintaining mutual interdependence in close relationships.

DI62

A QUALITATIVE EXAMINATION OF STRATEGIES FOR MAINTAIN INTIMACY IN CLOSE RELATIONSHIPS Karen Wilson¹, Amanda Bequette², Eddie Clark²; ¹College of Staten Island, ²Saint Louis University – Several mechanisms for relationship maintenance have been identified in the literature. For example, Canary and Stafford (2001) identified a number of strategies including positivity, openness, sharing tasks, social networking, and assurances. Strategies for maintaining intimacy in relationships may differ from more general relationship strategies. The current study was concerned specifically with how individuals maintain intimacy in their romantic relationships. Participants were 78 (83% female) college students participating for partial course credit. Participants responded in writing to the following prompt: Please describe the ways in which you have tried to maintain intimacy in your dating relationships. For example, describe the ways in which you share your intimate thoughts and feelings with your partner, do things to care for your partner, spend time with them, etc. Responses were coded by two independent raters. The major themes that emerged included the following: open/honest communication, sharing future plans/goals, physical affection, networking with partner's family/friends, spending time alone together, engaging in novel activities together, doing things for each other, and spontaneous giving (i.e., giving small gifts for no particular reason). The sample was primarily comprised of females so it is difficult to look at gender differences however it appears that similar themes emerged among both genders. Overall the themes that emerged shared similarities with previous research (i.e., open communication, joint activities, social networking). There were also differences specific to intimacy including physical affection and an emphasis on spending time alone together.

DI63

ADULT ATTACHMENT IN THE NURSERY: AN OBSERVATIONAL STUDY OF MOM-DAD-BABY TRIADS Carol L. Wilson¹, W. Steven Rholes², Jeffrey A. Simpson³, Megan Westmoreland¹, Charles J. Arayata¹, Ginelle Krummy¹, Jesse Main¹, Mollie Ruben¹; ¹Franklin & Marshall College, ²Texas A&M University, ³University of Minnesota, Twin Cities Campus – Based on Attachment Theory (Bowlby, 1969), research using the Strange Situation Paradigm (Ainsworth, Blehar, Waters, & Wall, 1978), and studies of maternal sensitivity, anxiously attached parents are expected to respond less positively, more inconsistently, and less appropriately to infants after a separation episode and in response to infant needs. However past research on caregivers and infants has primarily focused on dyadic (i.e., mother-infant) rather than triadic (i.e., couple-infant) interactions, thus neglecting the role of the partner. To address this gap, 85 sets of first-time parents participating in a transition to parenthood study were unobtrusively videotaped interacting with their 6-month old infants during a campus visit. Five trained raters coded the taped interactions with respect to behavior during reunion and departure episodes, and parental responses to infants. As expected, women scoring higher in attachment anxiety were significantly less positive toward their infant during the first 30 seconds of their interaction, less reluctant to

leave their infants with a stranger following the interaction, and less appropriate in responding to infant needs, controlling for partner attachment scores. Women's anxiety also predicted less intimate contact with infants for men and less positivity during men's reunion with infants, particularly when women were also high in avoidance (i.e., fearful-avoidant women). Implications exist for the intergenerational transmission of attachment from parents to infants, and for the role of romantic partner attachment in predicting parent behavior toward a new relationship partner – i.e., the baby.

D164

HOW ATTACHMENT WORKING MODELS TWIST MEMORIES OF RELATIONSHIP EVENTS Heike A. Winterheld¹, Jeffrey A. Simpson², W. Steven Rholes³; ¹California State University, East Bay, ²University of Minnesota, Twin Cities Campus, ³Texas A&M University, College Station – According to Bowlby (1973), working models should influence how people process relational information and sometimes distort memories of relationship events. Such memories can then anchor reality in relationships, even if they bear little resemblance to what was actually done or said when an event occurred. In this study, we assessed the attachment orientations of both partners in dating relationships, and then had each couple engage in a videotaped conflict resolution discussion task. Immediately after the discussion, each partner rated him/herself and his/her partner on measures of supportive and distancing behaviors. One week later, couples returned to the lab where their memories of the conflict resolution were reassessed. The results indicated that memory biases were systematically associated not only with individuals' attachment orientations, but also with their partners' attachment orientations and their own and their partners' level of distress during the discussion task. More avoidant people recalled being less supportive if they had been more distressed during the discussion, and a similar effect was found for those who had more avoidant partners. People also remembered being more distant if their partners had been both more distressed and were more avoidant. Furthermore, people who were more distressed recalled their partners as being less supportive if their partners were more avoidant, and more anxious people who had more anxious partners remembered their partners as being more distant. The theoretical implications of these effects will be discussed.

D165

MY OTHER FAMILY: FRIENDSHIPS AS FAMILY SUBSTITUTE Cornelia Wrzus¹, Jenny Wagner², Frieder R. Lang², Franz J. Neyer¹; ¹University of Potsdam, ²University Erlangen-Nuremberg – Friendships constitute a significant proportion of a person's social network and can be as close, intensive, and supportive as family relationships. The seemingly puzzle of costly relationships with non-kin, who are treated like kin was solved in two social network studies. Young adults (N =455, mean age 28 years) and middle aged adults (N =342, mean age 38 years) rated their family relationships and friendships regarding emotional closeness, similarity of skills and appearance, and reciprocity of support. Results in both studies showed, that friendships compensated family relationships both on a structural and a qualitative level. People with fewer family members named more friends in their network. In addition, multilevel modelling analyses confirmed that relationships with similar friends were emotionally closer, if family relationships were dysfunctional. The results are consistent with theories of relationship regulation and evolutionary psychological models of kin selection and altruistic cooperation, and support the idea of people adaptively regulating their relationships depending on their social environmental opportunity structures.

D166

HUSBAND SUPPORT ON THE CONFLICT BETWEEN MOTHERS-IN-LAW AND DAUGHTERS-IN-LAW Tsui-Feng Wu¹, Huang-Hui Yeh², Susan Cross¹, Yi-Chao Wang³, Yi-Lin Tsai⁴; ¹Iowa State University,

²Institute of Ethnology, Academia Sinica in Taiwan, ³National Hualien University of Education in Taiwan, ⁴National Chiayi University in Taiwan – On the basis of social support theory, researchers have suggested that spousal support buffers the negative effect of stressful events on a couple's marital satisfaction (e.g., Cutrona, Russell, & Gardner, 2005). We apply and expand social support theory by examining whether husbands' support plays a moderating role in the association between the conflict with mothers-in-law and the marital satisfaction of Taiwanese women. To our knowledge, no study has investigated how the conflict was associated with marital satisfaction in married Chinese women. Also, our study is the first to investigate the potential moderator of this association. Data were collected from 84 pairs of married Taiwanese wives and husbands. Results of the hierarchical regression analyses indicated that there was a significant negative main effect of conflict with the mother-in-law on the wife's marital satisfaction. This finding is consistent with the result with married American wives (e.g., Bryant, Conger, & Meehan, 2001). Further, this negative main effect was moderated by husbands' supportive behavior which was reported by their husbands. When husbands reported that they frequently took their wives' side for the conflict and were supportive for their wives, conflict was not significantly related to the wives' marital satisfaction. Finally, the conflict and the husband's taking the wife side for the conflict accounted for 33% of the variance in wives' marital satisfaction. Our findings expand Western social support literature by demonstrating a buffering effect of a Taiwanese husband's supportive behavior on the association between conflict with his mother and his wife's marital satisfaction.

D167

EVERYDAY GRATITUDE AS A BOOSTER SHOT FOR ROMANTIC RELATIONSHIPS Sara Algoe¹; ¹University of North Carolina, Chapel Hill – A defining feature of close relationships is that each member performs actions that benefit the other. The provision of a benefit may bring one of many reactions; this research focuses on gratitude and indebtedness. Both have been empirically characterized as emotional responses to costly benefits, and are associated with repayment behavior. In addition, both emotions may influence relational processes. Drawing on a social functional account of emotion, this study tested the role of gratitude and indebtedness in the context of romantic relationships. Extending previous research (Algoe, Haidt, & Gable, 2008), gratitude was expected to predict relationship quality, even in this close relationship context. Nightly reports from men and women in 67 heterosexual cohabiting couples were used to examine this dyadic process as it unfolds. As expected, thoughtful benefits predicted gratitude and indebtedness. (Actual and perceived benefits independently predicted emotional responses.) However, whereas gratitude predicted thoughtful behavior toward the partner, beyond mutual benefit-provision, men's indebtedness was associated with a lower likelihood of thoughtful actions toward the partner. Finally, gratitude from everyday interactions predicted change in relationship connection and satisfaction from one day to the next for the participant and for the partner toward whom they felt grateful. Men appear to have more mixed emotional response to benefit receipt than women. Whereas indebtedness may maintain external signals of relationship engagement, gratitude has uniquely predictive power in relationship promotion. The momentary experience of gratitude toward the partner may thus have long term impact by acting as a booster shot for the relationship.

D168

DO YOU LIKE ME (AND DO I REALLY WANT TO KNOW?): HOW CHOICE OF SOCIAL SITUATIONS MAY INITIATE OR INHIBIT RELATIONSHIP FORMATION Lindsey A. Beck¹, Margaret S. Clark¹; ¹Yale University – We examine one step central to initiating and strengthening close relationships: willingness to enter socially diagnostic situations (i.e., situations which provide feedback regarding potential partners' interest in further social contact), as opposed to socially non-

diagnostic situations, which provide no information about others' social interest. People must choose to enter diagnostic situations if they are to receive feedback regarding partners' regard for them, have the possibility of receiving positive feedback, and risk becoming more dependent upon and responsive to partners. However, we suspect that some individuals may circumvent this step to keep partners at a distance. We hypothesized that attachment avoidance would predict reluctance to enter socially diagnostic situations because avoidance is associated with a conscious sense that relationships are not desirable, to expectations of receiving negative feedback from others, and to anticipation of negative emotion upon receipt of feedback. In Study 1, trait attachment avoidance predicted reluctance to enter socially diagnostic situations (but not diagnostic situations generally). In Study 2, trait attachment avoidance predicted students' preferences for their instructor randomly assigning class members to research groups (a non-diagnostic situation) rather than allowing them to form their own groups (a diagnostic situation). In Study 3, experimentally-manipulated attachment avoidance predicted participants' preferences for working alone (a non-diagnostic situation) over working with another participant (a diagnostic situation). Our research demonstrates that trait avoidant persons, as well as people primed to think about relationships in which they feel avoidant, may fail to enter socially diagnostic situations as one way to block relationship initiation.

D169

BUT HE LOOKED SO GOOD ON PAPER: IDEAL ROMANTIC PARTNER PREFERENCES AND ATTRACTION TO LIVE POTENTIAL PARTNERS Paul W. Eastwick¹, Eli J. Finkel¹; ¹Northwestern University—The role of ideal romantic partner preferences (i.e., the characteristics that one desires in a partner) in the initial attraction process remains unclear. Previous research has found that participants were no more attracted to speed-dating partners who approximated their ideals than to those who did not (Eastwick & Finkel, 2008). In a series of studies, the present investigation explored the boundary conditions of and mechanisms underlying this effect. We hypothesized that meeting a potential romantic partner in the flesh would be sufficient to disrupt participants' ability to compare that partner with his or her ideal preferences. In one study, heterosexual participants first viewed a personality profile ostensibly filled out by an opposite-sex confederate and reported their attraction toward him/her; this profile was constructed to be similar to or dissimilar from each participant's stated ideals. As predicted, participants reported greater attraction to this paper confederate in the Ideal compared to the Nonideal condition. But when participants subsequently had a live, yet tightly controlled, interaction with the confederate, their attraction toward him or her was unrelated to the degree to which the confederate matched their ideal preferences. A second study supported the prediction that participants' attraction toward a live potential partner is determined by their gestalt, holistic impression of that partner, not by a piecemeal integration of his or her characteristics. Implications of this research for the initiation and development of romantic relationships will be highlighted.

D170

EXAMINING THE DEMAND-WITHDRAW INTERACTION PATTERN OVER THE LIFESPAN Sarah Holley¹, Robert Levenson¹; ¹University of California, Berkeley—The demand-withdraw interaction pattern is a common, deleterious pattern in which one spouse nags or pressures while the other spouse avoids or withdraws (e.g. Christensen, 1988). Studies consistently show that: 1) demand-withdraw behaviors are associated with marital dissatisfaction, and 2) there tends to be gender differentiation in the interaction roles, with women demanding and men withdrawing. Almost no research, however, has examined whether these patterns hold true for couples in later life, and there is reason to suspect that the findings might change. Specifically, research has shown that marriages in later life show a reduced potential for conflict and are

increasingly positive (e.g. Levenson, Carstensen, & Gottman, 1993), and developmental theorists have suggested men and women become flexible in their gender roles as they reach old age (e.g. Gutmann, 1997). To determine if the basic findings associated with demand-withdraw behaviors are consistent across the lifespan, the present study examined demand-withdraw behaviors via observational methods in a sample of 156 long-term married couples, aged in their 40s and 60s. Results showed that demand-withdraw behaviors were negatively associated with marital satisfaction for middle-aged couples, but not for older couples. Gender differences, on the other hand, were more pronounced for older couples than for middle-aged couples. Results are discussed in terms of socioemotional changes couples undergo as they move from middle-age into late life. This study offers evidence not only about changes in demand-withdraw behaviors themselves but also as to how marital processes and gender roles may change over the life course.

D171

SELF-EXPANSION AND CLOSENESS AS PREDICTORS OF INFIDELITY IN ROMANTIC RELATIONSHIPS Benjamin Le¹, Gary W. Lewandowski Jr.², Brent A. Mattingly³, Miriam S. Korn¹, Kathrine Evans²; ¹Haverford College, ²Monmouth University, ³Saint Louis University—Working from the perspective of the self-expansion model (Aron & Aron, 1997), we conducted two studies examining the relative predictive power of relationship closeness (i.e., the Inclusion of Other in the Self Scale; IOS; Aron et al., 1992) and self-expansion opportunities (assessed with the Self-Expansion Questionnaire; SEQ; Lewandowski & Aron, 2002) on infidelity. Specifically, from this perspective, poor self-expansion opportunities serves as a lack of relationship need fulfillment which could lead unfulfilled individuals to seek out alternative partners. Thus, we hypothesized that a lack of self-expansion opportunities would be associated with infidelity. In Study 1, 67 participants in romantic relationships completed the IOS, SEQ, and engagement in infidelity over the past 6 months. When examined simultaneously and controlling for participant sex, the SEQ ($r = -.270, p < .05$), but not IOS ($r = .105, ns$), was a significant predictor of sexual infidelity. Study 2 extended and replicated these findings in a longitudinal study of 87 participants in dating relationships during a short-term geographic separation (i.e., over winter break). At Time 1, prior to being separated, participants completed the SEQ and IOS. Then while geographically separated from their partners, participants' self-reports of infidelity were collected. When examined simultaneously and controlling for participant sex, the SEQ ($r = -.224, p = .05$), but not IOS ($r = .043, ns$), was a significant predictor of sexual infidelity. These results suggest that it is not a lack of relationship closeness, but instead the lack of self-expansion opportunities, that coincides with romantic infidelity.

D172

HOW THE HEAD LIBERATES THE HEART: PROJECTION OF RESPONSIVENESS GUIDES RELATIONSHIP PROMOTION Edward Lemay¹; ¹University of New Hampshire—When people are uncertain about others' responsiveness to the self, they are unwilling to take the interpersonal risks necessary to promote close, communal relationships. Yet, as it requires discerning others' private thoughts, feelings, and motivations, confidence in others' care and regard for the self may be difficult to achieve. How do most people manage to seek and invest in relationships despite this ambiguity? Several studies suggest that people project their own interpersonal responsiveness onto others and that this projection of responsiveness provides them with the confidence necessary to promote close, communal bonds. In dyadic studies of friendships and romantic relationships, participants appeared to presume that their own care for partners was more reciprocated than indicated by partners' reports. Experimental studies revealed effects of manipulated perceptions of own responsiveness on perceptions of partner responsiveness. In turn, these projected perceptions appeared to predict a variety of relationship promotion outcomes, including

attraction to others, support provision, self-disclosure, and communications of warmth. These findings suggest that, through projection of responsiveness, people can overcome doubt and the consequent focus on self-protection and instead focus on promoting interpersonal bonds.

D173

PHYSIOLOGICAL REACTIONS TO THE PERCEIVED SUFFERING OF A LOVED ONE IN OLDER ADULT MARRIAGES Joan K. Monin¹, Richard Schulz¹, Lynn M. Martire¹, J. Richard Jennings¹, Jennifer H. Lingler¹, Martin S. Greenberg¹; ¹University of Pittsburgh – It is a common situation in older adult marriages for one spouse to be physically impaired to a greater extent than the other. In this case, one partner usually takes on the role as a caregiver and the other as a care-recipient. Research has overwhelmingly shown that caring for a loved one has negative psychological and physical consequences for caregivers, with most research focusing on the burden of physical demands and impaired self care. Less attention has been given to how the perceptions of a loved one's suffering can impact caregivers' physiological reactivity. In a laboratory study of older adults with musculoskeletal conditions and their spousal caregivers, caregivers' blood pressure was measured during two tasks. In the first task, caregivers watched their spouse (and also a stranger) carry heavy logs across an eight foot space for three minutes. In the second task, caregivers spoke about a time in which they felt their partner was suffering (and also about a time in which they had a typical meal together). Results from the study show that (1) caregivers' systolic blood pressure increases when watching a partner perform the log carrying task (and the increase is higher when watching spouses than strangers), and (2) talking about the suffering of a spouse increases caregivers' systolic blood pressure (as compared to talking about a typical spousal interaction). These statistically significant findings suggest that heightened physiological stress caused by perceptions of a loved one's suffering may be one pathway to caregivers' increased risk for cardiovascular disease.

D174

ADULT ATTACHMENT STYLE AND THE STRUCTURE AND MANAGEMENT OF REAL AND ONLINE SOCIAL NETWORKS Emre Selcuk¹, Omri Gillath², Gery Karantzas³; ¹Cornell University, ²University of Kansas, ³Deakin University, Australia – Studies investigating how attachment styles are related to the experience of social interactions have mainly focused on individual and dyadic levels. The question of whether adult attachment relates to people's perceptions and management of social networks has remained mostly unexamined. The present set of studies aimed to fill this gap using ego-centered social network data analysis of online (Study 1, N = 142) and actual (Study 2, N = 115) social networks. In Study 1, we found that anxious and avoidant attachment were negatively related to network density (i.e., the extent to which network members are close to each other). Moreover, avoidant attachment was negatively related to participants' feelings of closeness toward network members and negatively related to multiplexity (i.e., number of social functions each network member served). In Study 2, participants also completed measures of psychological adjustment and network management. We found that avoidant attachment was negatively related to social network density when family members were excluded. More importantly, avoidant attachment was related to higher loneliness and poorer adjustment to university life only when participants had low-density networks. Finally, avoidant attachment was related to lower maintenance and expansion of the network and higher loosening of network ties; whereas anxious attachment was related to higher maintenance of network ties. To our best knowledge, these studies are the first to systematically investigate the way attachment styles are related to the perception and management of social networks. The implications for the integration of personality and social network approaches are discussed.

D175

SEXUAL COERCION IN INTIMATE RELATIONSHIPS: A COMPARATIVE ANALYSIS OF THE EFFECTS OF WOMEN'S INFIDELITY AND MEN'S DOMINANCE AND CONTROL James Liddle¹, Todd Shackelford¹, Aaron Goetz²; ¹Florida Atlantic University, ²California State University, Fullerton – Researchers studying the proximate (or immediate) causes of sexual coercion have proposed that partner rape is motivated by a man's attempt to dominate and control his partner and that this expression of power is the product of men's social roles. Researchers studying the ultimate (or evolutionary) causes, in contrast, have proposed that partner rape may function as an anticuckoldry tactic, with its occurrence related to a man's suspicions of his partner's sexual infidelity. In two studies, we collected data relevant to both perspectives to explore how these variables interact with men's sexual coercion in an intimate relationship. Regression analyses from Study 1 (self-reports from 256 men) and Study 2 (partner-reports from 290 women) indicated that men's sexual coercion of their partners was consistently predicted by female infidelity and men's controlling behavior, suggesting that both variables are necessary to explain men's sexual coercion. Discussion addressed limitations of the current research and highlighted the importance of integrating multiple levels of analysis when studying men's sexual coercion of their intimate partners.

D176

INTEREST IN ALTERNATIVE ROMANTIC PARTNERS ACROSS CULTURES, SEXUAL ORIENTATION, AND GENDER Irene Tsapelas¹, Arthur Aron¹, Helen Fisher²; ¹Stony Brook University, ²Rutgers University – Little is known about romantic interest in others (RIO) and its association with other relationship variables, and there has been no systematic research at all on similarities and differences on RIO across cultural contexts or across sexual orientation. The present study administered a questionnaire (Fisher, 2004) to a sample of 371 Japanese and a sample of 214 American college-age participants, both samples including significant numbers of both heterosexual and homosexual respondents of both genders. The questionnaire included items on RIO, along with scales for Devotion and Anxious Preoccupation with their romantic partner. The RIO items assessed passionate and romantic feelings for someone other than the partner; example item: Sometimes my feelings for my partner are overshadowed by passionate, romantic feelings for another person. A culture X gender X sexual orientation ANOVA (with RIO as DV) yielded a significant main effect for gender (men > women; $p < .005$) and sexual orientation (homosexual > heterosexual, $p < .001$); with no other significant main or interaction effects. Also, RIO was negatively correlated with Devotion, and to about the same degree, in both Japanese ($r = -.33$) and Americans ($r = -.43$). However, the correlation of RIO with Anxious Preoccupation was negative for Japanese ($-.10$) but positive for Americans ($.20$); difference $p < .001$. The relation of these findings to previous work on similar variables in American heterosexual samples, and the larger theoretical implications for understanding infidelity, particularly in relation to the role of culture and sexual orientation, are explored.

D177

EVALUATIONS OF RELATIONSHIP PARTNERS WHO EXPRESS ANGER Seung Hee Yoo¹, Margaret Clark¹, Peter Salovey¹, Edward Lemay², Elizabeth Hoffman¹, Cora Emily Mukerji¹; ¹Yale University, ²University of New Hampshire – An individual can perceive relationship partner's expression of anger in two conflicting ways: as partner's conveyance of partner's own needs and therefore trust of the individual and desire for support or as a sign of attack. Which perspective is taken, in turn, affects the individual's evaluation of the partner. We propose that communal strength of the relationship is an important factor in determining an individual's perceptions and evaluations of partner expressing anger. When communal strength of desired or existing relationship is high, partner's expressions of anger is perceived as a conveyance of trust and

therefore does not negatively affect one's evaluation of partner and relationship. In contrast, when the communal strength is low, partner's expression of anger is perceived as an attack and therefore negatively affects evaluation of partner and relationship. Three studies that each examined different types of relationship supported these predictions. Participant's desire for communal relationship was manipulated in potential relationships (Study 1) and degree of communal strength assessed in close friendships (Study 2) and married couples (Study 3). As predicted, participant's evaluations of partner and the relationship were not affected (i.e. did not decrease) in high communal relationships whereas they were negatively affected in low communal relationships. Furthermore, participants were more likely to provide support to friends with whom they shared a high communal relationship. These results indicate that expression of anger may not necessarily be harmful to a relationship as long as it's done within the correct relationship context.

D178

PUNISHMENT SWAYED BY VICTIM MATE VALUE Eyal Aharoni¹, Alan J. Fridlund¹; ¹UC Santa Barbara – It is a thorn in the side of the law that judges and jurors are influenced by extra-legal factors, such as the attractiveness of the defendant or victim. In order to promote equal treatment, it may be helpful to understand why these biases occur and in what ways. Drawing on evolutionary considerations, the present study predicted that victims bearing cues of high theorized mate value—specifically symmetry and relationship status—will evoke more offender punishment by mock judges than do victims with lower mate value. This prediction was confirmed. We present evidence that this effect was not due to a general tendency to empathize with victims but instead was driven by a tendency to value the victim along socially-relevant dimensions. This finding suggests an adaptive basis for implicit punitive bias. A deeper understanding of such biases could help us to develop new approaches to combat them in courts of law.

D179

THE PORTRAYAL OF REVENGE IN POPULAR FILM: A CONTENT ANALYSIS OF REVENGE MOVIES Alishia M. Alibhai¹, Susan D. Boon¹; ¹University Of Calgary – The present study investigated portrayals of revenge in Hollywood movies. Coders performed a content analysis of 48 movies involving acts of revenge with a particular focus on characteristics of the people seeking revenge (avengers) and of the targets of the revenge (avengees); aspects of the provocation and the revenge act such as the presence of rewards and/or punishments; and qualities or features of the revenge portrayal that might contribute to perceptions of its "beauty" or "aesthetic appeal." Among other findings, the results revealed that coders' approval of the revenge episode and the extent to which they were impressed by the episode (both elements of "aesthetic appeal") were significantly positively correlated with the rated likeability of the avenger, the extent to which the revenge act was seen as prosocial or altruistic in nature, the extent to which the avenger was portrayed as a hero, and the degree to which the revenge was perceived as justified and as restoring justice. Aesthetic appeal was also significantly negatively correlated with the rated likeability of the avengee and whether the victim was perceived to deserve the harm he/she incurred in the original provocation. Implications for understanding the way revenge is presented in popular film and the ramifications of portrayals of revenge in film will be discussed.

D180

AGGRESSIVE PERSONALITY AND THE PREDICTION OF VIOLENT VIDEO GAME PLAY CHOICES Amanda G. Bolton¹, Gregory Fouts¹; ¹University of Calgary – The present study assessed whether players' trait aggressiveness predicted their game play choices in a violent video game. Two game play options, killing enemies and killing innocent bystanders, were examined in the Playstation 2 game State of Emergency. It was found that trait aggressiveness predicted the killing of

enemies (a game objective), but importantly, it also predicted the killing of innocent bystanders, which was not relevant for game success. Analysis of self-reported motives while playing (e.g., I tried to avoid killing people who were not enemies) indicated that the tendency for players with higher trait aggression to kill more innocent bystanders was possibly the result of being less motivated to avoid killing them. These findings suggest that players are selectively exposed to different amounts and types of violence when playing violent games, and this variation is in part due to the personality of the player. The General Aggression Model (Bushman & Anderson, 2002) predicts that players are more likely to become aggressive after exposure to a violent video game because of the violent content. In the present context it appears that players already predisposed to aggression are selectively exposed to different violent content that in turn may reinforce and enable aggressiveness.

D181**BYSTANDER INTERVENTION AGAINST SEXUAL ASSAULT AT COLLEGE-STUDENT PARTIES: A PRELIMINARY STUDY** Amy

Brown¹, Tom Yufik¹; ¹University at Buffalo, SUNY – Recent sexual assault prevention programs have included a focus on encouraging bystanders to intervene to prevent assault. However, little is known about (a) how frequently college students are even in a position to intervene against sexual assault and (b) how they interpret situations in which there is potential for intervention. Eight focus groups (4 with women, 4 with men) of college students were interviewed about party experiences in this exploratory study. Themes relating to intervention and prevention of unwanted sex were extracted and further examined for sub-themes. All groups were aware that unwanted sexual activity can occur at parties, and several participants recounted events that they or others had witnessed. Themes relating to classic work on bystander intervention that were identified in at least half of the groups included the need to be sure that a situation constituted an emergency, analyzing the costs of helping, and social categorization effects. Particularly, all groups indicated that they would be much more likely to assist their friends than people they didn't know; intervening with little-known others would require blatant evidence that intervention was needed and few costs associated with helping. Disagreements and contradictions were identified regarding whose responsibility it was to prevent sexual assault, and although all groups agreed that preventing sexual assault was important, many participants admitted that they personally would be unlikely to intervene. This study highlights a number of challenges to bystander intervention against sexual assault, but also points out areas upon which prevention programs should focus.

D182**VIOLENT VIDEO GAME EXPOSURE AND AGGRESSION: DIFFERENTIAL EFFECTS AMONG ADOLESCENTS OF VARIOUS AGES**

Donald Bucolo¹, Rick Trinkner¹, Ellen S. Cohn¹, Cesar Rebellon¹, Karen Van Gundy¹; ¹University of New Hampshire – The culminating research linking violent video games to aggressive behaviors indicates that violent video game exposure (VVE) predicts later aggression (Anderson et al., 2004); however, the debate regarding the effects of VVE continues as researchers suggest VVE has the strongest effects on the aggressive behaviors of younger adolescents (e.g., Wallenius, Punamki, & Rimpel, 2007). We assessed the association between VVE and real world aggressive behavior among cohorts of 7th graders (n = 471), high school sophomores (n = 366) and college freshman (n = 300) during the fall semester of 2007. All respondents completed self report measures including the number of aggressive behaviors committed in the past six months, trait aggression (Buss & Perry, 1992), and Grasmick et al.'s (1993) measures of impulsivity, risk seeking, temper, as well violent video game exposure (Cronbach's α 's on all variables = .78 - .86). Utilizing step-wise regression, entering VVE on the last step of the analyses revealed that violent video game exposure was a significant predictor of real world aggressive behaviors for both the 7th grade cohort (= .39, p < .001, F(1,

450) = 17.76, R^2 change = .03) and the high school sophomore cohort ($r = .37$, $p < .001$, $F(1, 355) = 7.43$, R^2 change = .013) but not the college freshman cohort ($r = -.04$, $p > .05$, $F(1, 292) < 1$, $p > .75$, R^2 change < .01). Our results are discussed in light of the controversy surrounding violent video game exposure and aggression in adolescents at different developmental stages.

D183

EMPATHY & INTERGROUP AGGRESSION: EXAMINING THE ROLE EMPATHY PLAYS IN FOSTERING NEGATIVE INTERGROUP RELATIONS

Taya R. Cohen¹, Chester A. Insko²; ¹Kellogg School of Management, Northwestern University, ²University of North Carolina at Chapel Hill – This experiment investigated how empathic perspective-taking exercises that fostered feelings of concern for either ingroup or outgroup members affected aggression between groups. Hot sauce allocations were used to measure aggression. Two three-person groups interacted in a study on personality and taste preference by allocating hot sauce for each other to consume. Participants were randomly assigned to complete one of three writing exercises before making allocations. These exercises had participants consider the feelings of those in their own group (ingroup empathy), those in the other group (outgroup empathy), or remain objective (control condition). Afterwards, participants were shown a large cup of hot sauce and told that the other group had allocated that amount for them to consume. Following this mild provocation, each group allocated hot sauce for the other group. The outgroup empathy exercise caused groups who thought the hot sauce was painful to allocate a large portion of hot sauce (i.e., act aggressively), but caused groups who did not think the hot sauce was painful to allocate very little hot sauce. This finding suggests that following a perceived provocation, considering the feelings of outgroup members is likely to foster negative instead of positive intergroup relations. The ingroup empathy exercise caused female groups to allocate a large large portion of hot sauce but did not influence male groups' allocations. This finding suggests that women may be more oriented toward their ingroup and the consideration of ingroup members' feelings may cause them to retaliate against those who harm their group.

D184

IT'S OK IF MY FRIENDS THINK IT IS: INFLUENCE OF PEERS ON SELF REPORTED MALE RAPE MYTH ACCEPTANCE

Zebbedia G Gibb¹, Helen C Harton¹; ¹University of Northern Iowa – Male rape myth acceptance (RMA) correlates with self-reported likelihood of raping (Bohner et al., 1998; 2005). Further, RMA seems to exist in all-male groups, such as fraternities and sports teams (DeKeseredy, 1988; DeKeseredy et al., 2005), which suggests that there is peer influence on these attitudes. The current study examined the amount of influence male peers may have on each other's RMA and how similarity may affect that influence (Latan, 1981). Eighty-nine college-aged men interacted with a confederate (supposedly another man from the same college), who the participant believed was either similar or dissimilar in attitudes and activities to themselves, via computer. Confederates either endorsed rape myths or denied the validity of such attitudes in the computer chat, in which they discussed pictures of women. Then participants completed measures of RMA as part of a battery of questionnaires in an unrelated study. Participants in the High RMA condition reported significantly higher chat partner RMA levels than those in the Low RMA condition, supporting the manipulation. In both the High and Low RMA conditions, self-reported RMA levels were significantly below that of a male control group but not a female control group. Participants in the High RMA/High Similarity condition were more likely to assign blame to the woman in an ambiguous sexual assault vignette than those who were in the Low RMA/High Similarity condition. Implications concerning RMA programs are discussed, including the insulating effect of male peer groups and the influence of a single party on self reported RMA levels.

D185

FLEETING EXPLETIVES: THE EFFECT OF PROFANITY ON AGGRESSIVE BEHAVIOR

Seth A. Gitter¹, Roy F. Baumeister¹, Dianne M. Tice¹; ¹Florida State University – In recent years, profane and indecent acts and language have come under greater scrutiny from the Federal Communications Commission (FCC). In 2004, the FCC levied 12 cases against radio and television stations resulting in just under \$8,000,000 in fines. Little research exists, however, to suggest that profanity has any effect on behavior. The current study sought to determine whether profanity influences aggression or not and if so, why. It was expected that due to the frequent usage of profanity in aggressive contexts, that profanity and aggression would be strongly associated in memory. On the basis of the General Aggression Model (GAM; Bushman & Anderson, 2002), it was predicted that the priming of profane language would lead to increases in aggressive thoughts and consequently subsequent aggressive behavior. Participants ($N = 47$) were subliminally primed with either profane words (e.g. sh*t) or non-profane words (e.g. pant). Participants then completed a measure of hostile cognition followed by an aggression measure in which participants and an ostensive partner played a competitive reaction time task in which the winner blasts the loser with varying levels of aversive white noise (the aggression measure). Results showed that participants primed with profanity were significantly more aggressive toward their partner than those primed with non-profane words. Nevertheless, this study, and several follow-up studies, failed to show any effect on hostile cognition. The discussion will focus on our recent work which suggests that profanity increases aggressive behavior by temporarily renorming the situation and decreasing the motivation to engage in self-control.

D186

WHAT GIVES VICTIMS SATISFACTION WHEN THEY SEEK REVENGE?

Mario Gollwitzer¹; ¹University of Koblenz-Landau, Germany – What do people hope to achieve when they take revenge against a person who has treated them unfairly? One answer, based on balance-theoretical approaches, could be that revenge aims at making or seeing the offender suffer just as much as the victim has suffered himself (comparative suffering hypothesis). If this was true, then seeing the offender suffer should be satisfactory for the victim irrespective of who administered the suffering, i.e., the victim, a third person, or fate. Another answer could be that revenge aims at delivering a message between the avenger and the offender. If this was true, then revenge should only be satisfactory for the victim if the offender understood the message (understanding hypothesis). Three studies, an online-based vignette study and two laboratory experiments, are presented in which the comparative suffering and the understanding hypothesis are tested. It was manipulated whether the offender was harmed by the hands of the victim (revenge) or by the hands of fate, and whether or not the offender understood the harmful event as a response to his prior unfair behavior. Satisfaction and deservingness were the central dependent variables in all studies. Study 3 also used an indirect measure of goal achievement (lexical decision task). Findings converge in that the comparative suffering hypothesis (seeing the offender suffer is satisfactory) should be rejected. The understanding hypothesis (satisfaction occurs when the offender signals understanding), however, is supported by the overall pattern of results.

D187

WHEN ANIMALS ATTACK, WHAT WILL HUMANS DO? THE EFFECTS OF MORTALITY SALIENCE, INFRAHUMANIZATION OF VIOLENCE, AND AUTHORITARIANISM ON SUPPORT FOR VIOLENCE AGAINST OUT-GROUPS

Josh Hart¹, Matt Motyl², Tom Pyszczynski²; ¹Union College, ²University of Colorado at Colorado Springs – Historically, people have shown a need to justify their violent actions in myriad ways. Often this justification includes the demotion of out-group victims to an inhuman status. Terror management theory suggests that

right-wing authoritarians (RWAs), who tend to view out-group members as inhuman, may have a heightened need to distance themselves from behaviors associated with the inhuman. This implies that viewing violence as animalistic might decrease their support for military aggression. Thus, in the present study, participants completed the RWA scale, responded to an open-ended essay question about death or an aversive control topic, and were then asked to read a short passage that either discussed how human violence is instinctual and animal-like, effectively inhumanizing the behavior of violence, or how human violence is highly evolved and not animal-like, effectively humanizing the behavior of violence. Lastly, participants completed a short survey assessing support for military action. High authoritarians were generally more supportive of military action when primed with thoughts of death and humanized violence and in both control conditions. Importantly, and consistent with the hypotheses, high RWAs primed with MS and inhumanized violence became less supportive of military action and were no longer more supportive than low RWAs. This data suggests that by portraying violence as something instinctual and creaturely, it may be possible to reduce inter-group hostility and aggression even among those who are typically among the most supportive of this aggression, particularly in the face of death that so often exacerbates inter-group conflict.

D188

TERROR MANAGEMENT AND POLITICAL VIOLENCE: THE MODERATING ROLE OF PERSONAL VULNERABILITY AND PERCEIVED ADVERSARY INTENT Gilad Hirschberger¹, Tom Pyszczynski², Tsachi Ein-Dor³; ¹Bar Ilan University, ²University of Colorado, Colorado Spring, ³IDC Herzliya – Title: Terror management and political violence: The moderating role of personal vulnerability and perceived adversary intent. Recent research has shown that existential concerns underlie support for violent solutions to political conflict. The current research set out to examine the conditions under which mortality concerns may either promote or inhibit support for extreme violence in the Middle-East conflict. Three studies conducted on Israeli samples examined whether perceived adversary intent and personal vulnerability moderate the effects of mortality salience (MS) on violent solutions to conflict. In Study 1, following MS, Israeli participants read a description of de-escalating or escalating Iranian rhetoric. In Study 2, following MS, Israeli participants read about tensions with Iran, and were asked to reflect on the personal ramifications of the conflict, or on the content of the passage. In Study 3, Israeli participants with direct war exposure were compared to participants with no war exposure, and following MS, read a description of either escalating or de-escalating Hezbollah rhetoric. In all studies participants were asked to indicate their support for a violent attack against the other side. The results revealed that MS increased support of violence under escalating rhetoric conditions and low perceived vulnerability. However, persons with low personal experience with enemy attacks responded to MS with increased support for violent reprisals, whereas those with high personal experience with attacks responded to MS by having their support for violence more contingent on rhetoric from the other side. This suggests that direct experience with war leads to a more nuanced contingent response to existential threat, which is not present among those without direct war experience.

D189

THE IMPACT OF PUBLIC PROVOCATION AND PROVOCATION INTENSITY ON AGGRESSIVE BEHAVIOR Nicholas J. Kelley¹, William C. Pedersen¹, Eduardo A. Vasquez², Jennifer Eifler¹, Kasey Fong¹, Naoko Kitabayashi¹, Celina Garcia¹, John Dosta¹, Marianne Grosvenor¹, Neil Young¹; ¹California State University, Long Beach, ²University of Missouri, Columbia – Recent research demonstrates that receiving a provocation in public (versus in private) augments ruminative triggered displaced aggression (Pedersen, Bushman, Vasquez, Bonacci, & Miller, 2008). The current work attempts to explain why this occurs. Consistent with expectations, Study

1 confirmed that public provocations are experienced as more intense. Study 2 then directly manipulated provocation intensity. Following a provocation of either high or moderate intensity, participants were induced to ruminate or were distracted for 15 minutes. They then had an opportunity to aggress against another person who either acted in a neutral or mildly annoying fashion (viz. triggering event). Those induced to ruminate before the triggering event displayed more aggression than did distracted participants. Most importantly, the magnitude of this difference was greater under high compared to moderate provocation intensity, thus exactly replicating the impact of public provocation on aggression. Furthermore, mediation analysis (Baron & Kenny, 1986) among triggered and ruminating participants indicated that higher levels of trait angry rumination (Denson, Pedersen, & Miller, 2006) increased negative affective reactions to the triggering event which in turn augmented aggressive behavior. Taken together, these findings enhance our understanding of the process by which different types of provocations and rumination intensify aggression. Implications of this work for reducing instances of aggression are also discussed.

D190

THE EFFECTS OF ABUSE VICTIM'S PERCEIVED FEMININITY ON SYMPATHY Joo Young (Katherine) Lee¹, Bettina J. Casad¹; ¹California State Polytechnic University, Pomona – This research examined the effects of femininity on reactions to a domestic violence victim. Participants read a vignette about a feminine or masculine domestic violence victim and completed measures of likeability, personality, empathy, belief in a just world (BJW), and benevolent sexism. The feminine victim was hypothesized to receive more positive ratings than a masculine victim. Further, this effect should be amplified for participants who endorsed BJW and sexism. There was a difference between condition and BJW on empathy. Participants with high BJW reported less empathy for the masculine target ($M = 3.99$) than participants with low BJW ($M = 4.48$), $t(55) = 2.66, p = .01$. The feminine target received similar empathy ratings regardless of participants' BJW. There was a 2-way interaction between condition and benevolent sexism on personality, $F(1, 110) = 3.68, p = .058, = .032$. Those with high benevolent sexism rated the feminine target more positively ($M = 6.27$) than those with low benevolent sexism ($M = 5.41$), $t(55) = -2.81, p = .007$. The masculine target received similar empathy ratings regardless of participants' sexism. Finally, the feminine target was more liked ($M = 5.21$) than the masculine target ($M = 4.67$), by those who endorsed benevolent sexism, $t(55) = 3.91, p = .001, d = .22$. Participants low in sexism showed the same pattern, but to a lesser extent ($d = .10$). The results suggest that a victim's gender role may affect how she is treated, which may affect whether victims seek help.

D191

COVERT AGGRESSION: THE MEANS AND MOTIVE OF GETTING AWAY WITH IT Marisa Miller¹, Barry Schlenker²; ¹U.S. Army Research Institute, ²University of Florida – Little research has examined the nature of covert aggression that simultaneously contains positive and negative interpretations, thereby minimizing the negative consequences of such aggression. The current study stands as the first experimental investigation of the responses to covert aggression and the utilization of covert aggression. Participants ($N=295$) completed a bogus creative intelligence assessment and received false feedback from a partner (actually nonexistent). The evaluative feedback was either positive, negative, or conveyed an ambiguous (mixed) message. Participants then had the opportunity to send a combination of positive, negative, and alternate messages to the evaluator. The alternate messages were either ambiguous, and thereby provided an opportunity for covert aggression, or neutral, and thereby provided no opportunity for covert aggression. Participants subsequently reported their perceptions of their partners and emotional state. Pilot participants verified that the feedback in the ambiguous, positive and negative feedback were perceived as containing mixed, positive, and negative interpretations, respectively. In general,

participants did not respond negatively to the ambiguous feedback and viewed ambiguous and positive feedback partners in a similar, positive manner. In contrast, participants receiving negative feedback were subtly affected by the availability of mixed messages, indicating that when people can send mixed messages, they do so and are, on the surface at least, nicer than when they must express hostility in an open and clear manner. Negative feedback participants experienced more negative affect and reported less favorable views of their partners than either positive or ambiguous feedback participants. Individual difference measures moderating these effects are discussed.

D192

ANXIOUS ATTACHMENT AND REDUCED BLAME FOR A PARTNER'S PHYSICAL AGGRESSION

*JulieAnn Miller¹, Ximena B. Arriaga¹,
¹Purdue University*—Experiencing partner aggression creates dissonance because a loved one is doing something hurtful. We examined how anxiously attached individuals respond to relational aggression. We hypothesized that anxiously attached individuals feel they need the relationship and thus, would overlook dissonance from partner aggression by blaming the partner less than would those who are low in anxious attachment. We examined positive versus negative attributions for psychological and physical aggression. One hundred and fifty-four female undergraduate students completed a questionnaire asking about their attachment style, partner aggression, a particularly hurtful partner behavior, and explanations for the partner's hurtful behavior. Positive attributions did not vary depending on attachment style or amount of aggression. For negative attributions, individuals in relationships characterized by more physical or psychological aggression blamed their partner more. The association of physical aggression with negative attributions was qualified by a significant interaction with anxious attachment style, as predicted. Follow-up analyses revealed that among more securely attached individuals, more physical aggression was associated with more negative attributions of the partner's hurtful acts. Among more anxious-ambivalent individuals, on the other hand, more physical aggression was associated with fewer negative attributions. These findings suggest that anxious ambivalent individuals were eager to preserve the relationship by overlooking negative acts, more so than secure individuals. More generally, these results stress the importance of looking more closely at attachment style when examining abusive relationships.

D193

THE LASTING IMPACT OF BULLYING ON AGGRESSIVE SOCIAL COGNITIONS

*Matthew L. Newman¹, George W. Holden², Yvon Delville³,
¹Arizona State University, ²Southern Methodist University, ³University of Texas at Austin*—Media coverage of recent school shootings would suggest that bullying causes violent behavior. However, only a small percentage of victims ever commit acts of violence. Because aggressive behavior is heavily influenced by the social context, research has focused instead on social cognitive biases in response to situations. Victims of bullying are more likely to make hostile attributions about someone's intentions, a predictor of reactive aggression. This study extends previous findings in two ways. First, prior studies have examined victimization and cognitive biases concurrently. By examining college students with a history of bullying during adolescence, we test whether victimization has a lasting impact. Second, we measured reactive aggression in two ways: responses to scenarios; and trait reactive aggression. We hypothesized that, compared to non-victims, those with a history of victimization would: 1) show more bias towards reactive aggression in their scenario responses; and 2) score higher on trait reactive aggression. Participants (N=1,473; 68% female) completed an online questionnaire assessing their bullying history and our measures of reactive aggression. As hypothesized, victims scored higher on the trait reactive aggression scale ($p=.054$), and displayed more reactive-aggressive responses to scenarios ($p=.008$). Males reported more reactive aggression than females on both measures ($ps<.001$), but the interactions

were not significant ($ps>.717$). This pattern suggests that victimization has a lasting impact on social cognitive biases. An important question for future research is to explore the pathway from aggressive cognition to aggressive behavior among victims of bullying, in order to understand the risk factors for committing school shootings.

D194

IS HE AS RELATIONALLY AGGRESSIVE AS SHE? THE ASSOCIATION OF GENDER STEREOTYPES WITH RELATIONAL AGGRESSION

*Jacklyn Ratliff¹, Patricia Hawley¹,
¹University of Kansas*—Conventional wisdom depicts relational aggression (e.g., gossip, social exclusion; Crick & Grotpeter, 1995) as largely a female phenomenon, although empirical research finds mixed results (Archer & Coyne, 2005). Here we explore gender stereotypes and perceptions of relational aggression within the Shifting Standards paradigm (Biernat, 2003). When judging a member of a stereotyped group on a stereotyped dimension (e.g., females on relational aggression), the Shifting Standards perspective suggests that this judgment will be made with a within-group reference (i.e., females relative to other females). Consequently, expected gender differences in subjective measures of relational aggression (e.g., self-report) may fail to emerge because the reference point differs for males and females (i.e., a standard shift). Expected gender differences may re-emerge on more objective scales (Biernat, 2005). Accordingly, the present work utilized a within-subjects survey with subjective measures (e.g., Likert-type 1-7 scales) and objective measures (e.g., perceived percentages of relationally aggressive women/men) of perceptions of relational aggression. Based on 35 participants (and consistent with the extant literature), there were no gender differences in subjective self-reported relational aggression [$t(32)=-1.15$; $p=.26$]. In contrast, results support the gender stereotype because males were objectively rated as less relationally aggressive than females [$t(34)=-3.61$; $p<.01$]. This subjective-objective discrepancy implies a shifting standard. This pattern suggests that researchers should exercise caution when interpreting results based on traditional subjective measures of relational aggression before drawing conclusions regarding gender and relational aggression.

D195

THE EFFECT OF ADVANCES IN VIDEO GAME TECHNOLOGY AND CONTENT ON AGGRESSIVE COGNITIONS, HOSTILITY, AND HEART RATE

*Christopher Rodeheffer¹, Christopher Barlett², Richard Harris¹,
¹Kansas State University, ²Iowa State University*—Multiple studies have documented a relationship between video game violence exposure and subsequent aggressive thoughts, feelings, and physiological arousal (see Anderson & Bushman, 2001), as predicted by GAM (Carnagey & Anderson, 2003). However, there has only been one documented study which tested the moderating role of video game graphics quality in this relationship, and the results suggested that technological advances in video game technology did not moderate this effect (Ivory & Kalyaraman, 2007). However, these authors failed to find a video game content effect for aggressive affect and cognitions. Two studies tested the moderating role of video game graphics quality in the relationship between video game content and aggression-related variables, but first a video game content had to be demonstrated. Both studies had participants play either a violent or non-violent video game on one of three video game systems that differ in their technological computing power, which is related to graphics quality. The moderating and mediating role of immersion was also tested in Study 2. Results showed that video game violence exposure was related to aggressive cognitions and state hostility. Video game technology did not moderate this relationship. Finally, immersion, as an individual difference variable, did not moderate or mediate this relationship. This suggests that aggressive cognitions and feelings occur independent of how technologically advanced the graphics are and the extent to which one feels as though they are immersed in a violent video game.

D196
VIRTUALLY MEAN? – DETRIMENTAL EFFECTS OF MEANNESS IN VIDEO GAMES ON COOPERATIVE BEHAVIOR Tobias

Rothmund¹, Mario Gollwitzer¹, ¹University of Koblenz-Landau, Germany – In three experimental studies we investigated the detrimental effects of experienced meanness in video games on subsequent cooperation in social uncertain situations. In study 1 and study 2 a commercial video game was used as experimental stimulus. Participants played one of two sequences of the video game Bullworth Academy. In study 1 (N=50) participants invested less money in a public goods dilemma after they had played a mean game sequence compared to a non-mean game sequence. This effect was mediated by expectations about other's willingness to cooperate in the social dilemma situation. In study 2 (N=49) participants invested less money in a subsequent trust game. This effect was moderated by unjust sensitivity from a victim's perspective (Schmitt, Neumann & Montada, 1995). In study 3 (N=58) we used a Modification of Half-Life 2 as experimental stimulus to differentiate between meanness and violence in video games. Participants played one of three game sequences which were either not mean and not violent, not mean but violent or mean and violent. Compared to the control condition participants invested less money in a subsequent trust game after they had played the violent and mean game sequence but not after they had played the violent but not mean game sequence. Taken together, our studies are a contribution to the research on detrimental effects of violent video games. Results of all three studies indicate that experienced meanness in video games can have detrimental effects on subsequent cooperative behavior that are independent of violence in the game.

D197
EFFECTS OF FREQUENT VIEWING OF VIOLENT DEPICTIONS IN TV PROGRAMS ON NORMATIVE BELIEFS ABOUT AGGRESSION: A PANEL SURVEY ON ELEMENTARY SCHOOL STUDENTS Kanae Suzuki¹, Makiko Sado², Yukiko Horiuchi², Mari Hasegawa³, Akira Sakamoto²; ¹University of Tsukuba, ²Ochanomizu University, ³Yokohama City University – Many studies have reported that television-viewing results in increased levels of aggression. However, not all kinds of violence depictions influence an audience equally. According to previous studies, certain contexts of violent depictions either increased the audience's aggression or suppressed it. In this study, we examined the effect of frequent viewing of violent depictions on television, which referred to our previous framework of television violence content analysis categories, as well as the amount of television-viewing on normative beliefs about aggression. We conducted a panel study with a total of 535 elementary school students in 2004 and 2005. The following items were measured: the average amount of television-viewing on weekdays and on weekends, the frequency of viewing various contexts of violent depictions (some violent behaviors, and rewards or punishments for violent behavior), the level of normative beliefs about aggression (physical/verbal/indirect aggression), social desirability, and demographic variables. A multiple regression model was constructed in order to examine the causal relationship between television-viewing and normative beliefs about aggression. The results indicated that the more they viewed violent contents, the more their normative belief about verbal aggression decreased.

D198
TEACHING THE EFFECTS OF VIOLENT MEDIA: STUDENTS' REACTIONS AND BEHAVIORS Meredith Terry¹; ¹Duke University –

The causes of aggression, including the influence of violent media on aggression, are commonly taught in social psychology courses. While empirically the relationship between violence, media, and aggression is well-established (Anderson, et al., 2003), students often demonstrate resistance to the findings based on their own personal case studies and myths (Bushman, 2007). The current study investigated how students respond to learning about the relationship of violent media and

aggression including both their adherence to myths about violent media and their behavioral intentions to play violent video games. Past research suggests two possible directions for their reactions. First, the awareness of the effect and debunking the myths associated with violent media could lead to a reduction in violent media consumption and rejection of the myths much like those who learn about the bystander effect are more likely to help others in the future than those who do not learn about the effect (Beaman, Barnes, Klentz, & McQuirk, 1978). On the other hand, the awareness of the effects could lead to reactance and subsequently an increased acceptance of the myths and increased consumption of violent media (Brehm & Brehm, 1981). Students (N = 275) completed a questionnaire that asked their agreement with statements about the effects of violent media a month before, immediately following, and one month after the lecture on violent media. After the lecture, students' grew less accepting of myths about violent media, but this effect got weaker over time especially for consumers of violent media.

D199
VIOLENT VIDEO GAME EXPOSURE PREDICTS REAL WORLD AGGRESSION: A CROSS-SECTIONAL MODEL Rick Trinkner¹, Donald Bucolo¹, Ellen S. Cohn¹, Cesar Rebellon¹, Karen Van Gundy¹; ¹University of New Hampshire – The culminating research linking violent video games to aggressive behaviors indicates that violent video game exposure (VVE) predicts later aggression (Anderson et al., 2004); however, the debate regarding the effects of VVE continues. Recently Ferguson et al. (2008) found that VVE did not predict aggression when the researchers controlled for trait aggression; still other reviews indicate the link between real world aggressive behaviors and VVE is weak (Browne, Hamilton-Giachritsis, 2005; Olson, 2004). In the current study, we examined whether VVE predicted adolescents' (age range 11-17, M 13) real world aggressive behavior while controlling for age, socio-economic status, and personality traits, including trait aggression (Buss & Perry, 1992), and Grasmick et al.'s (1993) measures of impulsivity, risk seeking, and temper, as well as the total amount of video game exposure (Cronbach's 's on all variables = .78 - .86). Eight hundred thirty-seven adolescents (boys (n = 362) and girls (n = 472)) completed self-report measures of all variables during the fall of 2007. Utilizing step-wise regression, entering VVE on the last step of the analyses revealed that VVE was a significant predictor of real-world aggressive behaviors for both boys (= .37, p < .001; F(2, 347) = 10.87, p < .001, R2change = .04) and girls (.28, p < .001; F(2, 450) = 9.83, p < .001, R2change = .027) while controlling for all other variables. These results are discussed in light of the controversy regarding the casual effects of violent video game exposure on aggressive behavior.

D200
CONTROL-RELATED AGGRESSION: EVIDENCE FOR A SCHEMA-BASED MECHANISM AND ITS ORIGINS Wayne Warburton¹, Doris McIlwain¹, David Cairns¹; ¹Macquarie University – A range of animal and human studies have shown that aggression is often used to establish or restore a sense of control over one's environment, but evidence for an underlying psychological mechanism has been sparse. We produced a model of control-aggression processes based on the notion that control-related aggression, in some people, may be caused by the activation of a schema that stems from a deeply-rooted belief that aggressive responses are a valid and effective way to restore a sense of situational control (i.e., a 'control-aggression schema'). To test this model, the Control-Aggression Schema Scale (CASS) was devised and administered to 80 participants, who were then given control or no control over an aversive noise. Aggressive responding was measured as the amount of hot chili sauce they would make a stranger eat. For participants who did not experience a control-loss trigger, CASS scores did not predict aggression. For participants who did experience a control-loss trigger, higher CASS scores robustly predicted aggression. Changes to affective state and arousal levels did not predict control-related aggression. A second study

(N = 71) replicated this finding, and three further studies (total N = 1347) revealed that higher CASS scores were correlated with high violent media exposure, recollections of a 'toxic' childhood environment, insecure attachment styles, and various personality styles that can be aggressive and controlling (e.g., narcissistic, psychopathic and shame-prone). These results suggest that control-aggression schema activation may be a key mechanism in control-related aggression, and are consistent with the control-aggression processes model.

D201

EFFECTS OF GENDER THREAT AND HETEROSEXUAL ASSERTIONS ON ANTIGAY AGGRESSION

Jonathan Weaver¹, Rochelle Burnaford¹, Jennifer Bosson¹; ¹University of South Florida – Research

suggests that heterosexual men sometimes use homophobic aggression to restore masculinity after threats to their gender status. We examined whether gender role threats increase men's antigay aggression because they raise men's concerns about being misclassified as "gay." If so, then an opportunity to announce their heterosexuality should reduce men's antigay reactions following a gender threat. Seventy-five heterosexual men took a test of gender-typed knowledge and learned that they scored like a "typical man" or a "typical woman." Upon learning that their test score was viewed by another participant (a gay man), some participants communicated their heterosexuality to their partner and others did not. Next, participants played a reaction time game against their partner. Aggression was measured by the duration of "white noise" blasts delivered to the gay partner on the participant's winning trials (broken down into 3 blocks of 4 trials). We predicted that men who stated their heterosexuality after the gender role threat would deliver shorter noise blasts than men who did not assert heterosexuality. Results showed an interaction of gender threat, heterosexuality assertion, and block, in which non-threatened men who asserted their heterosexuality gave the shortest noise blasts during the first block of winning trials, but then increased aggression during the remaining blocks. Men in all other groups showed equally high aggression across all trials. This suggests that, when interacting with a gay man, heterosexual men may behave less aggressively if they are not worried about threats to their masculinity and are able to assert their heterosexuality.

D202

PREDICTING RETALIATORY AGGRESSION IN THE LAB USING SELF-REPORT MEASURES OF PERSONALITY

Edward A. Witt¹, M. Brent Donnellan¹; ¹Michigan State University – This study

evaluated theoretically-relevant personality dimensions that are believed to predict aggression. Under the impression that they were completing a study of Personality and Taste preferences, 143 participants first completed self-report measures of trait aggression ($r = .89$), global self-esteem ($r = .89$), narcissism ($r = .84$), and measures of psychopathic personality attributes (viz., interpersonal antagonism and a lack of self-control; $r = .89$) on-line. Participants then came to the laboratory one day to one week later and completed a modified version of the hot-sauce paradigm (Lieberman et al., 1999), a laboratory procedure that involves a mild provocation and subsequently allows participants the opportunity to retaliate by administering hot sauce. Measures of psychopathic personality attributes and trait aggression emerged as the strongest zero-order predictors of the amount of hot sauce administered to insulting partners ($r_s = .33$ and $.31$, respectively). Moreover, self-esteem was negatively associated with such aggressive responses ($r = -.20$), a finding consistent with the controversial suggestion that low self-esteem is a correlate of aggression (e.g., Donnellan et al., 2005). Although overall scores on a measure of narcissism were not statistically significant predictors of retaliatory aggression ($r = .12$, ns), the psychological entitlement facet was significantly associated with retaliatory aggression ($r = .21$). All in all, this work suggests that individuals who are interpersonally antagonistic, lack self-control, and have relatively low self-esteem are more likely to show aggressive responses assessed by this paradigm.

D203

HOW LONG DO THE SHORT-TERM VIOLENT VIDEO GAME EFFECTS LAST?

Christopher Barlett¹, Christopher Rodeheffer², Omar Branch², Richard Harris²; ¹Iowa State University, ²Kansas State University –

Much experimental (e.g., Anderson & Dill, 2000) and meta-analytic research (Anderson, 2004) has consistently demonstrated that violent, compared to non-violent, video game play is associated with higher levels of aggressive feelings, aggressive thoughts, physiological arousal, and aggressive behavior. However, no published research has asked: How long do the effects of the initial short-term increase in aggression and physiological arousal last after violent video game play? We predicted that aggressive thoughts and aggressive feelings would dissipate almost immediately after the violent video game was done being played. However, physiological arousal and aggressive behavior was expected to last longer than five minutes after violent video game play. Two studies were conducted to test these hypotheses. Study 1 (N = 91) had participants complete pre- and post-video game measures of aggressive thoughts, aggressive feelings, and heart rate. Then, participants completed Time 3 measures after zero minutes or five minutes of delay (where the experimenter left the room for five minutes). Study 2 employed a similar procedure, but had participants (N = 91) complete the hot sauce paradigm to assess aggressive behavior after a zero, five, or ten minute delay. First, results indicated that aggressive feelings, aggressive thoughts, aggressive behavior, and heart rate initially increased after violent, but not non-violent, video game play. Second, results of the delay condition revealed that aggressive feelings and aggressive thoughts lasted less than five minutes, while heart rate and aggressive behavior lasted (at maximum) ten minutes.

D204

A SOCIAL-COGNITIVE LOOK AT THE CATHARSIS HYPOTHESIS: HOW GOAL-FULFILLMENT DECREASES AGGRESSION.

Markus Denzler¹; ¹University of Amsterdam – Research so far indicates that

aggression increases aggression. In line with this, recent goal priming theories (e.g., Frster, Liberman, & Higgins, 2005) assume that goals increase the accessibility of goal-related constructs. However, this should happen only prior to goal-fulfillment. After the fulfillment of the goal, this heightened accessibility loses its functionality and is hence reduced, and the accessibility of goal-related cognitions is inhibited. Applying this model to research on aggression, we suggest a cathartic-like effect. Hereby, the goal to aggress should only initially lead to an increased accessibility of aggression-related constructs. This heightened accessibility is functional, because it is conducive to the fulfillment of the goal. Once the aggressive goal is fulfilled, we propose that aggression-related thoughts and behavior should lose their functionality and are hence inhibited. In support of this, two specific aspects of the catharsis hypothesis were examined: First in Studies 1 and 2, we showed that aggression-related cognitions, are indeed increased before and decreased after (aggressive and non-aggressive) goal fulfillment. In Study 2 also aggressive behavior was reduced after aggressive and even more after non-aggressive goal-fulfillment compared to no goal-fulfillment. Second, in Studies 3 and 4 we demonstrated that aggression-related cognitions are inhibited also after playing a violent computer-game, if the player did so with the goal to aggress. However, in all four studies aggression without goal-fulfillment increased the accessibility of aggression. Hence, these findings replicate and at the same time complement previous research that did not find any aggression-reducing effects after aggression.

D205

AGGRESSION AND THE DEVELOPMENT OF ADOLESCENT FRIENDSHIP NETWORKS: SOCIAL SELECTION AND SOCIALIZATION PROCESSES *Tiina Ojanen¹, Jelle J. Sijtsema², Rene Veenstra², Patricia H. Hawley³, Todd D. Little³*; ¹University of South Florida, ²University of Groningen, The Netherlands, ³University of Kansas – Aggressive behavior is widely examined across social and developmental psychology, but less is known about its effects on adjustment in close relationships like friendships. Furthermore, as research on adolescent friendships has thus far focused on ‘delinquency’ in general, little is known about the way specific forms of aggression affect the selection of friends (social selection effect) and whether these behaviors are further affected by one’s social relationships (socialization effect). We utilized longitudinal social network analysis to assess selection and socialization processes in adolescents’ (N = 374, 12-14 years) friendships in relation to instrumental, reactive, overt, and relational aggression. Actor oriented network modeling enabled us to assess friendship relations without self-report biases and without forcing friendship nominations to be reciprocal. Adolescents nominated friends in school, which served as the networks in the present study. The data included three measurement occasions, within six-month intervals. Preliminary findings indicated that, as expected, instrumental aggression predicted making friends with other equally aggressive peers (selection similarity), whereas reactive aggression did not. Socialization effects were observed in both instrumental and reactive aggression, as well as in relational aggression. To our knowledge, this study is the first to systematically evaluate friendship selection and socialization processes with respect to specific forms of aggressive behaviors.

D206

WHAT RIGHT DO I HAVE?: WANTING, BUT NOT TAKING, SCARCE RESOURCES *Daniel A. Effron¹, Dale T. Miller¹*; ¹Stanford University – When will people help themselves to a scarce resource or commodity? On the one hand, to the extent that scarce commodities are more valuable than plentiful ones, scarcity should increase people’s motivation to take a commodity. On the other hand, scarcity should decrease how entitled each individual feels to be among the few who get to take the commodity. In this view, as a commodity becomes scarcer (i.e., as the ratio of demand to supply increases), people should be more likely to inhibit their motivation to take it. In a series of vignette studies, we found that participants anticipated that they would be less likely, in the presence of others, to take a free commodity that was scarce than one that was plentiful – even though participants perceived the scarce commodity as more valuable. A follow-up behavioral study provided evidence that a lack of entitlement inhibits people from taking scarce commodities: Participants, in the presence of a confederate, were slower to volunteer to complete a desirable task when it was scarce (i.e., only one person was permitted to complete it) than when it was plentiful (i.e., two people were permitted to complete it), but granting participants entitlement to the scarce task attenuated this difference. The results of our research suggest that people’s perception of their own entitlement helps determine whether or not they act on their motivations.

D207

THE UNCONSCIOUS SPREAD OF ALTRUISTIC INTENT *Matthew Feinberg¹, Robb Willer¹, Dacher Keltner¹, Lei Wang²*; ¹University of California, Berkeley, ²Peking University – Two studies were conducted to examine whether altruistic intent can be spread unconsciously. In study 1, participants watched short video clips of either high or low prosocial targets discussing neutral topics. Following the videos, participants answered questions regarding their general prosocial emotions (e.g., empathy) and intentions (e.g., give money to charity). Results showed that participants exposed to high prosocial targets were more likely to report higher levels of empathy and express greater levels of prosocial intent. Study 2 replicated and extended these findings using the same

stimuli on a non-English speaking, Chinese sample, and found the same effect, though it was moderated by participants’ dispositional level of altruistic intent. Such results suggest that individuals, especially those dispositionally high in altruistic intent, can recognize prosociality in others and may be unconsciously primed to mimic that prosociality, even across cultural and language barriers. Implications of these results are discussed.

D208

THE NEURAL CORRELATES AND CONSEQUENCES OF COMPASSION MEDITATION *Cendri Hutcherson^{1,2}, Emma Seppala¹, James Gross¹*; ¹Stanford University, ²California Institute of Technology – Researchers have long sought ways to increase pro-social behavior and interpersonal positivity. Although this research often focuses on external stimuli (e.g. information that one is similar to another person), recent work has shown that compassion meditation, a consciously controllable, internally generated strategy, may also induce increases in both explicit and implicit measures of interpersonal positivity (Hutcherson, Seppala, & Gross, 2008). In the current study, we used fMRI to identify the neural correlates and consequences of compassion meditation. We hypothesized that, if empathy and compassion involve increases in self-other overlap, meditation would lead to increased activation of the medial prefrontal cortex (MPFC), a region implicated in self-processing. While in the scanner, 18 participants judged the applicability of different trait words to pictures of themselves and neutral strangers. They completed this task before and after a short meditation induction, during which they were guided through compassion meditation focused on one of the neutral strangers, and a neutral imagery task directed toward another stranger. Contrary to predictions, self-reported intensity of compassionate feelings during the meditation correlated negatively with activation in the MPFC. Following meditation, performing trait judgments on the target of meditation compared to the target of neutral imagery was associated with increased activation in the anterior temporal pole (a region associated with empathy and Theory of Mind). These results suggest that compassion may be associated with a decrease in self-focus and a consequent increase in other-focus.

D209

ARE ALL NEIGHBORS HELPED EQUALLY?: POSSIBLE INTER-GROUP BIAS IN RELIGIOUS GROUPS AND ITS EFFECTS ON VOLUNTEERING BEHAVIOR *Megan K. Johnson¹, Jordan LaBouff¹, Wade C. Rowatt¹*; ¹Baylor University – Research on intergroup bias and its effects on individuals’ behaviors has focused on a wide variety of groups; however, the existence of and possible effects of intergroup bias on religious groups has gone largely unnoticed. In this study, we addressed this issue by analyzing data from the 2007 wave of the Baylor Religion Survey (BRS), a national, random probability sample of approximately 1,650 American adults. In part of the BRS, respondents answered questions about their religiosity, spiritual experiences, and the amount of time they volunteer for their place of worship (in-group), through their place of worship (associated with the in-group), or without ties to their place of worship (out-group). We hypothesized and found that religiosity serves as the strongest predictor for helping for one’s in-group and as a smaller but significant predictor of helping through one’s in-group. Additionally, we hypothesized that spiritual experiences would be a significant predictor of all types of volunteering since it does not indicate a tie to a specific religious group. This hypothesis was partially supported, with spiritual experiences being a unique predictor for volunteering when it occurred without connection to one’s religious group. Implications in the existence of an intergroup bias among religious groups and its effects on helping behavior are discussed.

D210

HELPERS AND HELP-SEEKERS WEIGH THE COSTS AND BENEFITS OF SEEKING HELP DIFFERENTLY *Vanessa K. B. Lake¹, Francis*

J. Flynn²; ¹Columbia University, ²Stanford University – In previous research, we have found an egocentric bias on the part of potential helpers (e.g., teaching assistants, peer advisors) leading them to discount the discomfort help-seekers (e.g., students) experience by requesting help. As a result, the potential helpers in these earlier studies tended to overestimate the likelihood that individuals in need would ask for help. In the current study, we began to explore the question of what potential helpers may be focusing on instead of the discomfort involved in help-seeking. Specifically, we explored whether individuals who occupied the perspectives of helper versus help-seeker would account differently for the costs (i.e., the discomfort of asking for help) and benefits (i.e., the practical advantages of receiving help) of seeking help. In a scenario study, we assigned participants to the roles of helper (a mentor) and help-seeker (a new hire) and explored whether participants in these different roles would endorse different types of interventions intended to promote help-seeking. One intervention emphasized the practical benefits of asking for help and the other addressed the discomfort involved in asking for help. We found that helpers rated the intervention emphasizing the practical benefits of help-seeking as more effective, while help-seekers rated the intervention that emphasized the discomfort of help-seeking as more effective. These results were mediated by ratings of how comfortable participants thought someone would feel asking for help.

D211

JUST WORLD BELIEFS AND FORGIVENESS: SELF-OTHER DIFFERENCES ARE MEDIATED BY RUMINATIVE THINKING AND IMPULSIVITY

Todd Lucas¹, Jason Young¹, Sheldon Alexander¹; ¹Wayne State University – Theory and research suggest that acts of forgiveness can indicate concern for justice, as individuals attempt to restore their sense of a fair and just world (Exline et al., 2003; Lerner, 1980). However, a largely unsettled issue is whether strong justice beliefs prevent or promote instances of forgiveness (Karremans & Van Lange, 2005). Moreover, researchers have yet to identify mechanisms that explain both positive and negative links (Lucas et al., 2008). We examined whether forgiveness is differentially linked to beliefs that the world is fair to the self (BJW-self) versus beliefs that the world is fair to others (BJW-others). In addition, we examined whether links between justice beliefs and forgiveness are mediated by impulsivity and ruminative thinking - two cognitive variables that have been previously linked to diminished forgiveness, but that have not been simultaneously examined by forgiveness researchers. Participants (N=278) completed measures of self and other just world beliefs, impulsivity, rumination, and forgiveness. Structural equation modeling strongly supported a model in which BJW-others was negatively associated with forgiveness while BJW-self was positively associated. In addition, these divergent effects were mediated by links to both impulsivity and rumination. Finally, BJW-self and BJW-others both reflected procedural and distributive just world beliefs, suggesting that self-other differences encompass not only a dispositional concern for fair outcomes and allocations, but also fair rules and interpersonal treatment. These findings extend existing research on justice and forgiveness in important ways by suggesting circumstances under which just world beliefs will prevent or promote instances of forgiveness.

D212

THE HUMANITY OF IT ALL: COMPARISON PROCESSES, FEELINGS OF COMMON HUMANITY, AND THEIR EFFECTS ON GRATITUDE AND INDEBTEDNESS

Maureen A. Mathews¹, Linda E. Zyzanski¹; ¹Virginia Commonwealth University – We built upon previous work on the interrelation between gratitude and downward comparison (Emmons & McCullough, 2003). Participants completed the Social Comparison Scale (Gibbons & Buunk, 1999), two measures of Gratitude (Gratitude Questionnaire; McCullough, Emmons, & Tsang, 2001; Gratitude, Resentment, & Appreciation Test; Watkins, et al., 2003), the

Indebtedness Scale (Watkins, et al., 2005), and a Common Humanity measure (subscales of Neff, 2003). First, we examined the mediating effect of common humanity – the feeling that one is a part of the greater human experience – between downward comparison and gratitude. Common humanity mediated the relationship between downward comparison and gratitude such that downward comparison led to feelings of commonality with others, which then led to gratitude. This mediation effect was not found for indebtedness, suggesting a social-cognitive distinction between these two constructs. Second, we examined upward social comparison and its association with gratitude and indebtedness, a construct that is distinct from gratitude (Mathews & Green, 2006; Tsang, 2006; Watkins et al., 2006). We predicted a negative association between gratitude and upward comparison, which corresponds to having an exchanged-based view of the social world; one compares to assess what one doesn't have, rather than what one has. We also predicted a positive association between indebtedness and upward comparison. Multiple regression analyses supported these predictions. Upward comparison may lead to viewing relations with comparison targets as exchange-based rather than communal. These findings provide further evidence for different social-cognitive processes underlying gratitude and indebtedness.

D213

FOR MEMBERS ONLY: ALTRUISTIC PUNISHMENT IN INTER-GROUP INTERACTIONS

Saa'id A. Mendoza¹, David M. Amodio¹; ¹New York University – In order to sustain cooperation and fairness norms within groups, individuals will punish norm violators, even when it is costly to them. But do the same fairness norms apply to outgroup members? We examined altruistic punishment within one-shot intergroup interactions in the Ultimatum Game. In this economic decision-making game, one player (proposer) decides how to divide a sum of money (\$20) with another player (responder). If offers are accepted, each player earns the amount offered by the proposer; if offers are rejected, each player earns nothing. Non-Black participants in our study were assigned to the role of responder and believed that the interactions would be taking place online with players at a different university. To vary the apparent racial group of the players, we used human-like computer avatars with stereotypical names that appeared on the screen during each offer. Participants considered offers that were fair (\$10), unfair (\$7, \$6, and \$4) or ambiguous (\$8) from a series of White and Black proposers. Replicating past research, participants prioritized fairness over economic interest, such that they overwhelmingly accepted fair and rejected unfair offers, regardless of race. However, participants were more likely to reject an ambiguous offer (\$8) from a White than a Black proposer. This pattern is consistent with the theory that altruistic punishment reflects the motivation to uphold fairness norms within a group (i.e., as an investment to enforce future egalitarian behavior), but that this motivation would not apply to interactions with non-group members.

D214

WHEN THE INDIVIDUAL IN NEED IS ONE AMONG OTHERS: TESTING THE CONFLICT BETWEEN TWO PROSOCIAL MOTIVES.

Luis Ocejeda¹, Tamara Ambrona¹, Beln Lopez-Prez¹, Pilar Carrera¹, Dolores Muoz¹, Amparo Caballero¹; ¹Universidad Autnoma de Madrid – Presenting a specific individual in need may elicit empathy which, in turn, may increase the motive to help that individual (i.e., altruism); however, presenting such individual as one-among-others may elicit the awareness of others which, in turn, may increase the motive to help the collective formed by them (i.e., collectivism). We therefore conducted three studies to test that presenting an individual in need as one-among-others provokes a conflict between two prosocial motives (i.e., altruism and collectivism). In the three studies participants were presented with a case of a person in need and empathy was manipulated using the perspective-taking instructions. The results showed that eliciting

empathy toward a specific individual who was presented as one-among-others increased the motivational conflict between altruism and collectivism. Furthermore, the results of Study 3 showed that such motivational conflict reduced the helping behavior directed toward the individual in need. We conclude that the one-among-others effect has implications for understanding prosocial behavioral processes, especially those situations in which more than one victim are involved.

D215

PERSPECTIVE TAKING AND HELPING BEHAVIOR Mizuka

Ohtaka¹, Kaori Karasawa¹; ¹The University of Tokyo – Eisenberg & Miller (1987) found a significant positive relationship between perspective taking and helping behavior in their review and meta-analysis of previous literature. In addition, Long (1987) argued that because perspective taking may vary across relationships, perspective taking in general may not fully explain the importance in dyadic relationships, and suggested dyadic perspective taking, whether or not one tries to understand the point of view of the partner in the dyad. Moreover, Long (1990; 1993) demonstrated that a significant positive relationship exists between perspective taking in general and dyadic perspective taking. However, the determinant which varies across relationships is unclear. Therefore, this study considered this problem from the point of view of reciprocity, and hypothesized that other dyadic perspective taking (Long, 1987), whether or not one perceives that the partner tries to understand one's own point of view in the dyad, determines the variance across relationships in dyadic perspective taking. To test our hypothesis, we conducted a survey. The results indicated that the more one takes perspective in general and one perceives the partner tries to take one's perspective in the dyad, the more one tries to take the partner's perspective in the dyad, and the more one helps the partner. We conclude by discussing the importance of focusing on the characteristic of the relationships.

D216

TESTING THE LINK BETWEEN THE MOTIVE OF QUIXOTEISM AND HEROIC BEHAVIOR Sergio Salgado¹, Luis Oceja¹, Pilar Carrera¹, Amparo Caballero¹, Dolores Muñoz¹; ¹Universidad Autónoma de Madrid –

The term Quixoteism refers to a social motive with the ultimate goal to increase the welfare of the world. The results of previous work (Oceja & Salgado, 2008) suggests that this motive can be induced by the centrality of a specific constellation of values related to self-transcendence and openness to change, and that this centrality increases the likelihood of performing heroic behaviors (*viz.*, a high-cost behavior oriented toward a major good). In order to test the link between Quixoteism and heroic behavior, we conducted research in two different contexts, laboratory (Study 1) and the field (Study 2). In both studies, participants were asked to perform a prosocial act that involved either low or high cost. The centrality of Quixoteism was measured either two months (Study 1) or several minutes (Study 2) before the request. The results of both studies showed a consistent pattern: when the request involved low cost, there was no significant difference in the extent to which low- and high-Quixoteism participants performed the prosocial act. However, when the request involved a high cost, high-Quixoteism participants performed the prosocial act to a significantly higher degree. We conclude that these and previous results support the proposal that Quixoteism is a new social motive that is different from those typically studied in the field of prosocial behavior (e.g., altruism and egoism).

D217

DIALECTICAL THINKING AND FORGIVENESS Kari A. Terzino¹,

Susan E. Cross¹; ¹Iowa State University – Forgiveness is an intrapersonal prosocial motivational change toward an offender resulting from an increase in positive motivations and decrease in negative motivations (Karremans, Van Lange, & Holland, 2005; McCullough et al., 1998). This description of forgiveness embodies the analytical thinking typical in

Western cultures, in which a concept cannot simultaneously possess both positive and negative features. Eastern cultures value dialectical thinking, in which contradiction is permissible. This study examined how positive and negative perceptions of an offender were related to forgiveness in American and Chinese participants. Participants wrote in detail about a situation in which they forgave another person for a hurt or betrayal. They completed an offender-specific forgiveness scale and then rated the offender on various positive and negative dimensions (i.e., tolerant, narrow-minded, considerate, selfish). In general, Americans rated the offender more positively and less negatively than did Chinese. Furthermore, forgiveness was strongly positively correlated with positive ratings and strongly negatively correlated with negative ratings of the offender for Americans. This supports the prevailing perspective on forgiveness. In contrast, for the Chinese, negative ratings of the offender negatively predicted forgiveness, but positive ratings did not predict forgiveness. For Chinese, forgiveness may not necessarily involve both increasing positive thoughts and decreasing negative thoughts towards an offender. Together, these two dimensions predicted 46% of the variance in forgiveness for Americans but only 22% for Chinese. This suggests that other factors play a much larger role in forgiveness for Chinese participants.

D218

DOES FORGIVENESS SACRIFICE JUSTICE? Michael Wenzel¹, Tyler

Okimoto^{2,1}; ¹Flinders University, ²Yale School of Management – Research has documented many beneficial effects of forgiveness, but has implied that such acts require that victims sacrifice justice. In contrast, we argue the act of forgiveness can in fact help restore one's sense of justice. Based on a theoretical framework of retributive and restorative justice, we argue a transgression can be upsetting because it symbolically reduces a victim's status/power, and/or questions values that are expected to be shared. A sense of justice depends on how well a response can address these concerns. In two experiments, we argue that forgiveness has the potential to address both of these concerns, thus restoring justice. In Study 1, university students (N=125) imagined that a fellow student stole their class notes. In the experimental conditions they were instructed to write an email to the offender saying they either forgave, or did not forgive, the offender. Compared to the control condition (no email), forgiving participants subsequently indicated a greater sense of justice; unforgiving participants did not differ from the control group. Study 2 (N=88) used the same paradigm but a different transgression in a 2x2 design: the offender apologized or not, before participants were instructed to express their forgiveness to the offender or not. The forgiveness act significantly promoted participants' sense of justice, which mediated the effects of forgiving on reduced punitivity and willingness to reconcile. Further, forgiveness repaired perceptions of both personal status/power and value consensus with the offender, which independently mediated the positive effect of forgiveness on perceived justice.

Poster Session E

E1

THE SOCIAL IMPACT OF NATIVE AMERICAN MASCOTS: CONSUMER RACIAL ATTITUDES AS A PRODUCT OF TEAM EXPOSURE AND IDENTIFICATION

Justin Angle¹, Mark Forehand¹, Anthony Greenwald¹; ¹University of Washington – This study explored the link between exposure to and identification with sports teams using Native American mascots and one's attitude toward Native Americans. Participants were oversampled from 6 major media markets within the United States: Cleveland, OH (Indians); Washington, DC (Redskins); Atlanta, GA (Braves); Detroit, MI (Tigers); Philadelphia, PA (Eagles); and Florida (Marlins). A series of Brief Implicit Association Tests measured subjects' implicit attitudes toward Native Americans on three dimensions: self, pleasant, and warlike. Explicit attitude measures as well as measures of team identification and mascot exposure were also collected. Initial results revealed evidence of exposure and identification effects within media markets of those teams with Native American mascots. Residents of Cleveland who strongly identified with the Indians exhibited stronger associations of Native Americans with warlike. Similarly, residents Washington, DC who reported high levels of exposure to the Redskins, more strongly associated Native Americans with warlike. These effects were found in the absence of differences in explicit attitudes toward Native Americans. In the non-mascot markets, no differences in implicit or explicit attitudes were found. These findings suggest that exposure to Native American mascots and identification with teams using these mascots can affect individuals' attitudes toward Native Americans at an unconscious level. It is thus possible that these mascots are subconsciously perpetuating negative stereotypes.

E2

IMPLICIT AND EXPLICIT ATTITUDES TO VIOLENT CRIME IN CRIMINAL OFFENDERS

Martin Bckstrm¹, Fredrik Bjrklund¹; ¹Lund University, Sweden – This study tested the hypothesis that young offenders have relatively more positive attitudes, both implicit and explicit, towards violence as compared to non offenders. In addition offenders sentenced for violent crimes were hypothesized to have the most positive attitudes toward violence. Participants in the study were sixteen young male offenders with a mean age of 20.0 (SD=.96) and 30 male non offenders with a mean age 22.5 (SD=2.54). Ten of the offenders had been sentenced for violent crimes. Explicit attitudes were measured by the Aggression Questionnaire (Buss & Perry, 1992) and implicit attitudes were measured by the Single Category Implicit Association Test (Karpinski & Steinman, 2006). The first hypothesis was supported, criminals had more positive attitudes to violence ($p < 0.01$) on both the explicit and the implicit test. Significant differences were found between controls and violent offenders for the implicit measure, but the group of non violent offenders was not significantly different from either violent offenders or controls. In this small pilot study it was not possible to show a significant unique contribution from the implicit measure to the difference between offenders and controls. The results are discussed in relation to evaluation of behavioural therapeutic intervention on violent criminals.

E3

ATTITUDE FRAMING AND ATTITUDE STRENGTH: WHEN NEGATIVITY MATTERS

George Y. Bizer¹, Jeff T. Larsen², Jacquelyn N. Raftery³, Richard E. Petty⁴; ¹Union College, ²Texas Tech University, ³Clark University, ⁴Ohio State University – Two studies explored potential moderators of the valence-framing effect - that framing attitudes negatively enhances strength relative to framing attitudes positively. Experiment 1 tested the moderating role of personal relevance. Participants read information about two candidates ostensibly vying for a public office. Among participants who were told that the candidates were vying for a local office, the valence-framing effect was replicated: People led to conceptualize their attitudes negatively showed heightened certainty and importance relative to people led to conceptualize their attitudes positively. No such effect was found among participants who were told that the office was in a distant locale. Experiment 2 assessed whether holding a preference between the two options would moderate the valence-framing effect. A representative sample of participants from New Jersey and Virginia took part in the study during their states' gubernatorial campaigns. Participants who preferred one major-party candidate over the other demonstrated the valence-framing effect: negative framing led to more certain attitudes and higher levels of reported behavioral intention. However, participants who indicated supporting neither major-party candidate or someone else did not show the effect: Framing among these people did not impact subsequent attitude strength. These two experiments further our understanding of the valence-framing effect by demonstrating that when participants are not motivated to process information or do not hold a positive attitude toward one of the two options, the valence-framing effect is attenuated, or, as with the current research, eliminated.

E4

STRENGTH IN NUMBERS? WHEN AND WHY SOCIAL NETWORK FEATURES REGULATE INDIVIDUAL-LEVEL ATTITUDE STRENGTH

Katie M. Bowen¹, Elizabeth A. Majka¹, Penny S. Visser¹, Jon A. Krosnick², Sowmya Anand³; ¹University of Chicago, ²Stanford University, ³University of Illinois – A number of social contextual features contribute to the strength and durability of our attitudes (see Eaton, Majka, & Visser, in press). For example, it is now well established that individuals embedded in attitudinally diverse social networks tend to be more open to attitude change than those embedded in attitudinally congruent networks (e.g., Visser & Mirabile, 2004). But is this always the case? Guided by theories of social influence, we tested the prediction that some social network features (network size, strength of ties, density, contact frequency) may actually amplify this effect. To test this hypothesis, we conducted a panel survey with a nationally representative sample of adults ($N = 1,738$). At Time 1, we assessed participants' attitude change in response to a counter-attitudinal message. At Time 2, we assessed the distribution of attitudes within their social networks as well as structural properties of their networks (e.g., network size). Replicating previous work, individuals embedded in more attitudinally diverse networks were generally more susceptible to attitude change. However, this effect was driven primarily by individuals in frequent contact with network members, with strong social ties, with dense networks, and with large networks. Importantly, this interaction effect was mediated by several attitude strength related attributes (e.g., ambivalence, certainty, etc.) as well as self-efficacy (task-specific) and self-concept clarity. These results

represent an important extension of past findings, offering a more refined understanding of the ways that features of the immediate social context impact attitude properties and processes.

E5

STRAIGHT WOMEN'S IMPLICIT AND EXPLICIT ATTITUDES TOWARD LESBIANS Amanda B. Breen¹, Andrew Karpinski¹, Jordan A. Blenner¹; ¹Temple University – We were interested in testing whether straight women's attitudes toward lesbians affect their perception of them. Forty two female college students engaged in a brief, structured interaction with a confederate (ostensibly another participant) whom they were led to believe were either a straight woman or lesbian. Participants completed explicit measures, as well as the Implicit Association Test (IAT) and Single Category IAT (SC-IAT) assessing their attitudes toward lesbians and straight women. We found that participants had more positive implicit associations with straight women compared to lesbians, and also that participants reported positive explicit toward lesbians. We also found a positive correlation between implicit and explicit attitudes toward lesbians. Surprisingly, we found that participants who had more positive implicit associations with straight women reported less positive explicit attitudes toward lesbians. Unexpectedly, we did not find any significant predictors for the quality of the interaction with the lesbian confederate. However, we found a marginally significant positive correlation between the Lesbian SC-IAT and participants' ratings of the interaction. Thus, participants with more positive implicit attitudes toward lesbians reported that the interaction went well. Surprisingly, we found several significant correlations among the implicit measures and interaction ratings for the straight woman condition. Implications and directions for future research will also be discussed.

E6

EXPERIENCING TRANSITIONAL LIFE EVENTS: ENDORSING PERSONAL INTERESTS OVER FELT OBLIGATIONS Chris J. Burgin¹, Steve D. Shirk¹, Leonard L. Martin¹; ¹The University of Georgia – Ajzen and Fishbein (1980) proposed that individuals use personal attitudes and subjective norms to guide their behaviors. According to Turner (1969), individuals in the midst of a life transition experience freedom from institutional obligations and are more likely to rely on personal interests and attitudes to guide behavior. Thus, individuals experiencing life transitions may guide their behavior more by attitudes than norms. To test this hypothesis, we presented participants (N = 88) with a list of activities (e.g., study for classes) and had them rate how personally interesting they found each activity and how much they felt obligated to perform each activity. Next, we asked participants to describe either an average day of their life, what their life would be like 2 years after graduating college, or 2 weeks after graduating college. The latter reflects a life transition. Finally, we had participants rate the degree to which they would like to perform each prior activity at that moment. Consistent with Turner's hypothesis, participants who wrote about what life would be like 2 weeks after graduating college (compared to the other two conditions) were more likely to prefer activities they found personally interesting, $F(2, 85) = 7.39, p < .001$ and less likely to prefer activities they felt obligated to perform $F(2, 85) = 2.91, p < .06$. In short, participants who described a transitional life event were more likely to base their current evaluations on prior attitudes than subjective norms.

E7

PERCEPTIONS OF SOURCE EFFICACY AND PERSUASION: AN EXAMINATION OF MULTIPLE ROLES Jason K. Clark¹, Abigail T. Evans¹, Duane T. Wegener²; ¹University of Alabama, ²Purdue University – Since the inception of systematic research on attitude change, characteristics of persuasive message sources have been one of the most widely studied aspects of communication settings. Relative to other characteristics, one factor that has received little research attention is the

perceived efficacy of a communicator. That is, some individuals or groups may be viewed as more capable of bringing about what he, she, or they propose. The current research examined two possible ways in which source efficacy may influence persuasion – as a peripheral cue when elaboration likelihood is low and by biasing the direction of cognitive responses when elaboration is high. Across two studies, participants were presented with message arguments of varying quality that emanated from a source described as either very successful (high efficacy) or very unsuccessful (low efficacy) with past proposals. Consistent with efficacy serving as a peripheral cue, post-message attitudes were influenced by the efficacy of the source rather than the quality of the arguments when personal relevance of the message was low (Study 1). However, when personal relevance was constrained to be high, favorability of attitudes and cognitive responses were influenced both by the quality of the arguments and source efficacy (Study 2). As additional support for this biased processing effect, analyses also suggest that efficacy colored the thoughts that people produced about the message and these thoughts predicted the favorability of attitudes. Furthermore, additional data suggest that perceptions of source efficacy are separable from perceptions of source expertise and credibility.

E8

LONG-TERM EFFECTS OF ADVERTISING TO CHILDREN ON JUDGMENT IN ADULTHOOD Paul M. Connell¹, Merrie Brucks², Jesper Holmgaard Nielsen²; ¹State University of New York at Stony Brook, ²The University of Arizona – This research attempts to explain long-term effects of advertising to children on consumer judgment that persist into adulthood, and what can increase effectiveness of public policy initiatives aimed at undoing some of these effects. We argue that brand relationships that originate in childhood have unique properties that make them especially prone to create attitudinal biases that favor them because children incrementally gain knowledge about advertising and its persuasive intent as they age (John 1999). Petty and Briol (2008) assert that bias correction is best facilitated when motivation and ability to think are high. Therefore, because individuals may not be aware of their previous biases (i.e., favorable attitudes that were developed before the development of persuasion knowledge), they might lack the ability to correct previous biases held in memory. Similarly, individuals may not be sufficiently motivated to correct bias. Results across two experiments suggest that emotion felt toward early childhood advertising objects, but not late childhood advertising objects, leads to biased judgments, presumably due to age differences in persuasion knowledge when the advertising objects were encoded into memory. Priming health leads to bias correction, but only when emotion felt toward childhood advertising objects is lower. Similarly, cuing participants to actively defend against early childhood advertising objects can correct for bias, but only when emotion felt toward them is lower. Finally, motivation to attend to the message appears to be of critical importance, as participants who resist the cognitive defense message actually increase the bias in their judgments when cued to defend.

E9

POTENTIAL AND FELT AMBIVALENCE AS MODERATORS OF ATTITUDE STABILITY Mark Conner¹; ¹University of Leeds, UK – Recent research has distinguished potential ambivalence from felt ambivalence. Potential ambivalence may be tapping a component of attitude strength such that lower levels of potential ambivalence may be associated with stronger attitudes (i.e. less inconsistency in the evaluative basis of the attitude). In contrast, felt ambivalence may tap feelings of dissonance that promotes elaboration. In turn elaboration is known to increase the strength of an attitude. Thus high levels of felt ambivalence may be associated with stronger attitudes. The present research presents two prospective studies supporting this distinction in relation to the stability of attitudes. In study 1, attitudes and the two ambivalence measures were assessed at two time points in a sample of 148 students.

Lower levels of potential ambivalence was associated with attitudes that were more stable ($p < .05$), while lower levels of felt ambivalence was associated with attitudes that were less stable ($p < .10$). In study 2, a sample of 84 students completed attitude and ambivalence measures in relation to University fees at two time points. Respondents were randomly allocated to one of four conditions and received messages intended to create high or low levels of potential ambivalence or high or low levels of felt ambivalence. The low potential ambivalence group showed more stable attitudes ($p < .05$) than the high potential ambivalence group while the two felt ambivalence groups did not differ. These findings are discussed in terms of implications for understanding potential and felt ambivalence.

E10**TRANSPORTATION INTO ADVOCACY MESSAGES?**

Sonya DalCin¹; ¹University of Michigan

—When reading stories or watching movies, individuals may become transported—psychologically engaged—in the narrative. Increased transportation is associated with attitude change in the direction of agreement with messages in the story, whereas traditional measures of cognitive elaboration (e.g., number of thoughts listed) are not. Therefore, transportation seems to be a unique mediator of narrative-based persuasion—but is it? Is it possible for individuals to be transported by advocacy messages of the type traditionally used in research on attitude change, and is this transportation consequential? In the current study, 58 undergraduates read a message describing the dangers of exposure to secondhand smoke and advocating a ban on smoking in restaurants and drinking establishments. After reading the message, they completed open-ended thought listings and a measure of transportation ($M = 5.54$, $sd = .96$, range: 2.67 to 7.44). After controlling for prior attitudes about smoking bans, having more anti-smoking thoughts in response to the message positively predicted increased support for a smoking ban ($p < .02$). However, the amount of anti-smoking thoughts was highly correlated with the transportation measure ($r = .58$); once the influence of transportation ($p < .01$) was accounted for, the effect of number of thoughts on attitude change became non-significant ($p > .50$). Therefore, the modified transportation scale appears to be a valid predictor of attitude change, even in response to the advocacy messages traditionally used in persuasion research. Implications for theory and research in narrative (and non-narrative) persuasion will be discussed.

E11**DISSONANCE NEEDS NO PREFERENCES: EVIDENCE FROM YOUNG CHILDREN AND CAPUCHIN MONKEYS**

Louisa C. Egan¹, Paul Bloom², Laurie R. Santos²; ¹Kellogg School of Management, ²Yale University

—Why do people—and monkeys—devalue rejected options? Many social psychologists argue that there is an active process of devaluation (e.g., cognitive dissonance), but it has recently been proposed (Chen, 2008; Tierney, 2008) that such effects are better explained in terms of revealed preferences. In three studies, children and monkeys chose between similar alternatives while ignorant of the identities of these alternatives. Both groups then subsequently chose between the rejected alternative and a third, similar alternative. The experimenter, rather than the individual, made the initial choice in control conditions. In the experimental condition, both children and monkeys preferred the third alternative to the blindly rejected alternative, indicating that they devalued the rejected alternative even though they were unaware of its identity when they chose against it. These results suggest that the revealed preference account is not tenable: the tendency to devalue rejected options may be independent of the specific attributes of particular choices. Furthermore, contrary to predominant accounts of decision-based attitude change in the cognitive dissonance literature, these studies indicate that knowledge of the positive qualities of a rejected alternative may not be responsible for devaluation of that option.

E12**INSPIRING PRIDE OR PREJUDICE? HOW EXPOSURE TO THE CONFEDERATE FLAG IMPACTS VOTING AND POLITICAL ATTITUDES**

Joyce Ehrlinger¹, Ashby Plant¹, Richard Eibach², Corey Columb¹, Joanna Goplen¹, Jonathan Kunstman¹, David Butz³; ¹Florida State University, ²University of Waterloo, ³University of Massachusetts

—The confederate flag is a powerful symbol eliciting pride in southern heritage among some while reminding others only of hatred and racism. The present research explores how exposure to this flag impacts political views including willingness to vote for Barack Obama — the first African American major party candidate for U.S. president. Participants were subliminally primed with either the confederate flag or a neutral symbol. Next, they reported their willingness to vote for Obama and McCain and rated their agreement with a series of political statements. As predicted, Caucasian participants reported a lower likelihood of voting for Obama after subliminal exposure to the confederate flag relative to those exposed to a neutral symbol. This effect was qualified by a 3-way interaction whereby individuals who self-identified as southern and who reported reading the news infrequently were particularly unwilling to vote for Obama after exposure to the confederate flag. Willingness to vote for McCain, in contrast, was unaffected by exposure to the confederate flag. Further, those exposed to the confederate flag rather than a neutral symbol were more likely to rate themselves as conservative and to agree with conservative statements such as that homosexuality is morally wrong, and border control is an issue deserving of greater federal funding. The present work suggests that even if one displays the confederate flag out of pride, the impact on those viewing that flag can be far more extensive — leading to greater conservatism and reticence to vote for an African American candidate.

E13**ATTENTIONAL INHIBITION IN CONSUMER PREFERENCES**

Jennifer Elek¹, Emily Balcetis¹; ¹Ohio University

—The prevalence of advertisements in the world around us implies a marketing strategy that greater product exposure is better, and indeed, people's evaluations of an object do become more favorable as exposure to that object increases (e.g., Kunst-Wilson & Zajonc, 1980; Zajonc, 1968). However, the increased positivity resulting from such exposure may have limitations. When objects are not the perceiver's central focus but instead lie along the periphery of one's visual attention, opinions of these objects can actually become less favorable (e.g., Fenske & Raymond, 2006). The inhibition of attention to peripheral objects may create negative opinions of these competing objects. The present research explored these two competing hypotheses — mere exposure and attentional inhibition — and their implications for consumer preferences by manipulating the content of product advertisements. Participants viewed featured products placed either in the center of or along the periphery of an advertisement image, drawing observers' visual attention toward or away from the product, respectively. Across four different types of products, participants viewing real-world advertisements in which the featured products were the main visual focus of the image reported greater liking for, $t(102) = 2.177$, $p = .03$, marginally greater interest in, $t(102) = 1.708$, $p = .09$, and being marginally more likely to actually buy, $t(102) = 1.664$, $p = .10$, the products than participants viewing advertisements in which the same product was not the main visual focus. These results provide preliminary evidence that the attentional inhibition phenomenon may generalize to more externally valid contexts.

E14**THE EFFECT OF DESCRIPTIVE NORMS, INJUNCTIVE NORMS, AND RESPECT FOR INSTRUCTOR ON ATTITUDES TOWARD ACADEMIC CHEATING**

Nisreen Elsayegh¹, Robert Bartsch¹; ¹University of Houston - Clear Lake

—Most studies on academic cheating are correlational, making causal claims difficult (e.g., Stephens & Gehlbach, 2007). Therefore, to complement the existing literature, we designed an

experiment to investigate the effects of both descriptive and injunctive norms on cheating attitudes in college. We hypothesized injunctive norms would predict academic cheating when the instructor was respected, and descriptive norms would predict cheating when the instructor was not respected. Participants ($n = 114$) were given a scenario in which another student asked to copy their homework. We created a $2 \times 2 \times 2$ design manipulating descriptive norms (whether other students would or would not approve of the copying), injunctive norms (whether the instructor had directly stated that copying was not allowed), and respect the participant had for the instructor (high vs. low). Our hypothesis was partially supported. Manipulation of descriptive norms, regardless of respect level, predicted whether the participant would give the homework to be copied ($d = .42$), what the participant thought a typical student would do ($d = .66$), and how much the participant liked the student ($d = .32$, marginally significant). On the other hand, manipulation of injunctive norms, regardless of respect level, predicted whether participants considered copying cheating in general ($d = .44$) and whether participants liked the student ($d = .37$). There were no significant main effects associated with respect for the teacher, and there were no interactions (all p 's $> .05$). Implications for understanding the causes of academic cheating are discussed.

E15

NEURAL BASES OF PERSUASION: A MULTIMEDIA, FMRI INVESTIGATION *Emily Falk¹, Lian Rameson¹, Betty Liao¹, Matthew Lieberman¹; ¹University of California, Los Angeles* – Persuasion is at the root of countless social exchanges in which one person or group is motivated to have another person or group share its beliefs, desires, or behavioral intentions. However, the underlying mechanisms that lead to the experience of persuasion are only partially understood. In order to examine the neural mechanisms underlying the experience of persuasion we conducted two functional magnetic resonance imaging (fMRI) studies that investigate the neurocognitive networks associated with feeling persuaded by an argument across two different types of media (text-based arguments and video-based commercials). In these studies, feeling persuaded was consistently associated with increased activity in a network of regions that has previously been associated with social cognition, perspective taking, and mentalizing processes (the posterior superior temporal sulcus (pSTS) bilaterally, the temporal poles (TP) bilaterally, and the dorsomedial prefrontal cortex (DMPFC)). Results were remarkably consistent across two diverse linguistic and cultural groups, and across the two types of media (text and video based messages). The current results highlight the importance of considering social cognitive and mentalizing processes in furthering our understanding of persuasion. These results also suggest that the experience of persuasion can be successfully interrogated using functional neuroimaging methods, and provide baseline values for future comparisons of different moderators of persuasion in the brain. Implications for the social psychology of attitudes and attitude change will be addressed.

E16

THE ASSOCIATIVE LEARNING OF AFFECTIVE PREFERENCES *Frederic R. Gaudios¹, Maya Tamir¹; ¹Boston College* – Recent research suggests that people prefer affective states that are either pleasant or useful to them (e.g., Tamir, Mitchell, & Gross, 2008). Whereas pleasure is an inherent property of affective states, utility is not. How then do people learn about the utility of affective states? The present research tests whether affective preferences can be learned through repeated experience. An associative learning paradigm was used to pair affective experience with positive or negative reinforcement outside of conscious awareness. We found that following multiple repeated pairings, participants responded faster to trials where the rewarded (either pleasant or unpleasant) affect was experienced. Further, participants rewarded with negative affect subsequently showed greater preferences

for novel, unpleasant stimuli in preparation for a demanding task. This finding was consistent for stimuli from different sensory modalities (i.e., audio and visual). Crucially, no participants were aware of an association between affect and reward. As a whole, the pattern of findings provides initial evidence for an implicitly learned association between affective states and reinforcement in a performance context. They suggest that such learned associations result in different affective preferences, such that participants who associated unpleasant affect with success in a particular context later showed a preference for stimuli that induce unpleasant affect in a similar context. In sum, it may be possible to train people to prefer certain feelings in certain contexts.

E17

COLOR AS A MODERATOR OF MESSAGE FRAMING EFFECTS *Mary A. Gerend¹, Tricia Sias¹; ¹Florida State University College of Medicine* – Message framing is a theoretically-based persuasion strategy designed to motivate action by emphasizing either the benefits of engaging in a particular behavior (gains) or the costs of failing to engage in the behavior (losses). The present study extends theories of message framing by investigating whether situational threat cues moderate framing effects. We applied message framing to the promotion of human papillomavirus (HPV) vaccination. Loss frames tend to be most effective in motivating behaviors that involve potential risk. Indeed, loss frames have been shown to be more effective than gain frames in promoting vaccination, a behavior that for many individuals is surrounded by perceived risk and uncertainty. We tested the hypothesis that a loss-framed message would be most effective when other peripheral cues in the situation signal the presence of threat. One such cue pertains to color: Recent work (Elliot et al., 2007) suggests that the color red can signal threat or danger and promote avoidance motivation. Thus, we predicted that a loss-framed message designed to promote HPV vaccination would be more effective when individuals were primed with the color red, than when they were primed with the color gray (control). Participants ($n = 126$) reported greater intentions for HPV vaccination when exposed to a red loss-framed message, compared to a gray loss-framed message. Color did not influence responses to a gain-framed message. Findings demonstrate that color can moderate message framing effects, and that peripheral threat cues may play an important role in shaping the way people process persuasive messages.

E18

DEVELOPING POSITIVE ATTITUDES AND STRONG GOALS TO PURCHASE PRODUCTS OF FANTASY *Ian M. Handley¹, R. Justin Goss², Brett M. Runnion¹; ¹Montana State University, ²University of Texas at San Antonio* – Fantasy Realization Theory (Oettingen, 1996) suggests that individuals can fantasize about a positive future (e.g., owning a desired product), dwell on the negative aspects of reality that impede a desired future (e.g., little money), or mentally compare each. Further, individuals use personal expectations to determine if they should adopt a goal to achieve a positive fantasy, but only when they compare fantasy with reality. In this case, individuals form strong (weak) goals when they expect (do not expect) they can overcome reality and achieve fantasy. Drawing from the attitude literature, expectations can also be influenced externally, by the quality of arguments one encounters supporting a desired future. Merging these ideas, we predicted that participants' who fantasized about a desired product and compared that to a negative reality would form more positive attitudes toward purchasing that product, indicate forming plans to purchase that product to a greater extent, and report stronger intentions to purchase the product, if they read a persuasive advertisement containing strong, versus weak, arguments. These effects were not expected for participants who only considered fantasies or realities. In the reported experiment, participants considered only fantasies about an electronic product, only negative realities that impeded the purchase of that product, or compared both, then read an advertisement containing strong or weak arguments about a

new electronic store. The results support predictions for all above measures. This research demonstrates the theoretical and practical utility of considering individuals' mental simulations of the future on attitude change and, importantly, its behavioral effectiveness.

E19

GOD BY ASSOCIATION? IMPLICIT AND EXPLICIT ATTITUDES AND BELIEFS TOWARD GOD AND GODLESSNESS Erik G.

Helzer¹, Melissa J. Ferguson¹,¹Cornell University – People maintain religious beliefs as central features of their world-view and personal identity. Despite the important role of religious beliefs in social life, basic questions remain unanswered by social cognition research as to the implicit and explicit components of such beliefs. Self-identified believers and nonbelievers completed a measure of implicit attitudes toward religious concepts and an IAT of self-religious associations. They also completed a host of explicit measures, including the revised Religious Orientation Scale (Allport & Ross, 1967; Feagin, 1964). Regardless of individual differences on self-report measures, people demonstrated positive implicit attitudes toward theistic concepts and negative implicit attitudes toward atheistic concepts; they also demonstrated significantly better performance on IAT blocks in which self was paired with religious rather than secular. In addition, explicit religious belief interacted with Extrinsic Religious Orientation to predict implicit attitudes toward theistic and atheistic concepts, but interacted with Intrinsic Religious Orientation to predict self-religious IAT responses. Results are discussed in the context of a broader exploration of the implicit and explicit defensive processes that may serve to reinforce religious world-views under threats of atheism.

E20

IMPLICIT THEORIES OF ATTITUDE STABILITY: IMPLICATIONS FOR ATTITUDE CERTAINTY Kristin Hendrix¹, Joshua Clarkson¹,

Zakary Tormala²,¹Indiana University,²Stanford University – The concept of implicit theories of trait stability has proven fruitful in understanding various aspects of social perception (Dweck et al., 1995). The present research sought to demonstrate that people also differ in their implicit theories of attitude stability and to test the implications of these differences for the appraisals people make about their own resistance and persuasion. Participants were presented with one of two research abstracts that manipulated implicit theories of attitude stability. They then received a strong persuasive message advocating a counterattitudinal position before reporting their attitudes toward the issue as well as their attitude certainty. At the end of the study, participants reported the degree to which their attitudes had resisted or succumbed to the persuasive message. Replicating past research (e.g., Tormala & Petty, 2002), individuals reported greater attitude certainty when they perceived that their attitudes resisted (versus succumbed to) the message. However, this main effect was qualified by a significant interaction with implicit theories. Specifically, a mismatching effect occurred, such that individuals who perceived that they resisted reported more certainty in their initial attitude when they believed attitudes are generally malleable. In contrast, individuals who perceived that they were persuaded reported more certainty in their new attitude when they believed attitudes are generally stable. These findings suggest that implicit theory mismatches can affect the diagnosticity of resistance and persuasion for attitude certainty.

E21

AN IMPLICIT WAY OF VALENCE FORMATION: EFFECTS OF DISTRACTOR INHIBITION ON DISTRACTOR EVALUATION Tor-

sten Huenger¹, Peter M. Gollwitzer^{2,1}, Gabriele Oettingen^{2,3},¹University of Konstanz, Germany,²New York University,³University of Hamburg, Germany – Attention and emotion are two basic processes that guide behavior. To understand how these systems interact, past research has focused on the effects of emotion on attention; however little is known about the effects of attention on emotion. More recent studies have shown effects of selective attention on valence evaluations. Previously

ignored stimuli (distractors) were evaluated more negatively than attended and novel stimuli. It is argued that this distractor devaluation is caused by inhibition processes of selective attention. The goal of this research is to investigate the relation between distractor inhibition and distractor evaluation. Two studies were conducted with 2(distractor inhibition, between: high vs. low) by 2(distractor frequency, within: high vs. low) by 2(distractor recognition, between: high vs. low (only study 2)) mixed model designs. Chinese letters were presented in a flanker task. Distractor inhibition was measured via negative priming. The dependent variable was distractor evaluation. Results of study 1 showed a significant main effect of distractor inhibition on distractor evaluation. More distractor inhibition led to more negative distractor evaluation. Results of study 2 showed a significant interaction between distractor inhibition and distractor recognition on evaluation. For participants with low distractor recognition we found the same effect as in study 1. For participants with high distractor recognition the effect of distractor inhibition on evaluation was reversed. The results suggest two different processes that influence distractor evaluation, an implicit process (distractor inhibition) and an explicit process (distractor recognition). Results are also discussed depending on the different distractor frequency conditions.

E22

IMPLICIT FOOD ATTITUDES: COMPARISON OR COMPETITION? Alexandra M. Hunt¹, Andrew Karpinski¹,¹Temple University

– Previous research on the role of implicit attitudes toward obesity in influencing food consumption has shown little relationship between such attitudes and behavior. However, this may reflect a mismatch between these attitudes and the behaviors of interest; implicit attitudes toward food may be more important in shaping an individual's consumption. Additionally, the design of some implicit attitude measures (such as the Implicit Association Test) may induce individuals to make implicit comparisons that may or may not come into play when one is deciding whether or not to eat an available food; a measure without this quality (such as the Single Category Implicit Association Test) might exhibit different predictive ability than a comparative measure. 192 female participants were administered a high-fat/low-fat IAT ($M = -.24$), a high-fat SC-IAT ($M = .09$), a low-fat SC-IAT ($M = .25$), and a battery of food-related outcome measures. While all implicit attitude measures exhibited acceptable reliability (all $> .65$) and a general preference for low-fat foods, combining the two SC-IATs into a measure analogous to the IAT resulted in a weak relationship with the IAT ($r = .12, p < .10$); only the low-fat SC-IAT correlated significantly with the full IAT ($r = -.20, p < .01$). The IAT was able to predict current desire to eat, while the combined SC-IAT was related to recent past consumption of high-fat foods, indicating that these measures tap different facets of the implicit food attitude construct. Implications for future implicit attitude research are discussed.

E23

THE IMPACT OF THREAT AND UNCERTAINTY ON POLITICAL IDEOLOGY Ingrid R. Johnsen¹, William A. Cunningham¹,¹Ohio State University

– Recent events, such as the terrorist attacks of September 11, 2001, have renewed scientists' interest in studying the effects of threat and uncertainty on political attitudes and behavior. Results of these studies have been varied, with some researchers suggesting that threat and uncertainty lead to a conservative shift (or increase in political conservatism) while others suggest that threat and uncertainty lead to increased confidence in or defense of current attitudes. We propose two possible reasons for these varied results; namely, that the concept of political ideology is more multifaceted than is typically assumed and that the effects of threat and uncertainty are often confounded. In two studies, we examined the effects of threat and uncertainty on different dimensions of ideology. Results suggest that threat may lead to an increase in social aggression or intolerance, while uncertainty may lead to a conservative shift. We suggest a neurobiological explanation for the differential effects of threat and uncertainty.

E24

SCALE FORMULATION AND ASSESSMENT OF ATTITUDES TOWARD EX-CONVICTS

James F. Johnson¹, Adam J. Williams¹, Jeremy D. Heider¹, ¹Stephen F. Austin State University—Much has been done to assist ex-convicts in the process of reentry back into society; however, little has been done to address the negative attitudes held against them. This study aimed to develop a measure, the Ex-Convict Attitudes Scale (ECAS), which assesses the cognitive, behavioral, and affective components of these attitudes. The scale consisted of 15 items, five to assess each component, and was given to 91 undergraduate psychology students along with a series of trait ratings about ex-convicts and a measure of self-esteem (Heatherton & Polivy, 1991). Reliability was demonstrated with high Cronbach's alpha values for the ECAS (alpha = .90) and all component subscales. Convergent validity was tested by correlating the ECAS with the trait ratings. Positive correlations indicated strong convergent validity, both overall and by subscale (all p 's < .001). Discriminant validity was tested by correlating the ECAS and its subscales with self-esteem. A lack of significant correlations verified discriminant validity (all p 's > .5). Finally, an exploratory factor analysis discovered three primary factors within the ECAS. The first factor consisted of 11 items: five behavioral, four affective, and two cognitive. The second factor contained two cognitive items, and the last factor contained one cognitive and one affective item. Further development of the ECAS will include: (a) revision of the items for a more equal loading on the three factors, (b) inclusion of more items to improve the scale's overall reliability, and (c) administering the scale to a larger, more diverse sample.

E25

ACCESSIBILITY OF ATTITUDES TOWARD THE UNCONDITIONED STIMULI CONSTRAINS VALENCE TRANSFER IN EVALUATIVE CONDITIONING.

Christopher R. M. Jones¹, Russell H. Fazio¹, Michael Olson²; ¹The Ohio State University, ²University of Tennessee—An experiment was conducted to test a new process model of evaluative conditioning (EC), the phenomenon in which an attitude towards an object changes due to its pairing with other valenced stimuli. In this model, EC occurs when an evaluation evoked by an unconditioned stimulus (US) is implicitly misattributed to a conditioned stimulus (CS). The model suggests that EC is more likely under conditions of source confusability (i.e., when either the CS or the US might have evoked the experienced evaluation). The model offers the counterintuitive prediction that US evoking highly accessible attitudes may be relatively ineffective because the evaluations are especially bound to the US, reducing source confusability. Participants were assigned to either a high or moderate US attitude accessibility condition in the EC paradigm detailed in Olson and Fazio (2001), in which CS-US pairings are subtly embedded in a stream of filler stimuli and participants attend and respond to a particular filler target. Significant EC effects emerged in both conditions, albeit through different mechanisms. When accessibility was high, EC was limited to participants reporting awareness of the CS-US pairings. Very few participants reported such awareness in the moderate accessibility condition. Moreover, and consistent with the model, conditioning was observed in the absence of awareness in the moderate accessibility condition and these unaware participants showed greater conditioning than unaware participants in the high accessibility condition. The data support the implicit misattribution model and demonstrate that EC effects can obtain through different mechanisms according to the type of unconditioned stimulus.

E26

WARNING, OBJECTS MAY SEEM CLOSER THAN THEY APPEAR: EXPLICIT PREFERENCE AND APPARENT DISTANCE

Jennifer A. Joy¹, Jonathan Z. Bakdash¹, Brian A. Nosek¹, Dennis R. Proffitt¹; ¹University of Virginia—Perception is not a direct representation of world geometry. Non-visual information can influence perception. For example, wearing a

heavy backpack can make a hill appear steeper, especially for people that have poor physical fitness (Bhalla & Proffitt, 1999). Similarly, Balcetis and Dunning (2006) showed that motivational states impact the top-down processing of ambiguous visual stimuli, perhaps due to selective processing of information. We investigated how perception of an object can differ as a function of attitudes toward the object. Specifically, we examined whether desirability for an object influenced its apparent distance. Using a visual matching task, people with a strong preference for Coke or for Pepsi estimated the distance to a Pepsi can at 40, 50, and 60 centimeters. In order to increase the object's attractiveness or repulsiveness, participants grasped the Pepsi can and acted as though they intended to drink the soda in between each distance trial. Coke lovers judged the Pepsi can to be closer than did Pepsi lovers, $F(1, 67) = 24.19, p < .001, 2 = .27$. One possible explanation is that the less desirable object encroaches onto an individual's personal space, making the object appear closer. Specifically, attitude preference may influence perception by directing visual processing towards specific information in the environment.

E27

THE DOWNSTREAM EFFECTS OF IMPLICITLY-FORMED ATTITUDES ON INFORMATION PROCESSING: WHEN GUT FEELINGS BIAS PERCEPTIONS

Richard V. Kendrick¹, Michael A. Olson¹; ¹University of Tennessee—Attitudes have been shown to form via non-conscious detection of covariations between novel objects and other affectively laden stimuli (Olson & Fazio, 2001). Because individuals remain largely unaware of both their origins and influence, we argue that implicit attitudes resemble "gut intuitions" that can result in automatic albeit less consciously detectable activation upon exposure to the attitude object. But what effects do implicit attitudes have on the subsequent processing of information concerning the attitude object? The present research investigates how attitudes about which one is unaware bias how various ambiguous attributes of an attitude object are interpreted. Specifically, we argue that implicit attitudes are used as input to interpret information and that these attitudes skew the way that individuals perceive and make sense of novel, otherwise neutral pieces of information. After completing a well-established implicit learning procedure designed to create attitudes towards novel objects, participants were presented with ambiguous attribute information (which pilot research demonstrated was neutral) regarding the objects they were conditioned to like and dislike. Participants were then asked to rate the ambiguous information as to its quality and meaning. As evidence of a subsequent attitude-consistent processing bias, participants disambiguated the information such that it conformed to their respective implicit attitudes towards the novel objects. Thus, experimentally-formed attitudes about which participants were unaware biased the processing of later object-relevant information.

E28

NORMATIVE IDEOLOGY SUPPORTING TERRORISM

Michael King¹, Haula Noor², Donald M. Taylor¹; ¹McGill University, Montreal, Canada, ²Universitas Islam Negeri Syarif Hidayatullah, Jakarta, Indonesia—Group norms are thought to play a leading role in providing a supportive environment for terrorism (De la Corte, 2008; Moghaddam, 2006). However, this hypothesis has yet to be verified with empirical evidence. In order to investigate normative support for terrorism, we conducted structured interviews with 20 immediate relatives of 14 Jema'ah Islamiyah (JI) members in Indonesia. Each JI member had either been convicted of a terrorist act, committed a suicide bombing, or died fighting American forces in Iraq. On Likert-type rating scales, family members indicated agreement with the acts committed by their kin in JI. In addition to personally agreeing, family members also perceived their immediate communities as very supportive of the acts committed by their kin in JI. Family members' agreement with JI actions were highly correlated with anti-Western sentiment ($r = .47, p = .03$). However, this

relationship was fully mediated by the ideology of violent Jihad. These results provided evidence for the hypothesis of normative support, and also point towards the importance of jihadi ideology beyond that of anti-Western sentiment. These findings might help inform deradicalization efforts and guide future research concerning motivations to engage in terrorism.

E29

THE VIBES FROM REALITY –THE EFFECT OF NARRATIVE TRANSPORTATION ON STORY AND RELEVANT AD EVALUATION-

Megumi Komori¹, Koji Murata¹, ¹Hitotsubashi University – This research examined the effect of narrative transportation on story evaluation and story-relevant advertisement by manipulating the degree of transportation. Past research revealed that the transportation increases the story character attractiveness, but hasn't examined whether the influence of transportation could be carried over to the relevant items in the real world. We also measured participants' tendency to indulge in the fictitious world by measuring Davis(1983)'s Interpersonal Reactivity Index beforehand, and examining the individual difference influence. Participants answered the IRI one month before the experiment. In the experiment session, they were instructed to read a high-transporting novel, then evaluate the story and story-relevant ads as well as transportation measure. Half of the participants were distracted during their reading by hearing cellular phone vibration (low transportation condition) and the other half were not (high transportation condition). It was hypothesized that cellular phone would bring transported participants into reality and lessen the transportation, which would make the story and story-relevant ads less attractive. As predicted, participants in low transportation condition had lower transportation score, and rated the story and ads significantly less favorably than those in high transportation condition. Pre-measured fantasy score did not influence the post-measured transportation score nor the story evaluation, but had significant effect on the ads. These results indicate that the effect of transportation could be extended to real-world advertising. Moreover, people who easily transported into the fictitious world might have difficulty getting back into the real world, as they carry over their transportation experience into reality.

E30

ELABORATION ANTECEDENTS RESULT IN ATTITUDE STRENGTH THROUGH TWO SEPARATE PATHS: PARALLEL MEDIATION BY ACCESSIBILITY AND AMOUNT OF THOUGHT

Brandon Kopp¹, Jamie Barden², Richard E. Petty¹; ¹The Ohio State University, ²Howard University – Amount of thought and attitude accessibility have been identified as key mediators of the impact of persuasion variables on attitude strength. Although the theoretical case has been made for each mediator (e.g., Petty, Haugtvedt, & Smith, 1995), the evidence for a comprehensive process from antecedents of elaboration to strength consequences is largely piecemeal in both cases. It is proposed that amount of thought and accessibility each provide distinct and parallel paths explaining the relationship between antecedents of elaboration and attitude strength. In Study 1, a distraction manipulation had an impact on accessibility, amount of elaboration, attitude certainty and attitude-behavior correspondence. Furthermore, a structural equation model with distraction predicting accessibility and amount of thought along separate paths, with each in turn predicting attitude certainty, which itself predicted attitude-behavior correspondence, was a good fit to the data. In Study 2, a manipulation of online/memory-based processing influenced accessibility, amount of thought and attitude certainty. Again a structural equation model, with accessibility and thought as mediators along two separate paths, was a good fit to the data. Evidence supported parallel paths using a human object (Maria) that elicited mixed thoughts (Study 1) or an inanimate object (Wireless Networks) that elicited one-sided thoughts (Study 2). Evidence of parallel mediators suggests that exploring only one variable

can provide an incomplete picture. Critically, this is some of the first evidence of a comprehensive process from manipulated antecedents of elaboration to strength consequences for either attitude accessibility or amount of thought.

E31

WHEN DO RELIGION AND POLITICS MIX? EFFECTS OF RELIGIOUS LANGUAGE ON POLITICAL ATTITUDES

Nathaniel D. Krundick¹; ¹Loyola University Chicago – Religious language is a common fixture in political discourse. While politicians often subtly include such words as blessed and faith in political dialogue, the global effects of this linguistic style on candidate evaluation remain largely unexplored. As such, the present research sought to examine the effects of this type of language on a voter's political attitudes. Participants were asked to evaluate a fictional politician portrayed as using one of three linguistic styles: secular (no use of subtly religious language), moderate (periodic use of subtly religious language), or religious (frequent use of subtly religious language). Results suggested a three-way interaction between politician linguistic style, voter political ideology, and the voter's attitude toward incorporating religion into politics (i.e., Voter Political-Religious Orientation, or VPRO). Religious linguistic styles did not affect the attitudes of politically conservative voters, but did exert a negative influence on the attitudes of liberal voters. Moreover, this effect appeared to be moderated by VPRO. Among liberal voters who oppose incorporating religion into politics (low VPRO), both moderate and religious politicians were evaluated less favorably than secular politicians. Alternatively, among liberal voters who favor incorporating religion into politics (high VPRO), only religious (but not moderate) politicians were evaluated less favorably. This suggests that the use of subtly religious language generally exerts a negative influence on the attitudes of liberal voters. However, if the voter holds a favorable attitude toward incorporating religion into politics (high VPRO), a larger proportion of subtly religious language is required before this effect is observed.

E32

WHEN A STAR'S MISCONDUCT RUINS YOUR PRODUCT'S IMAGE: EXPLAINING NEGATIVE ENDORSEMENT EFFECTS BY MEANS OF EVALUATIVE CONDITIONING

Tina Langer¹, Eva Walther¹, Alberto Fuchslocher¹; ¹University of Trier, Germany – Celebrity endorsement is a popular and effective advertising strategy. The positive valence of the celebrity is assumed to transfer to brands and products, thus leading to a more favorable attitude towards them. However, this strategy can be quite risky in cases when celebrities lose their positive image. The authors investigated the effects of negative celebrity information on products (i.e., newscast; political party) associated with these celebrities. Positively evaluated news anchor men and politicians were used as celebrities. Based on an evaluative learning account, it was hypothesized that negative information about the celebrities would lead to a devaluation of the associated products celebrities endorse. For this purpose, participants received negative information about the celebrities or neutral information in the control condition. Subsequently, the likeability of the celebrities as well as the evaluation of the associated products was assessed. Results revealed that negative information not only led to a decreased liking of the celebrity itself, but also to a less favorable attitude toward the product. The obtained results are explained by drawing on current evaluative conditioning models. Implications for advertising are discussed.

E33

(BACHELOR) AUCTION FEVER: THE EFFECT OF COMPETITION ON APPRAISALS OF MEN AND OTHER OBJECTS

Britta Larsen¹, Nicholas Christenfeld¹, Jason Gravano¹; ¹University of California, San Diego – People often find themselves competing for things they would not necessarily purchase, and spending exorbitantly competing for things

they only slightly want. Research suggests, consistent with this, that as competition in auctions increases, overbidding becomes more common. It is unclear, however, whether competition changes only behavior, or whether it also affects perceptions of value. Furthermore, given that competition is inherent to many social interactions, it is worth exploring whether it similarly affects appraisal of and behavior towards people, such as potential dates. In Study 1, participants (N = 58) either competed against each other or did not compete for a prize that they subsequently appraised. While in auction studies the amount bid is equated with valuation, we were able to manipulate competition independent of assessment of value. Competition increased the degree to which participants wanted the prize, but not how much they liked it. To test these effects in social interactions, female participants in Study 2 (N = 104) wrote ideal-date scenarios for a male confederate to evaluate and rank, or produced them non-competitively. Afterward, all rated the confederate on a variety of attributes. While competing participants did not find him more attractive or desirable to date than controls, they were more likely to accept a date invitation from him. This effect was particularly strong among participants who rated themselves as less attractive than the others. Findings from both studies underscore the difference between liking and wanting, and indicate that competition can increase wanting regardless of its object or setting.

E34

THE ROLES OF PERCEIVED ENVIRONMENTAL IMPORTANCE AND GOVERNMENT SUPPORT FOR THE FACILITATION OF SELF-DETERMINED ENVIRONMENTAL BEHAVIOR *Karine J. Lavergne¹, Luc G. Pelletier¹, Elizabeth C. Sharp¹; ¹University of Ottawa* – Surveys of environmental attitudes show that most North Americans are concerned about the environment. However, this concern has not translated into a corresponding amount of pro-environmental behaviors (PEB). According to Self-Determination Theory (SDT; Deci & Ryan, 2000), assigning value to an activity or perceiving that the social context supports one's autonomy facilitates the internalization of motivation – from an externally driven motivation (controlled) to a more self-driven motivation (autonomous). In this study, we examined the influence of the perceived importance of environmental issues (value of PEB) and the perception of the government's approach toward environmental regulation (autonomy-supportive versus controlling) on motivation toward the environment and frequency of self-reported PEB. A questionnaire containing the Motivation Toward the Environment Scale, the Government Style Questionnaire, as well as items assessing environmental attitudes and frequency of PEB was administered to 283 undergraduate students. As predicted, autonomous motivation was the sole predictor of frequent PEB. In turn, autonomous motivation was largely attributable to the attitude that environmental issues are important. Though government environmental regulation was generally perceived as more supportive than controlling, government autonomy-support had a negligible effect on motivation, while government control was associated with controlled motivation, amotivation, and infrequent PEB. Analysis of a significant interaction revealed that government control predicted autonomous motivation in cases of low perceived importance, suggesting that individuals are most susceptible to the influence of government when they have not internalized environmental motives. Individuals exhibiting pro-environmental attitudes and autonomous motivation were not influenced by government style.

E35

MOTIVATING POLITICAL PREFERENCES: EFFECTS OF CONCERNS WITH PROMOTION AND PREVENTION ON PUBLIC POLICY ATTITUDES *Gale M Lucas¹, Daniel C Molden¹; ¹Northwestern University* – The influence of people's personal interests, defined as the direct impact that a particular outcome has upon them, is a significant component of many theories of political decision making. However, evidence demonstrating this influence is weak at best (Sears & Funk,

1991). We propose that a broader perspective on what constitutes personal interests that includes the subjective importance people place on different motivational priorities can indeed reveal important effects of such interests on political attitudes (cf., Barnea & Schwartz, 1998). Two studies examined how chronic concerns with fundamental needs for security (i.e., prevention) and growth (i.e., promotion) affect public policy attitudes. In a large survey of college students, we found that, independent of participants' political ideology, stronger motivations for prevention predicted greater support for government intervention in areas related to public and personal safety, whereas stronger motivations for promotion predicted increased support for government intervention in areas related to growth and enrichment. These effects were replicated in a sample of nationally representative US households (collected by ANES); above and beyond the general effects of participants' political ideology, stronger motivations for prevention predicted stronger support for security-related domestic and foreign policy initiatives, whereas stronger motivations for promotion predicted increased support for domestic and foreign policy initiatives related to growth and enrichment. Results are discussed in terms of their implications for both regulatory focus theory and of the role of personal interests in policy attitudes and voting behavior.

E36

MAKING HISTORY: OBAMA AND CLINTON CHALLENGE INTERGROUP BIAS IN THE RACE FOR PRESIDENTIAL NOMINATION *Jill Lybarger¹, Margo Monteith¹; ¹Purdue University* – Having an African American and a woman as the frontrunners in the 2008 democratic primary was revolutionary in US politics. Our research examined the relative effectiveness of these candidates when they speak out on the social problems of sexism and racism. Participants (N=217) read an article that featured either Obama or Clinton confronting the issue of racism, sexism, or global warming (control). Participants then reported their affective reactions to the article and belief in their personal responsibility in the issue being confronted. Obama's confrontation of either racism or sexism resulted in significantly greater levels of negative self-directed affect than did Clinton's confrontation. Participants also reported that they had a significantly greater personal role in perpetuating both racism and sexism when Obama was the confronter than when Clinton was the confronter. The effectiveness of Obama was not merely due to a Clinton underdog effect but rather was unique to his confrontation of social biases. Specifically, the two candidates elicited similar levels of negative self-directed affect and perceptions of personal responsibility when the confrontation topic concerned global warming. These patterns emerged regardless of participant's political affiliation and candidate voting intentions. The results suggest that Obama may make history not only as the first African American President, but in his ability to confront problematic intergroup biases effectively.

E37

PRIMING SUBLIMINAL DISGUST INCREASES WILLINGNESS TO CONSUME MEAT *Renee Magnan¹, Dana Wallace¹, Jared Ladbury¹, Verlin Hinsz¹; ¹North Dakota State University* – Rozin and Fallon (1987) argue that disgust is a motivating emotion, especially when dealing with food. A concern with previous research on disgust and willingness to consume food is the possible demand characteristics of explicit priming – participants may have known disgust responses were being elicited. Therefore, in the current study, we investigated the influence of implicitly primed emotional faces on individuals' willingness to consume meat. In a 2 (face prime) X 2 (food quality) within-subjects design, participants were exposed to disgusted or neutral faces, and then saw images of meat that were spoiled or appetizing. Participants rated the degree they would be willing to consume the meat in the image. We expected that exposure to disgusted faces would motivate participants to be less willing to eat meat, regardless of quality. As expected, participants were less willing to consume spoiled meat than appetizing meat.

However, contrary to predictions, following participants were more willing to consume meat disgusted faces than following neutral faces. One explanation for these findings is that the disgusted-face primes may have elicited strong negative expectations about the meat. The images may not have been as aversive as participants anticipated, resulting in slightly greater willingness to consume the meat. These results are in direct contrast to theoretical explanations of affective priming and perception-behavior links. In conjunction with our previous findings with explicit primes, these data suggest disgust may be a special emotion that plays differential motivating roles on food consumption when elicited consciously or nonconsciously.

E38

REVOLUTIONS, COUPS, AND CLASHES: PREDICTING CIVIL UNREST THROUGH ANALYSIS OF POWER, ACHIEVEMENT, AND AFFILIATION MOTIVE IMAGERIES IN POLITICAL SPEECHES *Alanna Maguire¹, Sara Konrath¹; ¹University of Michigan* – War is more likely to break out in times when leaders are high in power motives and low in affiliation (Winter, 1993), however research has been limited to conflicts between Western countries. We examine four revolutionary movements within an Eastern country to determine whether this pattern applies to political violence across various cultural groups and types of violence (i.e. within-country as opposed to only between-country). We also examined the new hypothesis of whether achievement motives would be lower in times of high violence. We gathered government and opposition leader speeches during four times of civil unrest in the Philippines. This provided a unique opportunity to study implicit motives at various levels of threat with a number of natural controls in place. All four occurred in the same country, city, and street in the Philippines (EDSA, Manila). Some of the same actors were involved in all four revolutionary movements and they all shared the same purpose: to overthrow the government. We scored speeches for power, affiliation, and achievement motives using Winter's (1994) Manual for scoring motive imagery in running text. A coder blind to our hypotheses coded a proportion of randomly selected speeches for inter-rater reliability. As predicted, we found that the highest power and lowest affiliation motives occurred in the times of most violent conflict. In addition, we found that high violence was associated with low achievement motives. Inter-rater reliability between the two coders was high. Our poster will discuss the theoretical and applied implications of our findings.

E39

HIGHLIGHTING HETEROGENEITY IN IMAGINED GROUP SETTINGS ENHANCES ATTENTION TO MINORITY POSITIONS *Anna-Lena Majkovic¹, Richard Crisp¹; ¹University of Kent* – Previous research has demonstrated the beneficial effects of focusing on multiple identities for intergroup attitudes and evaluations (e.g., Hall & Crisp, 2005). Especially within negotiations, where the underlying conflict is centred on rigid and clear-cut identity perceptions (e.g., religion, university affiliation), the necessity of heterogeneity within negotiations needs to be positively elaborated. Diversity can refer to differences related to social/cultural factors (e.g., ethnicity, gender, age) as well as individual factors (e.g., personality, family background) (Miville et al. 1999). In the present studies, interventions were implemented that involved the mental simulation of negotiation in socially diverse settings. The simulation of social diversity is argued to create a more cognitively flexible mindset and greater readiness for cooperation and innovation among debaters, and in particular a focus on minority perspectives. Using experimental and observational designs and measures of cognitive flexibility, conflict strategies and minority versus majority message processing, we observed support for the hypotheses. The findings suggest that imagined social diversity tasks may contribute to the development of beneficial negotiation outcomes and encourage debaters to examine more closely minority positions.

E40

IN A STRANGER'S SHOES: REDUCING MENTAL ILLNESS STIGMA THROUGH PERSPECTIVE-TAKING *Caroline Mann¹, Michael Olson¹, Tiffany Smith¹; ¹University of Tennessee at Knoxville* – The current study seeks to extend the perspective-taking literature to a new social problem: mental illness stigma. Research indicates that perspective-taking (or viewing the world through another's eyes) leads to increased empathy and decreased prejudice toward the outgroup (Batson et al., 1997, Galinsky & Moskowitz, 2000). While such interventions have been effective in reducing a number of prejudices, they have not been applied to mental illness stigma. Thus, the first goal of the study is to test the efficacy of a perspective-taking protocol on attitudes toward mental illness. Secondly, this study seeks to explore the theoretical mechanisms underlying perspective-taking, by including the possible mediators of empathy, self-other overlap, and attributions. 185 participants were randomly assigned to 1 of 3 conditions – perspective taking, objective control, or no instruction – which determined how they were told to approach the stimulus materials. Participants then listened to a 5-minute narrative by a (fictional) student describing her experiences with either Bipolar Disorder or AIDS (included as a comparison). After hearing these narratives, participants completed a number of dependent measures tapping: empathy, self-other overlap, attributions, and stigma toward the individual and the larger group. For both AIDS and bipolar, the perspective-taking group showed less stigma, more empathy, higher self-other overlap, and fewer blaming attributions compared to the other two groups. Possible mediators were tested using SEM; results indicated that all 3 key players (empathy, self-other overlap, and attributions) were partial mediators of the relationship between perspective-taking and reduced stigma, though none fully accounted for the effect.

E41

MORTALITY SALIENCE PROMOTES BELIEF IN INTELLIGENT DESIGN THEORY *Jason P. Martens¹, Jessica L. Tracy¹, Joshua Hart²; ¹University of British Columbia, ²Union College* – Despite overwhelming evidence for evolutionary theory (ET), intelligent design theory (IDT), which postulates an intelligent being at the origin of the universe and argues that ET is fundamentally flawed, continues to receive considerable support from the general public, educators, and elected officials. Given that many of these individuals would like schools to teach IDT alongside ET, understanding the psychological factors that underlie their views may play a critical role in the future of science education. One possible psychological explanation for the popularity of IDT among educated individuals is that, unlike ET, IDT provides a meaningful explanation of the universe's origins that may buffer against existential anxiety arising from humans' awareness of their mortality. The present research tested whether heightening mortality salience (MS) in educated participants would promote acceptance of IDT; we also examined effects of MS on views of ET. In Experiment 1 (N=122), mortality salience promoted greater acceptance of IDT within a sample of undergraduate psychology students. In Experiment 2 (N=352) the same effect emerged for a more diverse sample of students from 179 universities across the U.S. and Canada. In this sample, mortality salience also promoted antagonism toward ET. In both studies, findings held controlling for religiosity, suggesting that the effect of mortality salience on views of IDT and ET cannot be attributed to religion. Overall, these findings suggest that public support for IDT may be partly explained by existential concerns, and highlight the importance of examining implicit motivational processes in shaping socio-political and scientific beliefs.

E42
EXAMINING WHETHER MORTALITY SALIENCE EFFECTS ON PERCEPTIONS OF MEANING ARE QUALITATIVELY UNIQUE

Andy Martens¹, Brandon Schmeichel², Eva Jonas³, Todd Williams⁴; ¹University of Canterbury, ²Texas A & M University, ³University of Salzburg, ⁴Grand Valley State University – Research examining terror management theory (e.g., Greenberg, Solomon, & Pyszczynski, 1997) has shown that making mortality salient by briefly writing about one's own death, as compared to writing about other negative but non-death topics, motivates a desire for meaning in life. However, data does not clearly show whether making mortality salient elicits different meaning-related responses because of the unique properties of the threat of death (i.e., due to the qualitative differences between death and other threats) or simply because the threat of death is more severe than other negative topics. To examine this question, we measured whether the amount people wrote in response to either questions about death or dental pain correlated with responses on a meaning-related dependent measure. We reasoned that writing more about death should produce a stronger response to such a dependent measure, but that if death differs only in its severity from other threatening topics, then the amount people write in response to dental pain should likewise correlate with this dependent measure. However, if the effects of mortality salience stem from death's unique psychological properties, then only the amount people write about death should correlate with the dependent measure. Suggesting that mortality salience effects are a response to the unique problem of death, the number of words people wrote about death correlated with the meaning-related dependent measure but the number of words people wrote about dental pain did not.

E43
REAL AND PERCEIVED ATTITUDE HOMOPHILY IN SOCIAL NETWORKS

Winter Mason¹, Sharad Goel¹, Duncan Watts^{1,2}; ¹Yahoo! Research, ²Columbia University – The influence of friends and acquaintances is thought to be important to the formation of political attitudes; yet empirical studies disagree over how much attitude similarity friends actually exhibit. Here we report results from a network survey, conducted on the social networking platform Facebook, in which participants were asked about their own political attitudes, as well as their beliefs about their friends' attitudes. Although we found considerable attitude homophily, we also discovered that friends are much less similar than they think; in particular, friends' ability to predict each other's views when they disagree is worse than random guessing, even for close friends who discuss politics. This striking gap between real and perceived agreement may have implications for the dynamics of political polarization, and for theories of social influence in general.

E44
THE PLASTICITY OF ATTITUDE EMBODIMENT

Cade McCall¹, Jim Blascovich¹; ¹University of California, Santa Barbara – Psychologists have long argued that attitudes prepare the body for action. While initial empirical support for this claim suggested that evaluation facilitates specific behaviors, recent data suggest that the nature of these associations varies across contexts (Eder & Rothermund, 2008; Markman & Brendl, 2005). In line with this evidence, we propose that evaluation has an automatic but plastic influence on motor behavior and that this influence is best understood in terms of an action planning hierarchy. Specifically, we argue that evaluation influences action planning at (at least) two levels: 1) through stimulus-response pairings at the level of action kinematics, and 2) through forward modeling at the level of action outcomes. Two recent studies support these claims. In one, participants used an arbitrarily assigned set of motor behaviors to evaluate a series of stimuli. In a subsequent and ostensibly unrelated lexical decision task, reaction times were faster when target valence matched the trained valence of the required response. In a second study, participants completed another lexical decision task, this time in a virtual

environment. The required motor behavior for this task was held constant while the behavior's outcome varied across blocks of trials such that stimuli either moved toward or away from participants as a consequence of their action. Reaction times to positive words were facilitated for actions with approach outcomes while responses to negative words were facilitated for actions with avoidance outcomes. Together our data suggest that relationships between evaluation and action adapt to the needs of the situation.

E45
RELATIONS BETWEEN IDENTIFICATION WITH INDIVIDUALS PORTRAYED IN CONFLICT IN THE NEWS MEDIA AND AGGRESSIVE OUTCOMES

Adrienne McFaul¹, Paul Boxer¹; ¹Rutgers University Newark – Though identification with aggressive media characters is an important moderator of media violence effects (e.g., Huesmann & Eron, 1986), the extant research on the role of identification with aggressive media characters has largely focused on fictional characters. Non-fictional news media may be an important sphere of aggressive identification (e.g., McFaul, Boxer & Terranova, 2008). The current study sought to examine relations between identification with individuals portrayed in conflict in the news media and aggressive outcomes. Identification is posited as one process accounting for variance in the relation between exposure to violent media and aggressive outcomes. Selected examples of real world aggressors examined were Paris Hilton, General David Petraeus, Don Imus, and Cho Seung-Hui. The aggressive outcomes of interest were self-reported physical aggression, relational aggression, aggressive fantasy, antisocial personality problems and carrying a gun to school or work. Survey respondents were 375 undergraduates (67% female; M age = 20 years). Exposure to news coverage of the specific individuals of interest and general news exposure were controlled for in separate regression analyses. Relationally aggressive behavior and aggressive fantasizing were predicted by identification with Paris Hilton, Don Imus and Cho Seung-Hui. Carrying a firearm was predicted by identification with Cho Seung-Hui. Antisocial personality problems were predicted by identification with Paris Hilton and Cho Seung-Hui. These results indicate that identification with individuals portrayed in conflict in the news media is related to several aggressive outcomes, and that relations vary across identification with different individual aggressors.

E46
THE STRATEGIC ACCUMULATION OF MORAL CREDENTIALS

Anna Merritt^{1,2}, Steve Fein², Ken Savitsky²; ¹Stanford University, ²Williams College – Four experiments explored the hypothesis that people engage in moral behavior to proactively compensate for a future action that is immoral or could be interpreted as immoral by others. In Study 1, participants who expected to hire a White job candidate over a Black job candidate in a later part of the experiment described a greater number of ambiguous behaviors as racist than participants who expected the reverse. In Study 2, participants who wanted to avoid working with a mentally disabled child in an anticipated interactive play activity offered to work with that child on an earlier non-interactive task, seemingly to prove their lack of bias towards children with learning disabilities. The types of situations in which people are likely to seek strategic moral compensation are discussed along with directions for future research.

E47
REINSTATING FEELINGS OF SUBJECTIVE EASE OF RETRIEVAL IN HINDSIGHT JUDGMENTS OVER TIME

Paul M. Miceli¹, Lindsay A. Kennedy¹, Lawrence J. Sanna¹, Edward C. Chang²; ¹University of North Carolina at Chapel Hill, ²University of Michigan – Hindsight bias, the tendency to view outcomes as inevitable after the fact (Fischhoff, 1975), is due to subjective feelings of ease or difficulty when generating thoughts about alternatives (Sanna & Schwarz, 2007; Schwarz, Sanna, Skurnik & Yoon, 2007). But subjective experiences fade over time (Robinson &

Clore, 2002), suggesting judgments should be based on thought content after time passes. Our goal was to test this idea, and also whether subjective experiences can be reinstated. We used a 5 x 2 design with a men's baseball championship between the University of North Carolina and Oregon State University. Carolina lost. Participants rated the inevitability of a Carolina win instead: (a) one day after the game; and one week after. One day after, some participants listed 3 or 12 reasons why Carolina might have won. One week after, these participants read the reasons they previously generated. Importantly, half of participants in the read conditions also read reinstatement instructions asking them to reconsider the feelings they were having when originally generating reasons. Results provided strong support for hypotheses. First, hindsight judgments were consistent with subjective experiences when generating reasons: Participants generating 3 (easy) rated Carolina's win instead as more inevitable than participants generating 12 (difficult). Second, this reversed when participants merely read reasons: Participants who read 12 rated Carolina's win as more inevitable than those who read 3, suggesting subjective experiences faded. Third, participants with reinstatement instructions when reading reasons made judgments equivalent to those generating reasons, suggesting subjective experiences can also be reinstated.

E48

THE DYNAMIC SELF-ORGANIZATION OF EVALUATIONS

Wojnowicz Michael¹, Ferguson Melissa¹, Dale Rick^{1,2}, Spivey Michael^{1,3},
¹Cornell University, ²University of Memphis, ³University of California at Merced – Over the past two decades, much research in social psychology has been rooted in a distinction between computationally separable implicit attitudes and explicit attitudes. Yet contemporary frameworks in psychology are grounding themselves in the premise that the mind is an interactive dynamical system, where one's mental state dynamically evolves in real-time (e.g. Spivey, 2007). Here, by tracking motor-trajectories a simple deliberate evaluation task, we find evidence that three general properties of dynamical systems apply to evaluation. (1) The mental state appears to traverse through a continuously evolving blend of potential evaluations before settling into a final interpretation. (2) The more conflicting the probabilistic support across choices A and B, the MORE the mind accelerates into the eventual decision state. (3) Increasingly conflicting constraints on a mental state invokes dynamic trajectories that show more disorder or irregularity in their pathways. We illustrate these three properties in dynamical systems simulations, and match them with the motor trajectories recorded during the deliberate evaluation of white people versus black people.

E49

LAY BELIEFS ABOUT THE LIFE COURSE OF FUNDAMENTAL SOCIAL GOALS

Stephen A. Mistler¹, Steven L. Neuberg¹,¹Arizona State University – Humans possess fundamental social goals as adaptations to recurrent problems encountered in group living. A life history approach suggests that the prominence of different goals should change across the life span, and that the life course for particular goals might differ for males and females. Due to humans' great need to manage their interactions with others, they are likely to possess lay beliefs about these goals and their typical life-courses. Respondents rated the extent to which males or females were concerned with seven fundamental social goals at each of 20 ages ranging from 1 to 96 – forming and maintaining cooperative alliances; gaining status; protecting oneself, one's family, one's friends, and one's acquaintances from threats to survival; obtaining a new mating (or romantic) partner; maintaining a lasting mating and relationship bond with a desirable partner; taking care of one's children or grandchildren; and acquiring resources. A wide range of findings suggest that our respondents possess textured lay beliefs about the time course of these goals. For instance, whereas males and females possess similar beliefs about the time courses of status-seeking, mate-acquisition, mate retention, and kin care goals, they hold different beliefs about the

time courses of self-protection, alliance formation, and resource acquisition goals – with males believing (more than females) that people are especially motivated to achieve these latter goals at younger ages. We discuss the implications of these and other lay beliefs for better understanding the interdependent nature of social interaction, health behaviors, and decision making.

E50

E PLURIBUS UNUM?: IMPACT OF SOCIETAL FAIRNESS ON PATRIOTISM

Ludwin E. Molina¹,¹University of Kansas – E Pluribus Unum – Out of many, one – is a motto found on the Great Seal of the United States and captures one of the greatest challenges facing America today – how to engender unity amidst diversity? The present research attempts to clarify the psychological factors associated with the formation and maintenance of patriotism among various ethnic subgroups. In brief, how do perceptions of societal fairness (e.g., perceptions of discrimination) impact feelings of patriotism? A brief look at the social psychological literature examining subgroup differences on patriotism demonstrates results have been mixed (e.g., see Sidanius, Feshbach, Levin, & Pratto, 1997; De la Garza, Falcon, & Garcia, 1996). The current study argues that examining group differences on levels of patriotism is a limitation because it does not test any psychological variable(s), which highlight the factors that lead to lower vs. higher levels of patriotism amongst individuals of different ethnic subgroups. The present study primes societal fairness – via an item order manipulation – within a social attitudes questionnaire. In particular, half of the participants were randomly assigned to answer societal fairness items before responding to patriotism items (i.e., prime societal fairness) while the other half answered the same items in the reverse order (i.e., no prime). Preliminary findings indicate that the item order manipulation had a significant impact on feelings of patriotism that varied as a function of respondent ethnic group. For instance, White respondents who were primed with societal fairness had higher levels of patriotism compared to Latino respondents who also received the prime.

E51

COHERENCE SEEKING IN ATTITUDES TO DIFFERENT TYPES OF FREE TRADE

Henry Montgomery¹, Marie Gustafsson¹, Ulrika Staolt², Lars Calmfors¹, Girts Dimdins³,¹Stockholm University, ²SIEPS, Stockholm, ³SSE, Riga – Free trade in goods has become more or less generally accepted. On the other hand, the debates on wages for posted workers in several EU show that there are much more hostile attitudes towards free trade in services in European countries. However, for economists it is natural to analyze trade in services – and their labour market implications – in a similar way as trade in goods. In the present project, two studies have been conducted to shed light on why people may have different attitudes to different types of free trade. The results from a survey study based on a fairly representative study of 1000 Swedes showed that free trade in services and off shoring are more negatively evaluated than free trade to goods. The results also showed that there was a clear halo effect in the data. Our conclusion was that there must exist some psychological mechanisms that cause this overall more negative attitude towards trade in services and offshoring. To find out, we conducted an experiment involving 125 participants (psychology and economy students as well as a sample of Stockholm citizens). The experiment followed Holyoak and Simon's (1999) paradigm for studying coherence seeking in decision making. We found that attitudes to different types of free trade were formed constructively by means of coherence seeking, particularly among psychology students, since attitudes to specific factors related to free trade were higher correlated when they were framed in the context on free trade compared to the baseline assessment.

E52
REPUBLICANS' AND DEMOCRATS' AFFECTIVE REACTIONS TO THE 2006 CONGRESSIONAL ELECTIONS CONFLICT WITH LOSS AVERSION AND THE ENDOWMENT EFFECT G. Scott

*Morgan*¹, *Linda Skitka*¹; ¹*University of Illinois at Chicago* – **Poster Abstract:** The current research investigated the endowment effect (the tendency for people to assign more value to assets they possess than assets they do not possess) and loss aversion (the tendency for people to assign greater psychological weight to losses than gains) in the context of the 2006 congressional elections. Both the endowment effect and loss aversion suggest that Republicans should express more positive affect at the possibility of winning (avoiding the loss of a previously acquired asset) than Democrats (gaining a new asset). Furthermore, Republicans should express more negative affect at the possibility of losing the election (losing a previously acquired asset) than Democrats (failing to acquire a new asset). Democrats and Republicans indicated the extent to which they would feel 11 distinct emotional reactions in response to winning or losing control of Congress. A two-way ANOVA indicated that there were no differences in Republicans' and Democrats' reactions to winning. However, Democrats responded more negatively to losing the election than did Republicans. Results were inconsistent with both the endowment effect and loss aversion. Republicans expressed less negative affect at the loss of a previously acquired asset than Democrats expressed at the failure to gain a new asset. The same effect suggests that Republicans expressed less negative affect when faced with a loss than Democrats expressed at the maintenance of the status quo. Taken together, results suggest that the gain of newly acquired assets may sometimes outweigh the loss of previously acquired assets.

E53
HOW REGRETS VARY OVER TIME AND WHY: A LONGITUDINAL STUDY OF REGRET PATTERNS Mike Morrison¹, Neal Roese¹;

¹*University of Illinois at Urbana-Champaign* – Research on the temporal pattern of regret has predominantly focused on the intensity and durability of action versus inaction regrets (Gilovich and Medvec, 1994; 1995; Kahneman, 1995). However, much of the research done on this topic has been done within a cross-section design. We directly measured how regrets of inaction and action of varying severity changed over the course of a 6 month period. We found that while regrets of action were identified as more bothersome at the time they occurred, they were rated as equally bothersome at the time of the 6 month follow-up. Moreover, the strongest predictor of regret severity over time is not whether it is based on an action or inaction, but rather whether there remain specific potent consequences of one's actions of inactions as time goes on. Possible explanations for these patterns are discussed.

E54
THE SUNNY SIDE OF GLOBAL WARMING: MORTALITY, SUPERORDINATE THREATS, AND SUPPORT FOR PEACEMAKING Matt Motyl¹, Tom Pyszczynski¹, Zach Rothschild², Kenneth Vail³, Jamie Goldenberg⁴, Jeff Greenberg⁵; ¹*University of Colorado at Colorado Springs*,

²*University of Kansas*, ³*University of Missouri*, ⁴*University of South Florida*, ⁵*University of Arizona* – The present study contributes to a growing literature that shows increased inter-group aggression and hostility may not be an inevitable terror management response to mortality reminders, especially when people see themselves as sharing a common humanity with out-group members. It was hypothesized that participants would become less supportive of cooperating with out-groups when primed with thoughts of death and a natural catastrophe that only affects the participants' in-group. However, because a shared global catastrophe, such as climate change, poses a common threat to all humans, participants should show an increased level of cooperation after being reminded of death and a global catastrophe. Participants first read a brief passage describing the potential effects of global warming, effectively priming a superordinate threat, or the potential effects of a natural

disaster hitting one of America's major cities. Subsequently, participants completed an open-ended essay about death or a parallel control topic, and completed a short paper-and-pencil measure of support for international peacemaking. The results fully supported the hypotheses. Participants became significantly more supportive of peacemaking when primed with a superordinate threat and mortality, but less supportive when primed with a threat affecting only some people and death. These results suggest that increased inter-group aggression and hostility are not inevitable reactions to death reminders. Furthermore, it appears that death reminders may lead to increased inter-group cooperation and willingness to peacefully co-exist in the face of superordinate threats.

E55
USING MIXED EMOTIONAL MESSAGES TO REDUCE THE PROBABILITY OF OCCASIONAL EXCESSIVE DRINKING Dolores

*Muoz*¹, *Pilar Carrera*¹, *Amparo Caballero*¹, *Luis Ocejja*¹; ¹*Universidad Autónoma de Madrid* – In general, young people report a negative attitude towards drinking alcohol, but they indulge in it fairly frequently. In this study we focus on the young university population which, occasionally, particularly at weekend parties, drinks alcohol in excess. In Spain (and other countries also), this type of behaviour is frequent and give cause for concern, especially when it is combined with the driving of automobiles. In this study we expected that adding a positive emotion to the negative persuasion messages on a risk behaviour (the excessive use of alcohol), we found a reduction of the high negative activation that takes place when adding an aversive message to the dissonance to make an anti-attitudinal behaviour. We expect that the reduction of the negative activation by means of the mixed message should decrease the classic boomerang effect found in the research on calls to negative emotions, and that it should cause a reduction in the participants intention to follow the risk behaviour in the immediate future. In youth who had a high experience of drinking alcohol, our results show a clear differential effect of these two types of emotional messages, mixed versus negative messages, in the estimation to repeat the risk behaviour in the future.

E56
REMINDERS OF MONEY CHANGE BEHAVIOR IN A COUNTRY WHERE PEOPLE UNDERVALUE MONEY Koji

*Murata*¹; ¹*Hitotsubashi University* – Recent research demonstrated that money brought about a self-sufficient orientation in which people tended to reduce requests to help and not to help others (Vohs, Mead, and Goode, 2006). People primed with money preferred to play and work alone, relative to people primed with neutral concept. In this study we replicated and extended these phenomena in Japan. Twenty participants first completed a descrambling task in which half of 30 phrases were related to the concept of money or all phrases were neutral. Taking a filler task of mathematical problems, they answered a questionnaire which included a scale of cultural self-construal. After "the experiment", a female graduate student asked them to apply to be a participant of her experiment next week and check sessions on the time schedule as many as possible. Results confirmed that participants primed with money rated themselves to be more independent and less interdependent than those primed with no money. Reminders of money also led to reduced helpfulness that they checked smaller number of sessions to be a participant than no money reminders ($M=1.1$ vs. 3.1). These results could explain why Japanese act less independently. Japanese learn not to talk about money in front of others from their parents and they do not learn finance in school. Reminding money in everyday life is less familiar in Japan than in advanced countries, this might make people act in relatively interdependent manner.

E57**DISTINGUISHING CONTROLLED FROM AUTOMATIC PROCESSES IN THE AFFECT MISATTRIBUTION PROCEDURE: AN ROC CURVE APPROACH**

Kou Murayama¹, ¹Tokyo Institute of Technology—This research proposed a mathematical model to distinguish controlled from automatic processes in the affect misattribution procedure (AMP; Payne et al., 2005). Previous studies have shown that the AMP is a reliable and valid measure of implicit attitudes. However, it is easy for participants to correct their responses intentionally, as this method is based on self-report. The present model addressed this issue by explicitly incorporating the parameters of controlled, as well as automatic, processes. Specifically, I assumed a signal detection process for the automatic component in which people set a threshold to determine if they like the target. In addition, I hypothesized that people may intentionally correct their threshold to some extent (denoted by B) with a probability of R. Using a confidence rating method and drawing an ROC curve, it is possible to estimate the parameters by minimizing the least-square function. A series of experiments were conducted to investigate the validity of the proposed model. Experiment 1 demonstrated that the parameters can be estimated in an interpretable way and that participants are unlikely to correct their responses. In Experiment 2, the estimated parameters indicated that participants are more likely to correct their responses when the AMP was conducted twice on the same participant. In Experiment 3, it was shown that the probability of participants' correcting their responses was higher when they were instructed not to be influenced by the prime stimulus. Together, these results support the validity of the proposed model.

E58**COMPUTER-MEDIATED PERSUASION: AN EXAMINATION OF SAME-SEX VS. MIXED-SEX DYADS IN FACE-TO-FACE AND EMAIL INTERACTIONS**

Nicole Muscanell¹, Rosanna Guadagno¹; ¹The University of Alabama—Men and women respond to messages differently depending on communication modality and on whom they are communicating with (Guadagno & Cialdini, 2002; 2007). In same-sex dyads, females agree more with counter-attitudinal messages in face-to-face interactions than e-mail interactions, where communication modality does not greatly affect males. (Guadagno & Cialdini 2007). The current study examined how individuals responded to counter-attitudinal messages in face-to-face and email interactions in both same-sex and mixed-sex dyads. Participants (77 males, 82 females) were assigned to one of two communication modality conditions (face-to-face or email) and one of two dyad conditions (same-sex dyad or mixed-sex dyad). Each participant discussed the possible implementation of comprehensive exams (counter-attitudinal message) with a discussion partner (confederate to the study). The confederate attempted to persuade the participant to favor implementation of the exams. Participants rated their attitudes towards the exams and towards their discussion partner. We expected to replicate previous findings and to find that communication modality and sex differences found in same-sex dyads would not be demonstrated in mixed-sex dyads. Results supported replication. Females displayed the most message agreement in same-sex, face-to-face interactions and there were no communication modality differences for males in same-sex dyads. Secondly, there was ingroup favoritism such that same-sex dyads displayed more message agreement over both communication modalities as compared to mixed-sex dyads. Lastly, females in same-sex dyads showed ingroup favoritism towards their partner on trait ratings. The results further support the idea that individuals respond to persuasive attempts differently depending on communication modality and sex differences.

E59**DOES THE CONTENT OF UPWARD COUNTERFACTUAL THOUGHTS UNDERLIE THEIR BENEFITS FOR PERFORMANCE?**

Andrea L. Myers¹, Sean M. McCrea¹; ¹University of Konstanz—Upward counterfactual thoughts (if only thoughts) have consistently been shown to increase performance and persistence on subsequent tasks when negative affect is experienced and individuals are motivated to achieve. In previous research, participants generated their own counterfactual thoughts. However, effects of the strategic content of those thoughts have generally not been investigated. Participants solved two word completion tasks under no time constraints. They could buy letters (clues) to help complete the eight letter words. Performance was determined by how many words participants correctly solved before quitting, and points were deducted for bought clues. Participants received feedback before being assigned to a counterfactual or no counterfactual condition. Those in the counterfactual condition were asked to generate an upward counterfactual related to their previous performance, whereas those in the control condition were asked to list a thought about their activities of the previous day. Mood was then measured and participants completed a second version of the task. A Counterfactual condition x Negative affect interaction on the change in the amount of time spent on the tasks ($r = .386, t = 2.89, p < 0.01$) revealed that individuals persisted relatively longer on the second task when generating a counterfactual and experiencing more negative affect. Moreover, this effect remained significant when controlling for the content of the thought. A second study replicated this effect when directly manipulating thought content. These results suggest that the effects of counterfactual thoughts go beyond the strategy mentioned, having more far reaching consequences for performance.

E60**WHAT DO ABORTION RIGHTS ATTITUDES SAY ABOUT INDIVIDUALS AND GROUPS?**

David P. Nalbone¹, John Henning¹; ¹Purdue University Calumet—Abortion rights attitudes exist at the intersection of private personal beliefs and public societal values. The resolution of personal conduct and legal regulation is, at times, uncomfortable and confusing, and abortion still represents an issue that often leads to acrimonious debate. Using datasets collected by the primary author and large datasets from public opinion polls, we explored personal attitudes toward abortion as reflected in the clustering of items, group influences as reflected in the clustering of persons, and the interaction of these two forces with background characteristics to influence attitudes toward abortion. Depending upon which study one reads, abortion rights attitudes are unidimensional or multidimensional; there are two or three attitude groups, or there are 11; many or few factors are needed to explain abort rights attitudes. We offer a data-driven resolution of these disparate findings. We also address the impression from most research that attitudes toward a legal right to an abortion have not changed much in the last 40 years. This impression many reflect defects in the construction of abortion rights questions and scales, as well as other psychometric issues, rather than the purported attitude consistency.

E61**CONTRAST AND ASSIMILATION EFFECTS IN IMPLICIT ATTITUDES**

Laura Scherer¹, Alan Lambert¹; ¹Washington University in St. Louis—In the last 15 years, researchers have become increasingly interested in implicit measures of attitudes, primarily because they are thought to tap into evaluations that are automatically activated and uncontrollable. Given the growing interest in implicit measures, it is surprising that research has not examined the possibility that spontaneously activated attitudes are affected by the sorts of context effects—such as contrast and assimilation—that are known to influence explicit ratings. Hence, in our research, we demonstrate contrast and assimilation effects in implicit attitudes. The attitude misattribution paradigm (AMP) was used to assess participants' implicit attitudes

toward various categories of pictures. One category was evaluatively midrange (e.g. household items). In our key manipulation, we varied whether those midrange pictures were randomly interspersed with unambiguously positive or negative pictures. Hence, the midrange stimuli were viewed in either a positive or negative context. In Experiment 1, we found a powerful contrast effect; midrange pictures acquired favorable connotations in the negative context, but the opposite obtained in the positive context. In Experiment 2, we replicated the contrast effect, and additionally presented participants with a second AMP task in which the midrange pictures were presented again, along with a new set midrange pictures. Our findings revealed that the old midrange pictures continued to elicit positive/negative evaluations acquired in the in the prior contexts. Moreover, the new midrange pictures showed an assimilation effect: They activated the same evaluative connotations as the previously-viewed midrange stimuli. Implications for the nature of implicit attitudes are discussed.

E62

CAN THE IAT PREDICT PHYSIOLOGICAL REACTIVITY? EXPLORING THE RELATIONSHIP BETWEEN CARDIOVASCULAR REACTIVITY AND IMPLICIT SEXUAL PREJUDICE IN INTERACTIONS WITH GAY MEN

Ellen E. Newell¹, Joseph D. Wellman¹, Brandon Cosley¹, Jesse Cross¹, Ryan Bouchard¹, Shannon K. McCoy¹; ¹University of Maine – Interaction with out-group members may provoke a threat response because they threaten core values (Pyszczynski, et al., 1991), threaten social systems (Sidanius & Pratto, 1993), or threaten aspects of personal identity (Steele, 1988). This may be particularly true in regard to heterosexual men interacting with gay men, as gay men likely represent a threat to all three of these areas. The current research examines the role of implicit sexual prejudice in heterosexual men's psychological and physiological threat response to an interaction with a gay man. Two to six weeks prior to participation, heterosexual men completed a sexual prejudice implicit associations test (IAT, Greenwald, McGhee, & Schwartz, 1998; pictures of heterosexual vs gay couples with good vs bad words). Participants were randomly assigned to interact with either a gay or heterosexual male partner. Physiological (blood pressure) and psychological measures (perceived stressfulness of the interaction, anxious mood) of perceived threat were assessed. Consistent with predictions, implicit bias against gay men was significantly associated with increased threat responses in interactions with gay but not heterosexual men. When interacting with a gay partner, heterosexual men evidenced higher mean arterial pressure and found the interaction more stressful the higher their IAT score. In addition, higher IAT scores significantly predicted increases in derogation of the gay partner. The role of threat in prejudice towards gay men is discussed.

E63

A CONTINUATION IN THE DEVELOPMENT OF A NEW SCALE TO MEASURE PREJUDICE AGAINST CHRISTIANS

Kristen E. Newell¹, Tara K. Luchkiw², Jana K. Tran³, Jeremy D. Heider¹; ¹Stephen F. Austin State University, ²University of Mississippi, ³University of Houston – The purpose of this study was to continue the development of a scale measuring prejudice toward Christians (Luchkiw et al., 2008, February) that taps into all three components of attitudes: affect, behavior, and cognition. The new 30-item scale (10 per component) was administered to a sample recruited through social networking websites (N = 69). Excellent reliability was demonstrated for the overall scale and each subscale, with Cronbach's alpha values ranging from .85 to .94. Of particular note is the fact that the reliability of two of the subscales (affect and behavior) improved dramatically from the original version of the scale (from .53 to .85 and from .65 to .88, respectively). The Attitudes Toward Christianity Scale (Francis & Stubbs, 1987) was correlated with the scale to test convergent validity; a state self-esteem scale (Heatherton & Polivy, 1991) was used to determine discriminant validity. Convergent correlations increased for the overall scale and the affect and behavior

subscales ($r = .56$ to $.73$; all p 's $< .001$), demonstrating strong convergent validity. Similar improvements in discriminant validity were demonstrated by decreases in correlations for all subscales and the overall scale ($r = -.02$ to $-.16$, all p 's $> .10$). A three-factor structure was achieved (explaining 59.44% of the variance), with the items loading on each factor largely reflecting the desired behavioral, cognitive, and affective constructs. Further research will include updating the current version in an attempt to have items load only on one factor and administering the scale to a more diverse sample.

E64

IS THE COOKIE GOOD OR IS IT *GOOD*? THE EFFECT OF RELIGIOUS IMPERATIVES ON WILLINGNESS TO PAY FOR A VIRTUOUS OPTION

A. Taylor Newton¹, Daniel N. McIntosh¹; ¹University of Denver – Most efforts to study effects of religion are correlational, but manipulation of religion is necessary to determine if it plays a causal role in cognitions and behaviors. Encouraging virtuous behavior has been suggested as an important social function of religion. To test religion's causal influence on behavioral intention to engage in virtuous behavior, we added religious imperatives to health or social consciousness primes and examined their effects on attitudes towards and willingness to pay for a product. Participants reviewed the text and visual properties of three websites, one of which was for an organization supporting a health or social virtue. For half the participants, the virtue-focused site included religious imperatives (e.g., spiritual leader endorsements). In an ostensibly different study, participants indicated how much they would pay for two types of sampled cookies, one advertised as tasty vs. one advertised with a virtue matching the health or social consciousness focus of the site reviewed earlier. Regardless of participant religiousness, those who received the virtue prime with the religious imperative (n=13) would pay \$.05 more on average for the virtuous versus the tasty cookie, whereas those who did not receive the religious imperative with the virtue prime (n=13) would pay \$.10 less for the cookie advertised as virtuous. This difference was marginally significant, $t(24) = 1.84$, $p = .08$. Priming religion appeared to increase the motivation for a virtuous act. These results suggest that religiously linked primes influence behavioral intention differently than non-religious pro-virtue primes. Religion appears to make virtue more palatable.

E65

HOMOPHOBIC LIKE ME: ATTITUDE SIMILARITY AMONG NATURALLY OCCURRING PAIRS

Angela Nierman¹, Christian Crandall¹; ¹University of Kansas – Dynamic social influence theory (Latan, 1996) predicts that friends hold similar attitudes as a result of social influence processes, especially communication. Other research suggests high-heritability attitudes are resistant to social influence; instead, similarity is attributed to social selection (e.g., Tesser, 1993; Bourgeois, 2002). We hypothesized that people associate with similar others, even along dimensions not previously discussed, and that this assortment takes place very early in the relationship. In two studies, 393 naturally occurring pairs, defined as any group of two people who appear to be interacting in some way, completed questionnaires in public spaces on campus. Questionnaires included attitude items (gay rights, abortion, among others), measures of perceived importance, how often each issue had been discussed, political ideology, how well pair members know each other, and length and intimacy of the relationship. Pairs were similar along 18 of 23 dimensions, with the strongest degree of similarity found for attitudes toward gays, birth control, and exercise. Length, closeness, and intimacy of the relationship, as well as amount of discussion on an attitude topic did not moderate similarity, while perceived importance did predict similarity for a few attitudes. Heritability estimates were not related to similarity. Our results are consistent with a social selection account of attitude similarity and suggest that people associate with similar others, particularly along personally important dimensions. This assortment happens early in the

relationship, regardless of the heritability of the attitude, length, closeness and intimacy of the relationship, and whether or not relevant issues have been explicitly discussed.

E66**PERCEPTIONS OF TORTURE AS CONSEQUENTIALIST MORAL JUDGMENTS**

J. Ian Norris¹, Jeff T. Larsen²; ¹Murray State University, ²Texas Tech University—Perceptions of torture are ambiguous. Our previous research indicates that conservatives show an ingroup bias in their perceptions of torture, such that they are less likely than liberals to consider acts torture if they are committed by American guards against Iraqi prisoners. The purpose of the current study was to determine if liberals might also show an ingroup bias if the act has beneficial consequences—that is, if American lives are saved. Participants ($n = 36$) read a series of 10 moderately aversive scenarios describing acts committed by American guards against Iraqi prisoners. For half of participants, the acts resulted in beneficial outcomes, such that the guard obtained information that saved American lives. For the other half of participants, the acts did not result in lives saved. Participants reported their political orientation, and indicated both whether they considered the acts torture and also whether they were acceptable. A hierarchical regression predicting the number of items considered torture from scenario outcome and political orientation revealed an interaction of the two variables, such that only liberals were sensitive to outcome. Although conservatives considered fewer acts torture regardless of outcome, liberals considered fewer acts torture when the acts resulted in American lives saved than when they did not. However, conservatives were more likely to consider acts acceptable when the outcome was beneficial even if they considered the act torture. Results suggest that both conservatives and liberals are consequentialists in their perceptions of torture, but by potentially distinct mechanisms.

E67**FREE SAMPLES AND THE RECIPROCITY NORM**

Meghan Norris¹, Stephanie Borcsok¹, Leandre Fabrigar¹, Jennifer Vipond¹; ¹Queen's University—Free sampling is a widely used sales technique. Despite frequent use, there is little empirical research demonstrating their ability to increase sales. It is commonly assumed that free samples work because they demonstrate product quality to the consumer. However, social psychology provides another, equally plausible answer. The giving of free samples can invoke the reciprocity norm (Cialdini, 2001). In the current research, participants level of reciprocity was measured in a prescreening session. Weeks later in an experimental session, all participants initially taste tested an ostensibly new brand of cookie in order to equate all participants in terms of their knowledge of the product. Participants were then randomly assigned to sample conditions. More specifically, the study was a 3 (Sample Condition: No free sample received vs. Free sample received inducing moderate indebtedness vs. Free sample received inducing high indebtedness) \times 3 (Personal Norm of Reciprocity: High vs. Medium vs. Low) between-subjects design. Results provided evidence that free samples do increase buying intentions, depending on levels of reciprocity endorsement. Specifically, there was a significant two-way interaction between sample condition and reciprocity scores. As expected, those who did not endorse the reciprocity norm did not report higher purchasing intentions after receiving a free sample regardless of indebtedness level. Alternatively, those who were high in reciprocity endorsement and who were in the moderate indebtedness condition had significantly higher purchasing intentions.

E68**THE EFFECTS OF PERCEIVED EXPERTISE ON THE EXPRESSION OF IMPLICIT ATTITUDES**

Michael A. Olson¹, Richard V. Kendrick¹; ¹University of Tennessee—Previous research has shown that attitudes can form implicitly via the unconscious processing of covariations between objects in one's environment and other valenced stimuli (Olson & Fazio,

2001). Because attitudes created via this implicit evaluative conditioning process form outside of conscious awareness, and because their origins remain largely unknown to the individual, their influence on judgments is likely limited to certain situations. Specifically, we argue that these attitudes are particularly likely to influence decisions when extensive processing is not required or when judgments are made in a more automatic, less deliberate fashion. One such situation is when one feels a sense of expertise concerning a given object. In this research, we predicted that attitudes formed implicitly via evaluative conditioning should reveal themselves to a greater extent when individuals are made to feel that they demonstrate a certain expertise when making evaluative judgments about the conditioned targets. After undergoing an evaluative conditioning procedure, some participants were led to believe that they were experts in judging the sorts of objects toward which they were conditioned to like and dislike by being provided with false feedback that they were particularly skilled at identifying objectively superior and inferior objects. As expected, only participants in this condition, but not those in a control group, utilized their implicitly formed attitudes in making judgments about the objects. Hence, implicit attitudes appear more likely to influence judgments in a given domain when people believe they are experts in that domain.

E69**IMPLICIT ATTITUDES & ACADEMIC MAJOR: IT APPEARS TO MATTER**

Randall E. Osborne¹, Lech Wilkiewicz¹, Megan Speciale¹, Melissa Henriquez¹; ¹Texas State University-San Marcos—Previous research (e.g., Osborne, 2005) suggests that criminal justice and psychology majors have differing perceptions of why people commit crimes. The current work attempted to expand on this by exploring a possible reason for such outward differences - differences in implicit attitudes - and expanded the work to include a variety of other academic majors (broadly categorized as liberal vs. applied arts). Rudman & Ashmore (2007) tested whether IAT scores are linked with actual hostile actions and found that IAT scores predicted participants' self-reported past discrimination which included verbal, defensive, and offensive discrimination. Marrs, Barb, & Ruggiero (2007) surveyed students to determine what factors influenced their choice of major. Among other differences, the authors found that Psychology majors scored significantly higher than non-majors on "openness to experience", which refers to active imagination, aesthetic sensitivity, preference for variety, and intellectual curiosity, on the Big Five Inventory. Consistent with the differences implied by this previous work, the current study found that applied arts majors demonstrated stronger negative implicit attitudes toward persons of a different race (mean of -1.64) than liberal arts majors (mean of -.05), $t(1, 47) = 4.759, p < .001$. In response to a question as to why Juan committed a crime, applied arts majors were significantly more likely to endorse internal reasons for that crime commission (mean of 3.21) than liberal arts majors (mean of 2.10), $t(1, 47) = -2.382, p = .021$. Full exploration of this study and these analyses will be included in the poster.

E70**LEVEL OF REPRESENTATION MATCHING EFFECTS IN BELIEF CHANGE**

J. Shelly Paik¹, Leandre R. Fabrigar¹, Bonnie L. MacDougall¹; ¹Queen's University—Presentation of stereotype-inconsistent individuals has generally been ineffective in changing beliefs about groups. Stereotypes contain category-level information so presenting examples of disconfirming individuals may not warrant sufficient justification for stereotype change. Alternatively, persuasion researchers employ a different strategy to change beliefs. Typically, category-inconsistent information is used to change beliefs about groups. Although this strategy is more intuitive for changing category-level beliefs, level of representation has not been explicitly examined in the past. This program of research investigates whether level of information underlying initial beliefs (individual vs. category) and level of disconfirming persuasive information (individual vs. category) influence belief change. Initially,

participants read either individual or category-level information about a newspaper. In the persuasion phase, participants received individual or category-level information that contradicted their initial beliefs about the newspaper. Variability was also manipulated so that while some participants believed that there was high variability within the group, others believed there was low variability. A main effect of persuasion type found category-level information produced more belief change than individual-level information. Also, a significant interaction between type of information at formation and persuasion indicated a relative matching effect with category-level persuasion producing more belief change regardless of formation condition and individual-level persuasion being particularly ineffective against category-level formation. Including prior demonstrations of this effect (Paik et al, 2008) these results show the importance of considering level of information when attempting to change beliefs about groups and other categories of objects and demonstrates the robustness of this effect across different attitude objects and variability.

E71

INGROUP PROJECTION AS SYSTEM JUSTIFICATION Mujde

Peker¹, Richard J. Crisp¹, Mark Rubin², Michael A. Hogg³; ¹University of Kent, UK, ²University of Newcastle, Australia, ³Claremont Graduate University – The purpose of the current studies were to reveal the influence of strategic, system-justifying functions of ingroup projection among low and high status groups. Our first question was whether low status group members take advantage of system threat by engaging in ingroup favouring/socially competitive behaviours or whether they actively legitimize status differences by taking blame for the negativity of the system. By examining the relative prototypicality ratings of low status group members towards their ingroup and the out-subgroup, we found that low status groups project their negative characteristics to the superordinate category when it was defined negatively (i.e. system threat). This provided evidence that low status groups do not merely reflect status differences between themselves and high status outgroup but instead actively legitimize lower status by claiming higher representativeness and take the blame for superordinate category's negativity. In the second experiment, we looked at ingroup projection tendencies among high status group members under threat to the superordinate category. Results showed that by accentuating counter-outgroup attributes under system threat (i.e. terrorism threat from an out-subgroup member), high status group members derogated the outgroup that is seen as the cause of threat. Interestingly, individuals' general beliefs in the fairness, legitimacy and justifiability of the prevailing social system moderated these derogatory judgments. These studies showed that social discrimination is legitimized among members of high and low status groups. The implications of these findings for the interplay between system justifying tendencies and ingroup projection are discussed.

E72

USING THE COMMON GROUP IDENTITY MODEL TO INCREASE TRUST AND COMMONALITY IN RACIALLY DISCORDANT MEDICAL INTERACTIONS

Louis A. Penner^{1,2}, Rhonda K. Dailey³, Tsveti Markova³, John H. Porcerelli³, John F. Dovidio⁴, Samuel Gaertner⁵; ¹Wayne State University/Karmanos Cancer Center, ²University of Michigan, ³Wayne State University, ⁴Yale University, ⁵University of Delaware – In 2003 the Institute of Medicine concluded that disparities in quality of the health care received by patients of different ethnicities play a major role in ethnic health disparities. One source of these disparities is medical interactions between physicians and patients. Almost invariably, interactions involving White patients are more positive in tone, content, and outcome than those involving Black patients. Using social psychological models of intergroup bias, we proposed that if one could reduce the sense of separate/unique group identities for physicians and patients, the outcomes of medical interactions could be improved. An

intervention based on Gaertner and Dovidio's common group identity model was used to change the level of perceived commonality and trust between Black patients and their non-Black physicians. Eighty-one Black patients at a primary-care facility, were randomly assigned to either a treatment group (who received common group identity messages) or a control group (normal treatment). Patients' perceptions of past discrimination and general attitudes toward medical care were assessed and the manipulation carried out immediately prior to an interaction with a physician. Perceived commonality and satisfaction with the interaction were assessed immediately after the interaction; patient trust and health status were assessed four and 16 weeks later. Perceived past discrimination was significantly negatively associated with commonality, satisfaction, trust, and self-reports of good health. Despite this, the manipulation had significant effects. Specifically, four and 16 weeks after the manipulation patients in the experimental condition reported significantly higher levels of trust of their physician and physicians in general.

E73

SOCIAL IDENTITY CHANGE IN RESPONSE TO DISCRIMINATION: THE MODERATING ROLE OF AFFECTIVE RELATIVE DEPRIVATION.

Cristina Perozzo¹, Roxane de la Sablonnière¹; ¹Université de Montréal – Social identity is in constant change. However, the process by which it changes remains largely unknown. In the present study, we examine this process in a particular context: discrimination. Specifically, we make two theoretical propositions. First, we argue that discrimination can lead to social identity change only if individuals who perceive they are being stigmatized also feel negative group-based emotions, such as affective relative deprivation. Second, we propose that social identity change depends on the situational ambiguity of discrimination cues encountered. Accordingly, we first hypothesize that affective relative deprivation associated with one's group situation plays a moderating role between perceptions of discrimination and social identity change in a context of overt discrimination, but not ambiguous discrimination. We also formulate a second hypothesis to investigate the impact of social identity change on personal esteem. We predict that an increase in social identity in response to overt discrimination cues contributes to a higher personal esteem. In total, 153 Arab Muslims completed two questionnaires. In the first, social identity, in its cognitive and evaluative components, and personal esteem were measured. Three weeks later, participants completed the second questionnaire asking them to read newspaper articles involving either overt or ambiguous discrimination toward members of their group. Social identity and personal esteem were then reevaluated, along with relative deprivation and perceptions of discrimination. Hierarchical regression analyses revealed results supporting our two hypotheses. However, only changes in the evaluative component of social identity were found significant. The theoretical and practical implications of the findings are discussed.

E74

BECOMING AWARE WITH REASSURING CLARITY OF THE CHANGES WE CONSTANTLY SUFFER*: RELATIVE DEPRIVATION AS A RESULT OF LACK OF ATTRIBUTION CLARITY TOWARDS DRAMATIC SOCIAL CHANGE. (*F. KAFKA 1883-1924)

Fabrice Pinard Saint-Pierre¹, Roxane de la Sablonnière¹, Martine Lagacé²; ¹Université de Montréal (Canada), ²University of Ottawa (Canada) – The novel concept of attribution clarity towards dramatic social change is introduced. Because of their magnitude, social changes modify the equilibrium of societies and are the source of a reevaluation process (Nadler & Tushman, 1995). This process is based on social and temporal comparisons at the group level and may generate a collective feeling of threat, known as collective relative deprivation (Crosby, 1976; Walker & Pettigrew, 1984). This phenomenon especially occurs when the social changes are numerous, rapid, and negative (de la Sablonnière, Tougas, & Lortie-Lussier, in press). Despite the interest of considering direct

characteristics of social change, we believe that most of collective relative deprivation may result from an underlying process, the capability of individuals to make clear attribution about the social change. This view is reflected by the growing interest on the impact of ambiguity (Hoyt, Aguilar, Kaiser, Blascovitch, & Lee, 2007) or uncertainty (Weary & Edwards, 1996) of causal attributions on psychological processes. We propose that attribution clarity will play a key role in reducing relative deprivation and two empirical studies were carried out. Study 1 (N=227) took place in a natural context of dramatic social change in Kyrgyzstan (Tulip Revolution). In Study 2 (N=61), a fictional social change was created and attribution clarity was manipulated using 3 experimental conditions: clear, unclear, and no attribution, and the results evaluated using multivariate analysis of variance (MANOVA). Both studies confirmed the hypothesis, namely that individuals expressing clearer attributions towards social change will show lower levels of collective relative deprivation.

E75

LADY LIBERTY MEETS THE MINUTEMEN: FURTHER VALIDATION OF THE IMMIGRATION ATTITUDES QUESTIONNAIRE Tom Pyszczynski¹, Matthew S. Motyl¹, Zachary K. Rothschild², Kenneth E. Vail III³, David R. Weise⁴; ¹University of Colorado at Colorado Springs, ²Kansas University, ³University of Missouri, ⁴University of Arizona – The scale presently under examination, the Immigration Attitudes Questionnaire (IAQ) consists of 14 Likert-type items derived from a diverse political commentary. The IAQ includes a seven-item subscale measuring sympathetic immigration attitudes and a seven-item subscale measuring hostile immigration attitudes. The sympathetic-attitudes subscale assesses preference for restrictive immigration policies, whereas the hostile-attitudes subscale assesses endorsement of aggressive action against immigration. Both of these subscales measure prejudice and support for activities intended to restrict access to America. A principal component analysis unveiled a two-factor solution, which delineated the items into the predicted subscales. The hostile-attitudes subscale rendered an eigenvalue equal to 5.62 and accounted for 40.13% of the total variance in the overall scale. The sympathetic-attitudes subscale rendered an eigenvalue equal to 1.76 and accounted for 12.54% of the variance in the overall scale. Together, these two components explain 52.68% of the variance in the IAQ. Cronbach's alpha for the total scale was .88, suggesting good internal reliability. Principal component analyses were also conducted on the hostile-attitudes subscale and the sympathetic-attitudes subscale to determine the within-subscale variance accounted for by each. The hostile-attitudes subscale yielded an eigenvalue equal to 3.73 accounting for 53.26% of hostile-attitude subscale variance. The sympathetic-attitude subscale yielded an eigenvalue of 3.52 and accounted for 50.32% of sympathetic-attitude subscale variance. Both the hostile- and sympathetic-attitude subscales yielded Cronbach's alpha's of .85. Convergent validity was provided by moderate positive correlations between immigration attitudes and both social dominance orientation and authoritarianism.

E76

APPLYING AGENT-BASED MODELS TO THE PREDICTION OF INTENTION AND BEHAVIOR Juliette Richetin¹, Abhijit Sengupta², Marco Perugini¹, Iqbal Adjali², Bob Hurling², Michael Spence³, Danica Greetham²; ¹University of Milan, Italy, ²Unilever Corporate Research, UK, ³Tessella Support Services, UK – While the statistical approach can often help develop models that have predictive power, it rarely yields the insights required to build models that try to explain the underlying processes and mechanisms driving psychological or social phenomena. The Agent-Based Modeling [ABM] approach has been considered as a potentially useful approach to complement the existing literature and improve the explanatory ability of models. This contribution applied agent based modeling to social psychological models to examine whether they generated better predictions of intentions and behavior, in

comparison to standard statistical approaches. Standard step-wise robust regression analysis and agent-based simulations were applied to consumer perception of products and reported behavior, taking into account population heterogeneity. Three key findings emerged. First, the agent-based simulation significantly improved the prediction of behavior from intention. Second, the improvement of prediction was inversely proportional to the complexity of the underlying social psychological model. The improvement was more noticeable for behavior, which is not usually well explained with standard statistical estimations. Finally, the introduction of varying degrees of rationality in agents' behavior led to an improvement in the predictive ability of the simulations. The results of this exploratory study are discussed in the perspective of the potential of agent-based modeling as a complementary perspective to evaluating social psychological models.

E77

DOES CONSCIOUS CONFLICT REQUIRE AWARENESS OF THE TRIGGERING STIMULUS? IMPLICATIONS FOR SOCIAL COGNITION RESEARCH Taylor Rigby¹, Tim Gerrits¹, Karen Acosta¹, Ezequiel Morsella^{1,2}; ¹San Francisco State University, ²University of California San Francisco – Classic findings in social cognition and addiction research suggests that one can be aware of urges, conflict, and other metacognitions while being unaware of the stimuli provoking these states. However, it has never been experimentally demonstrated that one can experience conscious conflict from a subliminal stimulus. To illuminate this issue, we used a modified version of J. Tzelgov, Z. Porat, and A. Henik's (1997) subliminal Stroop color-naming task, in which Stroop stimuli are rendered imperceptible by virtue of masking. In the standard Stroop task, participants are instructed to name the color in which the letter strings are presented. Response times and error rates decrease when the color and word are congruent (e.g., RED presented in the color red), while response interference increases when the color and the word are incongruent (e.g., RED presented in the color blue). Tzelgov et al. (1997) showed that the Stroop effect fails to occur for subliminal stimuli. Building on this paradigm, our participants were queried, not only about the identity of the stimulus, but also about several subjective aspects of their responses (e.g., a sense of conflict), immediately following each response. Building upon prior research on the cognitive effects of subliminal stimuli, we report for the first time the nature of the complex interactions between subliminal processing, changes in subjective experience (e.g., a sense of conflict), and processing dynamics (e.g., controlled versus automatic processing). This investigation has implications that affect our understanding of social cognition, addiction, executive processing, and aspects of the nature of consciousness.

E78

QUEER EYE FOR THE RELIGIOUS GUY? THE RELATIONSHIP BETWEEN RELIGIOUS ORIENTATION, NEED FOR STRUCTURE, AND IMPLICIT SEXUAL PREJUDICE Courtney A. Rocheleau¹, Caroline P. Oxford¹; ¹Appalachian State University – The relationship between religion and prejudice has long been of interest to social psychologists. Religious individuals have often been observed to be more prejudiced toward various groups, despite the fact that religions teach love and acceptance. Religious orientation, or one's approach to religion, may help to explain this paradoxical relationship, and is measured in three dimensions: Intrinsic, Extrinsic, and Quest. Intrinsic orientation is characterized by an internalization of religious beliefs and incorporation of these into all aspects of life. Extrinsic orientation describes use of religion as a means to some personal gain, such as social status or security. The Quest dimension is characterized by fluid religious beliefs, and comfort with religious doubts. This study examined the relationship between religious orientation, personal need for structure, and implicit attitudes towards heterosexual and homosexual individuals, as assessed with the Implicit Association Test (IAT), a computer-based measure. As predicted, personal need for structure showed a significant positive

relationship with implicit preference for heterosexual individuals on the IAT. Unexpectedly, there was no evidence for a significant relationship between scores on Intrinsic or Extrinsic religious orientation and the IAT. The most significant finding was a negative relationship between the Quest dimension and an implicit preference for heterosexual individuals on the IAT. These findings differ from the results of past research examining the relationship between religious orientation and explicit attitudes about sexual orientation; implications of these results are discussed.

E79

SUPPORT FOR JUVENILE SEX OFFENDER REGISTRY LAWS IS MOTIVATED BY PERCEPTIONS OF THREAT AND PUNISHMENT MOTIVES *Jessica M. Salerno¹, Maggie C. Stevenson¹, Bette L. Bottoms¹, Cynthia J. Najdowski¹, Tisha R. A. Wiley¹, Roberto Vaca Jr.¹, Rachel A. Schmiller¹, ¹University of Illinois at Chicago* – Sexual offender registry laws require convicted sex offenders to register with police, often publicly on the Internet. These laws have recently been applied to juvenile offenders, even though juveniles' recidivism rates are low. Does the public support these laws? What drives that support? Sentencing decisions are primarily driven by punishment motives, even though people say they are motivated by deterrence (Carlsmith, Darley, & Robinson, 2002). A diverse sample of undergraduates (N = 383) read vignettes depicting a 12- or 16-year-old accused of a severe or less severe sex offense. They completed measures of (a) general support for juvenile registry laws, (b) punishment motives (belief that registry laws are an appropriate punishment), and (c) the Sex Offender Threat to Public Safety Scale. Punishment motives were the strongest predictor ($r = .43$) of support for juvenile registry laws, although offender age ($r = .29$) and perceptions of threat ($r = .10$) were also significant predictors. Participants supported registry laws more for older than younger juveniles, $t(375) = 2.50$, $p < .05$, an effect mediated by both punishment motives and threat perceptions, but only in less severe cases. Specifically, older offenders elicited greater punishment motives and threat perceptions, which in turn led to greater support for the registry. Before the conference, these results will be replicated with data from community members. Thus, even though the juvenile justice system was designed to rehabilitate, not punish juvenile offenders, public support for juvenile registry laws is driven not only by concern for public safety, but also by punishment motives.

E80

RELIGIOUS PRIMING ACTIVATES SUBMISSIVE THOUGHTS AND BEHAVIORS *Vassilis Saroglou¹, Olivier Corneille¹, Patty Van Cappellen¹, ¹Universit catholique de Louvain* – According to many theoretical perspectives and previous correlational evidence, religion is positively associated with submission and conformity. However, no study to date provided experimental evidence for this hypothesis. We did so in two experiments that relied on priming procedures. In Experiment 1, participants were tested for the strength of their religion-submission associations by using a lexical decision task. In Experiment 2, participants were primed with either religious or neutral concepts and were invited or not by the experimenter to take revenge on an individual who had allegedly criticized them. Both studies provided evidence for the expected religion-submission association, although the effects were limited to participants scoring high in personal submissiveness. Among these individuals, religious priming increased the accessibility of submission-related concepts (Exp. 1) and the acceptance of a morally problematic request for revenge (Exp. 2). These findings provide original experimental evidence that, at least for submissive individuals, exposure to religious concepts increases submission. Discussion focuses on the implications for understanding the role religion plays with regard to prosocial and antisocial behavior.

E81

THE PROCESSES OF EFFECTIVE PERSUASIONS – FROM A DEVELOPMENTAL PERSPECTIVE *Tomomi Sato¹, Toshihiro Wakebe², ¹Ochanomizu University, ²The University of Tokyo* – According to the previous studies (Finley & Humphreys, 1974; et al.), children's effective persuasions improve with development as they persuade others with consideration of other's perspectives. Then, how people become able to persuade others effectively? This study focused on the development of three abilities which could underlie the effective persuasions. These abilities were assumed as (a) focusing on appropriate person to persuade, (b) focusing on appropriate belief to persuade, (c) focusing on both appropriate person and belief and employing person's belief relevant information. To reveal their development, this study established three conditions as follow. (a) Two recipients of persuasion with different but irrelevant belief, (b) one recipient with one relevant belief and one irrelevant belief, (c) one recipient with one relevant belief (control condition). 4 to 7-year-olds children participated the hypothetical story tasks based on three conditions above. As a result, children could focus on appropriate person to persuade in age 5, and they could focus on appropriate belief to persuade in age 6. However, it was difficult to consider both person and belief, and employ belief relevant information, and only 7-year-old children could persuade others effectively based on recipients' appropriate beliefs. These results suggested that there are at least three stages to proceed for effective persuasion, and the abilities to progress these stages develop slowly through preschool and early schoolage.

E82

ATTITUDINAL AMBIVALENCE AS A MOTIVATION FOR SELECTIVE EXPOSURE *Vanessa Sawicki¹, Jason K. Clark², Duane T. Wegener¹, Leandre R. Fabrigar³, ¹Purdue University, ²University of Alabama, ³Queen's University* – Ambivalent attitudes are mixed or conflicted. In line with cognitive consistency theories (i.e., cognitive dissonance), these conflicting evaluations can motivate people to reduce this inconsistency. Recent research has found that ambivalence increases processing of messages that agree but decreases processing of messages that disagree with one's overall attitude (Clark, Wegener, & Fabrigar, 2008). However, ambivalence should not only impact the amount of processing given to different types of presented information, ambivalence should also drive which type of information is sought when people can choose their own information. Specifically, we hypothesized that ambivalence would lead to greater selection of proattitudinal over counterattitudinal information when ambivalence reduction goals were made salient. In contrast, when no goal was made salient, we expected less selectivity (i.e., less preference for agreeable information; cf., Brannon, Tagler, & Eagly, 2007). To test these hypotheses, seventy-three participants who reported high ambivalence for the attitude topic completed attitude measures and engaged in a selective exposure task using computers. Participants were randomly assigned to be either a) reminded that one's selection of information could reduce ambivalence, or b) not reminded. Centered regression analyses yielded a significant interaction between attitude and goal salience. As expected, people with the salient ambivalence reduction goal selected more pro- rather than counter-attitudinal information (a positive relation between attitude and information chosen). When the ambivalence reduction goal was not salient, the relation between attitude and information chosen was nonsignificant and negative (similar to previous results for weak attitudes, Brannon et al., 2007).

E83

PARENTS' CUMULATIVE SELF-FULFILLING PROPHECY EFFECTS ON CHILDREN'S EDUCATIONAL OUTCOMES *Kyle C. Scherr¹, Stephanie Madon¹, Max Guyll¹, Ashley A. Buller¹, Jennifer Willard¹, Richard Spoth¹, ¹Iowa State University* – A self-fulfilling prophecy is a false belief that leads to its own fulfillment. Although self-fulfilling prophecy effects tend to be modest in magnitude, they may become more powerful

if they accumulate across perceivers. Despite educational outcomes being the cornerstone of the self-fulfilling prophecy literature, research has not looked at the influence of parents' expectations about their children's academic performance on the children's educational outcomes. This research aimed to redress this gap in the literature by examining the cumulative effects of mothers' and fathers' false expectations on their children's educational outcomes (i.e., aspirations, teacher perceptions, and attainment). Families (mothers, fathers, and children; $N=357$) answered survey items relevant to family, peers, and school in multiple waves from when the children were in 6th grade to post-12th grade. Three separate regression analyses were used to test if parents' false expectations demonstrated cumulative self-fulfilling prophecy effects on: 1) children's educational aspirations, 2) teacher's perceptions of children's academic ability, and 3) children's actual educational attainment while controlling for relevant background predictors (e.g., peer influence, motivation, academic self-concept, etc.). Results were consistent with the three hypotheses: the accumulation of parents' false beliefs influenced children's educational aspirations ($\beta = -.09, p < .05$), teacher's perceptions of children's academic ability ($\beta = -.092, p < .05$), and children's actual educational attainment ($\beta = -.087, p < .05$). These findings offer support for the idea that parents' expectations play an integral role in shaping the educational outcomes of their children and have implications for public policy regarding secondary education.

E84

THE SUNK COST EFFECT AND ATTITUDES TOWARDS THE IRAQ WAR

John Paul Schott¹, Alan Lambert¹, Laura Scherer¹; ¹Washington University in St. Louis – Imagine that you hear a news report about American troop casualties in the Iraq War. How might this information influence your support for the war? On the one hand, such information might indicate that the war is going disastrously and would lead to less support. However, processing troop losses as a sunk-cost could lead to more support for the war. Our research involved three critical factors. The first corresponded to participants' scores on the Right Wing Authoritarianism scale, which served as a measure of political orientation. The second factor, sunk-cost prime, was manipulated by having participants complete three decision-making scenarios. For half of the participants, scenarios were relevant to irrecoverable losses, and were carefully worded to elicit classic sunk-cost effects; none of these were relevant to issues of war. Control participants completed scenarios unrelated to losses. The third factor, salience of losses, was manipulated by having participants read a newspaper article which either did, or did not, make troop losses in the Iraq War salient. Following this, participants completed a battery of items measuring support for the Iraq War. Participants who were primed with the sunk cost tasks and presented the article making war-related losses salient, showed significantly higher levels of support for the Iraq War relative to the control group. This was true for participants with moderate/conservative political ideologies. A practical implication is that the sunk cost effect may be one of the lesser known, yet important, explanations for positive attitudes towards American involvement in the Iraq War.

E85

AN INCONSPICUOUS TRUTH: SCARY ENVIRONMENTAL MESSAGES AND ATTITUDES TOWARD FUEL-EFFICIENT AUTOMOBILES

Jonathon P. Schuldt¹, Brad J. Bushman^{1,2}; ¹University of Michigan, ²VU University Amsterdam – Environmental messages depicting grim potential consequences of unchanged behavior (fear appeals) abound, despite complexities and potential backfire effects. Additionally, terror management theory holds that mortality salience increases adherence to cultural worldviews. Because people differing in environmental concern may be conceived as holding different worldviews, we predicted that a mortality salient message about global warming's consequences would successfully promote eco-friendly attitudes among individuals high in environmental concern but backfire among less concerned individuals.

Ninety-one participants were randomly assigned to one of two environmental disaster conditions or the control group. Environmental disaster participants read a newspaper article about a deadly global warming, disease link occurring in either 8 or 80 years; that is, personally relevant (mortality salient) or not. Control participants read a non-environmental newspaper article. Participants then completed word fragments to measure death thoughts and rated their attitudes toward automobiles (pretested for perceived eco-friendliness) and the Hummer brand. Mortality salience was heightened by the personally relevant environmental disaster article: 8-year participants wrote more death related words ($M=3.10$) than either 80-year ($M=2.43$) or control participants ($M=2.55$). ANOVAs on automobile attitudes revealed significant condition by environmental concern interactions ($F_s > 3.15, p_s < .05$). As expected, 8-year participants retreated into their environmental worldviews: highly concerned individuals preferred eco-friendly ($M=2.14$) to eco-unfriendly ($M=0.03$) automobiles, whereas less concerned individuals preferred eco-unfriendly ($M=1.64$) to eco-friendly ($M=0.07$). In the other conditions, environmental concern made no difference. Hummer ratings showed a similar pattern. Results demonstrate divergent effects of mortality salient environmental messages on environment-relevant attitudes.

E86

INFORMATION SELECTION AS A FUNCTION OF AFFECTIVE VERSUS COGNITIVE META-BASES

Ya Hui Michelle See¹, Richard E. Petty¹; ¹National University of Singapore, ²Ohio State University – Past research has examined conditions that influence information seeking. For example, the less knowledgeable people perceive themselves to be, the more information they access (Radecki & Jaccard, 1995). In addition to the overall amount of information-seeking, previous research has also looked at selection of one type of information over another, with emphasis on participants' preference for pro-attitudinal over counter-attitudinal information (e.g., Smith, Fabrigar, Powell, & Estrada, 2007). We examine preference for affective over cognitive information as determined by individuals' meta-cognitive attitude bases (i.e. subjective perceptions that they rely on affect or cognition in their attitudes; see See, Petty, & Fabrigar, 2008). We manipulated participants' blood donation meta-bases using a procedure adapted from past work (e.g., Salancik & Conway, 1975). This procedure relies on people's tendency to be more willing to endorse items of moderate frequency than items of extremely high frequency as characteristic of themselves. Affective meta-bases individuals displayed greater preference for affective articles than cognitive articles ($M = 1.13, SD = 1.70$), relative to cognitive meta-bases individuals, ($M = .29, SD = 1.50$), $t(59) = -2.06, p = .04$. Furthermore, such a preference was not related to individuals' blood donation structural bases (i.e. the extent to which affect or cognition were closer in valence to the overall attitude), $r(59) = -.12, p = .36$. This research suggests that not only are meta-bases of attitudes a function of individual differences, but also can vary with situational factors.

E87

APPLYING CLT TO THE DISTINCTION BETWEEN PROXIMAL AND DISTAL SENSES: IMPLICIT AND EXPLICIT ASSOCIATIONS BETWEEN PROXIMAL VS. DISTAL SENSES AND TEMPORAL AND SOCIAL DISTANCE

Oren Shapira¹, Nira Liberman¹; ¹Tel Aviv University – Construal level theory (CLT; Liberman, Trope, & Stephan, 2007) posits that any divergence from a person's direct experience is psychologically distant from him or her, and requires some degree of construal to mentally represent it. According to CLT, there are four dimensions of psychological distance: temporal distance, social distance, spatial distance and hypotheticality. The four dimensions are interrelated, such that distancing a stimulus on one dimension results in perceiving it as more distal on the other dimensions. The dimensions are anchored on a single starting point (zero-distance point) - a person's direct experience. We propose that not all (sensory) experiences are

equally proximal (or distal). Based on CLT and an earlier classification of the basic five senses into distal (sight, hearing) and proximal ones (smell, touch, taste), we propose that people associate distal (vs. proximal) senses with psychological distance (vs. proximity) on the various dimensions. In a series of four studies, we preliminarily tested this prediction using the Implicit Association Test (IAT; Greenwald, McGhee, & Schwartz, 1998) and explicit self-reports. Specifically, we tested whether participants implicitly associate words related to sight (vs. taste) and hearing (vs. touch) to words related to temporal distance (vs. proximity) and social distance (vs. proximity). Results generally supported our predictions, indicating that participants implicitly and explicitly associate distal (vs. proximal) senses with temporal and social distance (vs. proximity). Correlations between implicit and explicit associations were variable, suggesting the independence of both types of associations.

E88

ACCUSING AND EXCUSING THE SYSTEM: THE EFFECTS OF SYSTEM MOBILITY ON JUDGEMENTS OF SYSTEM-BLAMING ACCUSATIONS Steven Shepherd¹, Aaron C. Kay¹; ¹University of Waterloo – The current study investigated the influence of system mobility (the ease of which one can leave a given social system) on the system justification motive. In particular, we investigated whether or not system mobility influences how people judge accusations that blame a given system. We hypothesized that when a social system is portrayed as being difficult to leave, people will be motivated to defend that system against threatening accusations. To test our hypothesis, we exposed participants to an article suggesting that it is either becoming increasingly easy, or increasingly difficult, to switch from one undergraduate institution to another. Participants were then asked to judge a series of posters that advertise potential student-lead initiatives. Critical to our hypothesis, one such poster advertised an initiative to collect complaints regarding how unfair the university is, and how the university is responsible for various negative outcomes. For each poster, participants rated their level of interest in the initiative, how realistic they thought the initiative was, and how willing they were to help with the initiative. In support of our hypothesis, results showed that our manipulation only had an effect on how people judged the university-blaming initiative. Specifically, people were more critical of the university-blaming initiative when the university was portrayed as being difficult to leave, as compared to when the university was portrayed as being easy to leave.

E89

THE EFFECT OF INTENTIONALITY ON EVALUATIONS OF INVESTMENT ACTIONS IN FRIENDSHIPS. Hiroshi Shimizu^{1,2}, Ikuro Daibo²; ¹Research Fellow of the Japan Society for the Promotion of Science, ²Osaka University – The purpose of this study was to clarify the effect of altruistic intentionality of investing actions on evaluations of actors. We predicted that when the investment was intentional, actors were more positively evaluated by persons who were invested even if costs of investment were the same. We also predicted that the effect of intentionality on evaluations was moderated by closeness of relationships between actors and invested persons. One hundred eighty-four college students participated in the vignette experiment, and they were required to assume some scenarios of being celebrated by friends (receiving presents, taking to dinner, etc.). The costs of celebrations were the same between scenes (5000 yen; about 40 dollars). Three factors were manipulated; one within participants factor was Intentionality (intentional vs. unintentional), and two between participants factors were Intimacy (high vs. low) and Type of relationships (same-sex vs. mixed-sex). Evaluations by their friends were measured as a dependent variable. As a result, analysis revealed that evaluations were most positive when actors celebrated with intention. In addition, the closer participants were to their friends, the stronger the effect of the intentionality became on evaluations. So, the actors who invested with unintention were evaluated

more negatively by participants in high-intimate condition than those in low-intimate one. Also, this interaction effect did not have any effect on type of relationships or gender of participants. These results indicated that evaluations of actors were affected by the existence of intentionality in social exchanges of the same resources.

E90

EFFORTFUL VERSUS NON-EFFORTFUL CONTRAST: EFFECTS ON ATTITUDE STRENGTH Brittany L. Shoots-Reinhard¹, Derek D. Rucker², Richard E. Petty¹; ¹The Ohio State University, ²Northwestern University – Many past studies of contrast effects, where a target stimulus is displaced away from a standard, has focused on finding various moderators and mechanisms to determine when contrast occurs. We propose, based on an extensive review of existing models and theories of contrast, that contrastive judgments can occur via both effortful and not effortful processing. However, to date, no prior research has tested whether the level of effort is of any consequence provided the contrast judgment is similar in extremity. Drawing on research in the attitudes domain, the present research suggests that contrastive judgments that are formed under high-effort processes are likely to produce judgments that are held with greater certainty and thus are more consequential for behavior (i.e., stronger). To examine this, the present research manipulated the level of effort individuals engaged in by manipulating the personal relevance of the stimuli to be judged. Participants were led to believe that the stimuli in the experiment would be personally relevant to them or not and then received moderate targets and extreme standards. As expected, the targets were contrasted from the extreme standards, and the extremity of these contrastive judgments did not depend on relevance. However, high-relevance participants reported significantly more certainty in their contrastive judgments than low-relevance participants. These results suggest that the effort by which a contrastive judgment occurs has important implications for the strength of that judgment. This suggests that strength is an important, and heretofore ignored, variable for contrastive judgments.

E91

APPLYING CONSTRUAL LEVEL THEORY TO THE DISTINCTION BETWEEN PROXIMAL AND DISTANT SENSES: THE EFFECT OF TOUCHING VS. SEEING ON CATEGORY WIDTH AND CREATIVE COGNITION Ayelet Shpitzaizen¹, Nira Liberman¹; ¹Tel Aviv University – The present research applies construal level theory (CLT; Liberman, Trope & Stephan, 2007; Trope & Liberman, 2003) to the classic distinction between proximal senses (touch and taste-smell) and distant senses (hearing and sight). Two studies examined the hypothesis that experiencing a stimulus with distant (vs. proximal) senses would be accompanied by a higher (vs. lower) construal level of that stimulus. Two characteristics of abstract (higher level construal) thinking were tested: the use of broader categories when classifying objects (Study 1) and creativity, as measured by generating numerous alternative uses for everyday objects (Study 2). Consistent with our predictions, Study 1 showed that in a sorting task, seeing objects (distant sense condition) made participants classify them into fewer, broader categories than touching the same objects (proximal sense condition). Study 2 showed that when touching an everyday object (proximal sense condition) participants generated fewer alternative uses for that object, in comparison to participants who saw the same object but didn't touch it (distant sense condition). These studies call for a closer look into direct sensory experience, which, in CLT, is the anchoring point (i.e., the "zero distance") of the four psychological distance dimensions (temporal distance, social distance, spatial distance and hypotheticality). This research suggests that not all direct sensory experiences are equally proximal.

E92

EXPLORING THE ROLES OF COMPLEXITY, RELEVANCE, AND CONSISTENCY IN ATTITUDE-BEHAVIOUR CONSISTENCY

Steven M. Smith¹, Jay K. Wood², Leandre R. Fabrigar², Richard E. Petty³, Stephen L. Crites Jr.⁴; ¹Saint Mary's University, ²Queen's University, ³The Ohio State University, ⁴University of Texas -- El Paso – Two experiments examined the roles of complexity, relevance, and consistency among attitude dimensions in moderating attitude-behavior consistency. Experiment One was a 3 (attitude complexity: simple vs. complex-consistent vs. complex-inconsistent) X 4 (decision relevance: single dimension-relevant vs. single dimension-irrelevant vs. multiple dimension-relevant vs. ambiguous-relevant) between-participants design. Complexity of attitudes toward two Universities (Antioch and Wooster) was manipulated by providing information about one department (physical therapy), or consistently or inconsistently favorable information on multiple departments (physical therapy, law, and physics). Participants indicated which University they would most likely attend for physical therapy (single-relevant decision); music (single-irrelevant); physical therapy, law, and physics (multiple-relevant); or which school they would attend (multiple-ambiguous). Attitudes significantly predicted decisions, and the ability of attitudes to predict decisions varied in accordance with their complexity, consistency, and relevance to the decision. Simple attitudes predicted single-relevant, multiple-relevant, and ambiguous behavioral decisions, but were poor predictors of irrelevant decisions. Complex-consistent attitudes predicted all four behavioral decisions well, while complex-inconsistent attitudes were good predictors only of multiple-relevant and ambiguously relevant behaviors. In Experiment 2, we explored how attitudes predict multiple irrelevant behaviours. Using a 2 (attitude complexity: complex-consistent vs. complex-inconsistent) X 3 (decision relevance: single dimension-irrelevant vs. multiple dimensions-relevant vs. multiple dimension-irrelevant) design we found that complex-consistent attitudes predicted all behaviours well. However, consistent with Experiment 1, complex-inconsistent attitudes did not predict irrelevant behaviour well. Thus we propose that people consider the various properties of their attitude bases in order to predict how informative an attitude will be for a given behavioral decision.

E93

THE ROLE OF PARENTAL COMMUNICATION AND EXPECTATIONS IN THE EXPERIENCE OF VIRGINITY LOSS

Carrie Veronica Smith¹, Patrick Ewell¹, Matthew Shaffer¹; ¹University of Delaware – Several lines of research have tried to explain people's different reactions to the loss of their virginity. For example, Smiler et al. (2005) found that some types of parental sexual communication (e.g., women as sexual gatekeepers) predicted negative reactions to the first sexual experience. Other research, such as that by Carpenter (2005), has found that people have different beliefs about the meaning of virginity. For example, she found three perspectives: virginity as special gift, burden, and rite of passage. The current study was designed to investigate the role of these virginity perspectives and parental sexual communication in the experience of virginity loss. This study hypothesized that parental sexual communication would be associated with having these perspectives and these expectations would be associated with more negative first time experiences. Undergraduate participants (N = 319) provided information about losing their virginity, including their beliefs about virginity, whether they received a parental sex talk, and their experiences (e.g., satisfaction, guilt). Participants who reported having a parental sex talk had virginity loss experiences that were very similar to those whose parents did not provide such a talk. However, parental sexual communication (both presence of and number of topics discussed) was associated with perceiving virginity as a special gift. Further, viewing virginity as a special gift was associated with first times that were both more positive (loved, intimate) and negative (pressured, nervous). The results of the present study provide support for the importance of

considering expectations and communication in understanding people's first sexual experiences.

E94

EXAMINING ATTITUDES TOWARD ALCOHOL, TOBACCO, AND MARIJUANA USE: HOW EXPERIENCE WITH A DRUG INFLUENCES ATTITUDE BASE AND ATTITUDE CONTENT

Emily Stark¹, Dawn N. Albertson¹; ¹Minnesota State University, Mankato – Previous research (Simons & Carey, 1998) has found that heavy users of alcohol and marijuana have attitudes based more in the user's feelings toward that drug, whereas non-users have thought-based attitudes instead. This research has not looked deeper at what kinds of feelings or thoughts influence attitudes toward drug use. The current study incorporated a thought listing procedure to determine more specifically the thoughts and feelings participants had toward alcohol, tobacco, and marijuana. We expect to replicate previous research showing that users will have attitudes based more strongly in their feelings, and we also expect that use will influence the types of statements written about each drug. 389 participants completed a survey about alcohol, tobacco, and marijuana. Participants were asked to list thoughts and feelings they had toward each substance, which were coded for mention of subjective experience, goal of using, and for general positive, negative, or neutral statements. Regression analyses showed that for alcohol and tobacco, as predicted, heavy users had attitudes more strongly based in their feelings about that drug, and non-users had attitudes more strongly based in their thoughts (ps<.001). For all drug types, users wrote more positive statements (ps<.001). For tobacco and marijuana, users also wrote more about their subjective experience of using (ps<.01), and more about their goals of using (ps<.01). This research sheds more light on the content of attitudes toward different drugs, and how attitudes are shaped by experience with drugs. We also discuss implications for persuasion and disseminating information about drug use.

E95

EVALUATING THE EFFECTS OF STATE ANXIETY ON IMPLICIT ASSOCIATIONS AMONG INDIVIDUALS HIGH IN SPIDER FEAR

Shari Steinman¹, Bogdan Tulbure¹, Bethany Teachman¹; ¹University of Virginia – The literature on the impact of state affect on cognitive biases is inconsistent; one reason may be that studies vary in the timing of affect manipulations. The current study examines the effect of increased state anxiety on implicit associations in an anxious population and attempts to disentangle the effects of present versus anticipated threat. Participants high in spider fear (n=54) were randomly assigned to a 'present', 'anticipated', or 'no' threat condition. Participants in the present threat condition completed the Go/No-Go Association Test (GNAT) with a tarantula in a cage next to them. Participants in the anticipated threat condition were told that they would have to approach a tarantula after completing the GNAT. Participants in the no threat condition completed the GNAT without any mention of a tarantula. The GNAT, similar to the well-established Implicit Association Test, uses reaction time to classify stimuli into superordinate categories to measure automatic associations in memory that reside outside conscious control. The GNAT used in this study evaluated automatic Spider + Afraid versus Spider + Calm associations. Results indicated that there was a GNAT effect for spider fear, as expected. However, implicit associations (on the GNAT) did not differ across the three threat conditions. While results demonstrated that the threat manipulation successfully increased participants' state anxiety and arousal in both threat conditions, this effect diminished over the course of the GNAT. Results will be discussed in light of prominent theories about the interface between affect and cognition, and the impact of state versus trait anxiety.

E96

VIDEO GAMES AND ATTITUDES TOWARD RAPE Paul Stermer¹, Melissa Burkley¹; ¹Oklahoma State University – This study investigated the influence of sexist video games on men's attitudes toward rape. Seventy-three male participants were randomly assigned to play a fighting game for ten minutes as an objectified female character, a non-objectified female character, or a male character. All conditions played against a mirror image of their character in a similar costume. After playing, the participants read a fictional rape scenario and responded to questions regarding their opinion of the perpetrator and victim. The results indicated that men who played the game as an objectified female or male character rated the victim as less ladylike and less appropriate compared to the non-objectified condition. The results therefore suggest that playing certain video game character can change the way men perceive violence against women.

E97

IT ONLY TAKES ONCE: INFLUENCE OF SEXUAL RISK STATUS, SOCIAL COMPARISON, AND A PUBLIC SERVICE ANNOUNCEMENT ON SEXUAL HEALTH COGNITIONS Michelle L. Stock¹; ¹The George Washington University – The present study examined how health messages, which emphasize it only takes one time, influence sexual health cognitions (absent-exempt thinking, willingness, estimates of risky-sex, intentions to get tested for STDs, and perceptions of vulnerability (PV)). It also examined social comparison tendencies (SC) and students' own sexual risk behavior as moderators. College students (N = 222) at high or low risk of contracting STDs were randomly assigned to hear: a) a low-risk, but STD-positive SC target, b) a Public Service Announcement (PSA) or c) no information. Health cognitions were examined approximately one month prior (T1) and immediately after (T2) the manipulation. Multiple regression analyses found significant 2-way interactions (Condition x Participant Risk) on willingness, prevalence, and PV, such that the high-risk participants in the SC condition reported the highest willingness, estimates of risky-sex and lowest PV, followed by those in the PSA and control conditions (Bs = .11, .28, -.20, ps < .05). Significant 3-way interactions (Condition x Participant Risk x SC) on absent-exempt, PV, and risky-sex estimates (Bs = .25, -.17, -.20, ps < .05) indicated this pattern was stronger among high comparers (p < .05). Although the high-risk participants in the SC condition reported the greatest increase in STD testing intentions, supporting the dual-processing nature of adolescent decision-making (Gibbons et al., 2006). This study demonstrates the need to consider the risk status of the audience and suggests that high comparers and those at high-risk may be more affected by SC targets.

E98

AROUSAL GOVERNS EXTREMITY OF IMPLICIT ATTITUDES Justin Storbeck¹, Gerald L. Clore¹; ¹University of Virginia – The arousal-as-urgency hypothesis (e.g., Storbeck & Clore, in press) suggests that extreme arousal should foster extreme attitudes. However, few studies have examined the influence of arousal on attitudes. The goal of the current research was to examine how arousal would influence both implicit and explicit attitudes toward two novel and fictitious individuals. One individual, during the learning phase, was more associated with positive trait adjectives, and the other more with negative trait adjectives. After learning, participants experienced an arousal manipulation (arm placed in extremely cold water) or not (arm placed in warm, comfortable water), and their implicit and explicit attitudes were assessed. The attitudes were also reassessed 2-3 days later. The main finding was that the arousal manipulation influenced initially assessed implicit attitudes (as measured by the IAT), $F(1, 54)=5.6, p=0.02$, but had no effect on explicit attitudes nor on attitudes assessed after a delay, regardless of whether explicit or implicit. In addition, when assessed under stress, attitude extremity scores were negatively correlated ($r = -$

0.35, $p<.05$) with individual differences in appetitive motivation (BAS) and positively correlated ($r = 0.32, p=.07$) with individual differences in aversive motivation (BIS). These correlations indicate that greater tendencies to withdraw from stressful situations led to the formation of more extreme implicit attitudes when assessed under stress (cold water condition). No such relationship emerged in the absence of stress (warm water condition). Thus, emotional arousal initially created relatively more extreme implicit attitudes. However, these initially extreme implicit attitudes appear to diminish with time.

E99

CONFIRMATORY PROCESSES IN ATTITUDE TRANSMISSION THROUGH SOCIAL COMMUNICATION Arthur A. Stukas¹, Boyka Bratanova², Kim Peters³, Yoshihisa Kashima², Ruth M. Beatson¹; ¹La Trobe University, ²University of Melbourne, ³University of Exeter – Social communication can be the medium through which attitudes about social groups are both formed and transmitted. If people use false expectations about attitudes (or stereotypes) held by others to guide their communications about social groups, a self-fulfilling prophecy could be created such that naive audiences who receive these communications actually adopt (or confirm) the attitudes or stereotypes they were expected to hold. Indeed, if senders tailor their messages to the audience's expected attitudes, they are also likely to shift their own attitudes toward these biased messages (the saying is believing effect). Subsequently, if recipients who read those biased messages form attitudes reflecting the sender's false expectations, then a new shared attitude toward the social group will have been created. In Study 1, we demonstrated that 41 senders selectively modified items of gossip to compose messages biased in the direction of randomly assigned expectations about a recipient's positive or negative attitudes toward students who live on campus. Senders also subsequently reported attitudes biased in the direction of their messages. In Study 2, 82 participants were given the original messages and were asked about their attitudes toward students living on campus. These recipients formed attitudes that reflected the biased content of the original audience-tuned messages. Importantly, this effect of attitude transmission was heightened by receivers' perceptions that a shared reality was created with the sender. We discuss this previously unexplored confirmatory process by which false expectations about others' attitudes produce shared stereotypes in both the communicator and audience through social communication.

E100

JAPANESE CITIZEN'S ATTITUDES DEPEND ON THE LEVEL OF CITIZEN PARTICIPATION Naoya Takahashi¹; ¹University of Tsukuba, Japan – Programs for decentralization and citizen participation in local administration have been inaugurated in Japanese cities. Based on the perspective of social capital theory (Putnam, 1993), individual factors regulating citizen participation and citywide collective attitudes were compared between a city with long-term citizen participation and one with short-term participation. Measures of citizen participation were experience in participation and the intention to participate. Individual factors regulating citizen participation: expectations for local administration, attachment to the city, political attitudes, communication with neighbors, and affiliation in community organizations were investigated. Randomly sampled adults (141 adults, 296 adults) were surveyed in each city. Results of an analysis of variance (individual participated level city) indicated no significant interactions. People in the long-term citizen participation city had significantly higher attachment to the city and more interest in politics than those in the short-term participation city. People who participated in activities had significantly more communication with neighbors and more affiliations in community organizations than others. People who never participated in activities and had low intention to participate had less attachment to the city and less political interest than others. People who had never participated in

activities, but had high intentions had the highest expectations for the administration. The relationship between collective growth of attachment to the city, political interest, and the development of citizen participation is discussed.

E101**RELIGION AND FORGIVENESS ARE RELATED AFTER ALL: EVIDENCE FOR A RELIGION-FORGIVENESS LINK AND IMPLICATIONS FOR PSYCHOLOGICAL HEALTH** Miki Talebi¹, Renate Ysseldyk¹, Kimberly Matheson¹, Hymie Anisman¹; ¹Carleton University

In an age where ideological conflict and crises have been profound, religion has become an important resource to depend on and to preserve psychological health. Many religions place high value on the ability to forgive, which is also thought to be related to health. Despite the intuitive link, several studies have failed to support a relation between religion and forgiveness, termed the religion-forgiveness discrepancy (Tsang, McCullough, & Hoyt, 2005). Although this incongruity may be partially explained by methodological shortcomings in forgiveness measurement, broader conceptualizations of religiousness may be important in assessing the religion-forgiveness relation, and may confirm a positive religion-mental health link among religious individuals who endorse forgiveness. Individuals (N=103) of various religious affiliations completed measures assessing religion-related constructs, namely organized and non-organized religious involvement, extrinsic and intrinsic religiosity, and strength of religious identity, as well as measures of forgiveness and self-esteem. Regression analyses revealed that forgiveness was positively related to self-esteem, organized religious involvement (e.g., attendance at a place of worship), non-organized religious involvement (e.g., prayer), extrinsic religiosity (e.g., attending to socialize), and religious identity strength. Moreover, forgiveness mediated relations between self-esteem and both organized religious involvement and religious identity strength. Although religion and forgiveness were related, this relation may be indicative of forgiving individuals' ability to identify with their religious group and their willingness to participate in organized religion. Such forgiving responses, in turn, appeared to account for the positive psychological health that religious individuals experienced.

E102**MORAL CREDENTIALING AND THE RATIONALIZATION OF MISCONDUCT** Michael Tamborski¹, Xiaoqian Wang¹, Collin D. Barnes¹, Ryan P. Brown¹, Michael D. Mumford¹, Connelly Shane¹, Lynn D. Devoenport¹; ¹The University of Oklahoma

Previous research suggests that the opportunity to affirm one's prosocial credentials can facilitate subsequent anti-social behavior. Although the literature has implied that credentialing is most effective when the reasons for engaging in immoral behavior are ambiguous, this tenet has yet to be established empirically. The current study examined the effect of moral credentialing on cheating in both ambiguous (i.e., rationalizable) and non-ambiguous (i.e., non-rationalizable) circumstances. Participants were given a series of hypothetical moral dilemmas in which they had the opportunity to affirm the moral credentials of either themselves or an acquaintance. Afterwards, participants completed a modified version of von Hippel, Lakin, and Sakarchi's (2005) Mental Math Task. In this task, participants were asked to solve arithmetic problems on a computer. Participants were led to believe that a bug in the program caused the answer to appear after each question was displayed, but also that this was preventable if participants pressed the spacebar before the answer appeared. Rationalizability was manipulated by making the delay either one second or ten seconds, resulting in rationalizable and non-rationalizable cheating, respectively. As expected, results revealed a significant interaction between credentialing and the rationalizability of cheating, such that credentialing the self significantly increased rationalizable cheating, but non-significantly reduced non-rationalizable cheating. This suggests that the simple act of affirming one's morality can

protect the self-concept from the implications of misbehavior, thereby increasing the occurrence of rationalizable misconduct.

E103**MORE THAN A JOKE: MAINSTREAM RACIAL COMEDY INCREASES EGALITARIAN RACIAL ATTITUDES** Chuck Tate¹, Rose Curry¹, James L. Davis¹, Yasmine V. Donaldson¹, Susana C. Gomez¹; ¹California State University, Bakersfield

This study examined the effects of mainstream racial comedy on racial attitudes. Participants were randomly assigned to one of two conditions: experimental or control. In the experimental condition, participants viewed 5-minute clips of mainstream racial comedy about African-American targets from self-identified African-American comedians taken from televised stand-up comedy routines. In the control condition, participants viewed 5-minute clips of the same comedians from the experimental condition telling non-racial jokes during the same stand-up routine. Racial attitudes were assessed in a pretest session using the Attitudes toward Blacks scale (ATB) (Brigham, 1993), which measures egalitarian racial attitudes toward the target group, and the Modern Racism Scale (MRS) (McConahay, 1986), which measures negative attitudes toward the target group. Between two and six weeks later, participants entered the lab, viewed the comedy clips, and completed the ATB and MRS as posttests along with filler measures. Results showed that those who watched the racial comedy clips had a significant increase in their ATB scores - that is, had more egalitarian attitudes - as compared to those who watched the non-racial comedy clips by the same comedians. There was no significant change in negative attitudes by condition as measured by the MRS. These results demonstrate that exposure to mainstream racial comedy can increase egalitarian attitudes toward the target group but does not appear to affect negative attitudes

E104**PERCEIVED AGENCY AND THE EFFECTS OF HAND MOVEMENTS ON ATTITUDES** Cheryl A. Taylor¹, Charles G. Lord¹; ¹Texas Christian University

Actions, including physical body movements, can change attitudes (e.g., Cacioppo, Priester, & Berntson, 1993; Wells & Petty, 1980). People who make positive movements toward an attitude object later report more positive attitudes toward that object than do those who make negative movements (Solarz, 1960). The present experiment tested whether physical body movements are more likely to change attitudes when actors feel responsible for causing the movements. Borrowing a procedure from Wegner, Fuller, and Sparrow (2003), female participants were asked to test a new technique for facilitated communication (FC). Participants in the FC Belief condition were told that FC works; those in the FC Disbelief condition were told that FC does not work. Participants rested their hands lightly on the hand of a confederate facilitator and viewed images on a computer screen. The five target images were of gay men. The blindfolded facilitator, pretending to be reading tiny muscles in the participant's hand, either pulled all the gay men images closer or pushed them all away. Replicating Wegner et al. (2003), participants felt more responsible for their involuntary hand movements in the FC Belief condition than in the FC Disbelief condition. In addition, those whose hands pulled images of gay men closer reported more positive attitudes toward gay men than did those whose hands pushed images of gay men away, but only in the FC Belief condition. Physical movements alone are not sufficient to change attitudes, without subjective feelings of agency.

E105**PARENTS, SCHOOL AND FRIENDS: THE RELATION OF NEED SATISFACTION ACROSS LIFE DOMAINS ON PSYCHOLOGICAL ADJUSTMENT IN ADOLESCENCE** Genevieve Taylor¹, Marina Milyavskaya¹, Richard Koestner¹; ¹McGill University

Research has demonstrated that adolescent-parent relationships, school and peers are important contexts that influence many adolescent outcomes including

academic competence (Ryan, Stiller & Lynch, 1994), deviant behaviours (Battin-Pearson et al., 2000) and psychosocial adjustment (Otis, Pelletier & Grouzet, 2005). Previous research has also shown that parents and peers play a direct role in adolescents' smoking and drinking behaviours (Wood, Read, Mitchell, & Brand, 2004), while school plays an indirect role. The present study examined the effects of the three basic psychological needs of autonomy, competence and relatedness in each of these life domains on overall adjustment. Behavioural indicators of adjustment (smoking and alcohol consumption) in addition to the standard indicators of adjustment (self-esteem) were included. Two hundred and twelve students from a French-speaking high school in Montreal completed a questionnaire on life experiences. Results revealed that need satisfaction in each context was significantly related to self-esteem and substance use. For younger adolescents, the school context had the most important positive relation to self-esteem, followed by home and then friends. For older adolescents, need satisfaction with friends was the most important. In addition, older adolescents and boys reported more smoking and drinking. Need satisfaction at home and at school were both negatively related to cigarette and alcohol consumption, while need satisfaction with friends was positively related to consumption. These results suggest that satisfaction of the basic psychological needs in each of three contexts studied - home, school, and friends - play an important role in adolescents' well-being and pursuit of success.

E106

RELIGION, THE GOLDEN RULE, AND WELL-BEING *Janice*

Templeton¹; ¹Fort Lewis College – The Golden Rule, Do unto others as you would have others do unto you, is a central tenet of most, if not all, religions. For example, the Christian bible implores followers to love your neighbor as yourself. Yet studies of religiosity have largely ignored this important element. Secondary analyses based on longitudinal data sets illustrate the benefits to self and others of extending moral concern to a broad circle of others. Participants in the first study were 12-18 year olds participating in the Child Development Supplement of the Panel Study of Income Dynamics (PSID). Youth placing high importance on religious values spent more time volunteering than youth who only attended religious services regularly. In addition to benefiting others, religious values were associated with greater psychological well-being than religious service attendance. In the second study, items from the Radcliffe College Class of 1964 longitudinal study were chosen to create a measure of broad moral responsibility (e.g., needing to make the world a better place) Broad moral responsibility was positively correlated with religious importance, $r(115) = .23$, $p = .014$. However, broad moral responsibility, not religious importance, was correlated with items consistent with the Golden Rule (e.g., compassion, motivation to take a wider perspective, and meaningfulness of non self-interested events). In addition, broad moral responsibility was associated with actions to benefit others (e.g., social justice causes, civil rights movement) and individual well-being (e.g., more personal growth, greater autonomy, greater purpose in life) compared to religious importance.

E107

SAME STORY, DIFFERENT ATTITUDE: DO DIFFERENT PROCESSES IN NARRATIVE PERSUASION INFLUENCE GENERAL AND PERSONAL EVALUATIONS? *Rose Thompson¹, Geoffrey Haddock¹; ¹Cardiff University, Wales, UK* – The current study considers how competing models of narrative persuasion influence evaluative judgments. The Transportation-Imagery Model (Green & Brock, 2000) that narratives influence subsequent evaluations when participants are transported into the story. By contrast, the Fiction as Cognitive and Emotional Simulation Model (Oatley, 1999) proposes that narratives make salient an individual's previous personal experiences, which influence subsequent evaluations. We propose that the Transportation-Imagery Model underlies how individuals respond to general evaluative

questions (e.g., is binge drinking risky?), while the Fiction as Cognitive and Emotional Simulation Model underlies how individuals respond to personal evaluative questions (e.g., is my own binge drinking risky?). In our study, 100 participants first gave an indication of their own past drinking experiences. They then read a narrative on the topic of binge drinking, completed a measure of attitude with general and personal components, the transportation scale, and a measure of intentions to reduce alcohol intake. Participants who were more transported into the narrative reported binge drinking to be more risky in general but did not rate their own behavior as risky. In contrast, participants who had reported drinking more thought binge drinking to be less risky in general, but that their own drinking behavior was more risky. Further, general risk perceptions were not predictive of intentions to reduce alcohol intake, whereas previous experience was predictive of intentions. The implications for narrative persuasion are discussed.

E108

WHY DON'T PEOPLE TAKE DISASTER PREPAREDNESS ACTIONS? : EXAMINATION FROM THE THEORY OF PSYCHOLOGICAL STRESS AND COPING.

Junko Toyosawa¹; ¹Osaka Kyoiku University – In Japan, serious damages of earthquakes have been reported and the importance of preparedness actions has been mentioned, but most people don't prepare to minimize the damage. This study examined the psychological factors behind such unpreparedness from the theory of psychological stress and coping (Lazarus & Folkman, 1984). It was hypothesized that the effect of cognitive appraisal on earthquake preparedness actions would be mediated by how people coped with the threat of earthquake. Participants were 335 undergraduate students whose university was located in the area that experienced the big tremor of the Hanshin-Awaji earthquake. They answered the questions about cognitive appraisals (fear, self-efficacy), coping (6 forms; The Coping Operations Preference Enquiry (Carver, Scheier, & Weintraub, 1989) modified to measure how they coped with earthquake threat), and the earthquake preparedness actions (25 items). The factor analysis yielded 4 composite coping forms (denial/disengagement, instrumental support seeking, emotional support seeking, positive reinterpretation/planning). The structural equation modeling was used to examine the hypothesis. The results showed that both fear and self-efficacy had positive effects on emotional support seeking and positive reinterpretation/planning, and negative effects on denial/disengagement. Instrumental support seeking, emotional support seeking, and positive reinterpretation/planning were associated with more preparedness actions, whereas denial/disengagement was associated with less preparedness actions. These results suggested that both fear and self-efficacy were necessary in selecting the coping form that connected to the preparedness actions. Furthermore, they suggested that having social network that enables support seeking would be important. Possibilities of planning persuasion based on these results were discussed.

E109

THE EFFECTS OF FINANCIAL FEEDBACK ON SOCIAL DOMINANCE ORIENTATION AND INTERGROUP ATTITUDES

Jordan D. Troisi¹, Lora E. Park¹; ¹University at Buffalo, The State University of New York – Social dominance orientation (SDO) reflects the degree to which people prefer hierarchically structured relationships among groups. Compared to those with low SDO, individuals with high trait SDO tend to favor the status quo and group-based inequalities that legitimize prejudice and discrimination toward stigmatized, oppressed groups. In the present research, we examined whether receiving personalized feedback regarding future projections of financial security vs. insecurity would differentially affect people's momentary SDO. We hypothesized that participants who received positive feedback about their future financial situation would report increased SDO and negative attitudes toward stigmatized groups (e.g., Middle-Easterners/Muslims). Participants (N = 72) first completed a series of questionnaires assessing

various aspects of their finances. They then received bogus, computerized feedback stating that they would experience either financial security (i.e., they would be financially stable and have enough money to live comfortably) or financial insecurity (i.e., they would experience financial instability and struggle for money). Compared to participants in the financial insecurity condition, those who were led to believe that they would be financially secure in the future reported higher social dominance orientation [$F(1,67) = 8.65, p < .01$] and more negative attitudes toward Middle-Easterners/Muslims [$F(1,67) = 6.65, p = .01$]. Regression analyses further revealed that SDO, in response to positive financial feedback, partially mediated negative attitudes toward Middle-Easterners/Muslims (Sobel's test: $z = -1.69, p = .09$). Implications for the malleability of social dominance orientation and its effects on prejudice toward stigmatized groups are discussed.

E110

GLOBAL WARMING (MIS)PERCEPTIONS Heather Truelove¹, Craig Parks¹; ¹Washington State University – It is now clear that global warming (GW) is unequivocal and that the causes are clearly linked to anthropogenic activities (IPCC, 2007). But, it is not clear whether the lay public is aware of the relative impact of anthropogenic activities on GW. Although some recent research has investigated GW perceptions, those studies have focused on awareness of general causes and solutions. This research set out to identify whether individuals are aware of the relative impact of their everyday behaviors on GW and the extent to which the perception that a behavior effectively abates GW predicts intention to adopt that behavior in the future. 112 university participants completed surveys assessing their perception of the causes of GW, knowledge of the relative impact of behaviors that contribute to and mitigate GW, and a measure of intention to abate GW. Results revealed some interesting misperceptions. For example, although participants correctly believed that driving a car is a major contributor to GW, they incorrectly view driving as a stronger contributor to GW than home energy use. Additionally, participants incorrectly believed that avoiding littering is the most effective way to curb GW. Finally, results showed that perception that a certain behavior would significantly reduce GW strongly predicted intention to adopt that behavior. In sum, it appears that participants want to act to reduce GW, but do not have a correct perception of the impact of everyday behaviors on GW.

E111

PAST EXPERIENCE AND PROCESS OF SOCIAL INFLUENCE Koji Tsuchiya¹, Tadahiro Motoyoshi¹, Toshikazu Yoshida¹; ¹Graduate School of Education and Human Development, Nagoya University – The present study investigated how past experience affects the social influence process. As an alternative explanation to social influence, Denrell & Le Mens (2007) proposed interdependent sampling which assumes attitudes of others can influence only activities, while individuals actually change their attitude through direct experience. In the present study, past experience was examined as a factor which affects the attitude change process. A total of 65 participants took part in an experiment to examine the process of attitude change through direct experience. After having been introduced five sets of puzzles with having a chance to solve them (direct experience) or not (indirect experience), the participants were presented with descriptions of attitude people had toward these puzzles, and were given a chance to solve them themselves. The average time spent on each puzzle, and attitude change before and after the direct experience were observed. Past experience (direct/indirect) and description of attitude people had (inconsistency/consistency) were manipulated. ANOVAs revealed main effect for experience. With respect to time spent on the puzzle, participants in both direct and indirect experience conditions did not act in consistency with their own attitude under the inconsistent condition. With respect to the evaluation, however, only participants who had indirect experienced and were presented contradictory attitude of other people against their own showed attitude change. The results of

the present study supported the idea that social influence occurs through interdependent sampling. Effects of past experience and implication for social influence studies were discussed.

E112

SELFISH ALTRUISM: THE CONFLICT BETWEEN PERSONAL AND SOCIETAL RESPONSIBILITY Ramila Usoof-Thowfeek¹, Ronnie Janoff-Bulman¹; ¹University of Massachusetts, Amherst – Research on the well-known footbridge-trolley dilemmas provides consistent evidence that people are averse to directly physically harming another. The past focus has been on direct versus indirect harm. Yet these dilemmas actually pit harm-doing against helping, for people are asked to consider killing another to save lives. When harm-doing is weightier than the benefits, people typically are unwilling to engage in the harmful act. We were interested in the impact of weighting the helping side of the equation. We therefore tapped into a sense of personal obligation and added a condition in which the benefited individuals were close family or friends. Would this facilitate harming another? And would the harmful behavior be rationalized or perceived as a transgression? Participants responded to five footbridge-type hypotheticals. They rated both whether they should and would engage in the behavior and the extent to which the behavior was good or bad. As expected, across scenarios, ingroup participants indicated a greater likelihood that they would engage in the harmful acts. However, instead of rationalizing their intended actions, they indicated they should not engage in the behaviors; and they actually rated the behaviors more negatively. Results suggest two levels of moral responsibility: a personal level that recognizes special role-based obligations and a societal level that recognizes the need for social regulation, particularly prohibitions against harm-doing. Although the personal level seemed to account for intended action, the societal level continued to provide the basis for moral evaluation.

E113

BOMB THEM BACK TO THE STONE AGE? THE EFFECTS OF RUBBLE AND RECONSTRUCTION ON DEATH THOUGHT ACCESSIBILITY. Kenneth E. Vail III¹, Matthew S. Motyl¹, Thomas Pyszczynski¹; ¹University of Colorado at Colorado Springs – The present study assessed the hypothesis that destroyed infrastructure increases death thought accessibility (DTA) to a level equivalent to that elicited by terrorism but that similarly destroyed buildings under reconstruction do not produce a parallel increase. Participants in each of four conditions viewed 25 images of buildings in various states; ten images of undamaged buildings were held constant across all four conditions, the remaining 15 images varied by condition. In the rubble condition, these 15 images depicted buildings partially reduced to rubble by bombs and missiles; the terrorism condition depicted instances of buildings in the process of being blown up by bombs and airplanes; the reconstruction condition depicted partially intact buildings but included construction equipment and other evidence of reconstruction; and the control condition depicted undamaged buildings. Participants then completed several distracter items followed by a word-stem-completion measure of DTA. While DTA remained low for those who viewed the undisturbed and partially reconstructed buildings, viewing the rubble and destruction left in the wake of violent attacks significantly increased DTA to a level equal to that produced by viewing graphic images of terrorism. This study demonstrates that the rubble and debris left behind at sites where bombs or missiles have exploded serve as a daily death reminder to those who view them. The relation of these results to prior research showing that increased death thought accessibility increases support for violence suggests that viewing rubble and debris may contribute to increased support for terrorism and extreme uses of military might.

- E114 THE PROCESSES AND OUTCOMES ASSOCIATED WITH MORAL VERSUS PRAGMATIC EVALUATION** Jay J. Van Bavel¹, Dominic J. Packer¹, Ingrid R. Johnsen¹, William A. Cunningham¹; ¹The Ohio State University – Evaluations and decisions are influenced by both the contents (e.g., attitudes and standards) and processes (e.g., mental operations and computations) of evaluation. We tested the prediction that evaluating actions in moral or pragmatic terms would elicit different evaluative processes and therefore lead to different evaluative outcomes. In Experiment I, we examined whether moral evaluations would be faster, more extreme and more universally prescriptive than pragmatic evaluations of the same actions. In Experiment II, we used fMRI to examine whether moral and pragmatic evaluations of the same actions would be associated with distinct neural substrates. In both experiments, participants made moral evaluations (rating whether actions were morally right/wrong) and pragmatic evaluations (rating whether actions were personally good/bad) of a wide-variety of actions. In Experiment I, moral evaluations were faster, more extreme, and more strongly associated with universality – the belief that absolutely nobody/ everybody should engage in an action – than pragmatic evaluations of the same actions. In Experiment II, moral and pragmatic evaluations of the same actions were associated with distinct neural substrates. In both experiments, participants were able to switch back-and-forth between moral and pragmatic evaluations in a relatively flexible fashion, indicating that both represent readily available means of evaluation. These results indicate that moral versus pragmatic evaluations of the same actions recruit distinct evaluative processes and lead to different evaluative outcomes. The current research suggests that the evaluation of an action in moral versus pragmatic terms likely depends on motivational and contextual factors and will have important implications for decision-making.
- E115 ON MEANING MAINTENANCE: EVIDENCE FOR FLUID COMPENSATION FOLLOWING IMPLICIT THREATS OF MEANINGLESSNESS** Daryl R. Van Tongeren¹, Jeffrey D. Green¹; ¹Virginia Commonwealth University – Recent research in experimental existential psychology and methodological advancements investigating the role of implicit processes suggest that a substantial portion of human motivation occurs beyond conscious awareness in order to satisfy existential security needs. Meaning is a central theme in existential psychology (Yalom, 1980) and serves important social psychological functions (Baumeister, 1991). In accordance with the Meaning Maintenance Model (MMM; Heine, Proulx, & Vohs, 2006), we posit that humans have a penchant to maintain a sense of meaning, and disruptions to meaning elicit compensatory reactions (i.e., fluid compensation) aimed at restoring meaning. We hypothesized that implicit threats against meaning (nonconsciously processed meaningfulness primes) would elicit reactions aimed at bolstering meaning in a variety of domains. Two experiments examined how individuals react to implicitly processed threats to meaning. Experiment 1 demonstrated that implicitly processed meaningfulness cues (i.e., meaningfulness-related words presented in the periphery of the visual field for 50 milliseconds) led participants to rate themselves as more religious/spiritual and their lives as more meaningful. In Experiment 2, these results were replicated and extended, as individuals who were implicitly primed with meaningfulness demonstrated compensatory reactions by bolstering alternative domains of meaning – self esteem, need for closure and certainty, symbolic immortality, and reported meaning in life – in an attempt to regain psychological equanimity. Consistent with predictions, these results suggest that individuals regain meaning by reaffirming distinct, yet related, domains of meaning. These two studies point toward the importance of maintaining meaning and the various avenues through which individuals combat meaningfulness.
- E116 THE POLITICAL IS PERSONAL: CHANGES IN LOCUS OF CONTROL SCORES IN POLAND FROM 1985 - 2008** Michael Varnum¹, Krzysztof Motyka²; ¹University of Michigan, ²Catholic University of Lublin – Changes in political systems can have profound psychological consequences. Previous research has indicated that the shift from communism to democracy has led to changes in locus of control and attribution in Central Europe (Varnum & Bowman, 2008). However this research has been limited by a lack of data from during the communist period. In the present study we compared data collected using Rotter's Locus of Control scale in 1985 and 1991 from students at the Catholic University of Lublin (Tobacyk, 1992), with data collected at the same university in 2008. All three samples consisted of students enrolled in psychology courses and were matched for gender and age. As predicted we found a significant shift toward internal locus of control over time, $F(2,293) = 7.12, p < .001$. Further, the 1991 sample reported a significantly more internal locus of control than the 1985 sample. We also found that the 2008 sample had a significantly more internal locus of control than both the sample taken during the communist period and the sample taken in the early days of post-communism. These results suggest that changes in the political structure of a society can lead to relatively rapid changes in basic psychological processes.
- E117 POSITIVE AND NEGATIVE INTERGROUP ATTITUDES AMONG FORMER REFUGEE GROUPS: THE ROLE OF VICTIM CONSCIOUSNESS** Johanna Vollhardt¹; ¹University of Massachusetts, Amherst – This study examined factors that influence whether immigrants and members of refugee groups hold negative or positive attitudes toward outgroups that are currently targeted by collective violence. Specifically, it was hypothesized that victim consciousness, rather than political ideology, would influence these intergroup attitudes among groups that experienced collective violence in the past. Victim consciousness is defined as the personal relevance of the ingroup's victimization and how it is understood: as unique and distinct (exclusive victim consciousness), or similar to experiences of other groups (inclusive victim consciousness). Drawing on theories of prosocial behavior and the common ingroup identity model (Gaertner & Dovidio, 2000), it was hypothesized that inclusive victim consciousness would predict prosocial attitudes toward other refugee groups. A survey study among 92 Vietnamese-American and 90 European-American students (control group) supported the hypotheses. Multiple regression analysis revealed that Vietnamese group membership, perceived similarity, and intergroup contact predicted the perceived personal responsibility to help victims of ethnic violence worldwide. Political ideology was moderated by group membership, such that liberalism only increased prosocial outgroup attitudes among the non-targeted control group. Among Vietnamese-Americans, inclusive victim consciousness predicted positive attitudes toward increasing aid for refugees, the perceived personal responsibility to help, and decreased support of policies aimed at reducing immigration to the U.S. Moreover, these effects were moderated by personal relevance of ingroup suffering and family experiences of political violence. Gender, membership in pan-Asian organizations, and contact with members of other victimized groups also moderated the positive effects of victim consciousness.
- E118 A TEST OF TIME: BLIND AND CONSTRUCTIVE PATRIOTISM IN THE UNITED STATES.** Taylor W. Wadian¹, Duoc V. Nguyen¹, Helen C. Harton¹; ¹University of Northern Iowa – This study examined trends in both blind and constructive patriotism in U.S. college students assessed several months before the attacks of September 11th, 2001, two weeks after the attacks, and again in both 2004 and 2007. Blind patriotism is characterized as an unwavering and unrealistic faith in one's country devoid of criticism, whereas constructive patriotism is considered as an

attachment to one's country that supports criticism with the intended purpose of creating positive changes within that country (Shatz, Staub, & Lavine, 1999). The four samples completed measures of personality and patriotism as part of mass testing sessions. Levels of blind patriotism decreased over time, particularly between 2001 and 2004. Surprisingly, levels of constructive patriotism remained consistent throughout all four data sets. Blind patriotism was positively related to both authoritarianism and social dominance orientation (SDO). Perspective taking was negatively related to blind patriotism, suggesting that those who faithfully believe in the United States and all her actions are less likely to adopt the perspective of others. Constructive patriotism was also related to authoritarianism, SDO, and perspective taking, but in the opposite directions. Interestingly, constructive patriotism was positively related to empathetic concern, suggesting that those who believe in criticizing the United States are more likely to sympathize with unfortunate others. Neither blind nor constructive patriotism was related to political orientation. This study suggests that although college students are becoming less likely to blindly agree with government actions, they are still no more likely to constructively criticize these actions, regardless of political orientation.

E119

THE IMPACT OF ARM POSTURES ON EVALUATION: A SELF-VALIDATION ANALYSIS

Benjamin C. Wagner¹, Pablo Briol², Richard E. Petty¹; ¹The Ohio State University, ²Universidad Autónoma de Madrid – In recent years, evidence has accumulated that arm postures can impact the evaluation of novel objects. Cacioppo and colleagues (1993), for instance, showed that ideographs viewed during flexion were evaluated more favorably in a later task than ideographs viewed during extension. They argued that this was a conditioning effect reflecting the fact that people draw liked objects toward themselves using flexor muscles but push disliked objects away using extensor muscles. We propose that arm postures can likewise be associated with the acceptance/rejection of one's thoughts about attitude objects. We predicted that individuals engaging in arm flexion would be more likely to use their thoughts in evaluating novel objects than would individuals engaging in arm extension. Further, we predicted that this effect would be observed primarily among individuals who were engaged in much rather than little thought, given that thought validation is a fairly complex cognitive process, unlike classical conditioning. To test these predictions, we assigned participants to the cells of a 2 (Stimulus Valence: Positive vs. Negative) 2 (Arm Posture: Flexion vs. Extension) 2 (Elaboration: Cognitive Load vs. No Load) between-subjects factorial design. In line with predictions, a significant Valence Arm Posture interaction was observed among high-thought but not low-thought participants; three-way $F(1, 108) = 4.01, p < .05$. This finding demonstrated, for the first time, that arm posture can affect the extent to which individuals use their own thoughts in evaluating novel objects, provided that the individuals are thinking relatively deeply.

E120

INTERSECTING STIGMATIZED IDENTITIES AND THE WELL-BEING OF INDIVIDUALS WITHOUT HOMES

Carolyn Weisz¹, Renee Houston¹, Diane M. Quinn²; ¹University of Puget Sound, ²University of Connecticut – Many individuals without homes possess other stigmatized identities such as those linked to criminal history, mental illness, addiction, or race. One purpose of this research was to examine psychological dimensions of various stigmas among individuals without homes, and the relationship of these variables to a measure of psychological well-being. A second goal was to examine how racial identity intersected with the experiences of other stigmas by comparing a subset of Black and White male participants. Participants without homes (51 men and 19 women) completed a survey designed to measure dimensions of stigmas including centrality, salience, and concern about negative treatment. Well-being was negatively correlated with concern

about negative treatment and, to a lesser degree, salience, for all types of stigmatized identities (including only data from participants that had a particular identity such as criminal record). Centrality was only related (negatively) to well-being for criminal history and mental illness. Some of these relationships depended on race. Concern about negative treatment predicted lower well-being for Black men for four identities (homeless, criminal record, mental illness, and race), but for only two identities for White men (criminal record and addiction). This pattern suggests that a visible identity that leads to concerns about negative treatment (in this case, being a Black man), might increase the negative psychological effects of other stigmatized identities. These findings are important for further understanding the psychological experiences of homelessness and for developing theories about the intersections of stigmatized identities.

E121

CAT-CALLS AND CULPABILITY: INVESTIGATING FUNCTIONS OF STREET HARASSMENT

Eric D. Wesselmann¹, Janice R. Kelly¹; ¹Purdue University – Sexual harassment is a prevalent problem that occurs in a variety of environments with detrimental consequences for all individuals involved. Much of the research on sexual harassment has focused on harassment within the workplace, but some types of harassment occur in everyday contexts such as while walking down the street (Fairchild & Rudman, in press). It is important to understand the attitudes, behaviors, and motivations of perpetrators who harass in this context to gain a better understanding of the different personality and social factors that contribute to this type of harassment behavior (Pryor, LaVite, & Stoller, 1993). One important personality factor in predicting harassment is Likelihood to Sexually Harass (LSH; Pryor, 1987), and an important situational factor that increases harassment behaviors is anonymity (Barak, 2005). We predicted men would be more likely to engage in street harassment when in a group, particularly for men high in LSH. Sixty-eight heterosexual college males answered questions concerning their attitudes towards and participation in different behaviors that could be classified as street harassment. Men reported they were more likely to engage in street harassment when in a group rather than when alone. Men who were higher in LSH were more likely to engage in street harassment than men who were low in LSH. We found the expected Person Situation interaction: men who were most likely to engage in street harassment were high in LSH and reported being in a group setting. Possible motivations for engaging in street harassment in groups are discussed.

E122

THE RELATIONSHIP BETWEEN FUNDAMENTALISM AND QUEST AS RELIGIOUS ORIENTATIONS

Bernard E. Whitley Jr.¹, Russell J. Webster², Deviyanthi¹; ¹Ball State University, ²Kansas State University – Fundamentalism and quest have been viewed as contrasting forms of religious orientation. Fundamentalism reflects an adherence to religious doctrine as a source of meaning in life whereas quest reflects religiosity as a search for meaning through an examination of one's doubts. Research has supported the contrast between these concepts by finding negative correlations between scores on measures of the two constructs. However, an examination of items comprising fundamentalism and quest scales suggests that there may be substantial conceptual overlap in item content, with many quest items representing the inverse of the concepts represented by fundamentalism items. Are fundamentalism and quest, therefore, truly different religious orientations? We conducted two studies to examine the independence of these constructs. In Study 1, a factor analysis of items from several quest scales found two relatively independent components, which we labeled rejection of doubt and openness to change. Data from both studies showed that rejection of doubt was very strongly correlated with religious fundamentalism and other forms of traditional religiosity ($r = .78$ to $.92$), was moderately correlated with right-wing authoritarianism,

and had small to moderate correlations with several forms of prejudice. In contrast, openness to change was negatively correlated with those variables. This pattern of correlations suggests that rejection of doubt is the inverse of fundamentalism. Hence, the large negative correlations often found between quest and fundamentalism and the opposite-signed correlations found between these two variables and other constructs may stem from conceptual overlap among items on the measures.

E123

SELF-REPORTED VERSUS IMPLICITLY-ASSESSED RAPE ATTITUDES AS PREDICTORS OF RAPE *Laura Widman¹, Michael A. Olson¹*; ¹*University of Tennessee* – Although rape-supportive attitudes are a likely precursor to rape, self-report attitude inventories are not well suited for accurate attitude assessment in this socially sensitive domain as participants may easily lie about their rape-supportive attitudes and self-reports cannot capture the automaticity of these important beliefs. Instead, in line with theories of attitude-behavior relationships (Fazio & Towles-Schwen, 1999), implicit rape attitude procedures may provide a better test of the relationship between rape-supportive attitudes and sexual assault perpetration as they are not susceptible to socially desirable response bias and they capture the automaticity of rape attitudes. The purpose of the current project was to test this assertion by evaluating the relative contributions of attitudinal self-reports and implicit assessments on the frequency of sexual assault perpetration. Participants were college males who completed the Illinois Rape Myth Acceptance Scale (Payne et al., 1999), an evaluative rape attitude priming procedure (Widman & Olson, 2008), and the updated Sexual Experiences Scale (Abbey et al., 2005). Results of independent Poisson regression models indicated that men with higher rape-supportive attitudes assessed via self-report and the implicit procedure were more likely to perpetrate sexual assault. However, when entered into a simultaneous model, only implicitly-assessed rape attitudes were significantly associated with sexual assault. Further, implicitly-assessed attitudes moderated the effects of self-reports on sexual assault perpetration. These results highlight the relative importance of implicitly-assessed attitudes over traditional self-reports in predicting sexually aggressive behavior and suggest implicit rape attitudes should be incorporated into theoretical models of sexual assault.

E124

THE GHOSTS OF SEX-ED PAST: HOW CURRENT ATTITUDES ARE SHAPED BY PRIOR SEXUAL EDUCATION *Midge Wilson¹, Sarah Butler¹*; ¹*DePaul University* – The different forms of sexuality education curriculum are typically evaluated in terms of their effectiveness in reducing unwanted pregnancies and STIs. However, this study assesses how prior sex education experiences shape current attitudes by focusing on the teaching methods employed by sex-ed instructors. A survey was administered to participants, ages 17-33, about their past sexuality education experiences. Descriptions based on the primary messages of the three most common types of sex-ed programs (i.e. abstinence-only, abstinence-plus, and comprehensive) were presented on a 7-point scale. Participants indicated which point on the continuum represented what they had been taught in their most significant sexuality class. Questions were asked about a number of factors including the use of fear tactics in the curriculum, how open their instructor was to answering students' questions, and how much the instructor stressed the students' use of open communication about sexual issues. Participants then rated to what extent they believed the class had shaped their current attitudes towards sex and sexuality. As expected, results indicated that those messages most often associated with comprehensive education classes correlated positively with instructors' openness to answering questions and a minimal use of fear tactics. Additionally, when prior instructors were comfortable teaching the classes and had been open to answering questions, participants reported that past sexuality education experiences were still influencing current

attitudes about sexuality. Conversely, the use of fear tactics was negatively associated with a long lasting influence.

E125

THE INFLUENCE OF NUMERICAL MINORITIES AND MAJORITIES IN GROUP PERSUASION CONTEXTS *Jay K. Wood¹, Leandre R. Fabrigar¹, Laura D. Hewitt¹, Duane T. Wegener²*; ¹*Queen's University*, ²*Purdue University* – The effects of cognitive elaboration, a determinant of attitude strength, as a moderator of the relative influence of majority and minority factions in decision making groups was examined. A 3 (Type of Group: majority high-elaboration/minority low-elaboration vs. minority high-elaboration/majority-low elaboration vs. majority high-elaboration/minority high-elaboration) x 2 (Faction Membership: majority member vs. minority member) design was utilized with 5-person groups in an employee-selection task. Elaboration was determined by manipulating participants' levels of distraction and motivation. Faction membership was manipulated by providing participants with materials designed to produce pre-discussion attitudes that placed them in a minority faction of 2 or a majority faction of 3. A majority advantage effect was found, whereby those individuals in the majority faction exerted greater influence over the collective group decision and experienced less private attitude change than those in the minority faction. An interaction between group faction and type of group indicated that when the minority is likely to elaborate on issue-relevant information to an equal or greater extent than the majority, the majority advantage in terms of influence on the final group decision is considerably lessened as compared with situations in which the majority is more likely than the minority to elaborate. This pattern was supported by a marginally significant interaction at the level of private attitude change. These results indicate that the ability and motivation of group members to carefully scrutinize issue-relevant information plays an important role in determining the influence of individual group members in reaching collective decisions.

E126

UPROOTING IMPLICIT BIASES: IMPLEMENTING STRATEGIES FOR CHANGE *Anna Woodcock¹, Margo Monteith¹*; ¹*Purdue University* – Often in stark contrast to explicitly held egalitarian attitudes individuals can hold strong implicit or unconscious biases (both prejudices and stereotypes). Implicit biases have been shown to affect behaviors such as interpersonal body language, hiring decisions and medical treatments. Initially believed to be deeply rooted and not amenable to change, there is mounting evidence that these implicit bias are not fixed, but are indeed malleable. To what extent, over what duration, and by what means and process are yet to be determined. The aim of this study is to reduce implicit bias by means of computer-based training strategies (either cognitive - counterstereotype affirmation or affective - recategorization of an out-group member to super-ordinate in-group). 184 White participants (mean age = 19.5) completed one of three randomly assigned training exercises and then completed both a stereotype and prejudice (Black-White) IAT. A 2 (IAT: stereotyping vs. prejudice) X 3 (training condition) mixed model ANOVA performed on the IAT D scores revealed a main effect for training condition, $F(2, 172) = 3.92, p < .03$. Participants in the training conditions showed significantly less implicit bias on the stereotyping ($M = .23$) and prejudice ($M = .25$) IATs compared to those in the control condition ($M_s = .33$ and $.37$), $p_s < .05$. This supports efficacy of these training strategies for reducing implicit bias immediately following their implementation. Further research will investigate the persistence of these effects, the processes by which they operate, and ultimately their impact on behavior.

E127

THE ROLE OF SOCIAL SKILLS IN PERSUASION *Hitomi Yokoyama¹, Ikuo Daibo¹*; ¹*Osaka University* – The purpose of this study was to examine how listeners' social skills had effects on evaluating speakers'

persuasiveness and facilitating their comprehension in persuasion. A total of 167 undergraduates (96 males and 71 females) listened to an audio-taped persuasive message of a female voice (A psychiatric examination should be used to judge if a criminal is responsible for his/her act) at three different speech rates (fast, moderate and slow) and answered a questionnaire which consisted of 8 items that would reflect an understanding of the content of message and social skills scales (Affective Communication Test; ACT and Japanese Interpersonal Competence Scales; JICS). ACT was used to measure not only nonverbal expressivity but also nonverbal decoding ability and JICS was consisted of Perceptive Ability (PA), Self-Restraint (SR), Hierarchical Relationship Management (HRM), Interpersonal Sensitivity (IS), and Tolerance for Ambiguity (TA). As a result, in an audio persuasive situation, speech rate did not affect the perceived persuasiveness and participants' comprehension. Social skills had more effects on participant's comprehension than the perceived persuasiveness. In particular, participants who had high PA, low ACT or low IS understood the message well. This was probably because participants who had high ACT or high IS overinterpreted the message and who had high PA were accepting speaker's message. The importance of the role of social skills in one way communication style, a balance among the various skill dimensions and a relationship between social skills and nonverbal channels were discussed.

E128

CORRECTING MISPERCEPTIONS ABOUT THE MOST ATTRACTIVE BODY TYPE: THE INFLUENCE OF SOCIAL CONSENSUS INFORMATION ON BODY IMAGE AND APPEARANCE ATTITUDES

Ariana F. Young¹, Gretchen B. Sechrist¹; ¹University at Buffalo, The State University of New York – Previous research demonstrates that social consensus information (information about the beliefs of others) influences people's attitudes and behavior. The present research examines the effects of consensus information on body image and appearance attitudes. In Study 1, participants completed a questionnaire to assess the body type they personally, as well as thought other ingroup members (University at Buffalo students), found most attractive and a trait measure of self-esteem. Results demonstrated that both men and women misperceived the preferences of others, such that they thought others preferred a thinner female and more muscular male body type than others actually preferred. Also, results showed that self-esteem predicted the discrepancy between the female body type women personally preferred and what they thought others preferred. In Study 2, participants completed a picture-rating task, in which they rated the attractiveness of several body types, and state measures of body image after receiving favorable or no consensus information about the body type preferences of other ingroup members. Results showed that women in the favorable consensus condition were influenced by the information, such that they tended to rate images of underweight women as less attractive and images of normal weight women as more attractive, as well as reported less internalization of thin media norms, as compared to women in the no consensus condition. This research demonstrates the importance of social norms in the development and change of body image and appearance attitudes. Furthermore, there are implications for future interventions intended to promote healthy attitudes and behavior.

E129

THE EFFECT OF APPRECIATIVE MESSAGE AND DESCRIPTIVE NORMS ON TRASH DISPOSAL BEHAVIOR AND AFFECT

Satoko Yuo¹, Toshikazu Yoshida¹; ¹Nagoya University – This study investigated how a statement of appreciation affects abidance to trash-disposal rules. Focus was placed on behavior when others' behavior (descriptive norm) was consistent or inconsistent with the message (injunctive norm). Cialdini (2007) examined the effect of message WE'RE DOING OUR PART FOR THE ENVIRONMENT. CAN WE COUNT ON YOU? as based on the norm of reciprocity, intended on presenting a favor in

advance. This study considered another type of reciprocal message, THANK YOU VERY MUCH FOR SEPARATING YOUR TRASH. This thank-you message was considered to ask a favor by showing appreciation for cooperation beforehand, and expect people to oblige by sorting out their litter. It was predicted to be effective when (1) the descriptive norm is consistent with the injunctive norm due to reciprocity. However, (2) it was expected to fail when the two norms are inconsistent, because the message would be unrealistic, and people will feel dissonance. In a 2 (thank-you versus neutral) x 2 (norm consistent versus inconsistent) between subjects design survey, 232 Japanese university students were given descriptions of trash disposal, and rated how they would actually act, how they would feel, and why they choose to act in that manner. Results indicated that participants given a thank-you message when two norms conflict, were not inclined to separate their trash, whereas they felt positively and reciprocated when the two norms were consistent. These results showed that it is necessary to keep trash area clean to activate reciprocity of the thank-you message.

E130

SYSTEM JUSTIFICATION: WHAT EXACTLY ARE HIGH AND LOW STATUS MEMBERS JUSTIFYING?

Jennifer Zimmerman¹, Echo Becker¹, Christine Reyna¹; ¹DePaul University – According to system justification research, people (even those who are disadvantaged) are motivated to see our current system as fair and just (Jost & Banaji, 1994). Although people might endorse certain American ideologies as ideal (e.g., hard work should lead to success), low status groups might be more likely to recognize that America is not living up to its ideals (e.g., sometimes racism and discrimination inhibit groups from succeeding) compared to high status groups. The purpose of our study is to examine the extent to which high and low status members endorse certain abstract ideologies (e.g., individualism) and whether they perceive that these ideals are actually achieved in American society. One hundred seventeen non-college adult participants rated what they think should be happening in society and what is actually happening in society today based on the following scales traditionally used to demonstrate system justification: Social Dominance Orientation, Protestant work ethic, economic system justification, and a democracy scale. Results replicated system justification findings that low status members are just as likely as, or more likely, than high status members to endorse classic system justifying ideologies when using scales that measure people's ideals or the abstract intended goals of a system. However, when participants evaluate the actual system, high status members believe the system is operating as it should, but low status members believe the system is not achieving its goals and ideals. These findings call into question whether low status members are truly justifying the system.

E131

VICTIMS WANT OTHER TRANSGRESSORS TO BE PUNISHED

Emily M. Zitek¹, Benoit Monin¹; ¹Stanford University – This research demonstrates that people who feel like victims of injustice are more likely to want individuals who have done something wrong to be punished. For example, in one study, participants who reported having been the victims of crime in the past were more likely to want a car thief to be punished. In another study, participants who had recalled a time when they were treated unfairly were more likely to say they would call to report someone who was quite late delivering a pizza to them, leading to the delivery person's receipt of a reduced paycheck, whether or not they would get a free pizza for doing so. On the other hand, those in the control condition only would report the late pizza delivery person when they would receive a free pizza for filing the complaint. Possible explanations of these results and future research directions are discussed.

E132

WHEN YOU DON'T KNOW YOU'RE OPPOSED: IMPLICIT REACTANCE AND THE LEGITIMACY OF RESTRICTIONS TO FREEDOM

Verena Graupmann¹, Eva Jonas¹; ¹University of Salzburg, Austria – Must threats to freedom be illegitimate to cause reactance? The notion that preserving one's freedoms is a core motivation leading to the state of reactance, suggests that illegitimate and legitimate threats to freedom lead to reactance. While the effects of illegitimate threats to freedom are easily detected with explicit measures of reactance, effects of legitimate ones are usually not. However, both types of threats may operate on an implicit level. In two studies we varied the legitimacy of a restriction to freedom, and assessed reactance with implicit and explicit measures. In Study 1 participants read about a threat towards a stereotyped group's freedom. There was no difference between the legitimacy conditions in explicit reactance. However, an illegitimate threat led to less negative implicit attitudes (suggesting more reactance) in the Affective Misattribution Procedure (AMP) than a legitimate threat. Both led to less negative attitude than no restriction. This suggests that implicit measures can tap into some reactance related processes more specifically than explicit measures. In Study 2 implicit reactance assessed with the AMP was a better predictor for liking of a restricted good when the restriction was legitimate, while explicit reactance predicted liking better when it was illegitimate. This indicates that reactance to legitimate threats is associated with relevant outcome variables (here: liking of the restricted good), however this reactance was expressed implicitly. Conversely, facing an illegitimate threat, the association with outcome variables is present for explicitly expressed reactance. Implications for the conception of reactance as a motivational state are discussed.

E133

POWER AND MORALITY Joris Lammers¹, Diederik Stapel¹; ¹TIBER, Tilburg University, The Netherlands – How does power affect moral thinking? Previous research has argued that power negatively affects morality and makes people more corrupt. In contrast, we expect that power does not have a simple negative (or positive) effect on morality, but that it changes the style of moral thinking. In six studies we show that high power increases rule-based (deontological) moral thinking, while low power increases outcome-based (consequentialist) moral thinking. That is, to determine whether something is right or wrong, the powerful focus on whether rules and principles are violated, but the powerless focus on the consequences. The first experiment shows that power affects participants' rule-based versus outcome-based moral orientation. The next three experiments show that this effect of power translates in real moral decisions. A fifth experiment integrates these experiments by showing the mediating role of moral orientation in the effect of power on moral decisions. The sixth experiment demonstrates the moderating role of self-interest. The power-morality link is reversed when rule-based decisions threaten participants' own self-interests. Together these six studies present a coherent story: power does not make us more or less moral, it changes our style of moral thinking. This fundamentally alters our understanding of the effect of power on moral thinking. It also has important implications for how one should negotiate with parties that are lower or higher in power and offers insight in how to increase success in mediating between parties of unequal power.

E134

DEONTOLOGICAL DISSONANCE AND THE CONSEQUENTIALIST CRUTCH

Brittany Liu¹, Peter H. Ditto¹; ¹University of California, Irvine – Why is it that individuals who are morally opposed to capital punishment also tend to believe it is an ineffective deterrent against future crime and that individuals who are morally opposed to embryonic stem cell research are pessimistic about its likelihood of producing medical breakthroughs? Many classic moral dilemmas involve situations in which a morally unsavory action (e.g., killing one individual) results in positive consequences (e.g., saving the lives of several others), and thus

pits deontological intuitions (negative acts are not justified by positive consequences) versus consequentialist intuitions (positive consequences justify negative acts). Because such situations involve conflict, any choice an individual makes will evoke dissonance, and consequently attempts to resolve that dissonance. This research proposes that individuals will downplay the likelihood of the positive consequences and/or amplify the badness of the action in order to feel more comfortable with their moral decision. The current research describes a series of studies in which individuals either are induced to or naturally take a deontological position in a moral dilemma. Results show individuals in more dissonant-inducing conditions downplaying the likelihood that the bad behavior would produce good consequences and amplifying the badness of the action more than individuals in less dissonant-inducing conditions. This research suggests a more fluid distinction between deontological and consequentialist reasoning than has previously been assumed.

E135

REACTANCE, AUTONOMY AND THE PATHS TO PERSUASION: EXAMINING PERCEPTIONS OF THREATS TO FREEDOM AND INFORMATIONAL VALUE

Louisa Pavey¹, Paul Sparks¹; ¹University of Sussex, UK – Self-Determination Theory (Ryan & Deci, 1985, 2000) suggests that autonomy is the experience of self-governance, and considers autonomy to be characterised by a person evaluating their options and carefully reflecting upon experience. However, autonomy has also been associated with striving for independence, and characterised by resistance to coercion or external influence. This interpretation is akin to reactance, as described in Reactance Theory (Brehm, 1966). The current research assesses the relationship between autonomy and reactance and suggests that these characteristics may lead to opposite responses when information about behavioral consequences of action is provided. Two studies examined a path model in which autonomy and reactance affected responses to anonymous and source-identified risk information, mediated by perceived threat to decision-making freedom and perceived informational value. The results of Study 1 (N = 122), which investigated excessive alcohol consumption, showed that autonomy had a positive, unmediated effect on autonomous motivation to drink responsibly, and a positive indirect effect on intentions. In the source-identified condition, reactance negatively predicted autonomous motivation, and had a negative indirect effect on intentions; however, in the anonymous condition reactance positively predicted autonomous motivation, and had a positive indirect effect on intentions. Reactance negatively predicted attitudes through the mediation of perceived threat to decision-making freedom. Study 2 (N = 145) validated our hypothesized model for smoking behaviour and replicated several of the Study 1 findings. Implications for our understanding of the relationships between autonomy, reactance, and responses to risk information are discussed.

E136

THE TAR EFFECT: WHEN THE ONES WHO DISLIKE BECOME THE ONES WHO ARE DISLIKED

Eva Walther¹, Bertram Gawronski²; ¹University of Trier, Germany, ²University of Western Ontario, Canada – The main goal of the present research was to provide the first evidence for what we label the TAR effect (Transfer of Attitudes Recursively), which refers to the recursive influence of an observed evaluation on the formation of a corresponding attitude toward the source of that evaluation. Focusing on TAR effects in the domain of interpersonal attitudes, we were particularly interested in whether a source's evaluations of other individuals can recursively transfer to the source, such that people who like other individuals acquire a positive valence whereas people who dislike other individuals acquire a negative valence. Such recursive transfers go beyond previous research on persuasion by treating source evaluations as the target rather than a causal factor of attitude change. In addition, the present research tested some important boundary conditions of TAR effects and alternate predictions regarding

their underlying mechanisms. Experiment 1 provided first evidence for TAR effects, showing recursive transfers of evaluations regardless of whether participants did or did not have prior knowledge about the (dis)liking source. Experiment 2 showed that previously, but not subsequently, acquired knowledge about targets that were (dis)liked by a source overrode TAR effects in a manner consistent with cognitive balance. Finally, Experiments 3 and 4 demonstrated that TAR effects are mediated by higher-order propositional inferences (in contrast to lower-order associative processes), in that TAR effects on implicit attitude measures were fully mediated by TAR effects on explicit attitude measures. Commonalities and differences between the TAR effect and previously established phenomena are discussed.

E137

HOW TO PERSUADE PEOPLE TO DO THE RIGHT THING: THE ROLE OF FAIRNESS ASSERTIONS AND COMMUNICATOR'S SELF-INTEREST IN PERSUASIVE MESSAGES Remco Wijn¹, Patrick Miller¹, Kees Van den Bos¹; ¹Utrecht University – It has been argued that justice can act as a moral force, is powerful, and legitimizes actions. Related to this, recent research shows that people refer to fairness in communication more often when they have a goal to persuade a message recipient than when they have no such goal, especially when persuading the recipient of a bad situation someone else (vs. themselves) is in. Two studies show that the use of fairness assertions is in fact more persuasive than not using these assertions but only when the communicator speaks about others instead of him- or herself. Study 1 shows more persuasion after reading a text in which a British minister of finance advocated fairer (vs. better) world trade treaties on a UN conference on poverty. Conversely, when the speaker was the—more self-interested—Kenian minister of finance the opposite pattern emerged. Study 2 examined related behavioral consequences. Before entering a supermarket, customers read and responded to a text about an organization promoting socially responsible products from third world countries and received a list with these products. In the text we used justice-related words (e.g. unfair situation) or justice-unrelated words (e.g. bad situation). Results again showed that using justice-related words was more persuasive than using justice-unrelated words when the organization was perceived not to be self-interested (vs. self-interested). Moreover, participants who read the text containing justice-related (vs. justice-unrelated) words bought more socially responsible products when they considered the organization to be selfless. Practical and theoretical implications are discussed.

E138

FAMILISM MODERATES THE HEALTH CONSEQUENCES OF LOWER BIRTHWEIGHT IN LOWER INCOME AFRICAN AMERICAN AND EUROPEAN AMERICAN CHILDREN AT THREE-YEAR FOLLOW-UP Cleopatra M. Abdou¹, Hector F. Myers²; ¹University of Michigan, ²UCLA – Lower birthweight infants are at heightened risk for health problems and developmental delays throughout the lifecourse. African American and lower income communities carry a disproportionate burden of low birthweight and other adverse birth outcomes. Thus, addressing birth outcomes is critical to national goals to reduce ethnic and socioeconomic health disparities. Utilizing a prospective longitudinal design, the present study tested the hypothesis that the cultural resource of familism moderates the long-term mental and physical health consequences of lower birthweight. A sample of 3,331 African American and European American children born to unwed, lower income parents were followed from birth to age three. Maternal endorsement of familism was assessed at the birth of the child. Mental health, operationalized as socioemotional functioning, and physical health, operationalized as asthma expression, were assessed at ages one and three. As expected, significant associations among birthweight, socioemotional functioning, and asthma expression were observed. In addition, the hypothesis that familism moderates the links of lower

birthweight to future mental and physical health in offspring was supported. Specifically, greater familism was associated with better socioemotional functioning and attenuated risk for asthma expression at ages one and three. At the individual and family levels, findings are suggestive of the importance of cultural resources within the family for optimizing mental and physical health in offspring, particularly in the face of high medical and sociodemographic risks. At the broader community and policy levels, findings may be suggestive of the importance of cultural resources for reducing ethnic and socioeconomic health disparities.

E139

IS BREAST PORTRAYED AS BEST? A CONTENT ANALYSIS OF BREASTFEEDING AND BOTTLEFEEDING IMAGES IN POPULAR PARENTING MAGAZINES Michele Acker¹, Molly Metz¹, Ashley Shier¹; ¹Otterbein College – According to the American Academy of Pediatrics (2005), the United States continues to fall below acceptable breastfeeding rates, despite studies emphasizing benefits. Anecdotal reports suggest that breastfeeding is represented negatively in the media, and research demonstrates that visual media play an important role in delivering health and social messages to women (Lyons, 2000). However, there have been few systematic analyses of breastfeeding in the media. This study examined the visual representation of babies and parents in images of infant-feeding in four popular parenting magazines over a three-year period. A content analysis of 960 images indicated significant differences in how race, hair color, and facial expression of mothers and babies were portrayed as a function of breastfeeding versus formula-feeding. Although breastfed babies (and mothers) were not seen as more negative, they were portrayed as positive significantly less often than babies and mothers who formula-feed. Babies who were blonde were pictured significantly more often formula-feeding, reinforcing a cultural stereotype that blonde is beautiful and what is beautiful is good (Dion, Berscheid, & Walster, 1979). Breastfeeding women had lower facial prominence, and thus may be seen as less competent than women who bottle-feed and had higher facial prominence (Levesque & Lowe, 1999). Non-white women were portrayed significantly less often breastfeeding than formula feeding, mirroring Henderson, Kitzinger, and Green (2000) in that bottle-feeding is seen as more accessible to ordinary women, showing a relationship between race and status in infant-feeding choices. Implications of these findings for breastfeeding research and health promotion programs are discussed.

E140

IN THE HOT SEAT: THE EFFECTS OF EXISTENTIAL FREEDOM ON ACCEPTING RESPONSIBILITY FOR GLOBAL WARMING. Jacqueline M. Anson¹, Kenneth E. Vail III², Tom Pyszczynski²; ¹University of Rochester, ²University of Colorado-Colorado Springs – Classic existential literature suggests humans are unique in their ability to act freely and independently. The autonomy experienced by self-governing humans however, can be overshadowed by anguish arising from taking full responsibility for one's own actions. The burden of this responsibility can invoke feelings of uncertainty and anxiety, which may in turn lead to shunning rather than embracing one's freedom and autonomy. The authors hypothesized that a reminder of existential freedom and the potential consequences of this freedom would lead participants to avoid responsibility on an unrelated issue, namely one's willingness to take actions to reduce global warming. We further hypothesized that the freedom reminder would lead to reduced motivation to control events in one's life, as measured by the Desirability of Control Scale (Burger & Cooper, 1979). Forty-three people completed the study, which manipulated existential freedom by asking participants to consider a major decision in which they alone were responsible for the outcome. In the control condition participants were asked to write about a decision for which they had no control over or responsibility for the outcome. Regression analyses revealed participants who wrote about decisions for

which they alone were responsible (the existential freedom condition) indicated significantly less willingness to take personal responsibility for and/or behavioral steps towards reducing global warming. Further, the freedom manipulation significantly reduced desirability of control. These results provide an enlightening and encouraging first step towards exploring effects of existential freedom on a variety of behaviors.

E141
COMBINING HUMAN VALUES, SOCIAL AXIOMS, PERSONALITY MEASURES AND SELF-REPORTED DRIVING BEHAVIOR IN PREDICTING TRAFFIC ACCIDENT RATE *Ivars Austers¹, Viesturs Renge¹, Inese Muzikante¹*; ¹University of Latvia, Latvia – Human values are a set of abstract beliefs related to desired human goals (Schwartz, 1992), but social axioms are a set of specific beliefs about the world in which individuals function (Leung et al., 2002). We tested whether these two belief systems may be combined with traditional predictors of road traffic accidents, namely, driving behavior self-reports (measured by Drivers Behavior Questionnaire, DBQ), and personality trait hostility (measured by the corresponding NEO-PI-R subscale). To test this assumption 324 drivers filled in a questionnaire containing DBQ, NEO-PI-R hostility subscale, and Social Axioms Survey. Hierarchical regression analysis showed that social axioms and human values added predictive power to explaining traffic accidents over that provided by measures with DBQ and NEO-PI-R hostility subscale.

E142
UNDERSTANDING WHAT INFLUENCES PEOPLE'S SATISFACTION WITH WEIGHT CHANGE: LONGITUDINAL ASSOCIATIONS BETWEEN PEOPLE'S WEIGHT CHANGE EXPERIENCES AND THEIR SATISFACTION *Austin S. Baldwin¹, Alexander J. Rothman², Robert W. Jeffery²*; ¹Southern Methodist University, ²University of Minnesota – Recent work suggests that people's satisfaction with behavior change is a critical determinant of maintenance (Baldwin et al., 2006; Rothman et al., 2004). However, there is a lack of empirical evidence regarding what influences people's satisfaction with the behavior changes they make (e.g., weight loss). The purpose of the current research was to determine whether experiences associated with weight loss (e.g., feedback from others, weighing oneself) longitudinally relate to people's satisfaction, and whether the strength of the relations changes at different points during people's weight loss efforts. Participants (n=349) were people enrolled in an 8-week weight loss program who were followed for 16 additional months. People's satisfaction and 10 different weight loss experiences were measured at the end of the program and during the 16-month follow-up. To determine which experiences are related to satisfaction over time, separate longitudinal mixed models were fit with each experience as a predictor of satisfaction. Controlling for people's current weight change, nine of the experiences were significantly related to satisfaction (ps<.0001) and the models accounted for 10-35% of the within-person variance in satisfaction. Subsequent models indicated that the strength of the associations for some experiences changed depending on people's weight loss success and whether it was early or later in their efforts (ps<.05). The results suggest that experiences associated with weight loss may influence whether people are satisfied, and the strength of the influence can depend on factors relevant to maintenance such as success and time. Theoretical and practical implications for maintenance will be discussed.

E143
EXAGGERATED STRESSOR EFFECTS IN OFFSPRING OF INDIAN RESIDENTIAL SCHOOL SURVIVORS: RELATION TO DEPRESSIVE SYMPTOMS *Amy Bombay¹, Kimberly Matheson¹, Hymie Anisman¹*; ¹Carleton University – From 1863 to 1996, as part of an effort of forced assimilation, Aboriginal children from across Canada were forced to leave their families to attend Indian Residential Schools. Children in these schools experienced neglect and abuse, in addition to the traumatic

experience of being separated from their parents and culture (Royal Commission on Aboriginal Peoples, 1996). Particularly relevant to the health status of today's Aboriginal population is that trauma may have intergenerational effects. The present study assessed depressive symptomatology, as well as exposure and reactivity to stressors in offspring of Indian Residential School Survivors. First Nations adults who had a parent attend Residential School (n=67) reported higher levels of depressive symptoms, adverse childhood experiences, adult traumas, and perceived discrimination compared to First Nations adults whose parents did not attend (n=76). In addition to reporting more stressors, parental Residential School attendance moderated the influence of these stressors on depressive symptoms. Specifically, the negative impacts of childhood adversities, adult traumas, and perceived discrimination were greater for Survivor offspring. The findings suggest that offspring of Indian Residential School Survivors are at an increased risk for depression, and that greater exposure and susceptibility to stressors may reflect pathways by which these individuals are at an increased risk.

E144
EFFECTS OF BIASED LINEUP ADMINISTRATORS ON CORRECT AND FALSE IDENTIFICATIONS *Gwendolyn Brower¹, Ryan D. Godfrey¹, Steven E. Clark¹, Robert Rosenthal¹*; ¹University of California, Riverside – Abstract Studies examining experimenter bias show that participants' responses typically move in accordance with the biases of the experimenter (see Rosenthal, 2002 for a review). However, the effects of experimenter bias in eyewitness identification studies have not shown this pattern consistently. In a study by Haw and Fisher (2004) lineup administrators were highly motivated to obtain eyewitness identifications of the suspect in the lineup. As in real criminal investigations, their suspect was not always guilty of the crime. Their results showed an increase in suspect identifications when the suspect was innocent (i.e., false identifications), but no increase in suspect identifications when the suspect was guilty. (i.e., correct identifications). Why would administrator bias only increase false identifications but have no effect on correct identifications? If administrator bias makes witnesses more willing to make identifications, by lowering their decision criterion or by shifting to a relative judgment strategy, then correct and false identifications should both increase. Haw and Fisher's results may have been due to the relatively high overall identification rate in their control condition which may have placed a ceiling on the correct identification rate. In the present study, participants were witnesses to a staged ATM robbery and then interacted with a research assistant who had been trained to be openly suggestive during lineup procedures. The lineups were previously shown to have a low correct identification rate, in order to give the correct identification room to increase. Results showed increases in both correct and false identifications due to administrator bias.

E145
OWING IT TO YOURSELF: EXPLORING THE EFFECTIVENESS OF A DUTY-BASED ARGUMENT FOR RETIREMENT SAVING *Christopher J. Bryan¹, Hal Ersner-Hershfield¹, Lee Ross¹*; ¹Stanford University – Most Americans fail to save enough for retirement (Bernheim et al., 2000)—in part because they steeply discount the value of future outcomes relative to present ones (cf. Frederick et al., 2003). To explain the steepness of such discounting, we note past research suggesting that people often think of their future selves as though they are other people rather than extensions of themselves in the present (Pronin & Ross, 2006). Thus, we hypothesize that to the extent that one's future self is not fully regarded as continuous with the present self, one may not feel that it is in one's interest to save money for that future self. We tested an intervention designed to address this barrier to adequate retirement saving by appealing to individuals' sense of duty to that future self—a self that is dependent on the present self in much the same way as one's children, or aging parents. Specifically, we compared the relative

effectiveness of such duty-based appeals with more traditional self-interest-based appeals. Results yielded the predicted two-way interaction: to the extent that participants saw their retirement-age selves as less similar to their present selves, they indicated an intention to save more for retirement in the Duty condition than in the Self-interest condition. Meanwhile, to the extent participants saw their retirement-age selves as more similar to their present selves, they intended to save more in the Self-interest condition than in the Duty condition. Implications for how to optimize retirement saving appeals are discussed.

E146**AUTOMATICITY OF EXERCISE SELF-EFFICACY BELIEFS IN HIGH AND LOW EXERCISE EXPERIENCE INDIVIDUALS** Jude

Buckley¹, Linda Cameron¹; ¹The University of Auckland, Auckland, New Zealand – Introduction: Exercise self-efficacy beliefs exert significant influence on the self-regulation of exercise behavior. With exercise experience, these beliefs may manifest automaticity; to date this has not been investigated. This research examined the automaticity properties of unintentionality, uncontrollability and non-consciousness of exercise self-efficacy beliefs in high and low exercise experience individuals and whether these beliefs are automatically associated with exercise self-regulation processes. Methods: This study (N =186) used subliminal and supraliminal priming and a diary task to investigate unintentionality, uncontrollability and non-consciousness of exercise self-efficacy beliefs in high and low exercise-experience individuals, and to assess whether exercise self-efficacy beliefs and exercise self-regulation processes are automatically associated. Participants in the prime conditions were primed with exercise self-efficacy stimuli. Results: For high and low exercise-experience participants in the prime conditions, priming led to automaticity of low exercise self-efficacy beliefs and dysfunctional exercise self-regulation strategies compared with the control conditions. For high exercise-experience participants in the supraliminal prime condition, priming led to automaticity of high exercise self-efficacy beliefs and functional exercise self-regulation strategies compared with the control condition. For low exercise experience participants in the subliminal prime condition, priming led to automaticity of self-efficacy beliefs and work-related goals compared with the control condition. Conclusions: Exercise self-efficacy beliefs can be automatically activated in high and low exercise experience individuals. There is an automatic mental association between exercise self-efficacy beliefs and exercise self-regulation strategies. Thus, self-regulation of exercise behavior can occur automatically.

E147**MOTHERS' DRINKING MODERATES THEIR SELF-FULFILLING EFFECTS ON CHILDREN'S ALCOHOL USE** Ashley A. Buller¹,

Stephanie Madon¹, Max Guyll¹, Richard Spoth²; ¹Iowa State University, ²Partnerships in Prevention Science Institute, Iowa State University – A self-fulfilling prophecy is a false belief that leads to its own fulfillment, a form of social influence (Merton, 1948). The present investigation examined two competing hypotheses concerning the impact of the situation on social influence. According to the ambiguity hypothesis, when the situation is ambiguous, targets are more susceptible to social influence. According to the consistency hypothesis, when the situation is consistent with the expectation, the expectation comes through more clearly, increasing social influence. Specifically, we examined how mothers' drinking moderates children's susceptibility to self-fulfilling prophecy effects. If ambiguity affects social influence more strongly, children are more susceptible to their mothers' self-fulfilling effects the more mothers drink in the home. But if consistency leads to stronger social influence, children should be more susceptible to their mothers' self-fulfilling effects the more closely mothers' beliefs about their children match their own drinking behavior. This research used longitudinal data obtained from 531 mother-child dyads. Children's alcohol use was the outcome variable. Surveys assessed mothers' beliefs about their children's alcohol

use plus valid predictors of adolescent alcohol use at baseline and then again 18 months later. Four different moderators related to mothers' drinking were analyzed: maternal drinking status, amount of maternal drinking, if the child has seen the mother drink, and maternal drunkenness. Regression analyses indicated that the more mothers drank, the more strongly their beliefs predicted their children's alcohol use at the 18 month follow up. These findings support the hypothesis that more ambiguous situations lead to stronger social influence.

E148**RISK BEHAVIOURS AND EMOTIONAL AMBIVALENCE: THE CASE OF OCCASIONAL EXCESSIVE USE OF ALCOHOL** Amparo

Caballero¹, Pilar Carrera¹, Dolores Muoz¹, Luis V. Oceja¹; ¹Universidad Autonoma de Madrid, Spain – We study the differential and complementary role in the prediction of intention to repeat a risk behaviour in the immediate future played by the Theory of Planned Behaviour (TPB) variables and the emotions felt when participants recall and describe previous experience of that risk behaviour. We chose the behaviour of occasional excessive drinking, a risk behaviour characterized by evoking attitudinal ambivalence and by eliciting mixed emotions, joy and sadness. The results show, first, that the emotional ambivalence is not equivalent to the attitudinal ambivalence (whose indexes include that of the affective component), and second, that this emotional information is relevant for predicting intention to repeat the risk behaviour in the near future, enhancing the prediction of the TPB model.

E149**PSYCHOLOGICAL CLOSED-MINDEDNESS AFFECTS CLIMATE CHANGE BEHAVIORS** Rachel Calogero¹, Robbie Sutton¹; ¹University of

Kent, Canterbury – Despite the global significance of climate change and environmental protection, little research has examined the psychological factors involved in people's actual willingness to do something about it. This paper presents findings from two studies which tested the relationship between need for cognitive closure (NFCC) and people's willingness to engage in behaviors that would protect the environment and potentially slow down climate change (e.g., unplug unused electrical appliances, recycle, cycle instead of drive). It was predicted that high NFCC would be associated with less willingness to engage in climate change behaviors compared to low NFCC. In Study 1, 100 participants were primed with target words representing high NFCC or low NFCC, and then completed measures related to climate change attitudes and behaviors. Results indicated that while participants in both conditions reported worry about climate change, the participants primed with high NFCC words were significantly less willing to engage in climate change behaviors. In Study 2, 100 participants completed the same climate change measures as well as a dispositional measure of NFCC. The same pattern of results emerged. In particular, the closed-mindedness dimension of the NFCC construct was identified as the critical factor related to climate change behaviors. Thus, consistent with theories of epistemic closure, this research suggests that both state and trait levels of psychological closed-mindedness may play a critical role in people's willingness to actively target climate change by changing old behaviors and engaging in new behaviors. The implications of this research for climate change communication are considered.

E150**THE EFFECT OF EXPOSURE TO AVERAGE AND IDEAL MODELS ON WOMEN'S BODY DISSATISFACTION** Alison S. Carson¹, George

E. Schreer¹, Kara Dzindolet¹, Regina Smith¹; ¹Manhattanville College – Research examining the influence of media on women's body dissatisfaction has hypothesized that ideal images of women's bodies portrayed in the media may have a negative effect on body image, leading to increases in body dissatisfaction. Based on the meta-analytic findings and recommendations of Groesz, Levine and Murnen (2002), the current study uses a pre/post design to experimentally examine the

immediate effects of exposure to ideal or average images of female bodies on body dissatisfaction. Participants completed two measures of body dissatisfaction before and after exposure to the images. Changes in dissatisfaction scores following exposure represent state changes in body dissatisfaction. Participants also completed a measure of sociocultural awareness and internalization of Western body ideals and a measure of appearance schematicity. Results found that despite our small sample size ($N=16$), there was a significant difference in body dissatisfaction change scores between the ideal and average conditions, with women in the ideal condition showing greater body dissatisfaction following exposure. Additionally, regression analysis revealed that change in body dissatisfaction was best predicted by initial levels of body dissatisfaction and the participant's awareness of the sociocultural norms toward appearance. This is in contrast to previous research showing that internalization, not awareness, of sociocultural norms was the more important predictor (Dittmar & Howard, 2004). Discussion focuses on the measurement of state changes in body dissatisfaction, moderators of body dissatisfaction (e.g., appearance schematicity), and future directions of research (e.g., ethnicity and the role of acculturation).

E151

DOES PRAYER MEDIATE PHYSIOLOGICAL REACTIVITY IN THE FACE OF STRESS? *Evan C. Carter¹, David A. Sbarra²; ¹University of Miami, ²University of Arizona* – Research shows a link between religious beliefs/practices and positive health outcomes. The study reported on in this poster examines prayer as an emotion regulatory strategy, one that has the potential to down-regulate psychophysiological arousal in the face of stress. Only Judeo-Christian undergraduate students were recruited for this study. Blood pressure, heart rate, heart rate variability, and galvanic skin response were measured in response to a standardized stress induction. Participants were randomly assigned to either a Prayer group or a No-prayer group (the Prayer group was provided three minutes to pray before the stress task). Two hypotheses were tested: (1) The Prayer group would show less physiological reactivity compared to the No-Prayer group; and, (2) Prayer would change cognitive appraisals of the task, which, in turn, would statistically mediate the association between prayer and physiological outcomes. The prayer group did have a trend for less physiological activation (evidenced by several small and medium effect sizes), however, these relationships were not statistically significant. Since there was no support for the first hypothesis, mediation could not be assessed. Exploratory analysis revealed several statistically significant correlations between language used during the speech and both physiology scores and responses to the brief multi-dimensional measure of religion/spirituality. The Results are discussed in terms of their contribution to understanding the association between prayer and health, as well as future directions in the study of prayer and cardiovascular reactivity.

E152

AN INTERACTIVE CRITERION FOR BETTER CONDOM-NEGOTIATION STRATEGIES *Suwon Choi¹, Dongha Yi¹, Wei Zhang¹, Taekyun Hur¹; ¹Korea University* – Condom negotiation - interpersonal persuasive procedure to make the partner agree to use condoms during the sexual intercourse- has recently introduced as an important topic in safe-sex research. The previous research that has investigated the variety of strategies preferred in condom negotiation contributed to understand the realistic and fundamental nature of sexual contexts, interpersonal agreement for condom use. However, the research was not fully interpersonal because it focused on only one of two persons in the sexual contexts, ignoring the fact that negotiation is not a one-way and one-time but two-way and counteractive process. So, the partner's counterargument against one's initial persuasive effort was left unexplored and it was not tested the possibility that some strategies might lead to a dead-end. The present study aimed to examine the backfire effect of the condom negotiation strategies and propose a new

criterion of good strategies in condom negotiation, the resistance to counterarguments. In a computer experiment, each of 215 college students selected a preferred one among 7 condom negotiation strategies (Hur & Cho, 2007) in an imagined sexual situation and then were given a counterargument that nullify her/his initial strategies. Finally, the participants answered what they would do in response to the counterarguments. The results revealed that the participants who chose the most preferred 'pregnancy risk' strategy would switch the strategy or even give up condom use most frequently (81.30%) even after one counterargument. The results were discussed in theoretical implications of good negotiation strategies and practical implications in safe-sex education.

E153

LIBERAL AND CONSERVATIVE POLITICAL IDEOLOGIES: DIFFERENT ROUTES TO HAPPINESS? *Becky L. Choma¹, Michael A. Busseri², Stanley W. Sadava²; ¹York University, ²Brock University* – Are conservatives happier than liberals? Politically conservative individuals report higher life satisfaction and happiness than liberals (Napier & Jost, 2008). However, investigators typically employ single-item, bipolar measures of conservative/liberal ideology, and single-item measures of well-being. Extending this research, we utilized separate, multi-item, unipolar measures of conservatism and liberalism, and assessed multiple facets of well-being, including subjective well-being (life satisfaction, positive and negative affect; Diener, 1984), psychological well-being (e.g., personal growth, purpose in life; Ryff, 1991), and social well-being (e.g., social integration, contribution; Keyes, 1998). Based on ideo-affective polarity theory (Tomkins, 1965) and regulatory focus theory (Higgins, 1998), we predicted that individuals with stronger ideologies, liberal or conservative, would report higher well-being. Canadian first-year university students ($n = 405$, Mage = 19.7, 79% female) completed multi-item scales of liberalism, conservatism, subjective well-being, psychological well-being, and social well-being. Confirmatory factor analyses indicated that political orientation was best modeled as two negatively correlated latent factors, political liberalism and political conservatism ($r = -.48$), rather than as a single, bipolar conservatism/liberalism factor. Using structural equation modeling, latent political liberalism and latent political conservatism both were positively related to higher life satisfaction and happiness (a preponderance of positive vs. negative affect). Further, latent political liberalism, but not latent political conservatism, was positively related to a higher-order latent well-being factor, spanning subjective, psychological, and social well-being. In contrast, a higher-order latent bipolar conservatism-liberalism factor was unrelated to well-being. Thus, stronger conservative and liberal ideologies (assessed independently) both are linked with greater life satisfaction and happiness.

E154

ARE EDUCATIONAL ANIMATIONS EFFECTIVE IN CORRECTING COGNITIVE DISTORTIONS AND REDUCING PROBLEMATIC PLAY AMONG SLOTS PLAYERS? *Kelly-Lyn Christie¹, Michael Wohl¹, Hymie Anisman¹, Kimberly Matheson¹; ¹Carleton University, Ottawa, Canada* – Gambling-related cognitive distortions, including illusions of control over winning and misperceptions of gambling-related odds, have been implicated in the onset and progression of gambling problems. Once established, however, it is not known if these cognitions can be corrected in order to reduce problematic play and help gamblers stay within financial limits. The present study assessed the relationship between cognitive distortions and gambling behaviours among a sample of community slots players ($N = 393$), and examined whether a slots-specific educational animation was effective in correcting cognitive distortions and reducing problematic behaviours over a 30 day period. Consistent with previous research, illusions of control and misperceptions of gambling-related odds significantly predicted problem gambling symptoms among slots players, and these cognitions were

associated with more frequent play and exceeding financial limits. Repeated measures ANOVA revealed a decrease in cognitive distortions among slots players over the 30 day study period. Participants who viewed the educational animation played slots less frequently than participants in a matched control condition, and this effect persisted over a 30 day period. These participants were also less likely to exceed their financial limits when playing slots immediately after viewing the educational animation, however, this effect was attenuated over 30 days. These findings suggest that educational animations may be somewhat effective in correcting cognitive distortions and reducing problematic play among slots players. Repeated viewings may be needed, however, to reinforce educational content and encourage long term, adaptive behavioural change.

E155

PREDICTORS OF DELINQUENCY: LEGITIMACY, LEGAL NORMS, AND PEERS *Ellen Cohn¹, Grace Rivera²; ¹University of New Hampshire, ²Westfield State University*—Psychology of legitimacy research (Tyler, 2006) focuses on the importance of following rules because of obligations to authority figures. What has been ignored has been the role of obligations to parents as legitimate authorities affecting delinquency in both middle and high school adolescents. In the current longitudinal study, it was predicted that parental legitimacy would predict delinquency negatively in middle and high school girls and boys. In addition, we were interested in the role of legal norms (i.e. how much one approves of delinquent behavior) (Cohn & White, 1990) and peer delinquency (i.e., how many of your friends engage in delinquent behaviors) (Rebellon, 2006). It was predicted that legal norms and peer delinquency predict delinquent behavior positively. In a longitudinal study of middle adolescents (220 boys, 278 girls) and high school (170 boys, 268 girls) adolescents, students from 13 middle and high schools were interviewed twice a year for three years. The data used in the current study comes from phases 3 and 4 of the study. The questionnaires included questions about legitimacy, legal norms, and peer delinquency. After controlling for socioeconomic status and average grades, parental legitimacy predicted delinquency for middle school girls and boys; legal norms predicted delinquency for middle school boys and high school girls; and peer delinquency predicted delinquency for all four groups. The findings suggest that peer legitimacy and legal norms only affect delinquency in some adolescents. In contrast, peer delinquency affects all adolescents. Implications for legitimacy and legal norms research are discussed.

E156

JURY NULLIFICATION MECHANISMS: SYMPATHY OR ATTRIBUTIONS OF INTENT *Kathleen Cook¹, John Davis²; ¹Seattle University, ²Microsoft*—We investigated how judges' nullification and standard instructions (SI) lead mock jurors to different conclusions. Because nullification instructions (NI) specifically tell jurors that they may use their feelings to guide them, we initially predicted that jurors' feelings of sympathy would mediate between instructions and jurors' decisions. In Study 1, 266 university students heard the trial of a defendant accused of drunk driving. Half of the participants received NI and half received SI before completing manipulation checks and ratings of sympathy and guilt. Although those who received NI rated the defendant as less guilty, neither sympathy for the defendant nor the victim explained the relationship between instructions and guilt ratings. We repeated the study (N = 203) with an assisted suicide case and again sympathy did not mediate. We then hypothesized that the attributions jurors make for why the defendant committed the criminal act (because of the situation or for his own benefit) would mediate between instructions and jurors' decisions. Using the drunk-driving case, participants' (N = 84) responses to a simple why question fully explained the impact of instructions on verdicts and guilt ratings. Study 4 (N = 85) replicated these findings with the assisted suicide case. Although we have known since Horowitz's

(1985) studies that instructions can affect jurors' decisions, we have not known how. In our studies it was jurors' attributions for the defendant's actions, not sympathetic feelings, that were significantly predicted by instructions, and that, in turn, significantly predicted defendant guilt. Implications and future research are discussed.

E157

HEALTH COPING MODERATORS OF CONSCIOUS DEATH THOUGHT ACTIVATION ON HEALTH PREVENTION AND PROMOTION INTENTIONS *Douglas Cooper¹, Jamie Goldenberg¹, Jamie Arndt²; ¹University of South Florida, ²University of Missouri*—According to the terror management health model (TMHM; Goldenberg & Arndt, Psychological Review, in press), people are motivated to remove thoughts of death from consciousness, and thus, health decisions in the context of conscious death thoughts should be moderated by perceptions that health behaviors will produce positive outcomes (i.e., health optimism) and that a given behavior will be effective in reducing the threat (i.e., response efficacy). To the extent that these variables reflect efforts to manage conscious death-related cognitions, they should be especially influential when death is conscious compared to non-conscious, and in health domains that are relevant to threats associated with death. To test this, one hundred thirty-five participants received a measure of health optimism and response efficacy for skin cancer and cavity prevention (to represent a non-death-relevant health threat) behavior and then were randomly assigned to a mortality salience or control condition. Thoughts of death were rendered conscious or not by manipulating whether a delay followed the manipulation. Skin cancer and cavity prevention intentions were then assessed. As predicted, health optimism and response efficacy interacted with conscious but not non-conscious death thoughts; and these effects were only in the context of skin cancer, and not in the death-irrelevant domain of cavity prevention. The findings provide the most direct evidence to date that health decisions in the context of conscious death-thought reflect efforts to manage death-related cognitions, and they suggest that health behavior interventions can benefit by combining TMHM with traditional health coping variables.

E158

SURVIVOR GUILT: THE UNANTICIPATED CONSEQUENCE OF ACADEMIC SUCCESS FOR FIRST-GENERATION COLLEGE STUDENTS *Rebecca Covarrubias¹, Stephanie A. Fryberg¹; ¹The University of Arizona*—Although there are many benefits to pursuing higher education (e.g., higher household income, career opportunities), first-generation college students may encounter unanticipated negative consequences while pursuing a college degree. As the first in their families to attend college and to enter the middle-class, first-generation students may recognize a discrepancy between their successes and their families' experiences. This discrepancy may elicit survivor guilt. Survivor guilt refers to negative feelings that can arise from having succeeded and escaped adverse conditions when close others (e.g., parents, siblings) have not. Qualitative research (Piorkowski, 1983) suggests that for first-generation minority students, survivor guilt can lead to concentration difficulties, depressive withdrawal, and criticism from family. In this study, we empirically compared survivor guilt in first-generation and traditional minority and white undergraduate students. First-generation (20 minority, 13 white) and traditional (26 minority, 54 white) students completed two measures of survivor guilt: a 4-item scale and an open-ended question. Analyses revealed that first-generation students felt more survivor guilt than traditional students. However, this main effect was driven by a college status (first-generation vs. traditional) by ethnicity (minority vs. white) interaction such that first-generation minority students felt more survivor guilt than first-generation white students and traditional students. There was no difference between first-generation white students and traditional students. These findings show that survivor guilt exists in the university setting. Additionally, relative

to their white counterparts, first-generation minority students experience more negative feelings about their academic successes. Implications and suggestions for further research are discussed.

E159

PREDICTING HEALTH BEHAVIORS USING DELAY DISCOUNTING AND TIME PERSPECTIVE MEASURES James R. Daugherty¹, Gary L. Brase¹; ¹Kansas State University – The impacts of health-related behaviors often only become apparent in the future. In order to capitalize on the benefits of healthy behaviors, one must be able to forego immediate lesser rewards in favor of greater future rewards, even though delayed future rewards are less valued at present. Kirby and Marakovi (1996) label this delay discounting. Time perspective – the cognitive processes which filter temporal information and influence behavior (Keough, Zimbardo, & Boyd, 1999) – is believed to be related to delay discounting: Steeper delay discounting functions produce increasingly foreshortened time perspective, yet these constructs have not been simultaneously examined while predicting health behaviors. Participants (N = 467) completed the Consideration of Future Consequences Scale (CFCS, Strathman, Gleicher, Boninger, & Edwards, 1994), Zimbardo Time Perspective Inventory (ZTPI, Zimbardo & Boyd, 1999), Money-Choice Questionnaire (MCQ, Kirby & Marakovi, 1996), and a survey of health behaviors. The concurrent, discriminate, and incremental validity the CFCS, ZTPI, and MCQ were examined. As predicted, moderate to strong relationships were found between the ZTPI and CFCS. Small to moderate relationships were found between the MCQ and the two time perspective measures. The three measures, together, were able to demonstrate incremental validity above and beyond sex and Big Five personality for 9 different health behaviors. After controlling for sex and Big Five personality, the ZPTI Future scale uniquely predicted the most health behaviors, but all three measures uniquely predicted at least one health behavior. These results suggest that the CFCS, ZTPI, and MCQ are related, yet non-redundant measures.

E160

INTERDEPENDENCE WITH THE ENVIRONMENT: COMMITMENT, INTERCONNECTEDNESS, AND ENVIRONMENTAL BEHAVIOR Jody Davis¹, Jeffrey Green¹, Allison Reed², Anthony Coy¹; ¹Virginia Commonwealth University, ²Soka University – Do individuals' perceptions of their interdependence with the natural environment affect their environmental behaviors? From the perspective of interdependence theory, we introduce a scale to measure commitment to the natural environment. In Study 1, higher levels of commitment to the environment and greater inclusion of nature in the self (Schultz, 2001) separately predicted higher levels of pro-environmental behavior (measured by Kaiser, Doka, Hofstetter, & Ranney's [2003] general ecological behavior scale), even when controlling for social desirability and ecological worldview (the new ecological paradigm scale; Dunlap, Van Liere, Mertig, & Jones, 2000). In Study 2, participants primed to experience high commitment to the environment reported greater levels of pro-environmental behavioral intentions as well as pro-environmental behavior relative to participants primed to experience low commitment to the environment. Commitment to the natural environment is a new theoretical construct that has a causal relationship with environmental behavior.

E161

STOPPED FOR SPEEDING: WHAT SHOULD YOU SAY TO POLICE TO REDUCE TICKET COSTS? Martin Day¹, Michael Ross¹; ¹University of Waterloo – Most drivers are occasionally stopped by police for exceeding the speed limit. Speeding is a psychologically interesting transgression because it involves ordinarily law-abiding citizens in interactions with police who have the discretion to alter the penalty. When does a speeder receive a full ticket, a reduced ticket, or only a warning? The severity of the offence as well as the drivers' gender, age

and ethnic background contribute to the final ticket cost (Makowsky & Stratmann, 2008). We investigated whether apologies for speeding also influence ticket costs. In other everyday contexts, apologies foster forgiveness. For police, an apology symbolizes a voluntary version of what a penalty is meant to induce: An apologizer can acknowledge a wrongdoing, show remorse, and indicate a willingness to comply in the future. Participants were 599 university students who recalled what they said to the officer during their most recent speeding infraction, as well as their degree of speeding and the cost of their tickets. Less severe offences and being a female driver were related to lower ticket costs, but these effects were attenuated by drivers' apologies. For severe speeding, when there was no apology present, women received much lower ticket costs compared to men. However, when men apologized, their average ticket cost was reduced to the same level as women. On average, an apology saved these men \$117. Women apologized more frequently than men, but their apologies were unrelated to ticket costs. There were no effects of apology or gender for minor speeding offences.

E162

SEARCHING FOR THE PLACEBO EFFECT IN HAPPINESS-ENHANCING INTERVENTIONS: AN EXPERIMENTAL LONGITUDINAL STUDY WITH DEPRESSED AND NONDEPRESSED PARTICIPANTS Matthew D. Della Porta¹, Nancy Sin¹, Sonja Lyubomirsky¹; ¹University of California, Riverside – In a 4-week randomized experimental longitudinal study (N = 195), we investigated the effects on well-being of practicing a happiness-boosting activity (expressing gratitude) or a placebo activity (listening to and writing about classical music). Expectations regarding the efficacy of both activities were manipulated by presenting participants with bogus New York Times articles claiming that the intervention activity either has or has not been found to increase well-being. In addition, participants were categorized as depressed or nondepressed based on baseline depression scores. As predicted, the regular practice of gratitude was more beneficial to participants' well-being than the placebo activity, regardless of expectancy or degree of depression. Among those who expected to become happier, depressed participants benefited more from both activities than did nondepressed participants. Moreover, person-activity fit, effort, the desire to pursue happiness, and social support all moderated the effectiveness of the interventions. Finally, practicing gratitude augmented perceived positivity of weekly life events, which produced increases in happiness. The implications of these results for understanding the critical factors involved in increasing and sustaining well-being for depressed and nondepressed individuals are discussed.

E163

WHEN MISERY MAKES BETTER COMPANY: USING MESSAGE FRAMING TO PROMOTE SOCIAL SUPPORT IN DEPRESSION Jerusha Detweiler-Bedell¹, Brian Detweiler-Bedell¹, Amy Baugher¹, Nicolia Eldred-Skemp¹, Melanie Cohen¹, Clare Montgomery-Butler¹, Julie Robertson¹, Lauren Tracy¹; ¹Lewis & Clark College – A depressed person may have particular difficulty obtaining sustained social support unless, as previous research indicates, members of the person's support network believe that their interactions with the depressed person will be rewarding (Detweiler-Bedell, Detweiler-Bedell, Hazlett, & Friedman, 2008). Continuing this line of research, we investigated how message framing influences perceptions of providing social support to someone diagnosed with depression. In Study 1, participants first evaluated a website for a local depression support center. The website emphasized either the benefits of volunteering to help individuals suffering from depression (gain-framed) or the drawbacks of not volunteering (loss-framed). One week later, ostensibly in a separate study, participants read a vignette about a friend suffering from clinical depression. Participants initially exposed to the gain-framed website indicated that helping the depressed friend would be more rewarding and they expressed stronger intentions to provide social support to the friend. Study 2 was similar to

the first study. However, a week after evaluating the framed website, participants interacted via instant messaging with a confederate posing as a prospective student, who during the conversation disclosed being diagnosed with depression. Participants initially exposed to the gain-framed website indicated significantly greater willingness to exchange emails with the prospective student and introduce the student to their friends during a campus visit. We discuss the implications of these findings for understanding the stigmatization and amelioration of depression as well as how message framing interacts with a person's perception of helping's hedonic consequences.

E164**ANXIETY INFLUENCES WOMEN'S DESIRE FOR CANCER PREVENTION DRUG**

Amanda Dillard^{1,2}, Peter Ubel^{1,2,3}, Dylan Smith^{1,2,3}, Brian Zikmund-Fisher^{1,2,3}, Angela Fagerlin^{1,2,3}, ¹Center for Behavioral and Decision Sciences in Medicine, Ann Arbor, MI, ²VA Health Services Research & Development, Ann Arbor, MI, ³Division of General Internal Medicine, University of Michigan, Ann Arbor, MI – Affect is an important, but often neglected, component in the decision-making process. Most research on affect and decision-making has taken a valence (positive vs. negative affect) approach, but specific emotions may also have consequences for decision-making. For example, anxiety could influence information processing and subsequent decisions in several ways: it could motivate or interfere with information processing or it could act as a spotlight, highlighting certain types of information. In this study, women at an increased risk for breast cancer were deciding whether to begin taking a medication that could reduce their risk of the disease. Women read information about how the medication reduces breast cancer and its side effects. Afterwards, women completed measures of breast cancer anxiety, knowledge of the information they read, and behavioral intentions. Three months later, women reported whether they had talked to their doctor about the medication, looked for more information about it, or started taking it. Women with greater anxiety about breast cancer were less likely to remember the medication's negative side effects, $r = -.14$, $p = .01$. The finding provides partial support for affect as a spotlight—the idea that affect can encourage differential processing of risk information. Analyses also showed that women with greater anxiety had more decisional conflict (e.g., uncertainty), $r = -.17$, $p < .01$, yet higher intentions to take the medication, $r = .20$, $p < .001$. Three months later, anxiety was positively associated with taking the medication, supporting an affect as motivator of behavior perspective, $r = .31$, $p < .001$.

E165**THE ROLE OF A MUNICIPAL IDENTIFICATION CARD IN REDUCING DISCRIMINATION AGAINST LATINO IMMIGRANTS IN RETAIL STORES**

Ruth Dittmann¹, Paul Lagunes¹, Andrew Pearlmutter¹, ¹Yale University – The present research examines overt and subtle forms of discrimination against Latino immigrants in retail stores and the effectiveness of a municipal identification card in reducing them. We conducted a field experiment involving New Haven, CT's Elm City Resident Card. The first of its kind in the nation, this official municipal identification card available to all New Haven residents regardless of their immigration status was introduced 6 months before we conducted our experiment. Three Latino and three White matched male confederates visited 250 retail stores, made a check purchase, and presented their municipal ID or a non-government issued ID when asked for identification. This yielded a 2 (confederate's ethnicity: White, Latino) X 2 (ID presented: official, unofficial) experimental design with acceptance of ID, number of information requests and non-verbal responses as outcomes. Our results show differential treatment across ethnicity and ID-type. More specifically, we find that the Elm City Resident Card is more likely to be accepted than the unofficial card when presented by White males as opposed to Latino males. Furthermore, Latinos are more likely than Whites to be asked for any form of identification, required to provide more information and responded to more negatively on non-verbal outcome measures. In conclusion, overt and subtle forms of discrimination against Latino immigrants occur in

retail stores and the municipal ID we investigated is not effective in reducing them relative to a non-government issued ID. Implications for social policy and methodological aspects of assessing non-verbal outcomes in a field experiment are discussed.

E166**IMPLICIT THEORIES ABOUT MUSCULARITY: POSSIBLE BEHAVIORAL CONSEQUENCES**

Tonya Dodge¹, Dana Litt²; ¹Skidmore College, ²The George Washington University – Research on individual differences has identified implicit beliefs that affect self-perception: entity and incremental beliefs. Those endorsing entity beliefs tend to see personal attributes as fixed, whereas individuals endorsing incremental beliefs tend to see personal attributes as qualities that can change and develop (Dweck et al., 1995). One unexplored possibility is whether these beliefs apply to the use of performance enhancing substances (PES) among males. Most of research on the use of PES has focused primarily on the individual difference variables of body dissatisfaction and drive for muscularity as predictors of PES use. The present study examines one's implicit theory as an individual difference variable that may affect decisions to use PES. Males who endorse an entity view of muscularity may be less likely to believe in the effectiveness of PES as a way to improve muscle mass. These lowered perceptions of effectiveness in turn, should lead to a lower likelihood of using a PES. The present study was designed to test this hypothesis. A similar hypothesis was tested for weight-lifting behaviors. Nearly 100 males completed a questionnaire that assessed the constructs of interest. Results indicated that males who endorsed entity beliefs tended to rate PES as a less effective way of improving muscle mass. Beliefs about effectiveness in turn, predicted current use of PES. Similar results were found for weight lifting behaviors. These data suggest that holding an entity view of muscularity may protect against use of PES. Practical implications will be discussed.

E167**THE CENTRALITY OF SOCIAL ROLE VALORIZATION FOR SUCCESSFUL COMMUNITY PLACEMENT FOR ADULTS WITH DEVELOPMENTAL DISABILITIES, SEVERE AND CHALLENGING BEHAVIOR AND HISTORIES OF LONG-TERM INSTITUTIONAL PLACEMENTS**

Lori Ann Dotson¹; ¹Institute for Applied Behavior Analysis – Though nearly three thousand individuals with developmental disabilities live in State Developmental Centers (State Hospitals) in California alone, many individuals previously institutionalized are now residing in community settings. Due to this increased presence in community-based arrangements, psychologists must interface with individuals with developmental disabilities in a wider variety of settings, regarding a broader range of challenges than ever before. On such challenge is the realization of the goal of social role valorization, as defined by Wolfensbeger (1983) as the enablement, establishment, enhancement, maintenance, and or defense of valued social roles for people – by using as much as possible, culturally valued means. Through the presentation of several single case studies of individuals participating in a non-aversive program utilizing non-linear applied behavior analysis, the efficacy of behavioral technologies to assist individuals with histories of severe and challenging behaviors and long-term institutional placements in meeting the aims of social role valorization through community presence and participation will be presented.

E168**BEHAVIORAL RESPONSES TO RAPE AS A FUNCTION OF ATTITUDES, ATTRIBUTIONS OF FAULT, AND EMOTION**

Valerie Earnshaw¹, Eileen Pitpitan¹, Stephenie Chaudoir¹; ¹University of Connecticut – The ways in which people respond to disclosures of rape may have important implications for both survivors of rape and societal acceptance of rape. On the dyadic level, people may offer assistance and social support to a survivor of rape, or they may avoid and stigmatize them. On the societal level, responses to rape may take on the form of public acceptance or protest of sexual assault. Behavioral responses to disclosures of rape are likely the result of a complex process involving a

variety of psychosocial factors. The current study explored the relationship between several of these factors, including: attitudes, attributions of fault, identification with the survivor, and emotions. Participants read an ostensible description of an experience of rape written by a female undergraduate at their university. Data analyses explored the relationship between the aforementioned factors in a path model. Participants who endorsed rape myth acceptance attitudes were more likely to blame the female survivor, feel anger and dislike toward the survivor, and report that they would avoid survivors of rape. Participants who endorsed feminist beliefs were more likely to blame societal factors, agree that a similar situation could happen to them or someone like them, feel pity for the survivor and anger in general, and report that they would help the survivor and engage in protest activities. Implications of behavioral responses to disclosures of rape are considered.

E169

CONTROLLED DRINKING INEFFICACY INTERACTS WITH TRAIT NEED FOR CONTROL IN PREDICTING READINESS TO CHANGE IN BINGE DRINKERS Elizabeth Edmondson¹, Kenneth Hari¹; ¹University of Windsor – Researchers concerned with health promoting lifestyle behaviors have identified cognitive-social and personality factors as being important in understanding the decision to seek treatment and the process of successful therapeutic remediation. Meta-analysis has shown greater levels of abstinence self-efficacy are associated with higher abstinence rates and lesser relapse in clinical samples who are in treatment (or Alcoholics Anonymous) and are pursuing abstinence as their therapeutic goal (Forchimes & Tonigan, in press). The present study is concerned with the pre-treatment phase of the life-course of problematic drinking. During this earlier phase, self-inefficacy vis-à-vis one's ability to drink in a controlled manner may have a salubrious effect. Based on dissonance and self-consistency models, the present study hypothesized that individual differences in perceived lack of moderation efficacy may motivate binge drinkers who are not yet in treatment to move from the precontemplation stage of change to the contemplation or preparation stages of change. Furthermore, we proposed the salutary motivational effects of heightened awareness of impaired control over alcohol consumption would be strongest in bingers who felt it was highly important to be in control of their life. Eighty-two binge drinking college students completed measures of controlled-drinking self-efficacy, readiness to change alcohol consumption, and need/desire for control in life. A statistically significant two-way ANCOVA yielded results suggesting the process of forming an intention to change a health destructive behavior may be facilitated by a sense of dissonance or hypocrisy. In addition to negative affect, perceived susceptibility and/or problem severity may have been mediators.

E170

A MEASURE OF UNCERTAINTY ABOUT THE CAUSES OF HEALTH OUTCOMES John Edwards¹, Sharolyn Tamashiro²; ¹Oregon State University, ²Argosy University, Hawaii – The construction and validation of a measure of uncertainty about the causes of health outcomes (CUSH) is described. The measure was based on an existing measure of causal uncertainty about social and achievement outcomes and an associated model of causal uncertainty (Weary & Edwards, 1994; 1996). Causal uncertainty has been shown to have significant effects on people's social judgments and it seemed likely that similar effects would hold in the health domain. An initial study led to the retention of 24 items which had good reliability. Factor analyses revealed three correlated factors, uncertainty about the causes of one's own health outcomes, about other people's health outcomes, and about the causes of cancer. A second study replicated these findings. In addition, Study 2 participants completed a number of measures of constructs related theoretically to causal uncertainty about health outcomes. Theory suggests that CUSH scores should be related to maladaptive coping strategies, less perceived

control over health outcomes, and generally poorer health. Consistent with this, CUSH scores were associated with increased depressive symptomatology and anxiety, use of denial, self blame, and disengagement as health coping strategies, less use of instrumental support, acceptance, and planning in coping with health problems, increases in physical symptoms related to illness, and great chance- and powerful other-related locus of control regarding health outcomes. These results suggest that uncertainty about the causes of health outcomes influences in a negative manner how people approach health problems and, likely as a result of this, how healthy they are.

E171

THE UNIVERSITY OF DELAWARE STUDY OF THE RESIDENCE LIFE EXPERIENCE Patrick Ewell¹, Carrie Smith¹; ¹University of Delaware – This study was created to investigate the effects of the RA experience and how it may affect the RAs in terms of the Self-Determination Theory. It is commonly believed by the RA community that being an RA in its self is an improving experience due to the responsibility and self reflection that comes with being in a leadership position. In a study by Sheldon & Krieger (2007), it was determined that many law schools had an adverse effect on students. Law student displayed a decrease in autonomy support satisfaction, which in turn was associated with lowered self-determined career motivation. We believe the RA experience may have the opposite effect. This experience provides many opportunities that will nurture more intrinsic motivations and provide RAs will greater life satisfaction. In addition to these topics we pursued this point of interest due to the lack of previous research on this group. Our hypothesis is that students in the residence life program will move towards self-actualization (as conceptualized by life satisfaction and vitality) as a function of intrinsic motivation for engaging in the experience. Participants completed measures of life satisfaction, self-esteem, basic psychological needs and locus of control. Intrinsic motivation for various aspects of the RA position was significant predictors of both vitality and life satisfaction. These findings suggest that RA's with intrinsic motivations for doing activities such as helping their residents, spending time with their residents or becoming a RA in the first place have higher levels of life satisfaction and measures of vitality.

E172

REDUCING JUROR BIAS IN THE COURTROOM: THE IMPACT OF RACE-RELEVANT PRE-TRIAL QUESTIONING Kristine Fitzgerald¹, Regina Schuller¹; ¹York University – Psychological research supports the contention that prejudicial undercurrents in the courtroom impact jurors' decisions. Previous research (Schuller et al., 2008; Sommers, 2006) demonstrates that pre-trial questioning impacts mock juror verdicts such that race-relevant questions, in comparison to race-neutral questions, prompt fewer guilty verdicts and lower estimates of the likelihood that a Black defendant, compared to a White defendant, committed a crime in question. The purpose of the current research was to determine if the type of race-relevant pre-trial questioning used during jury selection impacts mock jurors' verdicts and case judgments in the case of a Black defendant. This study employed a 3 (type of race-relevant questioning: none, close-ended or reflective) by 2 (case type: auto-theft or embezzlement) between-subjects design in which participants (N = 184) were exposed to either one of two forms of pre-trial questioning or no questioning before reading a case summary. The results suggest that, irrespective of case type, the close-ended questioning strategy actually increased guilt ratings for the defendant, in comparison to the no pre-trial questioning condition, while the reflective questioning strategy decreased these ratings. Moreover, a type of questioning by participant race interaction on level of guilt was revealed, suggesting that the reflective questioning strategy may have been most effective for reducing White mock jurors' guilt ratings. There was also evidence that the type of evidence-gathering strategy mock jurors employ underlies the

effectiveness of the reflective questioning strategy in reducing guilt ratings for the Black defendant. Applied implications for jury selection procedures will be discussed.

E173**THE EFFECT OF SOCIAL COMPARISON ON NEW MIGRANTS TO CANADA**

Jennifer L. Fortune¹, Penelope Lockwood¹; ¹University of Toronto—Past research suggests that individuals can be inspired by others who have excelled in a relevant domain. For new migrants, members of their cultural group who have successfully adjusted to life in Canada may serve as role models, confirming that successful adjustment to the new culture is indeed possible. We examined the role that upward social comparisons to successful new migrants play to individuals' motivation to succeed. We predicted the new migrants would benefit more from upward comparisons to other new migrants than from comparisons to Canadian-born citizens. Participants were undergraduate students who had immigrated to Canada within the previous 10 years. They read an account ostensibly written by another student which described that individual's success. The target for comparison was either a new migrant to Canada, or a Canadian-born citizen of European descent. Control condition participants were not exposed to a target before completing the dependent measures. Participants next rated themselves on their intentions to self-improve in such domains as English language skills, academic success, and adapting to the new culture generally, along with their perceived control over these domains. Participants who read about a successful new migrant experienced greater boosts to motivation and higher levels of perceived control over their own ability to adjust to the new culture than did those students who compared to a non-migrant or made no comparison. Thus, individuals dealing with novel cultural environments may benefit especially from exposure to role models who have themselves successfully dealt with a similar transition in the past.

E174**SOCIAL STIGMATIZATION ON INTENTIONS TO QUIT AMONG SMOKERS**

Omid Fotuhi¹, Geoffrey T. Fong¹, Juliana Parker¹, William Callery¹; ¹University of Waterloo—Today, smoking, smokers, and the tobacco industry are generally portrayed very negatively in North America, and this has implications for reductions in smoking. Applying Goffman's notion of stigmatization, the denormalization of the smoking-positive culture has contributed to motivating smokers to quit. This study examined nonsmokers' perceptions of smokers, smokers' awareness of how they are perceived by nonsmokers, and the consequences these perceptions have on smokers' motivation to quit. University students (n=115: 46 smokers and 69 nonsmokers) were asked about their attitudes towards smoking and smokers. From the nonsmokers' perspective, 77.3% believed that cigarette smoke, whether direct or second-hand (SHS) was the most dangerous substance that a person is routinely exposed to. Understandably, the majority of nonsmokers reported either having to hold their breath (83.3%) or having to walk around a smoker's cloud of smoke (74.6%) on a daily or weekly basis, for which most reported being annoyed about. Nonsmokers viewed smokers more negatively (M=35.91) than nonsmokers viewed themselves (M=55.00; $t(65)=5.40$, $p<0.001$), or than smokers viewed themselves (M=52.61; $t(110)=4.83$, $p<0.001$). In addition, smokers were accurate in how negatively nonsmokers perceived them. Importantly, smokers who believed they were viewed most negatively by nonsmokers were most likely to regret having started smoking ($r=0.38$, $p<0.01$) to hide their smoking behaviour from others ($r=0.30$, $p<0.05$) to be motivated to quit smoking, ($r=0.52$, $p<0.05$) and to quit from fear of being negatively perceived by others ($r=0.56$, $p<0.05$). These findings suggest that negative social views about smoking and smokers have the power to motivate smokers to quit.

E175**LET ME TELL YOU ABOUT MYSELF (OR WHO I WANT YOU TO THINK I AM): DISCLOSURE AND HONESTY ON FACEBOOK AND MYSPACE**

Nancy Frye¹, Michele Dornisch¹; ¹Long Island University—Social networking sites, such as Facebook and MySpace, are becoming increasingly popular, with nearly 100 million members between them. In their profiles, members frequently disclose quite a bit about themselves. Who is most likely to self-disclose? On which topics are people likely to disclose? Who is most likely to honestly self-disclose, and on which topics are people likely to honestly self-disclose? The current study examined these questions using data from 180 college student members of Facebook and MySpace. People disclosed the most about tastes (e.g., favorite music) and to report being most honest in disclosures about these topics. Overall levels of disclosure and honesty were examined with linear regressions, and disclosure and honesty on specific topics were examined with hierarchical linear models. Reciprocity helps to predict disclosure; people tend to disclose more overall if they think their friends disclose more. Furthermore, people tend to disclose more on the same topics that they think their friends disclose more about. Both of these patterns are particularly pronounced among people with a high need to belong. With respect to self-reports of honesty, people who disclose more overall tend to report less honesty in their disclosures, but when people disclose a high amount concerning a particular topic, their disclosure about that topic tends to be relatively honest. Results reveal the need to distinguish between levels of disclosure and honesty of disclosure, and between disclosure and honesty overall and with respect to particular topics, as well as the importance of self-presentation in social networking sites.

E176**EMBODIED COGNITION AND HEALTH PERSUASION**

Cynthia Gangi¹, David Sherman¹; ¹University of California, Santa Barbara—According to Embodied Cognition Theory, knowledge is not represented as abstract symbols stripped of their original perceptual and contextual substance, but rather as symbols richly imprinted by sensorimotor interactions (e.g., Barsalou, 1999). The present research reexamines health persuasion from an embodied cognition perspective by proposing that messages which facilitate sensorimotor encoding and representation of health information can effectively promote healthy behavior. Two studies were conducted in which participants watched a video advocating flossing while either imagining themselves flossing (Cognition-Only condition) or imagining themselves flossing while touching a piece of dental floss (Motor + Cognition condition). In Study 1, female participants in the Motor + Cognition condition flossed more in the week after seeing the video and showed greater consistency between their flossing intentions and behavior. In Study 2, participants' flossing efficacy was evaluated by a dental hygienist. Those in the Motor + Cognition condition demonstrated better flossing skills a week after seeing the video, held more accessible attitudes, and showed greater intention-behavior consistency. Implications for theories of embodied cognition, attitude-behavior consistency, and health interventions are discussed.

E177**MOTHER-DAUGHTER COMMUNICATION AND HPV VACCINE UPTAKE**

Meg Gerrard^{1,2,3}, Megan Roberts^{1,2}, Rachel Reimer¹; ¹Iowa State University, ²Dartmouth College, ³Norris Cotton Cancer Center, Dartmouth Medical School—OBJECTIVES. Gardasil vaccine has been available to girls and young women for protection against human papillomavirus (HPV) for over a year, but little research has documented the prevalence and predictors of vaccination in the United States. The purpose of this study is to examine the prevalence of vaccination among college women, and to explore psychosocial predictors of vaccination and interest in vaccination including mother-daughter communication relevant to the decision to vaccinate. METHODS. Five hundred predominately white (88%) female

undergraduate students at a large Midwestern University responded to questionnaire items during the 2007-2008 academic year assessing sexual history, perceived risk of HPV and cervical cancer, interest in vaccination, and knowledge about HPV and its sequelae. Participants also responded to a variety of questions assessing the content and quality of communication with their mothers about sexually-related topics, including HPV and its vaccine. **RESULTS.** Of the 500 participants, 309 (62%) reported being sexually active, and 196 (39%) reported having received the HPV vaccine (127 of whom received all three doses). Awareness was high, with 92% reporting having ever heard of the HPV vaccine. A series of logistic regressions indicated that mother-daughter communication, and mother approval of HPV vaccination was associated with increased vaccination rates, and increased interest in vaccination among the unvaccinated. **CONCLUSIONS.** Consistent with hypotheses, parent-child communication continues to be an important factor in health protection behaviors, including the uptake of, and future interest in, HPV vaccination.

E178**DOES BODILY SATIETY AFFECT PURCHASING DECISIONS?**

Ashley Gowgiewl¹, E. J. Masicampo², Roy Baumeister²; ¹Georgia Southern University, ²Florida State University – Three studies tested the hypothesis that as people became more satiated, their desire for acquiring consumer goods, and the reported likelihood to purchase them, would decrease. In Study 1, participants leaving the cafeteria (who were found to be more satiated) found items less desirable than their hungry counterparts. In addition, hungry participants were less likely to buy items compared to satiated participants. Study 2 found a similar effect, in that participants who were given a protein shake (induces satiation) were less likely to find items desirable, or to say they were willing to purchase items, compared to participants who were given water (control) or Crystal Light (induces hunger). Additionally, hungry participants were more willing to buy inexpensive items but far less likely to buy expensive ones. In Study 3, participants who were hungry rated the acquisition of material goods more desirable and active, energy consuming activities as much less desirable than their satiated counterparts. These studies suggest that hunger predicts the likelihood to spend money on inexpensive items and that it increases desirability for items, regardless of their price. There also seemed to be a hoarding effect in the sense that hungry participants were far less likely to purchase expensive items, even if they found them desirable.

E179**DESIRED IDENTITIES OF PATIENTS: SELF-PRESENTATION IN MEDICAL SETTINGS**

Jodi Grace¹, Giselle Inoa¹, Sarah Grubbs²; ¹St. Thomas University, ²University of North Carolina, Wilmington – The theory of self-presentation (Schlenker, 1980) states that people want to portray a desired identity of themselves to an audience (both others and themselves). In the medical setting, patients also hope to portray desired identities of themselves to their physician, an important audience. However, when people fail to portray their desired identity, they find themselves in a self-presentational predicament. Predicaments occur in medical settings when patients feel they fail to convey their desired identity to their physician. Predicaments leave people feeling uncomfortable, unsettled, and often embarrassed. The present study asked a diverse sample of male and female participants (N = 91) to describe how they want to be viewed by their physician (desired identity) and how they believe their physician truly views them (actual identity). Emergent analyses with three coders revealed participants' desired identities. Specifically, participants were most likely to report that they wanted physicians to view them as healthy. Participants also wanted their physicians to view them as intelligent or informed, and as easy-going or good-natured. Chi square analyses revealed differences between the desired identities of patients and their actual identities, suggesting a discrepancy that may lead patients to experience self-presentational

predicaments in medical settings. Participants also reported their perceptions of the typical physician and their ideal physician. Learning more about the desired identities of patients can equip the medical community with important information to enhance patient/physician interactions. .

E180**RECOVERING FROM INDIRECT EXPOSURE TO THE VIRGINIA TECH TRAGEDIES: IS ONE YEAR ENOUGH TIME?**

Jon Grahe¹; ¹Pacific Lutheran University – The 24-hour news programming cycle provides the public with increased access and exposure to images and details of traumatic events such as school shootings. The negative psychological outcomes (e.g., PTSD) on individuals with direct exposure have been documented. However, recent evidence suggests that indirect exposure to the 9/11 terrorist attacks also led to psychological difficulties (Galea & Resnick, 2005). We extended previous research by measuring the impact of indirect exposure on emotional, cognitive, and behavioral responses to the Virginia Tech Massacre within two-weeks of the incident and then one-year later. The study included two samples (two-week N = 276; one-year N = 154) recruited to participate from various public buildings at a small university in the Pacific Northwest. Survey items measured memory recall, Bayesian probability estimation, behavioral measures, stress, anxiety, and basic needs threat. After agreeing to participate, respondents were prompted to think about the event and then completed the survey. As expected, respondents from the two-week sample reported increased levels of anxiety (t (432) = 2.89) and stress (t (427) = 2.36) compared to the one-year sample. Additionally, respondents reported thinking about the event more times a day (t (370) = 9.24) and higher expectation that a similar event was likely to occur on their campus (t (427) = 2.79); all p's < .01. Further analyses demonstrated these responses were moderated by gender and emotional response to the incident, supporting prior findings related to other traumatic events (Chu, Seery, & Ence, 2006).

E181**PERCEIVED PARENTING STYLES AND ITS IMPACT ON UNDERGRADUATES' SUBSTANCE USE**

Janelle K. Gross¹, Susan N. Siaw¹; ¹Cal Poly Pomona University – Drug and alcohol use are rising problems among college students in the United States, and there is some suggestion that parenting style contributes to this increase (Perkins, 2002). This study tested five hypotheses concerning the relationship between parenting style and substance use in college students. In addition to examining authoritarian and authoritative parenting styles (Baumrind, 1967), of particular interest is helicopter parenting and its association with substance use in undergraduates. Helicopter parenting is defined as high maintenance mothers and fathers who seem to hover over their children's every step toward a college degree (Gordon & Kim, 2008). There were 153 participants (M age = 20.5 years; 60.9% males; 25.9% White) from two introductory psychology courses, which included students from all majors at a state university. Participants completed three surveys: Parental Authority Questionnaire (Buri, 1991), Core Alcohol and Drug Survey (Presley & Meilman, 1989), and Helicopter Parents Scale (Siaw, 2007). The substances that were measured in this study included alcohol, marijuana, cocaine, and designer drugs. Overall, the hypotheses were only tentatively supported. One statistically significant finding suggested that having an authoritarian parent during childhood is a predictor of earlier alcohol use. Interestingly, the study found that 72.5% of the college students were satisfied with their parent's involvement in their education. In contrast, the students who were disappointed in their parent's level of involvement were more likely to engage in alcohol and marijuana use. Additional results will be presented.

E182

IS RE-VICTIMIZATION AN INEVITABLE OR AVOIDABLE REALITY? EXPLORING THE MEDIATING ROLES OF FEAR AND DEPRESSION IN THE RELATIONSHIP BETWEEN CHILDHOOD SEXUAL ABUSE AND DATING VIOLENCE VICTIMIZATION IN ADULTHOOD.

Kakul Hai¹, Emilio Ulloa², Monica Ulibarri¹; ¹University of California San Diego, ²San Diego State University—This study examined the role of fear and depression as mediators in the relationship between a history of childhood sexual abuse (CSA) and adult dating violence victimization in adulthood. The sample consisted of 507 female undergraduate women from two Southern California State University campuses. Participants completed self-administered surveys containing the Sexual Experiences Survey (Koss & Oros, 1982), the Women's Experience with Battering Scale (WEB; Smith, Earp & DeVellis, 1995), the Center for Epidemiological Studies Scale for Depression (CES-D; Radloff, 1977), and the Modified Conflict Tactics Scale (Straus, 1979). Data was analyzed using Structural Equation Modeling (SEM). Results indicated a statistically significant relationship between CSA and dating violence victimization in adulthood. This relationship was significantly mediated by fear. Depression was significantly related to CSA, but not to dating violence victimization. Identifying modifiable mediators of the relationship between CSA and adult re-victimization, such as fear, is central to the development of violence prevention strategies aimed at young women.

E183

OPTIMISM AND SOCIAL NETWORK EXPOSURE TO DISEASE ARE RELATED TO WOMEN'S PERCEPTIONS OF DISEASE RISK

Jada G. Hamilton¹, Marci Lobel¹; ¹Stony Brook University—Both situational and dispositional factors influence risk perceptions. For example, knowing a seriously ill person makes us feel more vulnerable to disease (Montgomery et al., 2003). However, optimists generally believe themselves to be at lower risk for disease than do pessimists (Gerend et al., 2004). We hypothesized that optimism would temper the impact on disease risk perception of having family members or close friends with particular diseases. We examined associations of optimism and social network exposure to cardiovascular disease, breast cancer, and lung cancer with 143 middle-aged women's (age 40-83, M=52.6, SD=7.9) perceived risk for these three diseases, which vary in their heritability and influence by specific health behaviors, factors that may moderate whether women see themselves at risk. Multiple regression analyses revealed that risk perceptions for breast and lung cancer were higher among women least optimistic and who know more disease-affected women; there were no significant interactions. Whereas social network exposure was more strongly related to breast cancer risk perceptions than optimism, the opposite pattern was found for lung cancer. For cardiovascular disease, the association between number of disease-affected women known and perceived disease risk was substantially weaker for highly optimistic women, as hypothesized $t(139) = -3.36, p = .001$. Optimists perceived themselves to be at moderate risk, whether or not they know close others with cardiovascular disease. Results suggest the extent to which situational and dispositional factors jointly influence risk perceptions may vary by disease and be affected by disease characteristics such as objective risk and heritability.

E184

PREDICTING SUNSCREEN USE FROM ATTITUDES, SUN-RELEVANT BELIEFS, NORMS, AND PERCEIVED CONTROL

Abby B. Harvey¹, Andrew Karpinski¹; ¹Temple University—Despite the fact that sun exposure without taking the proper precautions could be harmful (American Academy of Dermatology, 1988), Americans continue to sunbathe and spend time outside in the sun without using sunscreen. We used the Theory of Planned Behavior (TPB) to evaluate 53 participants' decision to use sunscreen when exposed to the sun. While attitudes about sunscreen (beta = 0.48, $p < 0.01$) and subjective sunscreen norms (beta =

0.55, $p < 0.01$) predicted intentions to use sunscreen, perceived behavioral control failed to predict intentions (beta < 0.01, $p = 0.97$). Consistent with the TPB, use of sunscreen was predicted by intentions to use sunscreen (beta = 0.54, $p < 0.01$) and marginally by perceived behavioral control (beta = -0.20, $p < 0.07$), but attitudes and subjective norms failed to predict unique variance in behavior once we controlled for behavioral intentions ($ps > 0.10$). We also examined six sunscreen-relevant beliefs (such as skin aging and the sun, the effectiveness of sunscreen, and general attitudes about the sun and sunscreen) in order to gain a greater understanding of intentions to use sunscreen. A regression analysis revealed that only beliefs about the sun aging skin (beta = 0.38, $p = 0.02$) and general beliefs about sunscreen (beta = 0.26, $p = 0.09$) predicted (or marginally predicted) intentions to use sunscreen. Ultimately, we found support for using the TPB as a model of decision making to use sunscreen as well utility for using specific sunscreen-relevant beliefs to predict sunscreen intentions.

E185

DESIRED DISCLOSURE-RECIPIENT RESPONSES TO DISCLOSURE OF TRAUMATIC EXPERIENCES

Miho Hatanaka¹, Yutaka Matsui²; ¹Meijo University, ²University of Tsukuba—Previous research has indicated that disclosure of traumatic events is associated with physical and psychological health (e.g. Pennebaker, 1989). It has also been suggested that the effect of disclosure on health depends on the responses of disclosure-recipients (Moriwaki, 2002). In this preliminary study, responses that are desired in self-disclosure of traumatic experiences were identified, by focusing on changes in the required responses over time. In a questionnaire survey, 284 undergraduate students were asked about an experience that disturbed them, and the most satisfying disclosure experience related to it. They also reported the disclosure-recipients responses during the disclosure, as well as their timing. The results of factor analysis indicated that there were three categories of desired disclosure-recipient responses: Acceptance and emotional support, Active intervention, and Advice and help for cognitive integration. Analyses of variances were conducted to examine whether the desired response of disclosure-recipients changed with elapsed time since the disturbing experience. Results indicated that Acceptance was always necessary. On the other hand, Active intervention was desired shortly after the upsetting event, and Advice and help for cognitive integration was desired not immediately, but after a brief interval. These results suggest that the desired disclosure-recipient responses change with the stages of coping with traumatic experiences. It is indicated that future studies should investigate the effects of disclosure-recipient responses on health.

E186

ATTRIBUTIONAL RETRAINING: REDUCING THE PROBABILITY OF COURSE FAILURE AMONG FIRST-YEAR COLLEGE STUDENTS

Tara Haynes¹, Lia Daniels², Rodney Clifton¹, Raymond Perry¹, Joelle Ruthig³; ¹University of Manitoba, ²University of Alberta, ³University of North Dakota—Approximately 20-30% freshmen college students do not complete their first year (Feldman, 2005). Failure in college courses is a major contributor to high drop-out rates (McGrath & Braunstein, 1997). What can be done to help first-year students pass their courses and stay in college? One solution may be Attributional Retraining (AR), a cognitive therapeutic technique designed to restructure students' explanations about the causes of poor academic performance. This study examined the utility of AR to reduce the probability of failing an Introductory Psychology course, beyond the effects of several well-established predictors including student demographic characteristics (gender, age, and high school average) and learning environment variables (faculty, registration status, and instructor). Participants were 843 first-year students (61% female, ages 17-31) assigned to either the AR (n=168) or no-AR (n=675) condition. Results of a three-step logistic regression demonstrated that the odds of failing Introductory Psychology

were reduced by: being male ($=-.67$, Wald=9.08, $p<.01$, OR=.51), being an older student ($=-.50$, Wald=6.77, $p<.01$, OR=.61), having good high school grades ($=-.88$, Wald=53.72, $p<.01$, OR=.41), registering as a full-time student ($=-1.93$, Wald=24.86, $p<.01$, OR=.14), and taking Introductory Psychology from a graduate student instructor ($=.66$, Wald=6.22, $p<.01$, OR=1.94). Finally, beyond the effects of demographic characteristics and learning environment variables, the odds of failing were further reduced by exposure to AR: Students who received AR were 59% less likely to fail Introductory Psychology than were their no-AR counterparts ($=-.88$, Wald=7.44, $p<.01$, OR=.41). Thus, AR may be a viable solution for addressing high failure/attrition rates among freshman college students.

E187

MORALIZATION, RISK PERCEPTION AND RISK REDUCTION: A QUALITATIVE INTERVIEW STUDY OF U.S. SMOKERS Marie Helweg-Larsen¹, Meg Tobias¹, Bettina Cerban¹; ¹Dickinson College – Research shows that in the U.S. smoking has become a behavior that is regarded as a moral act (smoking is viewed as inherently bad) rather than a personal choice. Moralization can create an abundance of cultural messages about the dangers of smoking which in turn can increase people's perceptions of how dangerous it is to smoke (dangerous to the smoker and to others). Both moralization and risk perceptions might thus in turn influence smoking cessation or reduction. In this qualitative interview study we hypothesized that more moralized attitudes toward cigarette smoking would be associated with higher risk perceptions (for self and others) and with a greater tendency to engage in risk reducing behaviors. Semi-structured interviews (approximately 45 min. long) were conducted with 15 smokers; data analysis was aided by the use of MAXQDA software. As expected, smokers displayed optimistically biased personal risk assessments (they felt it was dangerous to smoke but not for them personally) and described being targets of moralized attitudes of three types: moral judgment, disapproval and stigmatization, and disgust. As predicted, smokers who felt their smoking was moralized were more likely to report limiting their smoking (although none of the smokers intended to quit). Moralization was also associated with more concern about the risks of second hand smoke, although moralization was not associated with greater concern about personal smoking-related health risks. Future studies should focus on the cultural specificity of the effects of moralization on risk perception and smoking cessation intentions.

E188

PERCEIVED VULNERABILITY MEDIATES THE RELATION BETWEEN STRESS AND WILLINGNESS TO ENGAGE IN RISKY BEHAVIOR Amy E. Houlihan¹, Frederick X. Gibbons², Meg Gerrard²; ¹Texas A & M University - Corpus Christi, ²Dartmouth College – The goal of this study was to examine potential mediators of the previously demonstrated effect of experimentally-induced stress on subsequent health risk behavior. One to three months after completing pre-test measures, male college students were randomly assigned to complete a stress induction or a control task. Participants then completed a questionnaire containing measures of behavioral willingness, behavioral intentions, perceived vulnerability, and consideration of positive and negative consequences regarding two risk behaviors: heavy drinking and casual sex. Measures of participants' physiological arousal (heart rate and galvanic skin response) were also recorded throughout the experimental session. Consistent with previous research based on the prototype/willingness model that has demonstrated links between negative affect, stress, and willingness to engage in risk behavior (Houlihan et al., 2008; Pomery, 2004), participants who underwent the stress induction reported greater willingness (controlling for their pre-test willingness) compared to participants who completed the control task. As anticipated, there was very little change in intentions to engage in the risk behaviors. There was no evidence that negative affect or physiological arousal mediated the relation between stress and willingness. Instead, results indicated that self-reported perceived vulnerability to the negative consequences of the

risk behaviors (i.e., sexually transmitted disease, alcohol poisoning) mediated the effect of stress on willingness. The stress induction was associated with less perceived vulnerability, which predicted greater willingness. These findings suggest that when people are under stress, they may fail to base their decisions on careful contemplation of the health risks associated with their behaviors.

E189

EFFECTS OF INFUSING DIVERSITY INTO THE CURRICULUM ON STUDENT ATTITUDES AND COURSE CONTENT KNOWLEDGE Heather Hussey¹, Bethany Fleck¹, Rebecca Warner¹; ¹University of New Hampshire – Much of the current curriculum in the United States is comprised of Anglo American concepts and offers little to no consideration of minority student needs (Banks, 2002; Brown, 2007; Hurtado, Carter, & Kardia, 1998). This is inconsistent with the needs of the ever growing population of minority students (Banks, 2002). Nevertheless, the majority of faculty are still hesitant to teach about diversity (Maruyama & Moreno, 2000). Although programs and policies have been implemented to provide this needed multicultural education (Renner & Moore, 2004), there is a lack of research about the effects of many of these programs and policies on students' learning, attitudes, etc. (Gurin, Dey, Gurin, & Hurtado, 2003). The current study examined the effects of different content on student attitudes toward a number of different minority groups as well as their levels of content knowledge. Significant differences were found in terms of positive attitude change and infusing diversity into course content did not affect content knowledge.

E190

A FACET OF FORGIVENESS THAT CONTRIBUTES TO SELF-ACCEPTANCE MAY PROTECT AGAINST ALCOHOL ABUSE IN OFFSPRING OF ALCOHOLICS Phillip Ianni¹, Kenneth E. Hart¹, Stephen Hibbard¹, Michelle Carroll², Tobi Wilson¹, Aleks Milosevic¹, Helen Chagigiorgis¹; ¹University of Windsor, ²McMaster University – Forgiveness is a salutary and creative way of responding to human harm. While theorists have proposed forgiveness may protect against alcohol abuse, research is limited because it has not: (a) appreciated the heterogeneity of forgiveness and (b) examined facets of forgiveness in relation to alcohol abuse among offspring of alcoholics (OoA's). The current study adopts a multifaceted approach to assessing forgiveness in young adults who are at high risk for alcohol abuse disorders by virtue of their family of origin. 110 college students completed measures that tapped forgiveness of others, forgiveness of self, and personal alcohol abuse. A regression analysis showed self-forgiveness was significantly associated with fewer symptoms of alcohol abuse. Results highlight the heterogeneity of forgiveness. They also suggest a compassionate attitude toward oneself may reduce the risk of alcohol abuse in young adults who were reared in a dysfunctional familial environment that fostered feelings of 'shameful-guilt'. We speculate that self-forgiveness may lessen motivation to drink among OoA's by reducing guilt that is infused with shame. For OoA's, exaggerated feelings of 'shameful-guilt' may easily be triggered by awareness that one has perpetrated harm on oneself or others. Future research with OoA's may show that self-compassion is a vital component of the self-forgiveness process, and that learning to forgive oneself contributes to positive mental health via self-acceptance. Continued work in this area may benefit addiction prevention programs that seek to facilitate resilient outcomes in high risk youth who are otherwise vulnerable due to childhood emotional abuse and shared genetics.

E191

THE HOME FIELD ADVANTAGE IN ATHLETICS: A META-ANALYSIS Jeremy Jamieson¹, Stephen Harkins¹; ¹Northeastern University – This meta-analysis examined the home field advantage in athletics, with an emphasis on potential moderators. The goal of this research was to quantify the probability of a home victory, thus only studies that

included win/loss data were included in the meta-analysis. Rosenthal and Rubin's (1989) proportion index (d) was used as the effect size measure. A total of 56 effect sizes were extracted from previously published research. An additional 31 independent effects sizes were computed by the author directly from archival sources rather than from published studies. A significant advantage for home teams was observed across all conditions ($M = .604$), and time era, season length, game type (championship vs. regular season), and sport moderated the effect. Prior to 1950 the home field advantage was significantly stronger than it has been in any era since; longer seasons produced weaker home field advantage effects; a greater home field advantage was observed for championship games than for regular season games; and soccer exhibited significantly stronger home field advantage effects than the other 9 sports examined, whereas baseball exhibited smaller home advantages than all but 3 of the sports examined. Furthermore, it was found that season length mediated the effect of sport such that differences between sports could be attributed to some sports having longer seasons than other sports. This research has implications for athletes, fans, and the media alike.

E192**HIV PREVENTION IN ASIAN COUNTRIES: A META-ANALYSIS**

Blair T. Johnson¹, Judy Y. Tan¹; ¹University of Connecticut – Various risk-taking factors contribute to the HIV epidemic in Asia, and intervention efforts have focused on various aspects of HIV risk as well as on specific subpopulations. The current meta-analysis evaluated HIV intervention programs delivered throughout Asia between 1995 and 2006. Studies were included if they (1) examined an HIV-risk-reduction intervention; (2) used a randomized controlled design including a control group; and (3) measured a sexual risk reduction marker (e.g., condom use) at least once post-intervention. The use of these criteria yielded 23 studies that evaluated 29 separate interventions totaling 9,432 participants with a mean HIV prevalence of 26.1%. The majority of the studies (72%) included components promoting behavioral change. Twenty-two (76%) interventions included targeted condom promotion as part of their intervention focus; 7 (24%) interventions employed a community-wide risk-reduction strategy; and 5 (17%) interventions focused on structural/environmental change. Intervention sessions were mostly conducted with small groups and individuals, with some including an individualized component (13 [45%]). Most interventions provided education about HIV/AIDS to their participants (26 [90%]). Thirteen (45%) provided motivational components (e.g., social support), and 21 (72%) provided behavioral skills training (e.g., condom negotiation). HIV prevention trials conducted in Asia are showing efficacy but of widely varying magnitude. Consistent with social psychological principles, interventions can increase condom use best when they include individualized components, focus on behavior change, target condoms specifically, and ally the intervention with co-occurring structural change.

E193**GENDER DIFFERENCES IN THE IMPACTS OF THINKING COUNTERFACTUALLY AND OBSERVING THE CRIMINALS' COUNTERFACTUALS ON LEGAL JUDGMENTS**

Yoonyoung Kim¹, Esther Seo¹, Taekyun Hur¹; ¹Korea University – The present research investigated the effect of counterfactual thinking (what might have been) on perceived legal responsibilities. This study aimed to compare not only the impacts of participants' role (thinking counterfactually by themselves vs. observing what others think counterfactual) but also those of thought-focus (offender vs. victim in a crime) on blame toward an offender, the length of sentence in prison, and the amount of compensatory money for the victim. After reading a rape scenario, 132 Korean undergraduate students either generate counterfactual thoughts or read counterfactual thoughts the offender generated, focused on either the offender's or the victim's behavior. Then they rated blame toward the offender, the length

of sentence in prison, and the amount of compensatory money. The results revealed unexpected but consistent 3-way interactions among gender, participants' role, and thought-focus. Male participants who generated counterfactuals focusing on the offender's behaviors (vs. the victim's behaviors) reported higher blame, longer sentence, and bigger amount of compensation. On the contrast, male participants who read the offender's counterfactual thoughts focusing on his own behaviors (vs. the victim's behaviors) showed much less blame, shorter sentence, and smaller amount of compensation. However, of more interest, female participants revealed the exact opposite result to that of male participants. The results from male participants were consistent with the repentance functional view of counterfactual thinking. The females' assimilation toward the offenders' thoughts could connect to their high empathic susceptibility and perceived vagueness of the context. The implications for functional values of counterfactuals and legal justice were discussed.

E194**ARE MOVIE BUFFS AT RISK FOR ALCOHOL PROBLEMS? THE RELATION BETWEEN MOVIE ACTOR FAMILIARITY AND THE DRINKING ATTITUDES OF YOUNG PEOPLE**

John Kingsbury¹; ¹Dartmouth College – Research has shown that exposure to substance use in movies is associated with early alcohol initiation and later alcohol-related problems (Sargent, Wills, Stoolmiller, Gibson, & Gibbons, 2006). Given the widespread use of alcohol in movies (93% depict use; National Youth Anti-Drug Media Campaign, 2002), those who watch a lot of movies will be exposed to countless depictions of drinking usually by affluent, good-looking models. Increased familiarity with actors who model this behavior could influence young peoples' perceptions of normative drinking behavior. The purpose of this study was to investigate the relation between perceptions of actors and the drinking attitudes and behaviors of young people. We hypothesized that more knowledge of actors and actresses is a risk factor for alcohol consumption. Undergraduates (N=303) completed questionnaires measuring their familiarity with and perceptions of 47 generally well-known movie actors and actresses, their self and peer drinker prototypes, and their drinking behavior, prevalence estimates, and willingness. Results indicated that knowing a greater number of actors was associated with more drinking and bingeing, higher estimates of peer and friend drinking, and more willingness to drink. Furthermore, peer drinker prototypes and knowledge of actors significantly predicted peer drinking prevalence estimates, which were then associated with drinking behavior. Implications for future research will be discussed.

E195**THE INFLUENCE OF PEER VICTIMIZATION ON BIOLOGICAL SYSTEMS AND HEALTH OUTCOMES**

Jennifer M. Knack¹, Ashley Aikman¹, Ana Gonzalez¹, Kristin Anderson¹, Lauri A. Jensen-Campbell¹; ¹University of Texas-Arlington – The psychological effects (e.g., adjustment problems, depression) associated with peer victimization are well established (e.g., Kupersmidt, Coie, & Dodge, 1990). However, little is known about the influence of peer victimization on biological systems and health outcomes (e.g., stomachaches, fatigue). We propose that victimization influences hypothalamic-pituitary-adrenal (HPA) axis activation which in turn leads to poorer health outcomes. Adolescents and their parents from the Dallas/Fort Worth area participated in two phases. In phase one (N = 81) adolescents completed a battery of questionnaires (e.g., victimization, health outcomes, adjustment problems). A subsample then came into the lab with a parent to participate in the Trier Social Stress Test (TSST) in which they prepared and delivered a five-minute speech on why they would make an ideal class president. Cortisol samples were collected throughout the TSST to assess cortisol reactivity and over two school days to assess daily cortisol production. We found that overall victimization predicted both the frequency ($t(57) = 3.74, p < 0.01$) and severity ($t(56) = 2.86, p < 0.01$) of

health problems. During the TSST, victimized adolescents felt more rejected ($t(24) = 2.18, p < 0.05$), found the task more difficult ($t(24) = 2.55, p < 0.05$), and thought they performed worse ($t(24) = 1.96, p = 0.06$) than nonvictimized adolescents. These preliminary findings suggest there is an important link between biological processes and chronic peer victimization. Further analyses will examine whether cortisol levels mediate this victimization-health link and whether adjustment problems (e.g., internalizing/externalizing problems) moderate the victimization-health link.

E196

HOSTILITY AS A MEDIATOR OF THE RELATIONSHIP BETWEEN SOCIOECONOMIC STATUS AND ALLOSTATIC LOAD IN THE CHICAGO HEALTH, AGING AND SOCIAL RELATIONS STUDY (CHASRS) Leah A. Lavelle¹, Louise C. Hawkey^{1,2}, John T. Cacioppo^{1,2}; ¹University of Chicago, ²University of Chicago/Center for Cognitive and Social Neuroscience – Socioeconomic status (SES) has been negatively associated with allostatic load (AL), a measure of cumulative physiological dysregulation. Prior research has shown that hostility acts as a mediator of this association. Additionally, past research has suggested that because sleep quality is related to both SES and measures of physiological dysregulation, sleep quality may also act as a mediator. The current study used a multiple mediation model to simultaneously test mediators of the relationship between SES and AL. Measures of physiological dysregulation, hostility, and sleep quality were collected from a representative population-based sample of 208 White, Black and Hispanic men and women aged 51 through 69. AL was based on 10 markers of cardiovascular, metabolic, endocrine, and inflammatory dysregulation. Sleep quality was measured by the Pittsburgh Sleep Quality Index (PSQI) and hostility was measured by the Cook-Medley Hostility scale (CMHo). In our sample, as expected, SES and AL were significantly related to both sleep quality and hostility. However, a multiple mediation model showed a significant indirect effect of SES on AL through hostility conditional on sleep quality ($=.0089, p < .05$) but not sleep quality conditional on hostility ($=.0013, p > .05$; Preacher & Hayes, 2008). These findings replicate prior research, but in a representative population-based sample.

E197

STEALING THUNDER FROM STDS: A TECHNIQUE TO INCREASE DATING POTENTIAL FOR HIV+ GAY MEN Alvin Ty Law¹, Kipling D. Williams¹; ¹Purdue University – When do you tell your potential dating partner that you are HIV+? Should you wait awhile until he gets to know you or should you tell him right away? Stealing thunder is a technique that involves revealing negative information (thunder) about oneself before it is revealed by others in order to reduce its potential negative impact on an audience (Williams, Bourgeois, & Croyle, 1993). Though the technique has been mainly studied in the legal domain, it has also been effectively applied to political (Ondrus & Williams, 1998) and consumer information (Arpan & Roskos-Ewoldsen, 2005). The goal of the present research was to examine whether the stealing thunder technique would generalize to the domain of relationship initiation. Specifically, we examined whether stealing thunder with regard to one's HIV+ status could affect an individual's dating potential. In this study, gay male participants ($N=657$) read two online profiles, one written by a romantic prospect (Alex, an HIV+ man) and one written by Alex's friend. Each profile either revealed or did not reveal the Alex's HIV+ status. Participants were randomly assigned to revealer (i.e., who revealed the HIV+ information--target, friend, both, or neither) and which profile they read first. Results indicated that among participants reading the Alex-written profile first, stealing thunder diminished the negative impact of his HIV+ status. These results suggest that stealing thunder may have positive implications for relationship initiation among persons with STDs.

E198

REPRESSIVE COPING AND DIVORCE ADJUSTMENT: A CONCEPTUAL REPLICATION OF COIFMAN ET AL.'S (2007) AFFECTIVE-AUTONOMIC RESPONSE DISCREPANCY (AARD) MODEL Ashley E. Mason¹, David A. Sbarra¹; ¹University of Arizona – Contrary to traditional theories of coping, recent evidence suggests that expressing and attending to negative emotions following traumatic events is not adaptive, and that dissociating from negative emotions (i.e., repressing) is associated with positive health outcomes. In a sample of bereaved adults, Coifman, Bonanno, Ray, and Gross (2007) calculated affective-autonomic response discrepancies (AARD) among self-report and physiological indices measured during tasks designed to elicit emotional responding. Participants with lower AARD scores (repressive copers) reported less emotional negativity relative to physiological reactivity during the interview than did those with higher AARD scores. The present study examined measures of self-reported negative emotional experience and several indices of autonomic nervous system (ANS) functioning (e.g., heart rate, respiratory sinus arrhythmia, skin conductance, blood pressure) in a sample of 47 adults who recently experienced a stressful marital separation. Participants were asked to think about their divorce experience while the aforementioned data were collected. AARD scores were computed and used to predict participants' ratings of intrusive, divorce-related thoughts and feelings at a one-month follow-up assessment. Lower AARD scores were associated with less self-reported emotional intrusion at the follow-up assessment, indicating that participants who initially reported less emotional negativity (despite demonstrating greater physiological reactivity) were coping better with their separations than were participants with higher AARD scores one month later. Data contribute to a growing body of evidence supporting the hypothesis that those who dissociate from (repress) negative emotions after stressful events may subsequently experience better psychological health outcomes.

E199

AUTISM ONLINE: A COMPARISON OF WORD USAGE IN BLOGGERS WITH AND WITHOUT AUTISM SPECTRUM DISORDERS Daniel N. McIntosh¹, A. Taylor Newton¹, Adam D. I. Kramer²; ¹University of Denver, ²University of Oregon – Autism Spectrum Disorders (ASDs) are marked by deficits in social interaction and communication, but causes of these impairments are not established. There is increasing evidence that deficits appear primarily when rapid processing of socio-emotional cues is required, suggesting impairments in automatic processes. If true, there should be little difference in communication when there is more time for communication, when effortful strategies are possible. The Internet affords communication mediated by virtual time and space, bypassing face-to-face interactions and the need for rapid, automatic processes. Using Pennebaker and colleagues' Linguistic Inquiry and Word Count program, we compared linguistic dimensions (e.g., emotion words, pronouns) of 40 weblogs authored by individuals self-identified as ASD to those of a normed population of nearly 2 million blogs (Kramer & Rodden, 2008), presumably largely neurotypical (NT). Despite the statistical power inherent in large samples, ASD bloggers showed the same five-factor structure of word use, and few mean differences from NT blogs in usage of these linguistic dimensions (Cohen's d 's = .004, .008, .02, and .14). One difference was detected: the Sociability factor showed nearly four times as much variability in ASD blogs compared to NT blogs ($SD=4$ words per post versus 2; Levene's $W=64.7, p < .001$), though the average number of social words did not differ, $t(39)=.78$; As word usage was nearly indistinguishable for ASD versus NT populations, computer-mediated communication channels may be especially appropriate for individuals with ASD. The variability in social words in ASD blogs suggests differing levels or bases for social impairments, requiring further study.

E200**SMOKING STATUS, HEALTH BEHAVIOR, ATTITUDES, AND OPTIMISM** Meg Milligan¹, Kris Kimbler¹, ¹Troy University – Goals:

Nearly one-fourth of adults in the United States smoke tobacco, and the rates are higher among college students. Knowledge is necessary but insufficient in prevention efforts. The present research investigated relationships among college students' smoking status, health-related behaviors, and dispositional optimism. The authors hypothesized that attitudes towards smoking, general health practices, and dispositional optimism would form a significantly more accurate aggregate predictor of smoking status; predicated on empirical support from the Health Belief Model, generalizability of attitudes, and dispositional optimism research. Furthermore, smokers were expected to ascribe less importance to not smoking, practice a wider array of unhealthy behaviors, and score lower on dispositional optimism. Methods: The research design was a cross-sectional survey of 452 undergraduates in the southeastern United States. Each provided standard demographic information and completed the Health Behaviour Survey, which included an attitudes measure, and the Life Orientation Test-Revised, which assessed dispositional optimism. Statistical analyses included binary logistic regression and a correlation matrix. Results: Pearson correlations were all significant. The aggregate variable correctly classified the smoking status of 80% of the sample, although dispositional optimism did not add appreciably to predictive utility. As expected, smokers overall were less optimistic, practiced fewer health protective behaviors, and ascribed less importance to not smoking than were non- and former-smokers. Conclusion: Smoking prevention is a major health imperative. The Health Behaviour Survey may assist the earlier identification of young people at higher risk for future smoking. Further investigation of behavioral and personality correlates are warranted.

E201**THE BUFFERING EFFECTS OF POSITIVE MOODS ON ALCOHOL USE** Cynthia Mohr¹, Debi Brannan¹, Staci Wendt¹, Robert Wright¹, Laurie Jacobs¹, ¹Portland State University – Mounting evidence supports the role of positive experiences in buffering the harmful effects of negative experiences (e.g., Fredrickson, Tugade, Waugh & Larkin, 2003). In the absence of buffering, one potential outcome of negative experiences is alcohol consumption, with solitary drinking being more closely linked to negative experiences than social drinking. Indeed, a recent study has documented that positive moods moderate the effect of negative moods on drinking, particularly drinking at home (Mohr et al., in press). Yet the temporal relationship between negative moods and positive buffers remains unclear. Thus, the present study attempts to clarify these relationships, and examines the extent to which buffering occurs with high activation (e.g., enthusiasm) vs. low activation (e.g., relaxed) positive moods. Each day for 30 days, 49 moderate-to-heavy drinking adults (24 women) from the local community completed three interviews (morning, afternoon, and evening) on a handheld electronic interviewer. During each interview, participants rated their current positive and negative moods and alcohol consumption. HLM analyses revealed, for example, that enthusiasm buffered the effect of subsequent negative mood increases on drinking at home alone, but not drinking away from home with others. In contrast, participants drank less away from home with others on days with greater relaxed mood. When the positive mood buffers occurred prior to the increase in negative moods, the emergent picture was different, with relaxed mood buffering the effect of negative mood increases on drinking away with others. Results are discussed in light of the Undoing and Tension Reduction Hypotheses.
E202**CONCERNS REGARDING DISEASE PROMOTE FUNCTIONALLY ADAPTIVE BIASES IN JUDGMENTS AND BEHAVIORS.** Chad R. Mortensen¹, D. Vaughn Becker², Joshua M. Ackerman³, Douglas T. Kenrick¹,

Steven L. Neuberg¹; ¹Arizona State University, ²Arizona State University, Polytechnic Campus, ³Yale University – When people enter negative states, traditional models predict that they should make judgments that are consonantly more negative, or will serve to restore positive self-regard (e.g., by viewing others more negatively, or by viewing the self as more positive in a domain other than the one threatened). Alternatively, a functional model predicts that judgments should serve to bias people toward typically functional outcomes. Three studies demonstrate functional biases for those exposed to a disease-susceptibility prime that would lead to the avoidance of others (who could potentially carry contagious diseases) compared to those who viewed a control prime. In the first study, participants viewed facial photographs and made first-impression personality judgments. Rather than judging others as universally more negative, participants exposed to a disease prime assigned traits to others that would make them more likely to approach (including greater friendliness). In a second study, participants were instead asked to rate their own personalities. Participants exposed to a disease prime assigned themselves personality traits that were not more positive, but, rather, befitting of someone who would tend to want to avoid crowds, motivating a tendency to avoid the approach of others. Finally, a third study explored early behavioral approach/avoidance tendencies by asking participants to quickly identify innocuous stimuli masked by facial photographs. Compared with participants in a control condition, those exposed to a disease prime favored avoidant arm movements. Taken together, these findings demonstrate that, when concerned with avoiding disease, people experience judgmental and behavioral biases associated with avoiding others.

E203**RUMINATION PREDICTS LONGER SLEEP ONSET LATENCY FOLLOWING A LABORATORY STRESSOR** Peggy Mycek Zoccola¹, Sally Dickerson¹, Suman Lam¹; ¹University of California, Irvine –

Rumination has been linked to self-reported sleep quality. However, whether rumination is related to objective measures of sleep has not been tested. The purpose of the present study was to examine whether trait rumination and/or stressor-specific rumination following a laboratory speech task predict longer sleep onset latency (SOL), as measured with actigraphy. We hypothesized that those who ruminate (assessed with both trait and stressor-specific measures) would have longer SOL (i.e., take longer to fall asleep) on the evening following a laboratory stressor. Twenty-five undergraduate participants delivered a five-minute speech in front of an evaluative panel in an afternoon laboratory session. Participants completed a measure of trait rumination during the pre-stressor baseline period, indicated the frequency of ruminative thoughts during a 10-minute rest period following the speech task, and wore actigraphs on their wrists on the night following the laboratory session to measure SOL. We found no main effect of either trait rumination or post-task rumination on SOL. However, we found a significant interaction between trait and post-task rumination; SOL was longest among those who engaged in more post-task rumination and had greater trait rumination scores. Consistent with previous research linking rumination to subjective sleep quality, the present study suggests that situations that induce ruminative thought may cause delayed sleep onset for those with a trait tendency to ruminate.

E204**HEALTHY, WEALTHY, WISE? PSYCHOSOCIAL FACTORS INFLUENCING HEALTH** Kimberlee O'Brien¹, Chandra Murphy¹; ¹Brandeis University – Socioeconomic status (SES) is strongly tied to health, however, variation in health outcomes remains to be fully explained. There are individuals in lower status groups who fare as well as those in high status groups. The present study investigated psychosocial factors potentially moderating this SES and health gradient: control beliefs and social relations (including support and strain). Furthermore, few studies have investigated these changes in health outcomes over time. Using

3710 longitudinal participants from a national probability sample, Midlife in the United States, participants provided self-reports of control beliefs, social relations and health (chronic problems, depressive symptoms, and functional limitations) at two assessment occasions, 9 years apart (t1: Age, $M = 46.55$, $SD = 12.43$, t2: Age, $M = 54.82$, $SD = 11.87$). Hierarchical multiple regression analyses showed that control beliefs, social support, and social strain uniquely moderated the relationship between SES measures and changes in health indicators differentially. Those with higher social strain, but higher education were protected from increases in functional limitations, similar to low-strain individuals. Those with high mastery were also protected from the detrimental effects of low education and chronic problems. The present study highlights the importance of perceived control and social relationships as potential buffers of socioeconomic disadvantages and subsequent declines in health. The intricate trends suggest both different etiology and different preventive strategies regarding health outcomes for those with lower education versus lower income.

E205

WHAT - ME WORRY? MODERN HEALTH WORRIES AND HEALTH CARE UTILIZATION IN JAPAN. Masanori Oikawa^{1,2}, Haruka Oikawa³, Osamu Higuchi⁴, Joshua Smyth²; ¹Japan Society for the Promotion of Science, Toyo University, ²Syracuse University, ³Teikyo University, ⁴Hitotsubashi University – Social and psychological factors have been extensively documented to influence symptom perception. Increases in visits to health care providers for non disease-related reasons are, in part, attributable to information emphasizing concerns about modern-day living (e.g., food additives, pollution, cell phones, etc.). Research indicates that such Modern Health Worries (MHW) predict health care visits (HCV) and that this relationship is partially mediated by increased subjective health complaints (perceived symptoms). These studies, however, have only been conducted in western societies; the cross-cultural validity of such processes has not yet been tested. In addition, individual differences known to relate to symptom report (e.g., neuroticism) may underlie both such worries and HCV. In this study, healthy Japanese students ($n = 512$) completed assessments of MHW, neuroticism, symptoms, and HCV. MHW significantly predicted HCV ($b = .16$, $p < .0001$), and this effect remained significant ($b = .15$, $p < .001$) even when including neuroticism as a covariate (which itself was related to HCV; $b = .12$, $p < .01$). In testing symptoms as a mediator, MHW predicted symptoms ($b = .22$, $p < .0001$) and symptoms were related to HCV ($b = .33$, $p < .0001$). The effect of MHW on HCV was partially mediated by symptoms (Sobel $z = 3.8$, $p < .001$), but MHW retained a significant independent path to HCV ($b = .09$, $p < .01$). These results support the generalizability of the MHW scale to eastern samples, demonstrate that MHW influence health care behavior, and that this relationship is partially driven by greater perceived symptoms. More generally, MHW and subjective health complaints are independent predictors of HCV in healthy Japanese population.

E206

THE EFFECT OF DISCRIMINATION ON HEALTH-RELATED BEHAVIORS: AN EGO-DEPLETION MODEL OF THE DISCRIMINATION-HEALTH LINK Elizabeth Pascoe¹; ¹Duke University – This research examined the causal-link between discrimination and health-related behaviors. Undergraduate women completed a creativity task and were given negative feedback from either a sexist or fair reviewer. Participants' engagement in and decisions regarding a variety of health-related tasks were then measured. First, participants' persistence at jumping jacks was assessed by timing and counting the number of jumping jacks completed. Participants also engaged in a computer-based food decision task in which individuals were asked to indicate their current food preference in a series of two food options (one healthy and one unhealthy option). In addition, participants were also asked to choose a free snack for participating in the study from a basket of healthy (granola bars) and unhealthy (candy bars) food options. Finally,

participants' snacking was measured by placing a bowl of M&M candies labeled Help Yourself! beside the computer where the participants completed a battery of computer questionnaires including hostility, neuroticism, and mood. The bowl of candy was weighed before and after each participant's session to indicate snacking behavior. Results indicate that individuals within the discrimination condition showed and increased preference for unhealthy foods on both the computer-based and the actual free snack choice tasks when compared with individuals in the control condition. This pattern of results indicate that experiencing discrimination may cause impairment in the ability to regulate subsequent healthy food-related choices. This causal link between discrimination and certain health-related behaviors may indicate one pathway by which discrimination is able to affect long-term health outcomes.

E207

A REVIEW OF NON-CLINICAL STUDIES TESTING WHETHER PERCEIVED MEANING-PURPOSE IN LIFE PROTECTS AGAINST ALCOHOL ABUSE Adam J. Pocrnic¹, Kenneth E. Hart¹, Terence Singh¹; ¹University of Windsor – Positive Psychology has further solidified bridges connecting social-personality psychology to clinical-health psychology and abnormal psychology. Interface scholars concerned with 'resilience' and health-promotion have increasingly examined the possible salubrious effects of spirituality/religiosity. This submission reviews empirically-based 'existential' research concerned with use/abuse of alcohol. We asked whether alcohol involvement is less in people who perceive their lives to be rich with meaning, significance and purpose. PsycINFO was used to take stock of empirical evidence bearing on the ostensible inverse relationship. We found 21 quantitative studies (14 from USA) comprising 31,809 geographically and otherwise diverse individuals. Five studies examined adolescents, 9 young adults, and 7 adults. Measurement, design, participant, and statistical aspects were scrutinized and summarized in tabular form using Excel software. 60 statistical tests were analyzed. Separate five-factor taxonomies emerged that differentiated amongst modal definitions of PMP and alcohol use/abuse/consequences. Cross-tabulation of frequency counts of null and significant statistical tests produced a number of interpretable patterns. For instance, if we limit our attention only to those studies that reported statistical tests involving measures of either 'Spiritual-Religious Meaning' or 'Composite-Hybrid Indices of PMP' or measures of 'Anomie', we find a hit-rate of 80% – suggesting use of these three particular measures of existential wellbeing often yielded 'significant' effects. The aggregate hit rate was 71%. The preponderance of empirical evidence supports the resilience aspect of Frankl's logophilosophical model of 'positive existential psychology'. PMP may have value to the field of health promotion and disease prevention by somehow preventing non-clinical samples from developing problems with alcohol.

E208

WHEN GOOD INTENTIONS ARE NOT ENOUGH: PEOPLE UNDERESTIMATE THE POWER OF SITUATIONAL AIDS IN IMPLEMENTATION OF HEALTH-PROTECTIVE INTENTIONS Connie S. K. Poon¹, Derek J. Koehler²; ¹University of Hong Kong, ²University of Waterloo – Intention strength is a useful, though imperfect, predictor of future health-protective behaviors (Godin & Kok, 1996). Minor obstacles (e.g., forgetting) may prevent enactment of good intentions, but these obstacles can be circumvented by situational aids (e.g., a reminder, Dal Cin, 2006). People's sensitivity to the value of situational aids in their implementation of health-protective intentions is yet to be investigated. Koehler and Poon (2006) posit that people base their predictions of future behaviors on their current intentions, and do not sufficiently adjust for factors not captured in the evaluation of their current intentions. In this study, we hypothesize that people overweight their current intentions in predicting their likelihood of receiving influenza vaccination by a specified time, and that they underestimate the impact of situational aids on enactment of their current intentions. We experimentally manipulated

participants' intentions to receive vaccination and the availability of situational aids (i.e., a reminder package) in a 2 (intentions: unenhanced vs. enhanced) X 2 (reminder: unreminded vs. reminded) between-subject design before they predicted their likelihood of receiving vaccination for the upcoming flu season by a specified time. Participants were asked in a follow-up whether or not they actually received the vaccination. As hypothesized, the intentions manipulation had a stronger impact on self-predictions than on actual behavior, and the reminder manipulation had a smaller impact on self-predictions than on actual behavior. People's underestimation of the power of situational aids may impede their mobilization of situational aids to serve their goals when such aids are not freely given.

E209

WHAT MAKES YOUNG ADULTS FEEL VULNERABLE TO REALISTIC NEGATIVE EVENTS? *Krista W. Ranby¹, Leona S. Aiken¹; ¹Arizona State University*—Perceptions of vulnerability to negative events potentially impact behavior and mediate the effects of interventions to increase healthy, self-protective behaviors. Factors associated with risk perceptions inform the design of interventions to reduce risk. Young people's risk perceptions are of special interest, especially for threats closely associated with youth. We examined perceptions of vulnerability to six realistic threats for young people: having a car accident, becoming overweight, contracting a sexually transmitted disease, failing a class, being diagnosed with alcoholism, and being diagnosed with depression. In all, 279 college students rated their perceived vulnerability for each of these events and rated 10 hypothesized risk correlates of each event. Vulnerability ratings were low, except for failing a class and having a car accident, for which the mean rating slightly exceeded the scale midpoint. Among the risk factors, similarity to those who have experienced the threat was most closely related to vulnerability for all but one threat. Across all threats, the absent/exempt principle belief that if one has not experienced the outcome by now, the person is not likely to experience it and a belief that one's current behaviors protect them from the threat were the next two strongest correlates. These findings suggest that interventions may increase perceived vulnerability among college students by increasing feelings of similarity with people who have experienced the outcome. For many threats, a person's risk increases as they age. Interventions targeting perceived vulnerability should teach about actual risk and the extent to which certain behaviors are protective.

E210

THE ROLE OF THE SOCIAL NETWORK IN EATING BEHAVIOR: ANTECEDENTS AND CONSEQUENCES OF EMOTIONAL EATING *Kate Raspopow¹, Alfonso Abizaïd¹, Kimberly Matheson¹, Hymie Anisman¹; ¹Carleton University*—Social support is an effective coping strategy that serves to buffer against adverse psychological and physical health outcomes related to stressful experiences (e.g., depression, emotional eating). Conversely, negative or unsupportive social interactions (unsupport) exacerbate distress, and may adversely affect health outcomes. Once established, these maladaptive health behaviors may affect future responses to stressful situations. The present study assessed whether unsupport was related to coping styles and emotional eating, and whether the release of stress- and eating-related hormones (cortisol and ghrelin, respectively) following a psychosocial stressor, varied between high and low emotional eaters. Female participants (N=142) completed general 'unsupport', coping, and emotional eating questionnaires during a screening session. A subsample (n=46) subsequently participated in a laboratory session (Trier social stress test vs. control), during which stress and eating-related hormones were examined. Regression analyses revealed that 'unsupport' was associated with increased emotional eating, an effect mediated by emotion-focused and avoidant, but not problem-focused, coping strategies. Following the laboratory stressor task, high and low emotional eaters displayed elevated cortisol responses, but high emotional eaters seemed

particularly stressor sensitive. As well, high emotional eaters had lower baseline ghrelin levels than low emotional eaters, and showed a blunted decrease in this hormone following eating. It seemed that negative support leads to the engagement of emotion-focused and avoidant coping strategies, which may trigger the development emotional eating as a method of alleviating distress. Furthermore, emotional eaters could be differentiated by ghrelin patterns, a hormone involved in the initiation of eating.

E211

COMPARISON OF FIVE MODELS OF HEALTH BEHAVIOR: COMMON STRENGTHS AND UNIQUE CONTRIBUTIONS TO UNDERSTANDING CONDOM USE *Allecia Reid¹, Leona Aiken¹; ¹Arizona State University*—A number of psychosocial models have been developed as a means for predicting health behaviors. Researchers have called for theory comparison research to identify which models, or constructs within these models, best characterize specific behaviors (Noar & Zimmerman, 2005). However, relatively little such research has been conducted to date. The utility of the theory of reasoned action (TRA; Fishbein & Ajzen, 1975), theory of planned behavior (TPB; Ajzen & Madden, 1986), health belief model (HBM; Rosenstock, 1974), social cognitive theory (SCT; Bandura, 1986), and information-motivation-behavioral skills model (IMB; Fisher & Fisher, 1992) for longitudinal prediction of young women's condom use was evaluated. All model constructs were assessed among 386 sexually active young women (Time 1). Condom use reassessed 8 weeks later (Time 2) served as the main outcome. In the structural equation modeling framework, the IMB accounted for the most variance in Time 2 condom use (47%), while the TRA and TPB each explained 36% of the variance in the outcome. The HBM and SCT explained 20 and 31% of variance in the outcome respectively. The ability of the models to account for their specified intervening variables was also examined. As compared with the IMB, SCT better predicted self-efficacy. The TRA was sufficient in predicting intention. Across models, attitude and partner norm were the most powerful predictors of condom use. Our understanding of health behaviors would be enhanced through integration of the strongest aspects of individual models into a more comprehensive hybrid model.

E212

THE EFFECT OF A BETWEEN-SUBJECTS MANIPULATION OF PROCESSING ROUTE ON BEHAVIORAL INTENTIONS AND BEHAVIORAL WILLINGNESS TO ENGAGE IN RISKY HEALTH BEHAVIORS. *Rachel A. Reimer¹, Frederick X. Gibbons², Stephanie Madon¹, Douglas A. Gentile¹; ¹Iowa State University, ²Dartmouth*—Dual-process models of decision making propose that people engage in both effortful, reasoned processing and also in efficient, heuristic-based processing (e.g., Prototype Willingness Model; Gibbons, Gerrard, Reimer, & Pomery, 2006). It is largely assumed, however, that most decisions represent a compromise between the two processing systems, and that risky decisions are the result of experiential processing. Empirical studies testing dual-process models have been limited by reliance on both non-experimental methods and within-subjects manipulations. Study 1 was designed to test the effects of a novel between-subjects manipulation of processing route on health-risk cognitions. Study 2 extended these findings by examining the mediating effects of outcome expectancies. Undergraduates participated in a large survey-session where baseline data were collected, and a later experimental session where they were received the following processing manipulation; take their time and process rationally, go with their gut and make decisions efficiently, or make decisions as they themselves normally would. Participants then answered a series of questions about intentions and willingness to engage in risky drinking and sexual behaviors. Participants in Study 2 answered a series of questions about their outcome expectancies prior to the willingness and intentions items. Results indicate the between-subjects processing manipulation significantly effected willingness but not intentions, and may be mediated by a change in outcome

expectancies. This research leads to three conclusions; that without specific instruction, decisions represent influences from both processing systems, that experiential processing leads to more risky decisions, and that this process is mediated by a change in outcome expectancy evaluation.

E213

GENDER AS A RISK FACTOR FOR HIV INFECTION AMONG CRACK/COCAINE USERS Elizabeth Reynolds¹, Catalina Kopetz¹, Stephanie Gorka¹, Stacey Daughters¹, C.W. Lejuez¹; ¹University of Maryland, College Park and Center for Addictions, Personality, and Emotion Research—Researchers have identified inner-city drug users as vulnerable to HIV infection. Among drug users, female crack/cocaine users represent a particularly vulnerable group. Several lines of research have addressed potential psychological, social, cultural, and economic factors that might play a role in increasing the vulnerability of these women (Baumeister, & Vohs, 2004). As such, the current study sought to examine some of these potential factors, among a sample of 131 inner-city crack/cocaine users (mean age 45.39; 33% females, n = 43; 88% African-American) currently enrolled in a residential substance-abuse treatment center. Specifically, we looked at gender differences in the means of crack/cocaine obtainment and safe-sex practices. As expected, females were significantly more likely to be HIV positive. In terms of drug obtainment, females had a significantly higher mean frequency of sex exchange for crack/cocaine, whereas males were more likely to obtain their drugs through drug dealing—a dangerous means but not one that increases risk for HIV. Moreover, females reported being significantly less likely to wear a condom when having penetrative sex with a commercial partner and high on drugs. This study supports gender as a risk factor for HIV infection due to higher prevalence of sex exchange as means of drug obtainment and lower likelihood of condom use, further contributing to our understanding of female crack/cocaine users as a particularly vulnerable group for HIV infection.

E214

THE SOUNDS OF DEPRESSION: A NATURALISTIC OBSERVATION APPROACH TO PREDICTING DEPRESSION IN RHEUMATOID ARTHRITIS PATIENTS Megan Robbins¹, Shannon Holleran¹, Matthias Mehl¹, Shelley Kasle²; ¹University of Arizona, ²Arizona Arthritis Center—Several eminent researchers have pointed out that the field of coping is dominated by questionnaire-based research, and that behavioral studies on how humans cope with and adjust to psychological upheavals are sorely needed. Here we report preliminary findings from a naturalistic observation pilot study on behavioral indicators of depression in a sample of 13 female rheumatoid arthritis (RA) patients. Participants wore the Electronically Activated Recorder (EAR), a behavioral ecological momentary assessment method, for two weekends approximately two months apart. The EAR is a digital audio recorder that periodically samples brief snippets of ambient sounds (50 seconds every 18 min) from participants' immediate environments. To identify behavioral correlates of depression, a prevalent comorbidity among of RA patients, information about different mood-associated behaviors (e.g., laughing, sighing) was extracted from the ambient sounds via behavioral coding of the verbatim transcripts. Sighing emerged as a strong predictor of depression. Specifically, behavioral frequency of sighing predicted participants' depressive symptoms during the two month period over and beyond different markers of disease severity (e.g., self-reported symptoms of pain and fatigue). These preliminary findings have potential implications for the observational assessment of depression and psychological adjustment to a chronic illness.

E215

MENTALLY HEALTHY AND HAPPY AND SATISFIED WITH OUR RELATIONSHIP: EXPLORING MENTAL HEALTH AND RELATIONSHIP SATISFACTION IN DYADS WITH A CHRONICALLY ILL PARTNER Roberta Robinson¹, Amber L. Bush¹, Mary J. Naus¹; ¹University of Houston—Higher mental health has positive implications for relationship quality, even for men whose romantic partner has recently been diagnosed with breast cancer (Segrin et al., 2006). In a healthy sample, both partners' mental health uniquely predicted lesbians' satisfaction with their romantic partners (Otis, Riggles, & Rostosky, 2006). The current study was designed to test whether both partners' mental health would uniquely predict one's relationship satisfaction in a sample of dyads where one partner was diagnosed with a chronic illness and the other partner was a close friend, relative, or romantic partner. Additionally, patients' mental health was expected to predict both partners' satisfaction, above the close others' mental health. Patients and a close other (N = 93 dyads) completed measures of mental health and relationship satisfaction. The Actor-Partner Interdependence Model (Kashy & Kenny, 2000) was employed and revealed that both partners' mental health uniquely predicted one's relationship satisfaction, such that one reported higher satisfaction when one was higher in mental health and when one's partner was higher in mental health. Importantly, the ability for both partners' mental health to uniquely predict one's own relationship satisfaction depended on whether one was a patient or a close other. For patients, the close other's mental health did not uniquely predict one's satisfaction, beyond one's own mental health. However, for close others, the patient's mental health uniquely predicted one's satisfaction. Therefore, chronically ill patients who report greater mental health appear to have healthier close relationships, where both partners are more satisfied with the relationship.

E216

HEALTH OPTIMISM AND PESSIMISM: IMPLICATIONS FOR NATIVE AMERICAN ELDERS' FUNCTIONAL WELL-BEING, HOSPITAL ADMISSIONS, AND SOCIAL ENGAGEMENT Joelle C. Ruthig¹, Leander R. McDonald¹, Richard Ludtke¹, Twyla Baker-Demaray¹; ¹University of North Dakota—Responding to the need to understand Native American (NA) elders' health perceptions, we applied the health congruence framework (Chipperfield, 1993) to explore how NA elders' subjective health (SH) appraisals compare to an objective health (OH) measure of chronic disease conditions. Among 8,191 NA elders (age 55-108) we examined whether health congruence (SH=OH; realism) emerged in a pattern similar to that of non-NA elders, whether health incongruence in the form of health optimism (SH>OH) played a compensatory role for NA elders with poor OH, and whether health pessimism (SH<OH) was detrimental for elders with good OH. Health optimists and pessimists were compared to realists to examine differences in functional status, hospital admissions (during the past year), and social engagement. Consistent with prior research (Ruthig & Chipperfield, 2007), most elders were congruent in their health ratings (realists: 65%); among those who were incongruent, more were optimistic about their poor health (20%) than pessimist about their good health (15%). Controlling for age and education, ANCOVA results revealed that compared to poor health realists, optimists reported better functional health, $F(1, 3194) = 147.33, p < .001$; fewer hospitalizations, $F(1, 3101) = 152.28, p < .001$; and greater social engagement, $F(1, 2696) = 16.85, p < .001$. Compared to good health realists, pessimists reported poorer functional health, $F(1, 3426) = 237.64, p < .001$; more hospital admissions, $F(1, 3337) = 141.08, p < .001$; and less social engagement, $F(1, 2799) = 20.50, p < .001$. Compensatory and detrimental roles of health optimism and pessimism extend to include NA elders, suggesting implications for improving their quality of life.

E217

IDEAL AFFECT AND HEALTH CARE PREFERENCES Tamara L. Sims¹, Jeanne L. Tsai¹, Mary K. Goldstein^{2,3}; ¹Stanford University, ²VA Palo Alto Health Care System, ³Stanford University, Center for Primary Care and Outcomes Research—Previous findings suggest that people make choices that are consistent with how they ideally want to feel (their ideal affect). For example, the more people value high arousal positive states such as excitement and enthusiasm (ideal HAP), the more they preferred exciting (vs. calm) music and exciting vacations. In the present studies, we examined whether ideal affect influences the choices people make about health care. We hypothesized that the more people value HAP, the more likely they would choose health care options framed in terms of exciting (vs. calm) states. In Study 1, 108 undergraduates completed a survey in which they indicated whether they preferred physicians, medications, and vitamins that were framed in excitement versus calm terms (e.g., a stimulant vs. a tranquilizer). Logistic regression analyses revealed that ideal HAP significantly predicted choice of the exciting options, above and beyond how much they actually felt HAP states (actual HAP). In Study 2, a community sample of 140 younger (21-39 years) and older adults (61-83 years) completed a similar survey, but also provided ratings of how positively they felt about physician and medication options across several indicators (e.g., effectiveness, attractiveness). As with Study 1, logistic regression analyses showed that across age groups, ideal HAP significantly predicted choice of the physician, controlling for actual HAP. Furthermore, ideal HAP significantly predicted how positively participants rated the exciting physician and medication. Together, these findings support the hypothesis that ideal affect influences health care decisions and have important implications for increasing treatment compliance.

E218

THREAT APPRAISALS AND COPING STRATEGIES IN RELATION TO PROBLEMATIC GAMBLING Sheena Aislinn Taha¹, Michael Wohl¹, Kim Matheson¹, Hymie Anisman¹; ¹Carleton University—There is reason to believe that young adults are at considerable risk for developing gambling pathology. In fact, problem gambling is 2-4 times more prevalent among university students relative to older adults. Not unexpectedly, gambling problems are often comorbid with depressive illness, possibly appearing as a result of a gambling disturbance. Conversely, gambling may stem from depression as individuals engage in this behavior in an effort to reduce their poor mood. Gambling problems may be related to inappropriate appraisals of stressful or potentially threatening experiences (particularly gambling) and/or the endorsement of inappropriate coping strategies. It was of particular interest to determine gender variations in stress-related responses (appraisals, coping strategies), especially as depression is more common in females (2:1 ratio), whereas gambling problems are more common in males (10:1). The present study assessed gambling appraisals and specific coping styles among young men (n= 230) and women (n = 170) gamblers. It appeared that inappropriate appraisals of threat and negative outcome expectancies were associated with each other among females, but not males. Further, among women, gambling propensity was associated with depression to the extent that they did not seek social support, whereas for men the association was accounted for by increased use of ineffective coping strategies, such as wishful thinking. Not surprisingly, given the inappropriate appraisals of distress in relation to gambling, desire to seek professional help among problematic gamblers was alarmingly low. The utility of assessing specific components that comprise a gambler's stress-response is discussed.

E219

BETTER TO HAVE THAN WISH: INFLUENCE OF DAMAGE PROMOTION/PREVENTION MESSAGES ON DISASTER PREPAREDNESS Tomoaki Unagami¹, Jiro Takai¹; ¹Graduate School of Education and Human Development, Nagoya University—The main intent of the present research was to examine the relationship between regulatory focus (Higgins, 1998) and disaster preparation behavior. Previous research revealed a weak relationship between risk perception and disaster preparative behavior, and stressed the necessity for better risk communication strategies (e.g., Unagami et al., 2008). Current trend in messages used in natural disaster risk communication share a common characteristic of highlighting possible risks (prevention) by encouraging people to consider the possible outcomes, rather than stressing the importance of maintaining the status-quo (promotion). Advancements in research on regulatory focus provide a rich list of evidence to assume the effect of promotional messages on better motivating people to change their attitudes. Based on the past research, the authors provided participants with two types (i.e., promotion/prevention) of messages about natural disaster risk, which encouraged them to take disaster two types of disaster preparation acts. Participants were asked to make their plans for signing up for a disaster message board on the web, and to purchase a disaster preparation kit within 4 weeks. A 2 message type (promotion/prevention) x 2 risk perception (high/low) ANOVA revealed a significant effect of message type on the completion rate of the disaster preparative action plans was significantly high among the participants receiving the promotion message. Findings of the present study pose a possibility that the word disaster prevention or disaster preparedness might not be an appropriate term to be used when encouraging others to take risk aversive behavior. Implications for future research were also discussed.

E220

HOW DO PEOPLE USE THE INTERNET IN TIMES OF TRAGEDY? Amanda M Vicary¹; ¹University of Illinois at Champaign-Urbana—An investigation into students' online activities following the shootings at Virginia Tech and Northern Illinois University After the shootings at Virginia Tech and Northern Illinois University, many students gravitated to the Internet, especially to the website Facebook, for support. These shootings illuminated the importance of the Internet as a medium used by people dealing with tragedy in contemporary culture, but they also served to highlight a profound deficit in our understanding of how people use the Internet and whether that use is beneficial or detrimental. To fill this gap, students at Virginia Tech and Northern Illinois University were contacted two weeks after the shootings at their respective universities. These students completed measures concerning psychological distress, as well as the frequency and types of online activities they participated in concerning the shootings. In order to determine how online activities influenced well being over time, the same students were asked to complete the surveys again six weeks later. Results showed that many students participated in online activities related to the shootings. For example, over 85% of students at Virginia Tech and Northern Illinois University joined a Facebook group regarding the shootings, 70% used an instant messaging service to discuss the incidents, and 25% visited online memorial websites. Importantly, when asked how they felt after participating in these activities, the majority of students indicated that they felt better. Finally, longitudinal analyses demonstrated that these online activities did not prove harmful to students' recovery over time and, at least subjectively, were considered beneficial.

E221
CHANGING BINGE DRINKING COGNITIONS: THE IMPACT OF MODE OF PROCESSING, COMPARISON TARGETS, AND PAST BEHAVIOR.

Miko M. Wilford¹, Michelle L. Stock², Meg Gerrard³; ¹Iowa State University, ²The George Washington University, ³Dartmouth College – Absent-exempt (AE) is the belief that if one has not experienced negative consequences (e.g., alcohol poisoning), despite engaging in the risk behavior, then one is unlikely to in the future (Weinstein, 1989). The present study examined how mode of processing and social comparison manipulations affect AE thinking; including perceived danger (PD), and vulnerability (willingness, likelihood) associated with binge drinking among college students. It also examined students' own alcohol risk behavior as a moderator. All 122 participants reported past binge drinking without alcohol poisoning (T1). At T2, participants were instructed to think rationally or heuristically and heard an audiotape of a comparison target who engaged in binge drinking and did or did not suffer alcohol poisoning (victim vs. nonvictim). Participants' drinking behaviors were assessed again one month later (T3). Controlling for gender and the corresponding T1 construct, multiple regression analyses showed significant participant risk-level by processing manipulation by comparison target interactions on AE, PD, and vulnerability. High-risk participants in the rational-victim condition reported the lowest levels of AE ($= -.09, p < .03$) and vulnerability to binge drink ($= .04, p < .05$), and the highest levels of PD ($= .07, p < .05$). Higher levels of AE endorsement ($= .935, p < .04$) and vulnerability ($= 3.55, p < .001$) at T2 predicted binge drinking at T3. This study demonstrates a need to consider risk status of the audience and suggests that encouraging rational processing and using peer victims may be effective in health interventions.

E222
SOCIAL SELF-EXPANSION ON NICOTINE ABSTINENCE

Xiaomeng Xu¹, Anna Floyd¹, Arthur Aron¹, Lee Westmaas^{2,3}; ¹Stony Brook University, ²American Cancer Society, ³Emory University – Self-expanding (i.e., novel and challenging) experiences, particularly in social and relational contexts appear to stimulate the same reward regions of the brain as addictive substances (Aron et al., 2005; Xu, et al., 2008). Thus, we postulated that self-expansion can help substitute for an addictive substance such as nicotine as it provides a similar reward. 76 undergraduates, all heavy smokers (10 cigarettes/day) were given a list of self-expanding events, and instructed to checked all events that had occurred up to a month prior to their most successful quit attempt. There was a significant positive correlation ($r = .39, p < .001$) between the total number of self-expanding events experienced and the total number of days they were able to abstain from nicotine, even after controlling for age, ethnicity, gender, education, income, and age started smoking. There was also a significant positive correlation between the total number of socially related self-expanding events (e.g. making a new friend, joining a club) and the total number of days abstained. Relationships also seemed to be an important factor for abstinence. There was a significant positive correlation between relationship self-expanding events (e.g. beginning a new romantic relationship) and total number of days abstained. Similarly, there was a significant positive correlation between being married and total number of days abstained. These results suggest that it is easier to abstain from nicotine when novel and challenging events (particularly social and/or relationship events) are occurring and providing some of the missing reward.

E223
WITH A LITTLE HELP FROM MY FRIENDS: MUTUAL ACADEMIC HELP NETWORKS AND SCHOLASTIC ACHIEVEMENT OF IMMIGRANT AND NON-IMMIGRANT ADOLESCENTS

Lysann Zander-Music¹, Gregory D. Webster², Bettina Hannover¹; ¹Freie Universitt Berlin, ²University of Florida – Can social networks of academic help from peers buffer the effects of socioeconomic and immigrant status on students' academic achievement? Does the impact of mutual peer advice on

performance complement the positive effect of believing in one's ability to regulate one's own learning activities and to master difficult subject matters (Bandura, 1997)? To address these questions, we used multilevel modeling and social network analysis to examine data from 1008 9th graders (548 girls, 380 immigrant students) in 49 classrooms. Assessed measures included students' academic help networks (peer sociometric ratings), academic self-efficacy, subjective importance of cultural background (for immigrant students), test performance in mathematics and German reading comprehension, socioeconomic status, as well as contextual classroom variables. Results indicated that girls had significantly more mutual academic helping ties than boys, both overall and in the immigrant subsample. Immigrant students had less reciprocated helping ties than German students. The positive relation between students' socioeconomic status and their test performance in mathematics and German was diminished when mutual peer help was added as a predictor of performance; the negative impact of immigrant status on test performance was similarly diminished. Also, helping ties mediated the relation between self-efficacy and performance. Examining immigrant students only—and controlling for networks, self-efficacy, and socioeconomic status—we found a significant interaction between gender and relative importance of cultural background in predicting performance: the more girls—but not boys—valued their family's cultural background, the better they performed. The importance of considering social context in educational practice will be discussed.

E224
RELATIONS BETWEEN SOCIAL SUPPORT, LONELINESS AND PSYCHOLOGICAL ABUSE ON DEPRESSION AMONG WOMEN IN DATING RELATIONSHIPS

Laura Ziebell¹, Kimberly Matheson^{1,2}, Heather Soberman¹, Hymie Anisman¹; ¹Carleton University – Women in psychologically abusive relationships may exhibit profound disruptions of social functioning and elevated feelings of depression. In fact, in several respects the impact of psychological abuse may be more profound than that of physical abuse. Inasmuch as the influence of abuse may be dependent upon the backdrop upon which it is superimposed, and may also be moderated by support resources, the present study assessed the relations between psychological abuse and depression, and the moderating effects of loneliness and social support. Psychologically abused and non-abused women in dating relationships (N = 96) completed questionnaires assessing their level of abuse, social support perceptions, perceived loneliness and depression. As expected, psychological abuse was associated with elevated levels of depression. Importantly, markedly greater depressive symptoms were apparent among abused women who also reported high levels of loneliness. Women with strong social support from friends were less likely to be in an abusive relationship, but if they were in such a relationship, those with high levels of support from friends displayed lower levels of depression, just as did women in non-abusive relationships. It seems that when women encounter a potent psychosocial stressor (abuse) and do not have the social resources to cope effectively, or if the stressor occurs on a backdrop of another social stressor (loneliness), the adverse impacts are greatly augmented.

Poster Session F

F1

THE INFLUENCE OF BASIC NEED SATISFACTION ON BINGE EATING

Neetu Abad¹, Kennon Sheldon¹, Stephanie Peak¹; ¹University of Missouri – In the United States, approximately 25 million individuals are struggling with binge eating disorder or issues related to binge eating (Shisslak et al., 1995). This study investigated the role of basic need satisfaction, as defined by Self-Determination Theory, to explain possible underlying psychological factors associated with this maladaptive eating behavior. Specifically, we posited that when individuals do not have their basic needs of autonomy, competence, and relatedness fulfilled, they will turn to binge eating as a way to cope with their need deficits. 155 university students (100 women; 55 men) completed a 4 week online longitudinal diary study in which they were asked to report their need satisfaction, psychological distress, and engagement in binge eating behaviors over the past week. Using a basic multilevel modeling data analysis method, we learned that deficits in autonomy and competence predicted increased food preoccupation and binge eating (autonomy: $b = -.15$, $p < .01$; competence: $b = -.22$, $p < .001$; relatedness: $b = -.11$, $p < .05$), and that both autonomy and competence remained significant when negative affect was controlled for. Additionally, the combination of low autonomy and high negative affect produced the most negative outcomes ($b = .12$, $p < .05$). Implications for the importance of basic need satisfaction and negative affect in understanding the mechanisms underlying binge eating will be discussed.

F2

WHY IS LOSS AVERSION REVERSED IN SMALL AMOUNT OF MONEY? : THE ROLE OF FUN IN THE GAMBLERS

Sowon Ahn¹, Jaeun Namkoong¹, Yulwoo Park¹, Taekyun Hur¹; ¹Korea University – The present study aimed to replicate the reversal patterns of loss aversion in the gambles involving small amounts of money and examine the role of fun experience in the gambles. Although the previous studies in the prospect theory have yield robust loss-aversion in numerous decision domains (losses go beyond the utility of commensurate gains in a verity of decision domains), it was recently reported that gains loomed larger than losses in small amounts of money (F. Harinck et al. (2007). When gains loom larger than losses. *Psychological Science*, 18, 1099-1105.) In the present study, the participants were given a series of gamble situations involving loss or gain of about \$1.5 to \$1000. The participants first rated the estimated fun of the gambles themselves, then how it would be pleasant or unpleasant when they either lose or win the money, and at last how much they were willing to risk losing in the gambles. First of all, the results replicated the previous finding of the reversal of loss aversion in small amount of money: the loss aversion was reversed from \$1.5 to \$300, the loss aversion was revealed over \$500. More importantly, the participants' ratings of the expected fun showed a decreasing pattern as the money in stake increased. These findings propose a possible partial mechanism underlying the reversal of loss aversion, consistent with some recent findings that the reflection effect was reversed in fun-related decisions. Its theoretical and practical implications in the prospect theory and loss aversion were discussed.

F3

THE LITTLE ENGINE THAT COULD: BELIEVING YOU CAN BUFFERS UNDERDOG MOTIVATION DEFICITS

Scott Allison¹, Jeni Burnette¹; ¹University of Richmond – Although most social psychological theory has focused on people's tendency to associate with winners and

successful others (Cialdini, Borden, Thorne, Walker, Freeman, & Sloan, 1976), recent research illustrates the opposite tendency, namely, the desire to root for the underdog (Kim et al., in press). Although people who face difficult challenges against an advantaged opponent or a demanding situation inspire our support, most people prefer not to be an underdog themselves. Knowing that one is disadvantaged can undermine motivation, effort, and performance. The goal of the current study was to investigate under what circumstances these underdog motivation deficits might be magnified or attenuated. An implicit theory approach to motivation reveals that across domains, individuals who believe traits to be malleable (incremental theorists), relative to those who believe traits to be fixed (entity theorists), seek challenges, believe they can develop and grow from them, value effort, and persist in the face of obstacles (Dweck, 2000). Building on this work, we propose that holding an incremental theory can buffer against motivation deficits of being an underdog. We tested this hypothesis in the context of a math competition by assessing individuals' implicit theory of math and manipulating their underdog and top dog status. In support of predictions, entity theorists of math, relative to incremental theorists, responded to the underdog standing with more helplessness and reported that exerting effort to prepare for the competition would be a waste of time. Results are discussed in terms of implications and applications for implicit theories in education.

F4

INVESTIGATING FOCUS-ROLE REGULATORY FIT IN NEGOTIATIONS EMPHASIZING NON-PRICE ISSUES

Kirstin C. Appelt¹, E. Tory Higgins¹; ¹Columbia University – Previous research has found that a match between regulatory focus and negotiator role creates focus-role regulatory fit, which accentuates responses (Appelt, Zou, Arora, & Higgins, in press). In price-emphasizing negotiations, buyers adopt non-loss/loss frames and sellers adopt gain/non-gain frames. Prevention buyers (shared vigilant strategy preference) and promotion sellers (shared eager strategy preference) are in fit whereas promotion sellers and prevention buyers are in non-fit. The present study extended focus-role fit research by investigating a negotiation emphasizing a non-price issue; client instructions directed buyers to obtain information and sellers to not reveal information. Participants were randomly assigned to negotiator roles; the Regulatory Focus Questionnaire (Higgins et al., 2001) measured participants' chronic regulatory focus. We predicted, and found, a frame reversal; buyers adopted gain/non-gain frames and sellers adopted non-loss/loss frames. Thus, we expected promotion buyers (shared eager strategy preference) and prevention sellers (shared vigilant strategy preference) to be in focus-role fit. However, for both task engagement and experienced role fit, the focus-role fit effects observed in prior research were eliminated. These findings imply that the framing reversal was not sufficiently strong to reverse the price negotiation focus-role fit conditions (prevention-buyer; promotion-seller) and, further, that the price negotiation focus-role fit conditions are more natural and thus more difficult to override. The current manipulation was sufficient to reverse buyer and seller frames, but not to reverse the focus-role fit conditions.

F5

INDEPENDENT AND INTERDEPENDENT SELF-CONSTRUAL GOALS: THE IMPORTANCE OF SITUATIONAL FIT

Kimberly B. Arnold¹, Shannon P. Lupien¹, Mitsuru Shimizu¹, Mark D. Seery¹; ¹University

at Buffalo, The State University of New York – Independent and interdependent self-construals can affect perception and behavior (Markus & Kitayama, 1991). However, it has yet to be determined how goals to be independent versus interdependent affect people's responses during situations consistent versus inconsistent with the goal. To investigate this, we applied the biopsychosocial model of challenge and threat (Blascovich & Tomaka, 1996) and measured cardiovascular responses. The model states that evaluations of situational demands and resources determine to what extent positive (challenge) versus negative (threat) motivational states are experienced during active task performance. Assessing challenge/threat with cardiovascular measures does not require participants' conscious attention, thereby allowing them to perform tasks uninterrupted while their responses are covertly assessed. Participants first reported their opinion on a political issue during mass testing. In subsequent individual laboratory sessions, participants were primed with either an independent or an interdependent goal for a group discussion. They next learned that confederates either unanimously agreed or disagreed with them on the political issue, consistent with interdependent and independent goals, respectively. As predicted, participants exhibited challenge when the situation was consistent with their goal, but threat when it was inconsistent. Challenge/threat responses diverged from participants' public expression of their opinion, which conformed to confederates' opinion. These findings have implications for the relationships between independent and interdependent self-construals, motivation, and behavior.

F6

WHITE BEAR ARITHMETIC: THE ROLE OF SELF-REGULATION IN STEREOTYPE THREAT. Jeffery E. Aspelmeier¹, P. Niels Christensen¹, Rachel R. Hammond¹, Maria S. Falcioni¹; ¹Radford University – The present research investigates whether depletion of self-regulatory resources can ameliorate the negative effects of stereotype threat. The study compared undergraduate men's (n = 75) and women's (n = 151) math performance after completing one of two different 5-minute writing conditions. The control condition consisted of either free writing or writing about one's maternal relationship during childhood. The experimental condition consisted of a thought exclusion task known to deplete self-regulatory resources, which asked participant to not think about a white bear. Math performance was assessed by recording the number of 3-digit addition problems participants completed within 2.5 minutes. A significant interaction was found between gender and experimental condition [$F(1, 221)=5.59, p<.02$]. In the control condition, men solved significantly more problems than women [$F(1, 221)= 9.13, p<.01$]. This pattern of results is consistent with other studies of stereotype threat. In the self-regulatory depletion condition, however, the performance of men and women did not differ [$F(1,221)=.56, p>.05$]. In addition, women's performance in the depletion condition was significantly higher than women's performance in the control condition [$F(1, 221)= 4.43, p<.05$]. These results are explained with respect to a performance-arousal model, where the performance decrement resulting from stereotype threat is thought to result from excessive arousal. It may be that self-regulatory depletion results in reduced arousal, which effectively interferes with the anxiety generated by stereotype threat.

F7

DISPOSITIONAL APPROACH-AVOIDANCE ACHIEVEMENT MOTIVATION AND COGNITIVE SELF-REGULATED LEARNING Jared Bartels¹, Susan Magun-Jackson², Joseph Ryan¹; ¹University of Central Missouri, ²University of Memphis – Previous research has examined the relationship between achievement goals and the quality of self-regulated learning. The present study investigated the role that the more distal form of achievement motivation, dispositional approach-avoidance motivation (i.e., need for achievement and fear of failure), plays in the cognitive self-regulated learning strategies that college students utilize.

Additionally, this study assessed the potential for achievement goals to mediate this relationship. In order to examine these relationships separate multiple regressions were conducted with need for achievement and fear of failure (controlling for ability and social desirability) predicting the cognitive strategies of rehearsal, elaboration, organization, and critical thinking. When significant, mastery-approach goals (for need for achievement) and performance-avoidance goals (for fear of failure) were examined as potential mediators following criteria outlined by Baron and Kenny (1986). Among a sample of undergraduate students (N = 146), results indicated that need for achievement was significantly and positively associated with rehearsal, elaboration, organization, and critical thinking. In terms of avoidance motivation, fear of failure was significantly and negatively associated with elaboration, organization, and critical thinking but not rehearsal. With respect to the mediation of achievement goals, mastery-approach goals partially mediated the relationship between need for achievement and rehearsal and elaboration. However, the hypothesis that performance-avoidance goals would mediate the relationship between fear of failure and cognitive strategies was not supported. The present results underscore the need to consider, in addition to achievement goals, the dispositional approach-avoidance motivation that students bring to the classroom.

F8

MATERIALISM AND ITS NEGATIVE OUTCOMES Monika Bauer¹, Galen V. Bodenhausen¹; ¹Northwestern University – Materialism, or the importance attached to material possessions, has been shown to be related to various negative outcomes including lowered subjective well-being, as well as lowered relationship quality, concern for close others, and the larger community, which we refer to collectively as social disengagement. Though research to date converges in revealing negative correlates of materialism, causal evidence is scarce. In the present research, we aim to 1) develop a method for activating, or priming, materialistic values, in order to facilitate the proper study of their consequences, and 2) test whether materialism leads to the negative outcomes to which it has previously been shown to be related. In Study 1, our goal was to prime participants with a materialistic or non-materialistic mindset. Results showed that participants who were exposed to the experimental prime differed from those exposed to the control prime in terms of the extent to which they endorsed items on a materialism scale. In Study 2, we were interested in exploring some of the consequences of a materialistic mindset. A materialistic or non-materialistic mindset was again induced using a modified version of the prime developed in Study 1. We found that people in the materialism prime group reported feeling more anxious and more depressed than those in the control group. Finally, we found that being exposed to the materialism prime led to a decreased preference for social engagement. Our findings corroborate previous findings relating materialism to various negative outcomes and suggest that materialism does indeed play a causal role in producing these negative outcomes.

F9

THE EFFECTS OF ABSTRACT AND CONCRETE MINDSETS ON THE ACCOMPLISHMENT OF A HEALTH-RELATED GOAL Jennifer Belding¹, Karen Naufel¹; ¹Georgia Southern University – People can perceive changing a maladaptive behavior concretely (focusing on how they could change the behavior) or abstractly (focusing on why they should change the behavior). Evidence suggests concrete mindsets help people change certain behaviors (Vallacher & Wegner, 1987); however, other evidence suggests that this effect occurs only for behaviors taking place in the immediate future (Freitas, Gollwitzer, & Trope, 2004). In the present study, we examined how concrete and abstract mindsets affect both the short-term intent to change behavior and the long-term effect on actual behavioral change. The behavior of interest was tanning. First, participants reported a baseline measure for how frequently they tanned. Then, participants were induced to think concretely or abstractly about

their physical health. Afterward, they viewed a message regarding skin cancer prevention and reported their intent to protect the skin from ultraviolet light. One week later, they again reported how frequently they tanned. The results revealed no effect of concrete or abstract thought on the intent to protect their skin. However, people who thought concretely about their health showed a significant increase in their tanning behavior in the following week, although those who thought abstractly showed no change. These findings suggest that concrete thoughts about maintaining physical health may rebound over time, possibly leading to an increase in maladaptive behaviors. Construal level theory, self-evaluation maintenance theories, and the disrupt-then-reframe technique offer theoretical explanations for the current results and directions for future research.

F10
COGNITIVE DYNAMICS UNDERLYING THE SUBJECTIVE ASPECTS OF SELF-CONTROL Christopher C. Berger¹, Lilian E. Wilson³, John A. Bargh³, Ezequiel Morsella^{1,2}; ¹San Francisco State University, ²University of California, San Francisco, ³Yale University – Conflicting action plans are often experienced as competing ‘urges’ (e.g., to eat and not eat cake while dieting). Less ‘hot’ versions of such conflicts arise in response-interference paradigms such as the Stroop task. In this task, participants are instructed to name the color in which the letter strings are presented. Response times decrease when the color and word are congruent (e.g., RED presented in the color red); interference arises when the color and word are incongruent (e.g., RED presented in the color blue). In variants of the paradigm ($n = 177$), we demonstrate that, when response interference is strong, reported perceptions of competition and urges to err are high, while perceptions of control are low; when response interference is weak, perceptions of competition and urges to err are low, while perceptions of control are high. A dramatic case of the latter is the phenomenon of ‘double-blindness,’ in which participants are less likely to believe that dual-processing of a stimulus (e.g., RED presented in red) transpired if both processes lead to similar outcomes (e.g., articulating ‘red’). Double-blindness corroborates the idea that urges are malleable and that they can be weakened as a function of the nature of concurrently-activated action plans. To investigate this further, we began to examine the hypothesis that the strength of a particular stimulus-evoked urge is inversely related to the overall number of action plans associated with that stimulus—a ‘fan effect’ of sorts. Together, these results have implications for the study of self-control and addiction.

F11
PUPIL SIZE REVEALS NONCONSCIOUS MOTIVATION: MENTAL RESOURCES ARE RECRUITED STRATEGICALLY IN ORDER TO ATTAIN REWARDS Erik Bijleveld¹, Ruud Custers¹, Henk Aarts¹; ¹Utrecht University – Over the past years, it has become clear that the mental processes that instigate and guide our attempts to attain goals and rewards can originate in the unconscious. The present experiment tests whether people strategically recruit mental resources in order to attain rewards, outside of awareness. The key question is: does the unconscious recruit mental effort economically (i.e., use no more than necessary), while still investing in the attainment of valuable rewards? In the present study, we assess the amount of mental effort spent in the service of securing a reward by measuring pupil size. With this measure, which completely relies on autonomous processes and hence is insensitive to demand characteristics, we index a variable that is hardly ever measured yet central to theory on nonconscious motivation: instrumental mental effort. In a digit recall paradigm, we manipulated task demands (easy vs. hard), reward (high vs. low) and reward presentation (subliminal vs. supraliminal). Pupil size was monitored continuously. When people expected a high reward, they recruited more instrumental effort (larger increase in pupil size), but only when task demands were high. Importantly, it did not matter whether participants were aware of the value of the reward; subliminal and supraliminal presentation of the

reward stimulus resulted in the same pattern. Thus, this study shows that the allocation of mental resources can occur strategically and economically, yet outside of our conscious awareness. This ability is vital for efficiently attaining (social) goals and rewards.

F12
LISTENER RESPONSIVENESS, INTERPERSONAL ORIENTATION AND ACTIVITY INTEREST IN AN ONLINE CONTEXT Tami Birch Fraughton¹, Dustin Thoman¹, William Karino¹, Carol Sansone¹; ¹University of Utah – Although previous research suggests that responsive listeners can support burgeoning interest in an activity (Pasupathi & Rich, 2005; Thoman, Sansone & Pasupathi, 2007), this has not been examined in a prospective real life context. We thus examined whether others’ responsiveness during online classroom conversations influenced students’ interest, and whether this differed as a function of characteristic levels of interpersonal orientation (IO). Undergraduates were required to post at least one comment and at least one response to another’s comment every week on the class discussion board. Participants ($n=32$, 84% female, 84% white) completed a survey at the end of the course which included three questions assessing interest ($\alpha=.81$), along with the IO measure (RISC; Cross, Bacon & Morris, 2000). Two indices were created from recorded posting behavior: how much a student responded to others (weekly average number of posts in response to others), and how much others responded to her/him (the weekly average number of responses that a post elicited). Regression analyses ($F(5,25) = 4.8, p < .01, R^2=.49$) found that students’ interest was predicted more by how much others responded to them ($t(25) = 2.9, p < .05, b=.35$) than by how much they responded to others ($t(25)=.8, n.s.$). The positive effect for others’ responsiveness was particularly true for students higher in RISC ($t(25)=3.18, p < .01, b=.05$), and was unchanged when controlling for students’ perceptions of how much others agreed with them. It was not necessary for one’s opinion to be validated for others’ responsiveness to contribute to interest (Pasupathi & Rich, 2005).

F13
DEVELOPMENT OF A STATE MEASURE OF SELF-CONTROL CAPACITY Erin K. Bradfield¹, Rick H. Hoyle¹; ¹Duke University – In experimental studies of self-control capacity, differences or changes in state levels of capacity are inferred from performance on outcomes presumed to reflect that capacity. There is no direct measure of state levels of self-control capacity. The lack of such a measure is problematic for two reasons: (1) It is not possible to verify the effect of manipulations designed to influence self-control capacity independently of their effect on outcomes. (2) It is not possible to study naturally-occurring fluctuations in self-control capacity. We present findings from a set of studies designed to produce a valid self-report measure of state self-control capacity. We first asked a sample of college students to write about personal self-control experiences and to list words they associate with the capacity for self-control. The majority of participants wrote about maintaining relationships, diet, and exercise. The most commonly listed words were willpower, discipline, and motivation. We next asked small groups of students to gather and discuss their personal experiences with self-control and suggest ways they could accurately report state self-control capacity. We used information from these discussions and the narratives to develop three prospective self-report measures of state self-control capacity: (1) adjectives, (2) direct statements, and (3) responses to hypothetical self-control quandaries. In a typical ego depletion experiment, we found that depleted individuals reported lower levels of state self-control as compared with controls, converging with their respective performances on a Stroop task. The internal consistency of the multi-item adjective and scenario scales was acceptable.

F14

PHYSIOLOGICAL INVESTIGATIONS OF SELF-REGULATORY FATIGUE

Debra P. Bunyan¹, Jayne E. Hurst¹, Jim J. Blascovich¹; ¹University of California Santa Barbara – The purpose of the present study was to investigate self-regulatory fatigue in the context of the biopsychosocial model. The biopsychosocial model posits that motivational states result from resource and demand evaluations. Specifically, if an individual evaluates his/her resources (e.g. abilities, dispositions, knowledge, and external support) as equal to, or outweighing, situational demands (e.g. required effort, psychological danger, and uncertainty), challenge results. Conversely, if evaluated demands outweigh evaluated resources, threat results. The motivational states of challenge and threat can be distinguished by patterns of cardiovascular reactivity. Because self-regulatory fatigue is said to occur when a person's resources have been depleted and, thus, can no longer meet the demands of the situation, we argue the biopsychosocial model is not only an appropriate, but an important, empirical framework for furthering our understanding of self-regulatory fatigue. Specifically, we hypothesized that individuals experiencing self-regulatory fatigue would exhibit a cardiovascular pattern consistent with threat (increased cardiac activity coupled with vasoconstriction) relative to those individuals not experiencing self-regulatory fatigue. Preliminary analysis supports our hypothesis. That is, participants who were asked to tell a story without using words that begin with the letters t or w are more threatened while persisting on a subsequent anagram task than those who were asked to tell a story without restrictions. Implications for the mechanism of self-regulatory fatigue are discussed.

F15

TOWARD A MULTIDIMENSIONAL TAXONOMY OF INTRINSIC MOTIVATION

Noemie Carbonneau¹, Robert J. Vallerand¹; ¹Research Laboratory on Social Behavior, University of Quebec in Montreal – Intrinsic motivation refers to engaging in an activity purely for the pleasure and satisfaction derived from doing the activity. Although previous research has studied intrinsic motivation from a unidimensional perspective (e.g., Ryan & Deci, 2000), some research suggest that a multidimensional approach should be preferred (e.g., Pelletier et al., 1995; Vallerand et al., 1993). Specifically, Vallerand and his colleagues (e.g., Vallerand et al., 1992, 1993) have proposed a tripartite taxonomy of intrinsic motivation (IM) consisting of IM towards knowledge (engaging in an activity to experience pleasure and satisfaction while learning, exploring, and trying to understand something new), IM towards accomplishment (engaging in an activity for the satisfaction and pleasure experienced when attempting task mastery), and IM towards stimulation (engaging in an activity for feelings of sensory pleasure, fun, excitement, and aesthetic enjoyment). The purpose of the present series of studies was to demonstrate that the three types of intrinsic motivation are associated with different antecedents and consequences. Results of Study 1 suggest that whether people are likely to experience one type of IM over the others depend on the type of task at hand. In Study 2, it was shown that people's personality styles predict which type of IM is more likely to underlie their involvement in different activities. Finally, each type of IM has been related to specific emotions (Study 3) and behaviors (Study 4). Overall, results underscore the importance of a multidimensional taxonomy of IM for a better understanding of the intrinsic motivation concept.

F16

WALK THE LINE: BALANCING CONFLICT GOALS THROUGH TENSION SYSTEMS

Sook Ning Chua¹, Grainne Fitzsimons¹, John Holmes¹; ¹University of Waterloo – Although our society esteems individuals who achieve it all, the 24-hour day and our limited resources means that attaining multiple goals is a difficult undertaking. This research draws upon Lewin's theorizing on goal conflict and goal interruption to predict how individuals balance important conflicting

goals. We predict that when an individual experiences goal conflict, the individual will prioritize his/her goals by moving towards one goal. Counter-intuitively however, we also hypothesize that this movement away from the competing goal will facilitate its pursuit, thus enabling goal balancing. We suggest that when the individual moves towards goal A, the competing goal B's progress is interrupted. The psychological incompleteness of goal B causes its state of tension to persist and consequently the individual feels the need to resume the goal. Accordingly, we expect affective and motivational consequences to this conflict-induced goal interruption. We found support for our hypotheses in 2 experiments that examined the conflict between academic and relationship goals. When individuals who are high in chronic relationship commitment experience goal conflict, they reported higher state relationship commitment (both experiments) and lower academic commitment (Experiment 2), relative to individuals who are low in chronic relationship commitment. However, in support of our conflict-induced goal interruption hypothesis, they also report lower partner affect (Experiment 1) and better performance in an academic-related task (Experiment 2).

F17

WHEN ARE AVOIDANCE GOALS GOOD FOR PERFORMANCE? EFFECTS OF SUCCESS CRITERION LEVEL

Katherine S. Corker¹, Joseph Cesario¹; ¹Michigan State University – Two studies examined a new explanation for why people who adopt avoidance (as opposed to approach) goals do worse on achievement tasks: differences in the criterion level for success. Specifically, people who adopt avoidance goals may also set lower success criteria, which ultimately results in poorer performance. For instance, a criterion of not F allows for a D to be represented as success, whereas a higher criterion (B or better) does not. The current experiments manipulated and crossed goal frame (approach vs. avoidance) and criterion level (none vs. high in Study 1; low vs. high in Study 2). The prediction was that, when goal criterion was equated, approach and avoidance goal participants would perform equally. In both studies, participants solved anagrams. Participants were instructed that their goal was to be successful (approach) or avoid doing poorly (avoidance) and were given a high (solve 90%), low (solve 10%), or no goal criterion. Number of correct anagrams served as the performance measure. Results supported the prediction that approach and avoidance goal participants would perform equally when their success criteria were equal. In Study 1, avoidance goal participants performed as well as approach goal participants in both the high and no criterion conditions. In Study 2, avoidance goal participants outperformed approach goal participants (collapsed across both criterion conditions). Overall, results suggest that avoidance goals alone may not be detrimental; rather, low success criteria that coexist naturally with avoidance goals may be an important contributor to poor performance outcomes.

F18

CAN THREAT ENHANCE PERFORMANCE? EVIDENCE FOR ENHANCED COGNITIVE PERFORMANCE UNDER PHYSIOLOGICAL THREAT

Brandon Cosley¹, Shannon K. McCoy¹, Joseph D. Wellman¹, Ellen E. Newell¹, Shawn Ell¹; ¹University of Maine – According to research on the biopsychosocial model of challenge and threat (Blascovich & Mendes, 2000), performance is often impaired when individuals respond to tasks in a motivational state of threat (decreased cardiac output and increased vascular resistance). In contrast, recent research in cognitive neuroscience has shown that social pressure may enhance performance on certain cognitive tasks (Markman et al., 2006). We hypothesized that in a motivational state of threat explicit reasoning processes are impaired. Under these conditions performance on tasks that are less dependent on explicit reasoning should be associated with improved performance. In order to assess whether a motivational state of threat can lead to improved performance, participants performed an information-integration category learning task. In information-integration tasks,

optimal performance requires the integration of information from two or more stimulus dimensions, and is not highly dependent upon explicit reasoning. To induce threat, participants were subjected to a 20 minute social stressor (i.e. Trier Social Stress Test; Kirschbaum et al., 1993) and then performed the categorization task. Autonomic arousal was continuously monitored during the experiment. As predicted, the more participants experienced threat-like physiological reactivity (decreased cardiac output and increased vascular resistance) the better their performance on the information integration task. These findings suggest that threat may be adaptive for certain types of tasks. The mechanisms via which threat enhances performance are discussed.

F19

IMPLEMENTATION INTENTIONS AFFECT THE DESIRABILITY OF THE GOAL ACCOMPLISHMENT PROCESS Roxanna Cuadra¹, Sarah Cole¹, Karen Naufel¹, Jennifer Belding¹; ¹Georgia Southern University – Implementation intentions are specific, concrete plans for achieving goals. Most research has focused on if implementation intentions help people accomplish goals (Gollwitzer, 1999). The present study focused on how implementation intentions affect the perception of the goal itself. Because implementation intentions involve concrete thought, and because concrete thought can hamper task desirability (Lieberman & Trope, 1998), it was predicted that implementation intentions would also hamper goal desirability. We tested this hypothesis by measuring goal desirability twice, once before and once after a goal was accomplished. College students had the goal to write a letter of advice to a high school senior. Students either formed implementation intentions for how they would write the letter, implementation intentions for another goal, or no implementation intentions. Then, students completed a goal desirability scale, which asked how enjoyable, interesting, and important they thought writing the letter would be. Later, they turned in the letter and rated how enjoyable, interesting, and important writing the letter was. Against hypotheses, we found an interaction between implementation intention condition and time of measurement. All groups expected the goal to be equally desirable prior to completing the task. However, those who formed implementation intentions found the task to be more desirable after writing the letter than those who formed irrelevant intentions or no intentions. The results of the study show another positive effect of implementation intentions: They not only help people accomplish goals, but they also make the process of accomplishing the goal rewarding in itself.

F20

DIETING MOTIVATION IN FEMALES: APPROACHING THINNESS VS AVOIDING FATNESS? Simon Dalley¹, Abraham P. Buunk¹; ¹University of Groningen, Netherlands – In two studies we sought to examine whether dietary restraint is primarily a result of a desire to approach thinness, or primarily a result of a desire to avoid fatness. Study 1 was a cross-sectional design whereby females (n= 98) listed 6 personal body-appearance goals, completed a Dietary Intent Scale (Stice, 1997), and then gave their height and weight. After controlling for body mass, avoidance-based (relative to approach-based) body appearance goals were found to be positively related to the frequency of dietary restraint behaviours. Study 2 was an experimental design in which participants (n=92) gave height and weight data and provided 5 characteristics of either the type of body they would ideally like to have, or the type of body they would most fear to have. They then indicated their similarity to the feared or ideal body and completed an adapted Dietary Intent Scale (Stice, 1997). Body type characteristics were coded into health, age, thinness and fatness components. Regression analysis indicated an interaction between the feared body condition and similarity to the feared body on dietary restraint intentions. Further regression analysis demonstrated an interaction between the number of fatness components in the feared body condition and similarity to the feared body on dietary restraint intention. Taken together our results suggest that dietary

restraint is more about avoiding fatness than approaching thinness. The implications of these findings for our understanding of female eating pathology are discussed.

F21

ON THE TRANSMISSION OF PASSION: THE ROLE OF AUTONOMY SUPPORT Eric G. Donahue¹, Sophia Jovett², Marc-Andre K. Lafreniere¹, Robert J. Vallerand¹; ¹Universite du Quebec a Montreal, Laboratoire de Recherche sur le Comportement Social, ²Loughborough University, School of Sport & Exercise Sciences – Passion is defined as a strong inclination toward an activity that people like, that they find important, that they invest time and energy in, and that has been internalized in their identity. Much research (Vallerand et al., 2003) has supported the existence of two types of passion for activities (harmonious and obsessive passion) that were found to be differently associated to numerous outcomes. So far, no research has investigated the processes involved in the transmission of a passion from one person to another. The present research reports on two studies which examined the impact of autonomy support in the transmission process. In both studies, it was hypothesized that the perception of an initiator's passion (e.g., a coach) should influence the transmission of that particular type of passion in the novice performer (e.g., an athlete). Study 1's results showed that an initiator's harmonious and obsessive passion, as perceived by the initiated, respectively predicted the development of a harmonious and obsessive passion in the initiated. Study 2 explored the role of coaches' autonomy support toward athletes in the transmission process as measured from both side of the dyads. Results from SEM analyses demonstrated that coaches with a harmonious passion were more likely to use autonomy supportive behaviors which were perceived as such by the athletes, leading in turn to a harmonious passion in athletes. Conversely, obsessively-passionate coaches used controlling behaviors and were more likely to influence the transmission of an obsessive passion. Implications of the present studies for future research are discussed.

F22

CONSPIRACY BELIEFS AS JUSTIFICATIONS FOR INACTION Karen Douglas¹, Robbie Sutton¹; ¹University of Kent, United Kingdom – Conspiracy theories tend to attribute significant world events to secret plots, alliances or collusion between unjust, unaccountable powers. For example, many alternative theories about the events surrounding the 9/11 attacks argue that members of the U.S. government purposely allowed the attacks to occur. Endorsement of conspiracy theories is linked to a sense of powerlessness, cynicism, and distrust. In this presentation, we report the results of two studies investigating how conspiracy beliefs may appeal to people because they help individuals justify their civic disengagement and inaction to themselves. In support of this hypothesis, we found in Study 1 that endorsement of conspiracy theories surrounding significant world events was negatively associated with the obligation to engage in civic behaviors such as voting, activism, and charity work. The more people endorsed conspiracy theories, the less inclined they were to engage in behaviors that involve challenging the status quo. In a second study, we experimentally manipulated people's perceptions of their own level of civic disengagement, using a bogus feedback procedure. Compared to controls, participants led to believe that they are highly disengaged were subsequently more likely to endorse conspiracy theories. These findings support the argument that, in affirming the sense of powerlessness and anomia experienced by some individuals, conspiracy beliefs provide them with a justification for their own inaction and disengagement.

F23

PATHWAYS TO VOLUNTEER SATISFACTION AND SERVICE: DIFFERENTIAL EFFECTS OF MOTIVATION AND LEADERSHIP

Patrick C. Dwyer¹, Joyce E. Bono¹, Mark Snyder¹, Oded Nov², Yair Berson³; ¹University of Minnesota, ²Polytechnic University, ³University of Haifa – Understanding the factors that influence volunteerism is of practical importance and has theoretical implications for the study of prosocial behavior. We examined the effects of both personal (motivation) and social (transformational leadership) forces on two separate volunteer outcomes, satisfaction and contribution. Participants were volunteers (N = 302) who worked in teams at different placement sites through the same central mobilization agency. Participants reported their motivations for volunteering, the quality of their relationships with team members, how meaningful their volunteer work was to them, and rated their team leader on transformational leadership behaviors. Level of volunteer contribution was determined from organizational records of the number of hours worked and the number of projects they were involved in. Motivation and transformational leadership both predicted volunteer satisfaction, but did so through separate mediating processes. Whereas motives were linked to satisfaction through enhancing the personal meaning of volunteer work, leadership was linked to satisfaction through its positive effect on team relationships. A main effect of motives on volunteer contribution also emerged, but the motives involved were different from those that predicted satisfaction. Whereas satisfaction was positively associated with motives concerning esteem enhancement and value expression, contribution was positively associated with motivation to gain understanding and negatively related to motives pertaining to esteem enhancement and social concerns. Leadership did not have an effect on volunteer contribution. Thus, the factors influencing volunteer satisfaction appear to be quite distinct from those that influence volunteer contribution. The theoretical and practical ramifications of these findings are considered.

F24

LAUGHING IN THE FACE OF DEATH: LAUGHTER'S PALLIATIVE EFFECT ON EXISTENTIAL DEATH ANXIETY

Lee Eakin¹, Tomi-Ann Roberts¹, Matt Motyl²; ¹Colorado College, ²University of Colorado at Colorado Springs – Research on terror management theory has shown that humans show many negative defensive reactions to reminders of their mortality. But what coping mechanisms might humans employ to ameliorate these frequently negative outcomes of mortality salience? Some existential and psychodynamic theories suggest that laughter is one evolved behavior that helps alleviate death anxiety. The current study explored whether the simple act of laughing might provide such a coping device. Participants were asked to respond to two short open-ended essay questions discussing death or a parallel control topic. Next, participants engaged in 30 seconds of forced laughter, smiling, or howling after a mortality salience induction, following a previously used paradigm within the laughter literature. Lastly, participants completed a measure of self-reported positive and negative affect and a word-stem completion task often used to assess death-thought accessibility. Results showed that those who laughed experienced significantly more positive affect and showed significantly lower death-thought accessibility, than those in the other conditions. Interestingly, mitigation of death-thought accessibility by laughter was not mediated by positive affect. Rather than a mood-elevating distraction, laughter may provide a kind of present-moment, existential protection against the specter of our mortality. This suggests that laughter may have far-reaching positive consequences and could impact many different realms of human thought and behavior ranging from inter-group relations to health attitudes and sexual behaviors that have been shown to be impacted by death reminders.

F25

DIFFICULT BUT NOT IMPOSSIBLE: THE ADAPTIVE EFFECTS OF HIGH-LEVEL CONSTRUALS ON THE PERFORMANCE OF COMPLEX TASKS

Ronald A. Elizaga¹, Keith D. Markman¹; ¹Ohio University – Construal level theory (CLT; Trope & Liberman, 2003) maintains that events can be represented at a high level of construal which captures the superordinate, abstract features of an event, or at a low level of construal which captures the subordinate, more concrete features. Under circumstances of novelty or difficulty, concrete representations have been deemed more adaptive as they provide a detailed pathway towards achieving a goal, whereas abstract construals fail to provide the necessary specifics to address the nuances of difficult tasks (Vallacher & Wegner, 1987; Watkins, 2008). The present research, however, attempts to show that abstract construals can indeed be adaptive when faced with a difficult (yet achievable) task. Specifically, participants were induced with either a concrete or abstract level of construal, and then participated in either an easy or difficult anagram task. We predicted that participants induced with an abstract construal will perform worse on the easy task compared to those induced with a concrete construal, as construal theory suggests. More importantly, however, we predicted that participants induced with an abstract construal level will perform better on the difficult task when compared to those induced with a concrete construal. Further, we predicted that participants induced with abstract construals would persist more on the difficult task than those induced with concrete construals. The results confirmed predictions, and the implications of difficulty versus feasibility of complex tasks are discussed.

F26

HELPING ATTITUDE MEDIATES RELATIONSHIP BETWEEN RELIGIOUS ALTRUISM AND VOLUNTEER MOTIVATION IN COLLEGE STUDENTS

Alecia C. Eubanks¹, Meera Komarraju², Alan C. Vaux³; ¹Southern Illinois University Carbondale – Many scholars have shown that religiosity promotes volunteer motivation and that altruism is also positively correlated with volunteerism. However, few researchers have examined religiosity and altruism as joint predictors of volunteer motivation. To address this gap in the literature we examined the role of both religious altruism and helping attitude in predicting each of three different types of volunteer motivations (values, understanding, and reciprocity). 572 undergraduates (71% female, 73% Caucasian, 70% Christian or Catholic) completed scales designed to assess religious altruism (Maranell, 1974), helping attitude (Nickell, 1998), and volunteer motivation (Esmond & Dunlop, 2004). Regression analyses indicated that religious altruism accounted for 5-8% of the variance in the 3 volunteer motivations; helping attitude explained 20-46% of the variance in the 3 volunteer motivations; and helping attitude was a partial or full mediator of the relationship between religious altruism and each of the three volunteer motivations. These results provide a deeper understanding of what motivates college students to volunteer and suggest the need for a shift in focus among those seeking to promote volunteerism. Community organizations, non-profits, or government agencies interested in promoting volunteerism may achieve greater success in recruiting volunteers by appealing to their helping attitude, or desire to help others. These results also highlight the importance of instilling helping attitudes in young people from an early age as a way of developing a cohort of future volunteers.

F27

THE EFFECTS OF MINDFULNESS ON PERSISTENCE ON A DIFFICULT TASK

Daniel Evans¹, Suzanne Segerstrom¹; ¹University of Kentucky – The ability to self-regulate, that is control one's thoughts, emotions, and behaviors, has been linked to a broad range of socially important outcomes such as better coping skills, superior academic performance, and reduced criminality. Although self-regulation theory and research suggest that self-awareness is necessary to exert self-control, it is unclear what effect mindfulness, a form of present-centered, non-

judgmental, and non-reactive awareness, would have on behavioral self-control. Using an undergraduate sample ($N = 142$), the current study sought to examine the relationships between trait self-awareness measured by the Self-Consciousness Scale, trait mindfulness measured by the Five Factor Mindfulness Questionnaire, and persistence on a timed lab task that involved solving a series of difficult to impossible anagrams. Partial correlation analysis was used in order to control for the influence of total anagrams solved on the amount of time spent solving the anagrams. Results revealed that levels of trait mindfulness were positively related to increased persistence on the task ($r = .18$; $p < .05$), though levels of trait self-awareness were unrelated to persistence ($r = .03$; ns). The two facets of mindfulness that were significantly related to increased persistence were non-reacting, acknowledging one's emotions without reacting to them, and non-judging, withholding judgment of one's experiences as good or bad. These findings suggest that higher levels of trait mindfulness, especially non-judging and non-reacting, may improve self-regulatory behaviors such as persistence, though it is unclear what role mindfulness might play in other forms of self-regulation.

F28**TOO MUCH CHOICE? MAXIMIZING, CHOICES, AND EGO DEPLETION**

Yuna Ferguson¹, Kennon M. Sheldon¹; ¹University of Missouri-Columbia – Although common wisdom in America tells us that having many choices in a variety of domains in our lives (e.g., careers, consumer products, etc.) allows us to maximize our happiness and satisfaction, recent research has revealed some paradoxical findings showing that having extensive choices or maximizing on choices can lead to negative consequences such as dissatisfaction with choice (Iyengar & Lepper, 2000; Iyengar, Wells, & Schwartz, 2006) and lower well-being (Schwartz et al., 2002). To extend these findings, two experiments examined whether the number of choices and maximizing influenced self-regulation (as measured by ego-depletion) and satisfaction with the final choice. In these experiments participants were instructed to maximize or satisfice among an array of tax software and singles dating ads (experiment 1) as well as refrigerator and used car ads (experiment 2). The results of experiment 1 showed that maximizing increases ego-depletion. This finding was qualified by the second experiment's finding that maximizing interacted with the number of choices such that ego-depletion increased only when participants maximized among an extensive set of choices. Additionally, having many options predicted greater regret and disappointment with the chosen option. We discuss implications for self-regulation when individuals maximizing with extensive choices.

F29**HYPOCRISY AND THE EASE OF RETRIEVAL: TESTING THE AMOUNT OF MINDFULNESS NECESSARY TO MOTIVATE BEHAVIOR CHANGE**

Nicholas C. Fernandez¹, Jeff Stone¹; ¹University of Arizona – When individuals advocate a pro-social behavior and then become reminded of their failures to perform the behavior, they experience cognitive dissonance and become motivated to change their behavior to be more in-line with their advocacy (i.e. Hypocrisy). The present research examined how much "mindfulness" of past failures is necessary to motivate behavioral change following hypocrisy. It was hypothesized that under high elaboration conditions, recalling more past failures would induce more dissonance and subsequent behavioral change. However, under low elaboration conditions, it was hypothesized that considering fewer past failures would induce an ease of retrieval process which would cause more dissonance and subsequent behavioral change. In the study, female participants advocated the importance of using sunscreen to reduce the risk for skin cancer, after which, they were made mindful of past failures to use sunscreen. As predicted, a significant two-way interaction between the amount of recall (2 or 8) and the level of elaboration (low or high) emerged on the number of

participants who acquired a sample of sunscreen at the end of the study. Specifically, under high elaboration about their past failures to use sunscreen, more participants acquired sunscreen when recalling 8 compared to 2 past failures, in contrast, under low elaboration about past failures, more participants acquired sunscreen after recalling 2 compared to 8 past failures. The discussion focuses on implications of these finding for understanding when and under what conditions people will feel motivated to perform an advocated behavior that they have not consistently performed in the past.

F30**CHOOSING TO BE AFRAID: PREFERENCES FOR FEAR AS A FUNCTION OF GOAL PURSUIT**

Brett Ford¹, Maya Tamir¹; ¹Boston College – According to an instrumental approach to emotion regulation (e.g., Tamir, Mitchell, & Gross, 2008), people may not always prefer to feel pleasant emotions and avoid unpleasant ones. Instead, they may be motivated to experience even unpleasant emotions, when they might be useful for goal attainment. Given that fear serves to promote successful avoidance, in two studies we tested this hypothesis by examining preferences for fear in preparation for avoidance goal pursuits. Consistent with the predictions of the instrumental approach, participants preferred to increase their level of fear as they prepared to pursue an avoidance goal. Such preferences were higher than preferences for either excitement or anger and unique to avoidance (vs. approach or confrontational) goal pursuits. Given the aversive nature of fear, these findings clearly demonstrate that people may sometimes prefer to feel bad, if doing so can lead to instrumental benefits.

F31**DISPOSITIONAL OPTIMISM, GOAL IMPORTANCE, AND ENGAGEMENT: AN EXPERIMENTAL TEST FOR MEDIATORS AND MODERATORS.**

Stephanie L. Fowler¹, Joshua J. Rutt¹, Sagan Stevens¹, Rachael Bower¹, Justin A. Wellman¹, Andrew L. Geers¹; ¹University of Toledo – A burgeoning literature now attests to the benefits of dispositional optimism. These benefits appear to stem, at least in part, from the tendency of optimists to actively engage problems more than pessimists. However, do optimists always engage problems more than pessimists? Recently, researchers have found that they do not. Specifically, optimists outperform pessimists on highly important tasks but not on less important tasks (Geers et al., 2008). The present study extends this prior research in two ways. First, we looked at several mechanisms that may underlie this Optimism x Importance effect. Most notably, we examined whether differences in anxiety – measured by both self-report and by electro dermal activity – could account for this finding. Second, we explored the possibility that two other variables, namely task-specific expectations and locus of control, moderate the effect. In the present experiment, participants ($N=88$) were lead to believe that their performance on a word search task was indicative of intelligence (importance condition) or not (control condition). Consistent with prior research, optimists outperformed pessimists on the task in the importance condition but not in the control condition. In terms of mediation, the results provide evidence that the Optimism x Importance interaction is mediated by anxiety, with optimists experiencing less anxiety than pessimists only in the importance condition. In terms of moderation, the Optimism x Importance interaction was moderated by locus of control but not by task-specific expectations. These are the first data to identify the mediators and moderators linking both optimism and goal importance to behavior.

F32**IMPLICIT THEORIES OF SELF-CONTROL: FIXED THEORIES LEAD TO HARSHER JUDGMENTS OF SELF-CONTROL FAILURES**

Nicholas Freeman¹, Dikla Shmueli², Mark Muraven¹; ¹University at Albany, SUNY, ²University of California, San Francisco – Implicit theories of self-control refer to two different assumptions that individuals may make

regarding the malleability of self-control. Those with a fixed view believe self-control is a stable entity while those with a malleable view believe self-control can change or develop over time. We posit that participants with a malleable view of self-control may be more forgiving in their judgments of others who have failed at self-control, primarily because future improvement is more compatible with a malleable perspective. This hypothesis was tested in two similar studies. In each, participants read a profile about a student named Jennifer. Profiles varied the extent to which Jennifer had failed at self-control (in the domain of smoking or obesity), and the extent to which attention was drawn to the failure (i.e., mentioning that she had tried to diet but failed as opposed to merely mentioning that she was overweight). Participants then rated Jennifer's personality, self-control, values, and future life outcomes. In the second study, participants also reported how likely they would be to discriminate against Jennifer. Results from both studies indicated that participants with a fixed view of self-control made more negative judgments of Jennifer's personality and values. In addition, when the failure was salient, fixed theorists were less optimistic about Jennifer's future (Studies 1 & 2) and were more likely to discriminate against her (Study 2). These results have important implications for judgments regarding smokers and obese individuals, and may be generalizable to judgments about people who fail in other self-control domains.

F33

THE ROLE OF SUCCESS AND FAILURE WHEN CONSIDERING GOAL PROGRESS AND COMMITMENT Justin P. Friesen¹, Sook Ning Chua¹, Grainne M. Fitzsimons¹; ¹University of Waterloo, Waterloo, Ontario – Research on the dynamics of goal pursuit (e.g., Fishbach, Dhar, & Zhang, 2006) has suggested there are two distinct modes of self-regulation that occur when considering past goal-directed actions: Are those actions considered progress toward a goal or as indicators of commitment to a goal? Whether past action is framed as progress or commitment can result in vastly different future behavior. Contributing to this line of research, we investigated how people respond to specific successes or failures within progress and commitment frames. Participants were asked to focus on whether they were committed to or making progress on their academic goals, then list two instances in which they succeeded or failed at those goals. They then completed several measures of goal pursuit, such as study intentions and preference for academically-related experimental rewards. For participants considering their goal progress, we hypothesized that recalling failures would highlight a lack of progress and thus increase goal pursuit, whereas recalling successes would induce "coasting" (Carver & Scheier, 1990) and decrease goal pursuit. For participants considering their goal commitment, however, we expected the opposite pattern: that recalling successes would suggest high goal commitment and thus increase goal pursuit, but recalling failures would cue low goal commitment and decrease goal pursuit. Results partially supported our hypotheses: When considering goal progress, failure spurred more goal pursuit and success decreased goal pursuit. However, participants considering their goal commitment showed similar goal pursuit regardless of whether they recalled success or failure. Implications for self-regulation and goal pursuit will be discussed.

F34

THE ROLE OF GOAL VALENCE AND SPECIFICITY ON SUBJECTIVE WELL-BEING: A PERSONAL GOALS ANALYSIS James W. Fryer¹, Andrew J. Elliot²; ¹SUNY Potsdam, ²University of Rochester – The present research offers an extension of the relationship between personal goal specificity and well-being (Emmons, 1992) by including goal valence and goal importance. Participants provided personal goals (Emmons, 1986), as well as importance ratings for each goal, and each goal was rated by trained coders for valence and specificity. Subjective well-being (SWB) was measured at two time points, approximately four months apart. A three-way interaction was observed, such that goals rated as abstract, avoidant, and important were associated with a more

pronounced decrease in SWB over time than other goals. The data suggest that abstraction in personal goals may result in lowered psychological well-being particularly for goals that the individual considers to be important and are focused on outcomes to be avoided.

F35

THE EFFECT OF REGULATORY FOCUS ON RESPONDING TO AND AVOIDING SLIPS IN A LONGITUDINAL STUDY OF WEIGHT LOSS Paul T. Fuglestad¹, Alexander J. Rothman¹, Robert W. Jeffery¹; ¹University of Minnesota, Twin Cities – In a longitudinal study of weight loss, we examined the effects of regulatory focus (Higgins, 1998) on responding to slips (i.e., gaining weight after attaining a 5% weight reduction) and avoiding slips. Based on findings that regulatory focus can affect people's ability to initiate and maintain behavioral change (Fuglestad et al., 2008), we hypothesized that people high in promotion-focus, because they eagerly pursue desired end-states, would be resilient to initial slips, whereas people high in prevention-focus, because they vigilantly preserve desired end-states, would slip less following successful weight loss. We also examined the extent to which these effects depend on weight loss goals. If one is striving to reach a desired weight, then promotion-focus should predict success; if one is close to a desired weight, then prevention-focus should predict success. The active intervention program was 2 months, followed by 14 monthly assessments (N=349). Survival analysis of responses to slips revealed that people higher in promotion-focus were more likely to lose weight again, but only if they were far from their goal weights (2(2)=7.16, p<.05). For people close to their goal weights, prevention-focus predicted losing weight again (2(2)=7.22, p<.05). Survival analysis of avoiding slips revealed that people higher in prevention-focus were less likely to slip, but only if they were close to their goal weights (2(3)=11.59, p<.01). For people far from their goal weights, promotion-focus predicted less slipping (2(3)=11.02, p=.01). Our findings suggest that a fit between behavioral task and regulatory focus facilitates the successful performance of meaningful behaviors over time.

F36

REGULATORY FOCUS AND THE "GOAL LOOMS LARGER" EFFECT IN MAJOR LEAGUE BASEBALL Joshua Goff¹, Joshua Foster¹, Michael Gordon¹, Charles Brown¹; ¹University of South Alabama – According to the goal looms larger effect (GLL), motivation strengthens as individuals progress toward their goals. Additional research suggests that regulatory focus moderates the type of motivation strengthened by the GLL, with prevention focused individuals becoming more avoidance motivated as their goals draw near. The present study tested the ecological validity of the GLL and regulatory focus research using data collected from professional baseball pitchers. Specifically, we analyzed the pitch locations (i.e., where the pitch was in space as it crossed home plate) of 1,374,923 pitches thrown during the 2005-2006 Major League Baseball seasons (98% of all pitches thrown). Consistent with the view that prevention focused individuals become more avoidant motivated as their goals loom larger, pitchers—who can only prevent runs from being scored—pitched more cautiously as they neared the end of innings. That is, they threw proportionally fewer pitches within the strike zone with each successive out of an inning. The size of the effect observed was large (d = 1.00), yet it still seems unlikely that pitchers are aware of their tendencies to throw fewer pitches within the strike zone as they progress toward their goal of completing the inning. This finding supports the ecological validity of the predominantly laboratory based research on regulatory focus and the GLL.

F37

ON THE VALIDATION OF THE GROUP MOTIVATION SCALE (GMOS) Simon Grenier¹, Genevieve L. Lavoigne², Paule Miquelon³, Robert J. Vallerand², Francois Chiochio¹; ¹University of Montreal, ²UQAM, ³University

McGill—Research on motivation has generally focused on motivation from the individual level perspective. Several authors (Zander, 1975; Shamir, 1990) suggested that motivational research needed to be conducted at the group level. However, to this date, motivation from the group perspective remains an unexplored phenomenon. Therefore, in line with Self-Determination Theory (SDT, Deci & Ryan, 2000), we developed the Group Motivation Scale (GMOS) which is composed of 5 subscales each assessing a different type of motivation as proposed by SDT (i.e., intrinsic motivation, identified, introjected, and external regulations, and amotivation). The GMOS assesses people's perceptions of their group's level of motivation. We define group motivation as the team members' collective motivational orientation toward goal achievement that can be more or less self-determined in nature. The purpose of the present research was to test the factorial validity of the scale as well as to examine its relationship with different individual and collective outcomes. In line with past research conducted at the individual level (Deci & Ryan, 2000; Vallerand, 1997), it was proposed that the more self-determined the group motivation, the more adaptive the individual and collective outcomes experienced. Study 1 (n=298, 76 academic work groups) supported the factorial validity of the scale with a confirmatory factorial analysis (CFA). Study 2 (n=311, 104 academic work groups) showed that a group's self-determined motivation was positively associated with individual (positive and negative emotions experiences within the group) and collective (group competence, group cohesion) outcomes. Implications for SDT and research on group motivation will be discussed.

F38

MINIMIZING LOSSES IMPROVES END OF SEMESTER GRE PERFORMANCE

Lisa R. Grimm¹, Arthur B. Markman¹, W. Todd Maddox¹; ¹University of Texas at Austin—Research on regulatory fit demonstrates that a person's regulatory focus interacts with the reward structure of the task performed to affect performance. A situational prevention focus (i.e., sensitivity to losses) matches tasks where participants try to minimize losses and a situational promotion focus (i.e., sensitivity to gains) matches tasks where participants try to maximize gains. Participants perform better when their situational focus matches, rather than mismatches, the task reward structure. For example, an individual with a situational prevention focus performs better on a losses task than a gains task. Situational foci can be induced using raffle ticket entries (Grimm, Markman, Maddox, & Baldwin, 2008) or stereotypes (Grimm, Markman, Maddox, & Baldwin, in press). We argue that the time participants are tested in the semester also activates situational foci. Specifically, at the beginning of the semester students are generally promotion focused, while at the end of the semester nearly all students are prevention focused (i.e., worried about completing assignments and failing classes). We presented students with GRE math problems at the very beginning or at the very end of an academic semester. Half of the students gained points for correct answers while half lost fewer points for correct responses. We find a two-way interaction of Time in Semester and Task Reward Structure for GRE performance. We demonstrate that students at the beginning of the semester performed better on the gains test, but students at the end of the semester performed better on the losses test.

F39

HUMAN VALUES PREDICT ACADEMIC ACHIEVEMENT

Alex Guindon¹, Jordan B. Peterson¹; ¹University of Toronto—Values, as high level motivators of goal-directed behavior, are implicated in virtually every facet of human activity. It appears reasonable that academic achievement would be one such activity. Schwartz (1992) posited a theory of basic human values identifying 10 motivational types and developed the Schwartz Values Scale (SVS). In its original format, participants are free to rate themselves equally highly on theoretically opposite values such as Hedonism and Benevolence. To ameliorate this deficiency, a forced choice ranking method was employed by distributing the 56 items of the

SVS among six lists. Participants (111 undergraduates) were required to arrange the items in each list in accordance with the importance of the items to the participants' personal values. Participants also completed a full scale WAIS and an extensive demographic questionnaire. Following the end of the academic year the cumulative grade point average (CPGA) was obtained for each participant. It was found that intelligence, age, parents' income, and years speaking English all significantly predicted CPGA. A regression analysis revealed that with these variables controlled for, the Schwartz values Self-Directed, Power, and Benevolence significantly predicted CPGA, the latter two in the negative direction. Adding the values to the initial group of variables increased the variance in CPGA accounted for by the model from 45% to 63%. It is proposed that by applying factor and item analysis techniques to the Schwartz items, a brief but powerful non-intelligence based measure could be developed to predict academic achievement.

F40

REDUCING RUMINATION LIKELIHOOD AND SOCIAL THREAT PERCEPTIONS BY INCREASING SELF-REGULATORY STRENGTH

Gul Gunaydin¹, Ozlem Ayduk¹; ¹University of California, Berkeley—The present study aimed to investigate whether experimentally elevated self-regulatory strength reduces maladaptive reactions such as rumination and threat perceptions. To build self-regulatory strength, we used a simple self-regulation exercise which asked participants to change their manner of speaking for two weeks. At Time 1, 82 participants completed an online survey measuring rumination likelihood, threat perceptions, and depression. Then, they were randomly assigned either to the self-regulation exercise or control conditions. Participants in the exercise condition were instructed to comply with the following rules in their daily conversations for two weeks: to only say yes and no instead of saying words like yeah or nope, to speak in complete sentences, to not begin sentences with I, and to not use slang or swear words. They were also asked to fill out an online diary to report how well they complied with the exercise requirements every day for two weeks. Participants in the control condition were not asked to do any exercise or to fill out the diaries. At the end of two weeks (Time 2), participants in the exercise condition reported less rumination likelihood and less social threat perceptions than they did at Time 1, controlling for their initial level of depression. Participants in the control condition showed no difference from Time 1 to Time 2 in these variables. This study implies that self-regulation plays an important role in rumination and social threat perceptions, and increasing self-regulatory strength can be used to counteract these maladaptive reactions.

F41

EXECUTIVE FUNCTION AND SELF-REGULATION: EXPLORING THE OVERLAP BETWEEN COGNITIVE AND BEHAVIORAL REGULATORY FUNCTIONS

Chika Harada¹, Hiroyuki Yoshizawa², Takuya Yoshida¹, Makoto Nakajima¹, Koji Tsuchiya¹; ¹Graduate School of Education and Human Development, Nagoya University, ²Faculty of Education, Gifu Shoto Gakuen University—Previous studies based on personality concepts have investigated different aspects of self-regulation through various approaches (e.g., biological aspect, ability aspect). Although the theoretical background of each concept is different, their similarities are found especially in two facets of self-regulation: behavioral activation and inhibition. While researchers agree that self-regulation strongly relates to executive function, existing theories have yet to address this connection. The purpose of this study was to reveal higher order structures of self-regulation concepts and to explore the overlap between executive function and each self-regulation indices. Participants were 104 undergraduates in Japan. A neuropsychological executive function was assessed by the Wisconsin Card Sorting Test (WCST). Self-regulatory functions based on personality concepts were assessed by Behavioral Inhibition / Behavioral Approach System (BIS/BAS), Effortful Control (EC), Regulatory Focus, Locomotion / Assessment, and Social Self-

regulation. The result of exploratory factor analysis of self-regulation indices as a whole showed that all self-regulation concepts were organized over each theory and revealed three factors structure: activation regulation, cognitive regulation, behavioral regulation. Moreover, EC was significantly related to many WCST indices. However, correlation between most self-regulation indices and WCST indices were not so high ($r = .16-.29$). The results of this study indicated that each concept of self-regulation has many facets other than executive function (e.g., social side, motivated facet). Future research should examine the unique contribution of self-regulatory functions to externalizing problem behaviors and well-being after controlling executive function.

F42

HOPING FOR THE BEST OR PREPARING FOR THE WORST? REGULATORY FOCUS AND PREFERENCES FOR OPTIMISM AND PESSIMISM. Abigail Hazlett¹, Daniel C. Molden¹, Aaron M. Sackett²; ¹Northwestern University, ²University of Chicago - Graduate School of Business – Past research has demonstrated a general tendency to have an optimistic view of our own future outcomes (Weinstein, 1980). There has been theoretical disagreement about whether this tendency toward optimism is functional (Taylor & Armor, 1996) or detrimental (Colvin & Block, 1994). Armor and Sackett (under review) recently proposed a framework for understanding how individuals weigh the value of realistic predictions along with the perceived positive/negative consequences of optimistic and pessimistic errors in order to make strategic choices when thinking about future outcomes. The present work extends findings by Sackett and colleagues (Armor, Massey & Sackett, 2008) to include the importance of motivational orientation in the preference for optimism or pessimism. Regulatory focus theory (Higgins, 1997) proposes two distinct motivational orientations, a promotion focus in which goals are conceived in terms gains/non-gains and goal pursuit is characterized by eager strategies and a prevention focus in which goals are conceived in terms of losses/non-losses and goal pursuit is characterized by vigilant strategies. The current research proposes that optimism should be associated with a promotion focus because it maintains eager strategies, whereas pessimism should be associated with prevention focus because it maintains vigilant strategies. Results from a preliminary correlational study and a lab experiment replicate previous findings (Armor et al., 2008) and provide support for the prediction that a preference for optimism is more strongly related to promotion orientation, whereas a preference for pessimism is more strongly related to prevention orientation.

F43

SUFFERING OR DEATH?: EVIDENCE THAT HELLISH AFTERLIVES DO NOT BUFFER DEATH ANXIETY Nathan A. Heflick¹, Jamie L. Goldenberg¹; ¹University of South Florida – Research demonstrates that providing scientific evidence of an afterlife reduces psychological defensiveness (e.g., self-enhancement) in response to death salience (Dechesne et al., 2003). If, as this research suggests, evidence of literal immortality undermines the need to defend against the threat of death, then even Hellish afterlives (with no loved ones and intense suffering) should protect people from death awareness. But no experimental research has examined negatively framed afterlives. In Study 1, mortality salience, compared to another aversive control, increased agreement with positive personality feedback (self-enhancement) in the negative afterlife condition, but not in the positive afterlife condition. In Study 2, compared to another aversive condition, mortality salience increased psychological distancing from the elderly if participants were first presented with negative afterlife evidence or a neutral reading. If first presented with positive afterlife evidence, however, there was a trend for mortality salience to reduced distancing. Together, results suggest that afterlife evidence only buffers mortality salience concerns if the afterlife is positively framed. Discussion focuses on the possibility that afterlives must be worldview consistent to protect people from fear of death. Thus,

perhaps Hell evidence was not a buffer, at least in part, because it was worldview threatening (few people believe they are going to Hell). This suggests that symbolic immortality (living on through worldviews and contributions to those worldviews) may be more of a psychological need than literal immortality.

F44

ILLUSORY FATIGUE IN THE MARKETPLACE: THE EFFECTS OF PERCEIVED RESOURCE DEPLETION ON CONSUMER CHOICE Edward R. Hirt¹, Marla B. Alexander¹, Joshua J. Clarkson¹; ¹Indiana University-Bloomington – Recent research within the domain of self-regulation has demonstrated the importance of perceived resource depletion in overcoming actual resource depletion (Hirt & Clarkson, 2008). The purpose of the current research was to investigate the impact of perceived mental resources on the quality of consumer decision-making. Participants first performed a modestly or highly depleting task before receiving feedback regarding the supposedly replenishing or fatiguing effects of an aromatherapy candle in the experimental room. Under modest depletion, participants took the aromatherapy feedback at face-value, such that individuals given the replenishing (versus fatiguing) feedback perceived less resource depletion. Under high depletion, participants misattributed their depleted state to the aromatherapy candle, such that individuals given the fatiguing (versus replenishing) feedback perceived less resource depletion. After manipulating people's perceptions of their mental resources, individuals were presented with a series of product choices as well as the Smith/Brown department store task (cf. Sanbonmatsu & Fazio, 1990). Individuals who perceived themselves as more (versus less) depleted made more errors in choosing objectively better products and performed more poorly on the Smith/Brown department store task, irrespective of individuals' actual level of depletion. Furthermore, this pattern of effects on choice behavior was observed only for individuals who enjoy and engage in effortful thought (i.e., high in Need for Cognition: Cacioppo & Petty, 1982), suggesting aspects of this perceptual process may be metacognitive in nature. Implications for the role of metacognition in perceived resource availability, as well as future directions regarding illusory fatigue in other phenomenon, are discussed.

F45

MORTALITY SALIENCE AND GROUP IDENTIFICATION: THE ROLE OF UNCERTAINTY SURROUNDING LIFE AFTER DEATH Zachary P. Hohman¹, Michael A. Hogg¹; ¹Claremont Graduate University – The motivation underlying group identification has received considerable attention (Hogg, Hohman, & Rivera, 2008). According to terror management theory (Greenberg et al., 1997; for group identification see, Castano et al., 2005), group identification is motivated by people's need to avoid the terror associated with thoughts surrounding their death. Conversely, uncertainty-identity theory (Hogg, 2007) purports that group identification is motivated by a need to reduce uncertainty. This begs the question: is group identification motivated by the terror of death or uncertainty surrounding life after death? This study elucidates the relationship between the fear of death, uncertainty, and group identification. Participants (N = 65) were assigned to a high or low mortality salience (MS) condition then answered questions about their current feelings of uncertainty, identification with America, and belief in an afterlife. Results indicated that MS did not predict group identification ($t(63) = .153, p = .879$) or uncertainty ($t(63) = -.103, p = .918$), however uncertainty was related to group identification ($r = .246, p = .048$), even when controlling for MS ($r = .246, p = .05$). Additionally, there was a significant interaction between MS and belief in an afterlife on identification ($F(2,55) = 21.56, p = .008$) – those who are uncertain about life after death report stronger identification with America under high MS than those who do or do not believe in an afterlife. This study highlights that uncertainty surrounding belief in an afterlife demands

consideration when discussing the relationship between death and group identification.

F46**THE EFFECT OF POWER STABILITY ON REGULATORY STRATEGIES**

Ann E. Hoover¹, Stephanie A. Goodwin¹,¹Purdue University – A growing body of evidence suggests that having power is associated with behavioral approach. The current study explores the implication of this relationship for different strategies of goal pursuit. Specifically, we examined the consequences of being powerful or powerless for promotion- vs. prevention-focused strategies. In addition, we explored the moderating role of power stability (i.e., whether positions within the hierarchy are subject to change). Participants (N = 171) imagined themselves in different power roles within a hierarchy. Analyses revealed a significant Power X Stability interaction, $F(2,165) = 5.15, p = .007$. When power was stable, high-power participants ($M = 1.14$) were relatively more concerned with promotion-focused strategies compared to moderate- ($M = .57$) and low-power ($M = .17$) participants. When power was unstable, low-power participants ($M = 1.36$) became relatively more concerned with promotion-focused strategies while high- ($M = 1.10$) and moderate- ($M = .56$) power participants concerns did not change. Results suggest that instability of power structures may have asymmetrical effects for powerful and powerless people; powerless people were more influenced by instability than powerful people. Implications for Power-Approach Theory are discussed.

F47**THE ROLE OF SELF-REGULATION IN THE NORMATIVE INFLUENCE PROCESS**

Ryan P. Jacobson¹, Chad R. Mortensen¹, Robert B. Cialdini¹,¹Arizona State University – Targeting different sources of motivation, norms that indicate what is socially-approved (i.e., injunctive norms) may influence behavior through different psychological mechanisms than norms that indicate what is typical or common (i.e., descriptive norms). Particularly, since behavior prescribed by injunctive norms often conflicts with momentary self-interest (e.g., patiently allowing a fellow motorist to merge), a capacity for self-regulation may be required for influence by this type of norm. In contrast, since descriptive norms are often aligned with immediate self-interest (e.g., the ice cream stand with the longest line is likely to have the best product), following this type of norm may require relatively less self-regulatory effort. Critically, this difference in self-regulation may hold even when the two different types of norms advocate identical behaviors. These ideas were supported by the results of three experiments. In Experiment 1, an initial, highly-depleting self-regulation task decreased compliance when a request was framed in terms of an injunctive norm but not when the same request was framed in terms of a descriptive norm. In Experiment 2, participants primed with words related to injunctive norms quit faster on an unsolvable puzzle than participants primed with words related to descriptive norms. In Experiment 3, undergraduate seminar students who received an injunction-based request to complete extra surveys volunteered for a greater number if the request was made before a cognitively-taxing classroom activity than after. When the request was framed in terms of a descriptive norm, these findings were reversed.

F48**THE UNCERTAINTY REDUCING POWER OF FAIRNESS AND TRUST**

Jana Janssen¹, Patrick Mller²,¹University of Mannheim, Germany,²Utrecht University, The Netherlands – Uncertainty is often an aversive state. People are therefore motivated to reduce uncertainty in many situations. According to the uncertainty management model (UMM; Lind & Van den Bos, 2002; Van den Bos & Lind, 2002), fairness provides important information about social interactions, thereby helping to reduce uncertainty. Although the UMM has stimulated a large body of research, the most fundamental assumption underlying this model – namely that fairness information reduces uncertainty – has not been

empirically tested. Extending the UMM, it can further be argued that not only fairness, but also trust helps to deal with uncertainty, as trust is also highly relevant for evaluating social interactions. The present research investigated in a field experiment whether the mere salience of fairness information (study 1) and trust information (study 2) leads to a reduction of uncertainty. In study 1, applicants evaluated a selection procedure and indicated their procedural fairness perceptions and their uncertainty. The order of the questions varied, such that fairness was either measured before uncertainty was assessed (fairness salient) or after uncertainty was assessed (fairness not salient). In line with predictions, ratings of uncertainty were lower when fairness was salient than when fairness was not salient. Study 2 was analogous to study 1, with trust being measured instead of fairness. Results revealed that ratings of uncertainty were lower when trust was salient than when trust was not salient. These findings demonstrate that the mere availability of fairness and trust information may reduce uncertainty. Theoretical and practical implications are discussed.

F49**I LIKE BREAK BECAUSE I WANT A BREAK: EGO DEPLETION AND THE GOAL OF RESTING**

Lile Jia¹, Samuel C. Karpen¹, Edward R. Hirt¹,¹Indiana University Bloomington – Ample empirical evidence demonstrates that the depletion of regulatory resources impairs one's performance on subsequent self-control tasks (Baumeister, Vohs & Tice, 2007). Based on the conservation view of ego depletion (Muraven & Slessareva, 2003) and the dynamic goal system theory (Shah & Kruglanski, 2002), we hypothesized that individuals with depleted self-regulatory resources have heightened activation of the goal to conserve energy, i.e., to take a break, which might interfere with their goal to perform well on subsequent tasks. The reported study aimed to test this hypothesis by examining whether participants would automatically evaluate words related to the goal of resting more positively after a highly a depleting task than after a modestly depleting task (Ferguson & Bargh, 2004). After being exposed to a highly or a modestly depleting initial task and while in anticipation of another imminent self-control task, fifty-five participants completed a sequential evaluative priming task in which clearly valenced adjectives (e.g., excellent, disgusting) were primed with words related to the concept of taking a break (e.g., break) or expending further effort (e.g., exert). A significant three-way (level-of-depletion x prime words x valenced adjective) interaction indicated, consistent with our prediction, that words related to the goal of resting facilitated the evaluation of positive adjectives and inhibited the evaluation of negative adjectives in highly depleted participants. Such a pattern did not emerge for modestly depleted participants. Our research suggests that ego depletion may affect behavior via the goal it created and its interaction with other currently held goals.

F50**WHAT DO LAY THEORIES ABOUT SELF-CONTROL STRENGTH MATTER?**

Veronika Job¹, Isabelle Huber¹,¹University of Zurich – Recent research on self-regulation suggests that active self-control depends on a limited resource. People who already exercised self-control in any way are particularly vulnerable for self-control failure on a subsequent task which also requires self-control, a phenomenon termed ego depletion. In the present research we argue that people's lay theories on the nature of willpower influence their self-regulatory capacity and thus moderate the ego depletion effect. The aim of the present studies was to demonstrate that people differ in their lay theories on volitional strength and that these lay theories have an impact on their self-regulation. The assumptions were tested in two studies. Cross-sectional Study 1 (n = 61) tested the validity of a questionnaire to assess people's lay theories on willpower. In experimental Study 2 (n = 120) the traditional paradigm of ego depletion was adopted. Participants processed two seemingly independent self-control tasks whereby one experimental group exerted more self-control in the first task than the other group. Additionally participants lay theories on self-control strength were measured. Results

show that people differ in the lay theories they have about volitional strength. Furthermore people with a limited resource theory report more self-regulation problems in their everyday life and show greater ego depletion than people with an unlimited resource theory. The results are discussed regarding implications for the strength model of self-control as well as for the lay theory research.

F51

PURSUING IDEALS OR FULFILLING OUGHTS: PERCEPTIONS OF TRAIT POSSESSION IN MEN AND WOMEN *Amanda Johnston¹, Amanda Diekman¹; ¹Miami University* – Research has demonstrated that people possess different motivations or self-guides for their traits and behaviors. These self-guides can manifest as ideals (hopes and desires) or oughts (duties and obligations; Higgins, 1987). Role Congruity Theory suggests people are motivated to align with valued social roles and avoid misalignment (Diekman & Eagly, 2007). This research explored the perceived motivations of men and women to align with traits associated with their gender role. Study 1 participants focused on stereotypic traits of men (e.g., aggressive) or women (e.g., affectionate); participants rated both the level of ideal and ought motivation associated with each trait for the target group. In Study 2, some participants rated the same stereotypic traits from Study 1, but other participants rated counterstereotypic traits for men (e.g., affectionate) or women (e.g., aggressive) as ideals and oughts. Across both studies, participants rated stereotypic traits of women as significantly higher on ideals than oughts. A similar pattern occurred for the counterstereotypic traits of women; these traits were rated as higher on ideals compared to oughts. Perceived ideal and ought motivations of male targets for both stereotypic and counterstereotypic traits did not differ significantly, suggesting that people do not perceive men as pursuing their ideals more so than their oughts. These results suggest that both men and women perceive women as pursuing traits because of motivations to reach their ideals rather than to fulfill obligations. The implications of these perceptions will be discussed.

F52

HOW DOES MENTAL CONTRASTING PROMOTE GOAL ATTAINMENT? TESTING THE UNDERLYING PROCESSES *Andreas Kappes¹, Gabriele Oettingen^{1,2}; ¹University of Hamburg, ²New York University* – The self-regulatory strategy of mentally contrasting a desired future with the impeding reality (i.e., mental contrasting) translates expectations of success into goal commitment with subsequent goal striving. Specifically, when expectations of success are high, mental contrasting leads to strong goal commitments, when expectations of success are low, mental contrasting leads to weak or no goal commitments. A multitude of studies supports this pattern of results (e.g., Oettingen, 2000; Oettingen, Hnig, & Gollwitzer, 2000; Oettingen, Pak, & Schetter, 2001). In the present research, we tested in two studies the underlying processes of mental contrasting effects. Specifically, we tested whether mental contrasting achieves its beneficial effects by relating the desired future to the impeding reality and by linking the impeding reality to means to overcome it. We found that in high-expectancy participants mentally contrasting establishes strong associations between the desired future and the impeding reality and that these associations mediate mental contrasting effects on goal commitment. Further, in high-expectancy participants mentally contrasting forges associations between the impeding reality and means to overcome the impeding reality. Taken together, these findings suggest that mental contrasting achieves its beneficial effects by forging associations between the desired future, the impeding reality, and means to overcome the impeding reality.

F53

WHERE THE TASK IS FROM AFFECTS HOW I DO IT: SPATIAL DISTANCE AND CREATIVE COGNITION *Samuel Karpen¹, Lile Jia¹,*

Edward Hirt¹; ¹Indiana University-Bloomington – Past research demonstrates the effect of temporal construal (proximal vs. distant future) on one's creative cognition (Forster, Friedman, & Liberman, 2004). Based on the Construal Level Theory (Trope & Liberman, 2003) and the recent finding that spatial distance is a form of psychological distance (Henderson, Fujita, Trope & Liberman, 2006), we hypothesized that the perceived spatial distance from which a task is originated could influence an individual's creative performance. To manipulate the perceived spatial distance, participants received the same creativity task but were told that the task was either sent from a near (a city from the same state) or a far (Greece) place. For the creativity task, participants were to list as many different modes of transportation as possible, and they were instructed that their responses could be as commonplace or as creative as they like (Hirt, Devers, & McCrea, 2008). Results showed that participants in the spatially distant condition generated more responses, their responses had a higher average originality rating, and their responses covered more sub-categories of transportation (e.g. land transportation, water transportation)-the three indices of creativity commonly used in previous creativity research (e.g., Hirt et al., 2008), than participants in the spatially near condition. Further analysis demonstrated that this effect could not be explained by participants' differences in mood, interest in the task, or perceived importance of the task. Our research expands the application of the Construal Level Theory and has important practical implications to the real world where globalization sees a ubiquity of long-distance projects.

F54

PHENOMENOLOGY AND BOUNDARY CONDITIONS OF FLOW EXPERIENCES: SYSTEMATIC TEST OF THE FLOW MODEL OF INTRINSIC MOTIVATION *Johannes Keller¹, Herbert Bless¹, Frederik Blomann¹; ¹University of Mannheim* – The flow concept and theoretical framework (Csikszentmihalyi, 1975) holds that intrinsic motivation arises when individuals engage in skill-related activities under conditions of clear goals, immediate unambiguous feedback, and a perceived fit of skills and task demands. According to flow theory, this state of intrinsic motivation is characterized by intense and focused concentration, merging of action and awareness, loss of reflective self-consciousness, a deep sense of control, distortion of temporal experience, and a sense of reward based on task engagement in and of itself. Interestingly, evidence concerning the causal impact of the most crucial factor in flow theory – perceived balance of skills and task demands – on intrinsic motivation is still elusive since research on flow experiences has been almost exclusively correlational in nature. Therefore, we designed three experimental paradigms to put the proposed causal link to a systematic test. The perceived balance of skills and task demands was manipulated in (a) a computer game, (b) a computerized math task and (c) a computerized knowledge task. In each case, participants either experienced a fit between perceived skills and task demands or not. Results of several studies indicate that participants experience flow under conditions of a perceived fit of skills and task demands - irrespective of the type of task. Moreover, we obtained evidence documenting a moderating role of distinct personality factors and found that flow experiences are associated with a loss of self-consciousness, a distorted sense of time, and an increased tendency to apply a bottom-up style of information processing.

F55

EXPLORING THE SENTIMENTS OF LIKING AND WANTING IN THE IOWA GAMBLING TASK (IGT) *Timothy Ketelaar¹, Bryan Koenig¹, Jeremy Tost¹; ¹New Mexico State University* – Bechara and colleagues (1994) developed the Iowa Gambling Task (IGT) to examine the dissociation between behavioral choices and subjective experiences; however, their research did not directly measure subjective experiences in the form of subjective experienced utilities (Kahneman, 1999). In the current study we used the IGT to distinguish between behavioral

decision utilities (i.e., participants actual choices), subjective decision utilities (i.e., self-reported feelings occurring before a specific choice), and their subjective experienced utilities (i.e., self-reported feelings occurring after a specific choice). Participants were randomly assigned to one of three conditions: a wanting condition in which participants indicated how much they wanted to choose from each of the 4 decks, a liking condition in which participants indicated how much they liked the outcome from their choice and a control condition. Participants were categorized as good performers if their net score (the number of choices from good decks selected minus the number of choices from bad decks) was greater than zero. Bad performers were defined as participants with a net score less than zero. Results indicate that good performer behavior was better predicted by their wanting self-reports ($r = .53$) while bad performer behavior was better predicted by their liking self-reports ($r = .71$). These results suggest that good performers are driven by their wants whereas poor performers are driven by their likes.

F56

CHANGING HANDS OR CHANGING SIDES: HOW PREVENTION AND PROMOTION MOTIVATE VOTER PREFERENCES FOR CHANGE

Margarita Krochik¹, John T. Jost¹, E. Tory Higgins²; ¹New York University, ²Columbia University – Social scientists perennially investigate and debate the conditions that motivate people across the ideological spectrum to endorse the status quo or seek to change it. Given that the status quo is known to exert powerful effects on decision-making and voting behavior, we sought to identify motivational and linguistic frames that would reverse status quo bias. Drawing on Regulatory Focus Theory, which distinguishes between the motivation to maximize positive outcomes (i.e., promotion focus) and the motivation to minimize negative outcomes (i.e., prevention focus), we suggest that the risk aversion associated with a prevention focus should decrease when change is reframed as a necessary prerequisite to relief from a negative status quo, and that the openness to change associated with a promotion focus should increase when missed opportunities are emphasized in the status quo. In terms of voting behavior, this reversal may manifest as change in preference for incumbents (vs. challengers), conservative (vs. liberal) candidates, or one's own party (vs. the opposing party). In a series of natural experiments during the 2006 midterm elections, Congressional candidates represented different combinations of incumbency, ideology, and party membership. We manipulated regulatory focus and linguistic framing negativity before asking liberal and conservative respondents to evaluate candidates and/or parties. Results indicated that couching prevention focus in negativity led to decreased liking of Republicans and increased liking for Democrats. Emphasizing the absence of positive outcomes under promotion focus had similar effects. Respondent ideology interacted with the manipulation, suggesting that change-seeking may involve difficult trade-offs for liberals.

F57

STILL AN AMERICAN? MORTALITY SALIENCE AND TREATMENT OF SUSPECTED TERRORISTS

Matthew B. Kugler¹, Joel Cooper¹; ¹Princeton University – In today's post-9/11 world, it is important to consider the psychological factors related to beliefs about the proper treatment of those suspected of terrorist involvement. We report two experiments on the impact of mortality salience on people's willingness to deny procedural protections to terror suspects. Reminders of mortality led participants to extend more procedural protections to an American terrorism suspect, but fewer toward a Saudi Arabian. In Study 2, we replicated and extended the results of Study 1 by showing that support of extreme interrogation measures was specific to members of enemy outgroups (such as Saudis), as opposed to non-enemy outgroups (such as Bulgarians). Results are discussed in terms of terror management theory.

F58

TRYING HARD TO GUESS YOUR MIND: MOTIVATION AND EMPATHIC ACCURACY

Sean M. Laurent¹, Sara D. Hodges¹; ¹University of Oregon – Individual difference correlates of empathic accuracy (the ability to infer another person's thoughts/feelings) have been difficult to find, even with variables that seem as if they should predict empathic accuracy. This may be in part because people lack awareness of their own empathic skill or alternatively, because studies investigating metaknowledge of self-accuracy have had low statistical power. One variable that has emerged as a consistent predictor of empathic accuracy, however, is motivation to succeed at the task. The current study directly addresses whether self-reported motivation to understand another person predicts greater empathic accuracy. We further hypothesized that perceiving oneself as similar to the target of empathic accuracy would also lead to greater accuracy, given the relationship between perceived similarity and liking, which in turn may prompt greater motivation to understand the other person. In addition, we were able to examine metaknowledge of self-accuracy with greater statistical power than other studies. 250 college participants (77 men) watched one of 3 different target videos and were asked to guess the targets' thoughts at specific points in the video (Ickes' empathic accuracy task). Following this, participants answered several questions about their motivation on the task, their similarity to the target, and how accurate they thought they were at the task. Higher scores on each of these variables significantly predicted empathic accuracy, with additional interaction effects involving specific video and sex of participant. Our results suggest that, at least in certain circumstances, a desire to understand a person better can aid in accuracy.

F59

ONCE BITTEN, TWICE SHY: THE RELATIONSHIP BETWEEN PERCEPTIONS OF FAIRNESS AND THE PURSUIT OF LONG-TERM GOALS

Kristin Laurin¹, Aaron C. Kay¹, Grainne M. Fitzsimons¹; ¹University of Waterloo – One potential cause underlying the need to perceive the social environment as just and fair is that this perception enables the pursuit of long-term goals, by ensuring that working towards a goal in the present will in fact lead to the goal being attained in the future. In the present research, we hypothesized that this relationship might be specific to members of groups who are likely to be the targets of discrimination under conditions of unfairness, seeing as it is these people who have the most to lose or gain from varying levels of fairness. Converging evidence is obtained across two studies using vastly different methodologies. In Study 1, college students' persistence in the face of failure on a class midterm, in both subjective and objective terms, was predicted by their belief in the world's fairness. However, this relationship was specific to individuals who felt they were low in socioeconomic status. Study 2 conceptually replicated this finding using experimental methods, as well as a different group and a different measure of long-term goal pursuit. A manipulation that induced perceptions of fairness resulted in an increase in participants' willingness to make sacrifices to achieve high-status careers; however, this relationship was evident only among ethnic minority, not Caucasian, participants. Results lead to important questions about many different roots of the need to believe in a just world, as well as major social policy implications.

F60

THE EFFECT OF PERCEIVED COMPETENCE ON THE CORRELATION BETWEEN PERFORMANCE-APPROACH AND PERFORMANCE-AVOIDANCE GOALS

Wilbert Law¹, Andrew J. Elliot¹; ¹University of Rochester – The high correlation between performance-approach and performance-avoidance goals (PAP-PAV correlation) in some studies has become an important issue in the study of achievement goals. In previous studies, perceived competence was shown to be a moderator of this correlation. However, those studies were only

conducted in natural setting or as a scenario study. The current research project aimed at generalizing the results to an experimental setting and further understanding the relationship between perceived competence and PAP-PAV correlation. Undergraduate participants were randomly assigned to one of three conditions (easy, moderate, and difficult). Participants were asked to complete an IQ test, which varied in the difficulty of it according to the condition that was assigned. Next, participants filled out a questionnaire concerning their perceived competence for that IQ test and an achievement goal questionnaire for a future similar IQ test. Results showed that there is a curvilinear relationship between perceived competence and PAP-PAV correlation such that PAP-PAV correlation is the highest when perceived competence is moderate. Saliency of positive and negative outcomes is hypothesized as an explanation of the results of the study.

F61

SENSING THE FIERCE URGENCY OF NOW: MOTIVATIONAL SENSITIVITY TO IMMEDIACY CUES FROM OTHERS

N. Pontus Leander¹, James Y. Shah¹; ¹Duke University – Four studies demonstrate that goals may be primed socially as a function of the urgency implied in others' behavior. Perceiving that a friend had an imminent (as opposed to delayed) assignment deadline significantly increased the salience of an achievement goal in participants (Study 1). Participants were also more likely to catch an achievement goal from a friend who was studying for finals at the end, rather than the beginning, of an academic semester (Study 2). Social sensitivity to urgency cues was found to be moderated by participants' goal efficacy as well as their preoccupation with another goal (Study 3). These priming effects occurred as a function of both the urgency of the situation as well as the friend's behavioral reaction to the situation (Study 4). In sum, these studies demonstrate that people are motivationally sensitive to the goals underlying the urgency perceived in others.

F62

IDENTITY INTEGRATION IN THE CONTEXT OF MOTIVATIONAL PROCESSES

Fiona Lee¹, Melanie Henderson¹; ¹The University of Michigan – This study investigated the effects of manipulating identity integration ideals on individual power choices and politeness strategies. Identity integration concerns the extent to which individuals perceive conflict among their multiple identities. When faced with potentially conflicting identities, individuals who are high on identity integration tend to see the various identities as compatible, while those who are low on identity integration tend to view multiple identities as incompatible. This study manipulated two levels of identity integration. Subjects read a scenario, which presented potentially conflicting roles that organizational leaders are likely to face, those of manager versus friend/mentor. These roles correspond to different, somewhat contradictory motives (i.e., power versus affiliation motives). Subjects then received faux leadership research evidence to prime identity integration ideals. These research excerpts primed high versus low identity integration by stressing one over the other as a key component of successful leadership. Following the reading tasks, subjects were asked to place themselves in the role of the manager and responded to questionnaires that corresponded to leadership style and potential responses to the organizational scenario. Identity integration primes imbued with motivational tension resulted in the advocacy of different leadership and power strategies. High identity integration resulted in more affiliative, polite power strategies, while low identity integration yielded more direct, impolite power strategies.

F63

TESTING THE LIMITS OF THE UNIT BIAS: HOW MUCH IS TOO MUCH?

Kristi Lemm¹, James LeDuc¹; ¹Western Washington University – Research has shown that people tend to consume more food when it is presented in large rather than small units. Geier, Rozin, & Doros (2006) set a bowl of M&Ms in a lobby and found that people consumed

significantly more when the bowl included a cup scoop versus a tablespoon scoop. We sought to replicate and extend this study using a greater range of scoop sizes, plus a no-scoop baseline. Over 25 days, we set out a bowl of M&Ms containing one of four different scoops: 1 teaspoon, 1 tablespoon, cup, 2/3 cup, or no scoop. We expected to replicate the original result with the cup and tablespoon scoops, but we anticipated that the 2/3 c and teaspoon scoops would not fit into this pattern, because they are too large and small to be considered a single unit. Average daily consumption showed a significant linear pattern, with consumption increasing steadily from the smallest scoop size to the largest, $p < .05$; consumption with no scoop was in the middle. This pattern replicates Geier et al., supporting the hypothesis that people tend to consume more when the units of consumption are larger. Our prediction that extra large and extra small scoops would not fit this pattern was not supported – people ate the least with the teaspoon scoop and the most with the 2/3 c. scoop. These results demonstrate that the unit bias is a robust effect that can be extended into very large and very large units.

F64

MOTIVATION AND BODY IMAGE: CAN SELF-DETERMINATION ACT AS A BUFFER AGAINST SOCIOCULTURAL INFLUENCES ON BODY IMAGE?

Chantal Levesque-Bristol¹, Rachel Sutcliffe¹; ¹Missouri State University – Sociocultural pressures can have negative effects on women's perceptions of their body. As shown in the literature, outside pressures from the media, friends, and family, can all be responsible for this effect, leading women to internalize society's beliefs of a thin ideal body. Pelletier, Dion, and Levesque (2004) found that women with higher levels of global self-determination (GSD) were less likely to give in to the sociocultural pressures about body image and consequently develop bulimic symptoms. The present study is a follow up to Pelletier et al., 2004. We hypothesized that women with higher GSD would be less susceptible to the negative impact of the thin body internalization. A total of 401 undergraduate females participated in the present study (mean age =18.65). The sample was split into two groups based on GSD scores: low self-determined women (LSD) and high self-determined (HSD) women. Structural equation modeling and invariance analyses procedures were conducted to test the proposed moderation effect of global self-determination. For both groups of women, positive relationships were found between sociocultural pressures and internalization of society's beliefs. The thin ideal, which both group of women internalized, affected body dissatisfaction similarly. However, and consistent with the buffer hypothesis, women with high self-determination maintained significantly higher levels of overall well-being and regulated their eating and exercise habits in a more positive way. The results imply that fostering higher levels of self-determination in women could help maintain higher levels of overall well-being and prevent the epidemic of the diet and exercise fads.

F65

IMPLICIT AND EXPLICIT MEASURES OF DRINKING MOTIVES IN COLLEGE WOMEN: AN INVESTIGATION OF THEIR RELATION TO ALCOHOL CONSUMPTION AND NEGATIVE CONSEQUENCES.

Kristen Lindgren¹, Peter Mullins¹, Jessica Blayney¹, Clayton Neighbors¹, Debra Kayser¹; ¹University of Washington – Problem drinking among college women is of considerable concern (Wechsler et al. 2002; Young et al., 2005). More than 40% of college women report engaging in heavy episodic drinking (4+ drinks/occasion) in the past 2 weeks; and more than 17% report drinking on 10+ occasions in the last 30 days (Wechsler et al., 2002). Heavy alcohol use can have devastating outcomes, including death, blackouts, and sexual assault (Wechsler et al., 2002). Social cognitive models emphasize the mediating role of alcohol-related cognitions, including drinking motives -- beliefs about the needs/functions that alcohol use may serve (Cooper et al., 1988). The current research examined explicit and implicit measures of two drinking

motives, drinking to cope and to enhance, and investigated whether both types of measures uniquely predicted alcohol consumption and alcohol-related negative consequences. This research is part of a larger, longitudinal study examining mediators of sexual assault and problem drinking among college women. A sample of 129 women, recruited from a large Pacific Northwest university, completed study measures via the Web. Cooper's (1994) drinking motives questionnaire and adaptations of the Implicit Association Test (Greenwald et al., 1998) were used to assess drinking motives. Preliminary results using Generalized Linear Modeling indicated that both explicit and implicit measures of coping and enhancement motives significantly and uniquely predicted both alcohol consumption and negative consequences ($ps < .01$). Study findings will extend theories of problem drinking. Ultimately, they are intended to enhance prediction of problem drinking and suggest additional intervention targets.

F66

I CAN PURSUE GAINS OR AVOID LOSSES, BUT HOW MUCH DOES IT COST ME? THE CHRONIC X PRIME EFFECT ON SELF-REGULATORY RESOURCES

Monika Lisjak¹, Angela Y. Lee¹, Daniel Molden²; ¹Kellogg School of Management, Northwestern University, ²Northwestern University – Extant research suggests that making a regulatory orientation temporarily accessible has the same effects on people's judgments and behavior as having such orientation chronically accessible. Therefore, researchers sometimes use chronic measures, while other times rely on priming to systematically test the effects of regulatory focus. However, priming a regulatory orientation may come at a cost. This research investigates the consequences of priming a regulatory orientation that is inconsistent with people's chronic orientation. Regulatory focus theory posits that people have two motivational systems: a promotion system that involves a concern for advancement and growth needs, and a prevention system that involves a concern for security and safety needs. We argue that priming a regulatory orientation that is inconsistent with one's chronic orientation creates a disruptive experience that is cognitively depleting. We tested this prediction in three studies by first measuring participants' chronic regulatory orientation using the Regulatory Focus Questionnaire. Then, we primed either a promotion or a prevention regulatory orientation using a framing instruction (Study 1) or an essay writing manipulation (Studies 2 and 3), and observed participants' performance on a self-regulatory task. In line with our prediction, compared to those who received a prime that is consistent with their chronic orientation, participants who received a prime inconsistent with their chronic orientation solved fewer GRE problems (Study 1), and were slower at a stroop task (Study 2) and at a lexical decision task (Study 3).

F67

THE IMPACT OF PEER AND SIBLING SUBSTANCE USE ON ADOLESCENT SUBSTANCE USE COGNITIONS AND BEHAVIORS: DO SOCIAL COMPARISON TENDENCIES MATTER?

Dana Litt¹, Michelle Stock¹, Frederick X. Gibbons²; ¹The George Washington University, ²Dartmouth College – Having friends or siblings who use substances is a risk factor for substance use (Andrews et al., 2002; Pomery et al., 2005). However, little is known about individual differences that may moderate this relation. The primary aim of this study was to examine social comparison (SC) as a moderator of the relations between adolescents' substance-related cognitions and behaviors, and use by their friends and their siblings. A total of 767 adolescents from the Family and Community Health Study (Gibbons et al., 2004) completed the survey instrument at two time-points. Measures included: self-reports of use by the siblings; and adolescents' reports of their SC (Gibbons & Buunk, 1999), friends' use, substance use willingness, prototype favorability, and use. Multiple regression analyses found significant 2-way (SC x Friend use) and 3-way (Gender x SC x Friend use) interactions on adolescent use at T2, controlling for T1 use, risk-taking, negative affect, socioeconomic

status, and neighborhood risk factors. Highest levels of use were reported by high-social comparers with using friends (the 2-way interaction), especially among females (the 3-way interaction). Thus, SC appeared to be a risk factor for use. SC also served as a protective factor, however: the lowest levels of use were reported by high-comparing females with low-using friends. Significant 2-way interactions (SC x sibling use and SC x friend use) were also found for the risk cognitions, such that high comparers with using friends or siblings had the highest T2 willingness and image favorability, again controlling for T1 measures.

F68

AN ABSTRACT APPROACH: REACTING TO THREAT USING MOTIVATED PROMOTION FOCUS

Aubrey D. Litvack¹, Harleen Mann¹, Ian McGregor¹, Curtis Phillips¹, Kyle Nash¹; ¹York University – The present studies sought to determine in greater detail the motivational underpinnings of when a promotion focus manifests itself after threat, along with the concepts that may be active during such a state. In experiment 1 participants were exposed to a difficult math passage or a control condition, after which associations between the self and approach motivations were assessed using a self-approach IAT. Those who faced the experimental threat showed an increased engagement with approach motivation. In experiment 2, participants were asked to imagine either a personal relationship dissolution or a friend facing a relationship dissolution; they were then presented with a measure of cognitive abstraction (Navon task) immediately following the threat, or after a delay. Those who faced the personal relationship dissolution and a delay exhibited a significantly greater tendency toward abstract cognitive processing than those in the other three conditions. Finally, in experiment 3 participants were primed to encourage abstraction or more concrete cognition through the use of the Navon task. Participants were then exposed to a difficult math passage and then completed the self-approach IAT from experiment 1. Our results demonstrated that abstract cognition facilitated an increase in approach motivation following threat. These findings demonstrate that the regulatory process that follows a self-threat, incorporates multiple cognitive processing changes associated with a promotion focus. The implications and interrelation between approach motivation, abstract cognition, and promotion focus are discussed.

F69

RELATIONSHIP GOALS AND AFFECT: THE MEDIATING ROLE OF ZERO-SUM

Mary Y. Liu¹, Jennifer Crocker¹, Amy Canevello¹; ¹University of Michigan – Compassionate goals are associated with nonzero-sum beliefs and calm, positive, other-directed affect, whereas self-image goals are associated with zero-sum beliefs and negative, aroused, self-directed affect (Crocker & Canevello, in press). The present study examined whether zero-sum beliefs mediate these associations between goals and affect. 65 freshmen roommate dyads completed pretest, posttest, and 21 daily reports of self-image and compassionate goals for their roommate relationship, zero-sum beliefs, and affect when interacting with their roommate. Residual change from pretest to posttest in zero-sum beliefs fully mediated the association of chronic compassionate and self-image goals and change in afraid and confused feelings, and partially mediated the relationship between chronic compassionate goals and change in clear and connected feelings. In the daily reports, feeling cooperative partially mediated the same-day association between compassionate goals and clear and connected feelings, whereas feeling competitive partially mediated the association between self-image goals and afraid and confused feelings. Lagged-day analyses showed that residual change in feeling cooperative from day 1 to day 2 fully mediated the association between day 1 self-image goals and residual change in feeling afraid and confused from day 2 to day 3. Residual change in feeling cooperative from day 1 to day 2 partially mediated the association between day 1 compassionate goals and change in clear and connected feelings from day 2 to day 3. These data are

consistent with the hypothesis that compassionate and self-image goals create changes in clear and connected and in afraid and confused feelings by altering zero-sum beliefs.

F70

IN THE MOOD FOR SEX? A DIARY STUDY OF THE RISK REGULATION SYSTEM IN ROMANTIC RELATIONSHIPS Julie Longua¹, Tracy DeHart¹, Natalya Gnedko¹, Justine O'Connor¹; ¹Loyola University Chicago—The goal of the current study was to explore the role the risk regulation system (Murray, Derrick, Leder, & Holmes, 2008) plays in sexual intercourse for college students in a romantic relationship. According to this model, how people balance the conflict between connectedness and self-protection goals influences whether they will depend on their partner in response to interpersonal risk. Sexual intimacy may be one way some romantic partners depend on each other as a resource for meeting connectedness needs after interpersonal rejection. Using a 30-day college student diary, we explored the within person contingencies among attachment security, daily interpersonal rejection and sexual intercourse. Multilevel logistic regression analyses revealed that people high in attachment security were more likely to have sex on days they perceived more interpersonal rejection. However, people low in attachment security were less likely to have sex on days they perceived more interpersonal rejection. In addition, people low in attachment security were more likely to have sex on days they reported more positive romantic relationship events. Consistent with the risk regulation model, these findings suggest that after perceiving rejection, secure people may use sex with their partners to meet needs for connectedness. However, insecure people may only feel it is safe to risk sexual intimacy with their partners when the relationship dynamics promote security (i.e., positive romantic relationship events). Finally, the current study revealed that sex the previous evening increases next day feelings of acceptance and positive romantic relationship events for both people high and low in security.

F71

THE INFLUENCE OF ACHIEVEMENT GOAL ORIENTATION AND GOAL CONTEXT ON SELF-HANDICAPPING BEHAVIOR Chelsea M. Lovejoy¹, Amanda M. Durik¹; ¹Northern Illinois University—Achievement goal theory has played a vital role in the current understanding of academic self-handicapping behavior (e.g., Elliot, Cury, Fryer, & Huguet, 2006; Midgley & Urdan, 2001; Rhodewalt, 1994). Achievement goals are theorized to emerge from either enduring personal orientations or contextual cues. Both self-set performance-avoidance goals (Elliot et al., 2006) and performance-focused classroom contexts (Urden, Midgley, & Anderman, 1998) have been shown to increase self-handicapping behavior. Researchers studying self-handicapping have considered goals as either enduring personal orientations or as a contextual variable, but have not considered both simultaneously. The current research examined the combined impact of self-set goal orientations and experimentally-manipulated goal context on self-handicapping behavior. Participants reported their goal orientations according to the 2 x 2 achievement goal framework (performance-approach, performance-avoidance, mastery-approach, mastery-avoidance; Elliot & McGregor, 2001). They later completed an achievement task in one of three goal context conditions: performance-approach, performance-avoidance, or no-goal. Before the achievement task, participants were presented with two opportunities to self-handicap. Participants could choose not to practice (behavioral self-handicapping) or report stressors that could inhibit performance (claimed self-handicapping). Results indicate that self-set performance-approach and performance-avoidance goals positively predicted behavioral self-handicapping, but only in the performance-avoidance context. In contrast, self-set mastery-avoidance goals positively predicted claimed self-handicapping across goal contexts. Self-handicapping research has also revealed some gender differences (Hirt, Deppe, &

Gordon, 1991). Therefore, we examined the goal effects by gender and found that the patterns of self-handicapping varied between women and men. The importance of goal orientations, goal context, and gender is discussed.

F72

ARE ALL POSITIVE ROLE MODELS EQUALLY BENEFICIAL? EFFECTS ON MOTIVATIONAL RESPONSES DURING COMPETITION Shannon P. Lupien¹, Kimberly B. Arnold¹, Mitsuru Shimizu¹, Mark D. Seery¹; ¹University at Buffalo, The State University of New York—There is substantial emphasis in Western society on creating positive role models for young women. However, women are influenced by two potentially conflicting role models: a family-oriented role model depicting traditional qualities of compassion and passivity and a career-oriented role model depicting relatively non-traditional qualities of confidence and competitiveness. This may have important implications, especially for college women who are faced with opportunities to have a successful family and/or career but must often compete against men to attain career goals. Thus, to assess the influence of role models during women's performance of a competitive task, we applied the biopsychosocial model of challenge and threat (Blascovich & Tomaka, 1996) and measured cardiovascular responses. The model holds that evaluations of demands and resources determine the extent to which positive (challenge) versus negative (threat) motivational states are experienced during task performance. Utilizing cardiovascular measures avoids the distortion that potentially affects self-reports. In Study 1, female participants were primed with a family-oriented or career-oriented female role model before competing in a task against a male opponent. As predicted, women exposed to a family-oriented role model exhibited greater threat during competition than women exposed to a career-oriented role model. Study 2 added male role models. Consistent with Study 1, women exposed to the family-oriented role model exhibited greater threat regardless of the role model's gender. These results demonstrate that not all positive role models are equally beneficial in all contexts.

F73

THE EFFECTS OF CONSTRUAL LEVELS ON REAL SELF-CONTROL CHOICES Karen MacGregor¹, Kentaro Fujita¹; ¹The Ohio State University—Construals can be understood as subjective mental representations that bring meaning to an object or event. Recent research has shown the exertion of self-control to be a construal dependent process (Fujita et al., 2006). Specifically, evidence suggests that the adoption of abstract mental representations, or high level construals, results in enhanced self-control compared to the adoption of concrete, low level construals. Previous research relating construal levels and self-control has assessed self-control via physical endurance, hypothetical preferences and behavioral intentions, but not through actual choices. In the real world, self-control often involves a choice between two distinct options or courses of action. Indeed, in many domains, this type of behavioral decision is considered the most compelling test of self-control. In the current study, dieters and non-dieters completed a previously validated construal level manipulation (Freitas et al., 2004) and were subsequently given a real choice between a healthy snack (granola bar) and an unhealthy snack option (chocolate truffle). The results indicated that, among dieters, high level construals promoted increased choice of the healthy snack option, whereas low level construals did not. These findings are the first to demonstrate the impact of subjective construals on a self-control choice, and further support a construal level approach to understanding self-control.

F74

EMOTION REGULATION AFTER INTRUSIVE THOUGHTS IN YOUNGER AND OLDER ADULTS Joshua C. Magee¹, Tyler Laughinghouse¹, Megan Viar¹, Nicholas Buck¹, Bethany A. Teachman¹;

¹*University of Virginia*—Developmental theories of emotion regulation suggest that emotional goals shift with increasing age, leading to general improvements in emotion regulation, but also vulnerability to age-specific concerns. The current study examined emotion regulation after intrusive thoughts in younger and older adults, and specifically whether older adults interpret and react to their intrusive thoughts in fundamentally different ways than younger adults. We expected that older adults would demonstrate a healthier interpretation style and feel less distress after intrusive thoughts than younger adults. However, we expected that older adults would be vulnerable to interpreting intrusive thoughts as a sign of poor cognitive functioning. In the current study, younger (age 18-30; N=52) and older adults (age 65+; N=47) completed two thinking periods, recording recurrences of an intrusive thought during the periods. Participants reported their positive and negative affect at the beginning of the experiment, after the introduction of the thought, and after the final thinking period, and also rated interpretations about the intrusive thought. Results showed that older adults reported steadier positive affect than younger adults (as predicted), but similar patterns of negative affect. Critically, participants interpreted intrusive thoughts according to age-relevant concerns: older adults made more interpretations regarding cognitive decline (an aging-relevant domain), whereas younger adults made more interpretations regarding poor emotional or moral functioning. Further, across age groups, negative interpretations across domains predicted the recurrence of intrusive thoughts during the thinking periods. Taken together, it appears that age-relevant concerns are crucial for understanding emotion regulation after intrusive thoughts.

F75

ON THE PURSUIT OF EGALITARIAN GOALS: WHEN THE DEGREE OF PROGRESSION IMPACTS SUBSEQUENT EVALUATIONS AND BEHAVIOR

Harleen Mann¹, Kerry Kawakami¹; ¹York University—Modern accounts of prejudice maintain that people often hold conflicting goals and attitudes toward racial minorities. Although they stress the importance of being egalitarian and fair to Blacks, they also show bias in their evaluations and treatment of Blacks. The current investigation explored the impact of progression toward the goal of egalitarianism on subsequent evaluations of Blacks and behavior toward Whites. First, participants in this study were asked to view images of Blacks and Whites on a computer screen while outfitted with life vest systems. Participants were instructed to try to be positive toward Blacks. They were further informed that their progress toward this goal would be monitored with the physiological data measured via the life vest. Half of the participants were lead to believe through false feedback that they were regressing from this goal, the other half of the participants were lead to believe they were moving closer to this goal. The results demonstrate that participants who received feedback that they were moving farther away from rather than approaching their goal subsequently demonstrated more positive implicit attitudes toward Blacks and more negative behavior toward Whites. Specifically, participants who were lead to believe that they were being progressively more negative rather positive toward Blacks had lower prejudice score on an Implicit Association Test and sat farther away from a White confederate. These initial results support current theorizing that suggests that people maintain both egalitarian and prejudiced goals and further indicate that pursuit of these goals may depend on goal progression.

F76

STRESS AND TURNOVER: THE ROLE OF AFFECTIVE COMMITMENT

Rachael Mapes¹, Susan Reinhold¹; ¹Defense Manpower Data Center—An examination of the attitudes and behaviors of military personnel affords an exciting opportunity to examine the relationships among stress, intrinsic motivation/affective commitment, and employee turnover. Stress experienced by military members is of particular interest as many Service members are experiencing multiple deployments to combat zones. Intrinsic motivation and affective commitment are

especially relevant to Service members because they begin their employment knowing they may be asked to risk their lives in support of their organization's values. The military also provides a unique and strong test of influencers of turnover as Service members are only able to leave at specific times during their career and therefore face discrete decision points. The current research focuses on the effect of stress on job satisfaction and employee turnover in the military. Results from research conducted in civilian populations suggest that intrinsic motivation and affective commitment (a consequence of intrinsic motivation, Gagne & Deci, 2005) buffer the effects of emotional exhaustion on job satisfaction and employee turnover by either decreasing emotional exhaustion (e.g., Richer, Blanchard, & Vallerand, 2002), or by decreasing the negative effect of emotional exhaustion (e.g., Begley & Czajka, 1993). Study 1 explores the effect of affective commitment on the relationships between stress and turnover intention and between stress and job satisfaction. Study 2 extends study 1 by examining the effect of affective commitment on the relationship between stress and actual turnover behavior.

F77

ON THE COSTS AND BENEFITS OF ONLINE GAMING: THE ROLE OF PASSION AND PSYCHOLOGICAL NEEDS

Marc-Andre K. Lafreniere¹, Eric G. Donahue¹, Robert J. Vallerand¹; ¹Universit du Quebec Montral—Vallerand et al. (2003) developed a Dualistic Model of Passion wherein passion is defined as a strong inclination toward a self-defining activity that one likes, values, and in which one invests time and energy. Furthermore, the model proposes two distinct types of passion: harmonious (HP) and obsessive (OP) passion that predict adaptive and less adaptive outcomes, respectively. In the present research, we were interested in understanding the role of passion in online gaming and its antecedents. We hypothesized that people will develop both types of passion toward online gaming to the extent that players are satisfying their basic psychological needs (Deci, & Ryan, 2000) while playing. However, we hypothesized that people will be more inclined to develop an OP if need satisfaction outside of gaming is low and that people will be more inclined to develop a HP if need satisfaction outside of gaming is high. Results of Study 1, conducted with online gamers (N= 220), revealed that both types of passion were predicted by need satisfaction while gaming. Moreover, HP positively predicted life satisfaction, while OP positively predicted physical symptoms related to excessive gaming. Study 2 was conducted with online gamers (N= 135) and replicated Study 1's findings. In addition, need satisfaction outside of gaming positively predicted HP and negatively predicted OP. Moreover, HP positively predicted self-realization, while OP positively predicted a collection of broad physical symptoms. Future research directions are discussed in light of the Dualistic Model of Passion.

F78

A DYADIC INVESTIGATION OF EMOTION REGULATION AND SUBJECTIVE WELL-BEING IN INTERGENERATIONAL HELPING RELATIONSHIPS

Tanya S. Martini¹, Michael A. Busseri¹; ¹Brock University—Emotion regulation (ER) has implications both for intrapersonal and interpersonal functioning. From a functionalist perspective, strategies used to regulate emotion need to be considered in light of the goals that underlie them (Thompson & Meyer, 2007). The present study examined ER strategies and goals as predictors of subjective well-being (SWB) in older mother-adult daughter helping relationships. ER strategies, goals, and SWB were assessed in 77 mother-daughter dyads (Mages =75 and 47, respectively). Both passive and proactive ER strategies (Coats & Blanchard-Fields, 2008) were assessed, as well as self-protection and connectedness (other-oriented and conflict avoidance) ER goals (Murray et al., 2008). Based on Diener (1984), SWB was assessed as overall satisfaction with giving and receiving help, as well as positive and negative affective reactions as givers and receivers of help. An actor-partner interdependence model (Kashy & Kenny, 1999) was estimated in which mothers' and daughters' ER strategies and goals were specified as simultaneous predictors of their own and their partners' relationship-

specific SWB. The analytic model explained 15% and 55% of the variability in composite measures of mothers' and daughters' relationship-specific SWB, respectively. Actor and partner effects were evident: For both mothers and daughters, use of passive ER strategies was associated with lower SWB for themselves and their partner. For daughters, ER that was motivated by conflict avoidance goals was associated with higher SWB for themselves, while ER that was motivated by self-protective goals was associated with lower SWB for themselves. Implications for ER in intergenerational helping relationships are considered.

F79

CONSIDER IT DONE!: IMPLICATIONS OF IMPLEMENTATION INTENTIONS FOR GOAL MANAGEMENT *E. J. Masicampo¹, Roy Baumeister¹; ¹Florida State University* – We investigated whether the formation of specific plans for attaining a goal (i.e. implementation intentions) can lead to a reduction in thoughts about the goal and reduce goal interference. In three studies, we asked participants to write about a goal and then allowed some of these participants to form an implementation intention to achieve it. Relative to participants who simply wrote about the goal, participants who formed an implementation intention to fulfill it exhibited a reduction in goal accessibility. Follow-up studies suggested that this effect of implementation intentions on accessibility is most apparent in participants who highly value the goal, for whom the goal is currently unfulfilled, and who have experienced some success with the goal in the past. We also found evidence that implementation intentions may free up resources for the pursuit of other, alternative goals.

F80

THE RELATIONSHIP BETWEEN ACADEMIC GOALS AND INTRINSIC AND EXTRINSIC MOTIVATIONAL ORIENTATIONS ACROSS CULTURES *Allison Master¹, W. Quin Yow¹, Joanne Chan²; ¹Stanford University, ²The Hong Kong Polytechnic University* – Intrinsic and extrinsic motivational orientations are differentially related to academic achievement and show different developmental patterns (Lepper, Corpus, & Iyenger, 2005). We explored these relationships in three different countries (China-Hong Kong, Singapore, and the United States) to examine the differences between independent and interdependent cultures. We surveyed 1161 third- through eighth-graders about their self-reported intrinsic motivation (e.g., desire for challenge, curiosity, independent mastery, and pride), extrinsic motivation (e.g., desire for easy work, desire to please the teacher, dependence on teacher, and teacher and parental pride), learning goals (e.g., I like schoolwork that I'll learn from even if I make a lot of mistakes), and performance goals (e.g., In school I want to show I'm smart). The survey included items from Lepper et al. (2005) and Midgley, Kaplan, Middleton et al. (1998). In Singapore and Hong Kong, learning goals were positively related to intrinsic motivation, while performance goals were positively related to both intrinsic and extrinsic motivation. In the United States, learning goals were positively correlated with intrinsic motivation and negatively correlated with extrinsic motivation, while performance goals were positively correlated only with intrinsic motivation. Intrinsic and extrinsic motivation may have different relationships to academic goals in different cultures.

F81

THE VICIOUS CYCLE? APPROACH AND AVOIDANCE MOTIVATIONS FOR SACRIFICING AND ATTACHMENT STYLE *Brent A. Mattingly¹, Eddie M. Clark¹, D. Nicolas LeFeve¹, Cassandra M. Yost¹; ¹Saint Louis University* – Romantically involved individuals sacrifice their wishes/desires to either obtain a positive outcome or avoid a negative outcome (Impett, Gable, & Peplau, 2005). However, it is unclear why individuals have these differing motivations. Attachment theory posits that previous experiences with caretakers influence how individuals

behave in their current relationships (Bowlby, 1977). Therefore, it is conceivable that individuals' motivations for sacrificing may be driven by attachment style. As such, the goal of the current research was to examine between attachment and motivated sacrificial behavior. In the current study, 148 participants completed measures of attachment (Brennan, Clark, & Shaver, 1998), motives for sacrifice (Impett et al., 2005), and frequency of sacrificial behavior. Hierarchical regressions revealed that: (1) approach motives for sacrifice were predicted by greater anxious and lower avoidant attachment; (2) avoidant motives for sacrifice were predicted by greater anxious attachment; (3) overall sacrifice was predicted by greater anxious attachment; and (4) the rate at which individuals made avoidantly-motivated sacrifices was predicted by greater anxious and avoidant attachment. The current research suggests that insecurely attached individuals may find themselves in a destructive cycle. Avoidantly attached individuals sacrifice to avoid negative outcomes, which leads to lower satisfaction and commitment (Impett et al., 2005). This may in turn strengthen their discomfort with closeness. Anxiously attached individuals sacrifice to approach positives and to avoid negative outcomes. Their sacrifices may fail to alter the quality of the relationship, which in turn may serve to strengthen their fear of abandonment.

F82

SELF REGULATORY FOCUS AT WORK: PROMOTION- AND PREVENTION EXTRA-ROLE BEHAVIOR *Daniel McAllister¹, Sankalp Chaturvedi²; ¹National University of Singapore, ²Imperial College London* – The focus of this research is on the implications of self-regulatory focus for the strategies chosen by employees to make extra-role or citizenship contributions at work. Following the work of Higgins, Roney, Crowe & Hymes (1994) on 'strategies for friendship,' we posit that promotion- and prevention-focused individuals maintain different strategies for contribution at work, which are reflected in unique patterns of role perception and behavior. We report the findings of two studies conducted in a multinational software firm. In the first study we use qualitative tools to analyze the transcripts of interviews with 45 software engineers who describe their views on what it means to contribute 'above and beyond the call of duty' at work. We derive measures of promotion- and prevention-focused extra-role contributions. In the second study we examine the effects of the self-regulatory focus of 206 software engineers on their perceptions of their roles at work (the extent to which promotion- and prevention- extra-role behaviors are 'part of the job') and supervisor appraisals of their behavior. Results show that employee promotion-focus is positively associated with supervisor appraisals of promotion-focused extra-role behavior, and that employee prevention-focus is associated with supervisor appraisals of prevention-focused extra-role behavior. Furthermore, the findings show that these relationships are partially mediated by role definitions. Paradoxically, employees are most likely to engage in extra-role behavior when they see the behavior as part of the job. These findings highlight the applicability of motivation theories grounded in principles of self-regulation to organizational and workplace settings.

F83

USING GOALS TO PREDICT EXTRAVERSION: AN INVESTIGATION OF THE FUNCTION OF TRAITS *Kira McCabe¹, William Fleeson¹; ¹Wake Forest University* – The purpose of this study is to investigate whether goals predict extraverted behavior in everyday life. This is important for at least two reasons. First, it provides a functional property to traits, bridging the trait and motivational domains of personality psychology. Second, this study explores the nature of extraversion by using goals to analyze the empirical trait structure of extraversion. Specifically, this study assesses what traits can do by looking at the goals people are trying to achieve. Unlike traits, goals focus on the process that explains why people behave in specific ways. For example, do people act extraverted at times because they are having the

goal of trying to make others laugh or of trying to have fun at those times? However, not all goals are related to extraversion. We selected specific goals that we believed prompted extraverted behavior. Participants described their current extraverted behavior and goal pursuit five times a day for ten days. Results show that people do pursue goals regularly. In addition, the correlations of most of the goals with extraversion exceeded .50, meaning that goal pursuit and extraversion are related strongly. The set of goals together predicted over 53% of the variance in extraversion, indicating that fluctuations in extraverted behavior can be largely related to changes in motivation. Controlling for goal overlap, the goal of having fun had the strongest unique prediction of extraversion ($b=0.16$, $p<.01$). The study indicates that traits may be functional, and it also suggests the specific goal-functions of extraversion.

F84

DECEPTION AND SOCIAL BONDS: THE EFFECTS OF RELATIONAL MOTIVATION ON FEELINGS OF CONNECTION IN DECEPTIVE COMMUNICATION Kimberly J. McClure¹, Kerry L. Marsh¹; ¹University of Connecticut – The goal of the current research was to differentiate between self-presentational and relational motives that could have been inadvertently covarying in past research studying the motivational impairment effect (MIE), in which motivation is negatively correlated with deception success. The present experiment was a partial replication of previous MIE studies in which high competence motivation and low motivation were manipulated. Two additional conditions were added, inductions of positive and negative relational motives, in which participants were led to think of either the positive or negative consequences of lying for relationships. The current study used a 4 (motivation) x 2 (task: lie or truth) mixed design. Participants were asked to prepare a lie and a truth, ostensibly to a future interaction partner. After preparing lies, participants were given a questionnaire to assess their feelings of connectedness and their feelings of self-competence. An ANOVA found a significant main effect of motivation on connectedness, such that those in the positive relational condition felt the most connected with others ($M = 5.29$) and negative relational the least ($M = 3.63$), $F(3,63) = 4.747$, $p = .005$. Overall, when participants were led to believe that lying would be good for their relationships, preparing a lie led them to feel more connected with other people; when participants were led to believe that lying would damage relationships, preparing a lie reduced feelings of connection. This research is an encouraging step to determining whether social bonds are broken during deceptive interactions.

F85

LEGOS FOR MASLOW: INVESTIGATING THE COGNITIVE ARCHITECTURE OF FUNDAMENTAL PSYCHOLOGICAL NEEDS M. Joy McClure¹, John E. Lydon¹; ¹McGill University – We took a social cognitive approach to investigate how autonomy, competence and relatedness might be mentally constructed in an interconnected hierarchy. Self-determination theory (Deci & Ryan, 2000) proposes that these three needs are equally fundamental. To the extent that they have analogues in Maslow's (1943) hierarchy, they could alternatively be organized such that relatedness precedes competence which precedes autonomy; the idea that relatedness is most fundamental is also consistent with more modern theorizing (Baumeister & Leary, 1995). The specific question was: how does threat to one need affect the accessibility of the others? Participants ($N = 189$) were randomly assigned to a control condition or to one of three threat conditions. In the threat conditions, participants were primed with threat to one of their needs, using a skewed response scale questionnaire, and then completed word-fragments about the two unthreatened needs. Control participants simply completed word-fragments for all of the needs. Completion of the prime showed main effects of both self-esteem and condition: participants with low self-esteem and participants in the competence condition endorsed the threat prime most strongly. Subsequent analyses controlled for self-esteem and examined only high threat participants (N

= 131). Compared to controls, participants under threat completed fewer autonomy fragments; neither competence nor relatedness fragments were affected by threat. When competence or relatedness was threatened, autonomy became less accessible, suggesting that if we feel unloved or incapable, we become less concerned with our autonomy.

F86

SOCIAL COMPARISON AS A SELF-REGULATORY MEASURING STICK: THE ROLE OF REGULATORY FOCUS AND COMPARISON DIRECTION Kevin P. McIntyre¹, Donna Eisenstadt², Michael R. Leippe², Shannon M. Rauch³; ¹Boston College, ²Illinois State University, ³Eastern Illinois University – Social comparison plays an important role in a variety of self-relevant processes, including self-evaluation, self-enhancement, and self-improvement. We suggest that social comparison also affects self-regulation by allowing individuals to evaluate themselves with respect to self-standards, the result of which is a change in the magnitude of self-discrepancies and the experience of discrepancy-related emotions. Whether social comparison results in an increase or decrease in discrepancy magnitude, we hypothesize, depends on both the direction of social comparison and individuals' regulatory focus (promotion vs. prevention). To test this, we had 85 undergraduate students complete an intelligence-related test and receive feedback regarding their performance and that of an ostensible partner, whose score was either worse (i.e., downward comparison condition) or better (i.e., upward comparison condition) than that of the participants'. Prior to receiving feedback, participants wrote a short essay about their hopes and aspirations (i.e., promotion condition) or about their duties and obligations (i.e., prevention condition). Results revealed a significant two-way interaction on discrepancy magnitude, such that participants in the upward promotion condition reported larger self-discrepancies than did those in the upward prevention condition, whereas participants in the downward promotion condition reported smaller self-discrepancies than did participants in the downward prevention condition. Moreover this effect was found only for discrepancies in the intelligence domain, suggesting that the effects of social comparison on self-discrepancies are domain specific. Surprisingly, no changes in discrepancy-related emotions emerged.

F87

RED IS FOR FAILURE AND GREEN FOR SUCCESS: ACHIEVEMENT-RELATED IMPLICIT ASSOCIATIONS TO COLOR Arlen C. Moller¹, Andrew J. Elliot², Markus A. Maier³; ¹Gettysburg College, ²University of Rochester, ³University of Munich – Recent studies have established a surprising link between red and avoidance motivation in achievement settings (e.g., Elliot, Maier, Moller, Friedman, & Meinhardt, 2007, Experiments 5 & 6). The authors argued that in achievement situations red is associated with mistakes and failure and therefore activated avoidance motivation. Furthermore they speculated that green might be related to the concept of success. The purpose of the present investigation was to directly test these assumptions by examining whether implicit associations exist between colors (red and green) and different achievement outcomes (failure and success, respectively). In Experiment 1, participants in a modified Stroop task categorized red and green colored words as failure- or success-related. Response time was facilitated when color and word meaning were congruent (i.e., failure/red and success/green) and delayed when color and word meaning were incongruent. In Experiment 2, a white baseline control condition was included to test the facilitative and inhibitory nature of the congruency effects found. Moreover, general negative and positive words were added to investigate the specificity of the associations found in Experiment 1. Stronger congruency effects were found with failure and success related words, and smaller effects were found with general negative and positive words. Both facilitative and inhibitory effects were found for both word types for the color red, whereas the color green only showed specific facilitative associations with success.

F88

THE EFFECTS OF GOAL-IDENTITY CONGRUENCE ON PERSISTENCE

Daniel Nadolny¹, Grainne Fitzsimons¹; ¹University of Waterloo – The aim of the present research was to examine the importance of congruence between one's goals and identity for self-regulation; that is, whether it is important when attempting to self-regulate that a goal be supported by one's self-concept. Specifically, we tested the hypothesis that for people who identified with a specific goal domain, framing behaviors as goal-directed would increase persistence on a goal-relevant task. Participants first read a description of a day in the life of a fictional university student who engaged in a number of typical healthy behaviors. For half of the participants, the target's behavior was attributed to her goal to be healthy, Being healthy is an important goal for me. For the other half, the target's behavior was described as an aspect of her identity, Being healthy is an important part of who I am. As predicted, for participants who were low in health identification, the framing manipulation had no effect on persistence at squeezing a handgrip. However, for participants high in health identification, the framing manipulation affected persistence, such that participants who saw healthy behaviors described as goal-based persisted longer on the handgrip task. This study provides initial support for the importance of goal-identity congruence, and suggests that for optimum self-regulation in goal pursuit, it is important to not only set goals, but to also support them with a congruent identity.

F89

ACTION VS. INACTION REGRET ACROSS LIFE-DOMAINS: THE ROLE OF REGULATORY FOCUS

Jae Eun Namkoong¹, Taekyun Hur²; ¹University of Texas at Austin, Texas, ²Korea University, Seoul, South Korea – The present study aimed to investigate the variations of action and inaction regrets across life-domains and examine the role of regulatory focus in them. Previous research has shown that people regret more over what they have not done when requested to recall a biggest regret in their lives. But, Namkoong and Hur (2008) found that Korean participants regretted more over actions than inactions, particularly in some life domains. In the present study, we proposed that certain life domains have predominant regulatory goals (prevention vs. promotion) leading to a predominant structure of regret (action vs. inaction, accordingly), based on the previous findings that promotion goal failures lead to inaction regrets while prevention goal failures lead to action regrets. Specifically, prevention (vs. promotion) goals would be predominant in friendship and romance (vs. education and self) domains, because the Korean culture puts strong emphasis on duties and obligations in relationships. Accordingly, the prevention goals in such interdependent life domains would lead to more action regrets, whereas the promotion goals in the independent life domains would lead to more inaction regrets in these domains. 223 college students reported their strongest regrets and rated their regulatory goals in each life-domains (education, self, friendship, and romance). The results consistently supported our predictions. The present study in particular clarifies the underlying mechanism of why such a reversed pattern (more action regrets) in interpersonal life domains exists among Korean samples. The limitations in the universality of regret across domains and cultures were discussed.

F90

TO KILL OR NOT TO KILL? APPROACH AND AVOIDANCE MOTIVATIONS IN MORAL DILEMMAS

Jayanth Narayanan¹, Sankalp Chaturvedi²; ¹National University of Singapore, ²Imperial College London – In this study we examine how approach and avoidance motivational systems affect choices in moral dilemmas. We use the trolley-footbridge dilemma to examine how motivations affect people's moral judgments. In the trolley dilemma, the decision-maker has to hit a switch that will turn a trolley onto alternate tracks which will kill only one person instead of five. An isomorphic situation in the footbridge dilemma, the decision maker standing on a footbridge has to push a stranger onto the tracks to

kill him instead of five. While most people are willing to hit the switch, very few are willing to push the stranger. This poses a problem for moral philosophers and scholars have suggested that the degree of emotional processing is an explanation for this anomaly (Greene et al., 2001). We examine how a fundamental difference in people's motivation might affect their moral judgment. Using a sample of 189 participants in a within-subject design we find that people's choices in this dilemma are influenced by their predominant behavioral motivational system. Controlling for demographics and the order of presentation of these dilemmas, we find that approach oriented participants were more likely to push the stranger in the footbridge dilemma, while avoidance oriented participants were marginally more likely to hit the switch in the trolley dilemma. This suggests that motivational systems play a role in moral judgment and decision-making. We discuss how emotions and motivations might coalesce to produce moral judgments.

F91

SELF-CONTROL IN RELATION TO FEELINGS OF BELONGING AND ACCEPTANCE

Brian C. Nelson¹, Alison Winter¹, Alissa Rockney¹, Ginette C. Blackhart¹; ¹East Tennessee State University – Three studies examined the impact that feelings of acceptance and belonging have on self-control abilities. Study one examined the relationship between trait self-control, perceived acceptance, and the need to belong. Results showed a significant positive correlation between perceived acceptance and trait self-control, and a significant negative correlation between one's need to belong and trait self-control. Studies two and three manipulated feelings of belonging and examined subsequent self-control on two separate tasks. Participants were randomly assigned to either an increased belonging or a decreased belonging group (study three also included a control group). Those in the increased belonging group were instructed to think about and write the first names of their five closest friends. Those in the decreased belonging group were instructed to think about their best friend, and then to think about and write the names of five people who were close friends with their best friend, but whom they were not friends with. Participants in the increased belonging group ate significantly fewer cookies (study two) and were more likely to delay gratification (study three) than participants in the decreased belonging group. There was no difference between the decreased belonging and control groups on delay of gratification in study three. The results from the present studies suggest that increased feelings of belonging, and perceived acceptance from close others, may bolster one's ability to exert self-control.

F92

ATTENTIONAL DEPLOYMENT & RESPONSE MODULATION: NONCONSCIOUS VS. CONSCIOUS GOALS OF EMOTION REGULATION

Christopher C. Nocera¹, Joshua M. Ackerman¹, John A. Bargh¹; ¹Yale University – People use a number of strategies to enhance or diminish their affective states. One of the first such emotion regulation strategies to emerge developmentally involves Attentional Deployment – altering focal attention away from or towards emotionally-relevant stimuli. Although Attentional Deployment has been suggested to operate both consciously and nonconsciously, it is unclear whether conscious and nonconscious deployment are equally effective, or under which conditions one form of regulation might work better than the other. Utilizing a visual dot-probe paradigm and psychophysiology measures, we measured participants' ability to disengage from emotionally-arousing stimuli after being either instructed to avert their attention or being nonconsciously primed to do so. These stimuli included 3 types of affectively positive photographs (happiness, close relationships, erotica) and 3 types of affectively negative photographs (threat, disgust, sadness). Dot-probe results indicated attentional deployment could be equally effective either nonconsciously or consciously compared to a control condition. Interestingly, however, nonconsciously-primed participants were unable to effectively disengage

from threat-related stimuli. Variation in both dot-probe and heart rate responses across picture type suggest different pros and cons involved in the nonconscious and conscious use of emotion regulation strategies.

F93**AFFECTIVE FORECASTING AND MOTIVATION: A COMPARISON OF MOTIVATION LEVELS** Masayo Noda¹; ¹Kibi University –

The present study tested how affective forecasting affects motivation by comparing less motivated versus more motivated individuals. In the experiment, participants were assessed for their motivation for learning, then asked to predict how they would feel if they were to receive positive feedback on a subsequent examination, and finally responded to the motivation measure one more time at the end of experiment. The results showed that the intensity of participant's motivation mediated the affective forecasting on each type of motivation. While less self determined motivation for learning, such as extrinsic motivation, was not as influenced by affective forecasting for relatively less motivated participants, more self determined motivation, such as intrinsic motivation was highly influenced by affective forecasting, and yielded higher scores relative to the participant's default motivational level. On the other hand, for relatively more motivated participants, less self determined motivation for learning was also not as influenced by affective forecasting, but more self determined motivation was highly influenced by affective forecasting and yielded lower scores relative to the participant's default motivational level. People often overestimate the intensity of their emotional reactions to future events, which is defined as impact bias (Wilson & Gilbert, 2003). The results provided evidence that strong future emotional reactions have an impact on present motivation. It will be necessary to elaborate on how the impact of affective forecasting on motivation is kept over time, mediated by the intensity of motivation under each type of motivation.

F94**ACHIEVEMENT GOALS, SELF-HANDICAPPING AND PERFORMANCE: A 2 X 2 ACHIEVEMENT GOAL PERSPECTIVE.** Nikos

Ntoumanis¹, Alison L. Smith¹, Cecilie Thøgersen-Ntoumani¹; ¹School of Sport and Exercise Sciences, University of Birmingham, UK – Achievement goals, self-handicapping and performance: A 2 x 2 achievement goal perspective. Nikos Ntoumanis, Alison Smith, & Cecilie Thøgersen-Ntoumani School of Sport and Exercise Sciences University of Birmingham, UK Elliot et al. (2006) examined the effects of experimentally-induced achievement goals, proposed by the trichotomous model, on self-handicapping and performance in physical education. Our study replicated and expanded Elliot et al.'s study by experimentally promoting all four goals put forth by the 2 x 2 model (Elliot & McGregor 2001), by measuring the participants' own situational achievement goals, by using a novel task, and by testing the participants in a group setting. We used a randomized experimental design with four conditions that aimed to induce one of the four goals advanced by the 2 x 2 model. The participants (N=138) were British undergraduate university students who engaged in a dart throwing task. The results pertaining to self-handicapping partly replicated Elliot et al.'s findings by showing that experimentally-promoted performance-avoidance goals resulted in less practice. In contrast, the promotion of mastery-avoidance goals was not found to be detrimental, in comparison to either approach goals. Dart throwing performance did not differ among the four goal conditions. Personal achievement goals did not moderate the effects of experimentally induced goals on self-handicapping and performance. The extent to which mastery-avoidance goals are maladaptive will be discussed, as well as the interplay between personal and experimentally-induced goals.

F95**THE EFFECT OF PERCEIVED CONTROL AND STRESS ON COLLEGE STUDENTS' BINGE DRINKING** Ross E. O'Hara¹, Frederick X.

Gibbons¹, Meg Gerrard¹; ¹Dartmouth College – The effect of perceived control on binge drinking was explored using the Prototype / Willingness model, extending previous work linking stress and alcohol use. Perceived control has been associated with adolescent alcohol use in cross-sectional and longitudinal studies; the current study experimentally tested that association. Undergraduates (N = 155) were exposed to aversive noise while preparing for a speech (high stress) or an essay (low stress); some were able to mute the noise (high control) while others were not (low control). While completing academic-style tasks, participants reported their willingness and intention to binge drink. A significant Perceived Control by Stress interaction was found for willingness. As expected, the low perceived control / high stress group reported the highest willingness; surprisingly, the high perceived control / low stress group also reported high willingness. Participants who experienced one stressor (low perceived control or high stress) and one non-stressor (high perceived control or low stress) reported the lowest willingness. As predicted by the Prototype / Willingness model, perceived control and stress did not affect intention. The relation between perceived control, stress, and binge drinking appeared curvilinear: willingness was highest when participants experienced either both aversive states or neither aversive state. The former situation may have overwhelmed participants who, as a result, endorsed binge drinking, whereas those in the latter situation may have been relaxed and open to binge drinking. Participants in the other two groups may have been task-focused and, therefore, not willing to binge drink as such behavior would inhibit performance.

F96**INTEREST AS A NON-DEPLETING COGNITIVE PROCESS** Paul

A. O'Keefe¹, Elizabeth Linnenbrink-Garcia¹; ¹Duke University – Previous research suggests that individuals draw from a finite pool of cognitive resources when exerting self-control. When those resources are depleted, subsequent acts of self-control may suffer (e.g., Muraven & Baumeister, 2000). The present study tested the hypothesis that interest is a cognitive process that does not deplete self-regulatory resources. Participants worked on anagrams for 5 minutes, which was ostensibly a filler task. This deception was conducted in order to minimize the perception of the task as a challenge, as interest and motivation are related. Subsequently, depletion was measured by timing how long participants squeezed a hand grip. Controlling for verbal ability, task motivation, sex, and affect, results suggest that task importance moderates the relation between task interest and depletion. Individuals who evinced high interest and task importance, showed the least depletion, closely followed by those who reported low interest and task importance. Those high on both variables, however, exhibited the most effort and best performance, by far. High/low and low/high variable combinations resulted in significantly more depletion. Prior research has chiefly focused on how self-regulatory resources are depleted, conserved, and replenished. The present study extends this work by providing evidence that high levels of effort can be expended without depleting self-regulatory resources depending on interest and the task's perceived importance. Implications for self-regulation, goal pursuit, and learning are discussed.

F97**AN EXPERIMENTAL INVESTIGATION INTO THE EFFECT OF AUTONOMY ON THE RELATION BETWEEN HAPPINESS AND RESOURCE BUILDING** Ryan E. O'Loughlin¹, Miron Zuckerman²;

¹Misericordia University, ²University of Rochester – A recent meta-analysis (Lyubomirsky, King, & Diener, 2005) provided compelling evidence that happiness exerts a positive influence on a number of psychological resources, including personal relationships, performance, creativity, health, and altruism. One explanation for these findings is provided by the Broaden-and-Build theory (Fredrickson, 1998), which proposes that positive emotions lead to a broadening of thought-action repertoires and, in turn, to the building of resources. However, Broaden-and-Build does

not differentiate between the potential causes of the positive emotion; it is assumed that all happy experiences are the same. Based on Self-Determination Theory (Deci & Ryan, 1985) and consistent with previous longitudinal work (O'Loughlin & Zuckerman, 2008), the current investigation attempted to demonstrate experimentally that happiness based on autonomy would lead to greater resource building than happiness based on a controlling experience. Participants read modified Velten (1967) statements to induce one of three states: autonomous positive affect (PA), controlled PA, or neutral affect. Next, they completed a series of tasks to assess perseverance, performance, creativity, and altruism. Participants in the autonomous PA condition showed significantly greater performance and altruism as well as marginally greater creativity than participants in the controlled PA condition. However, no difference between the two groups was found for perseverance. Additionally, the two PA groups were not significantly different on manipulation checks of autonomous or controlled motivation, which was expected to explain the differences between them. Future tests of our hypothesis may employ different manipulations of mood and examine a broader range of resources.

F98**ILLNESS IS IN THE MIND: DOES PRIMING AN ILLNESS SCHEMA RESULT IN ATTENTIONAL BIAS TO COPING PROCEDURES?**

Sheina Orbell¹, Caroline Henderson¹; ¹University of Essex, UK – Objective: Relatively little research has directly addressed the possibility that representations of illness are schematically encoded and when activated, may have important implications for cognitive and behavioral responses (Leventhal et al., 1980; Self-regulation Model) The present experiments tested the hypothesis that coping information is schematically encoded within the representations of a specific illness. Design: A 2 (primed versus control) x 2 (past user of coping strategy versus non-user of coping strategy) design was utilized in two experiments with independent samples. A subliminal prime was utilized to activate a common cold schema outside of conscious awareness. Outcome Measures: Response latencies in milliseconds for correct responses to a target common cold remedy word on a Grammatical Decision Task served as the dependent measure in each experiment. Target words were 'Lemsip' (similar to 'Theraflu' in the US) in experiment 1 and 'lozenge' in experiment 2. Results: In each experiment, a significant interaction of prime x past strategy use was obtained ($F(1, 41) = 6.52, p < .05, \eta^2 = .14$ and $F(1, 55) = 6.89, p < .05, \eta^2 = .73$) respectively. Participants in whom the 'common cold' schema was subliminally activated and who also reported high past strategy use demonstrated attentional bias to the name of a common cold remedy. Conclusion: Activation of a schematic representation of illness may automatically activate information related to coping procedures encoded in memory with the illness. The findings have important implications for understanding social sources of illness contagion and persistent maladaptive responses to illness.

F99**OUT OF THE WAY, OR I'LL LOSE MY TEMPER! SOCIAL INTERFERENCE IMPAIRS SELF-CONTROL**

Sabine Pahl¹, Alex Bertrams²; ¹University of Plymouth, UK, ²University of Mannheim, Germany – Self-control capacity is a basic requirement for goal achievement and has become the subject of vigorous research activity. However, only recently has attention turned to the self-control demands of interpersonal situations. The present two studies investigated self-control after the experience of social interference during a task that involved filling a jug with water using a spoon. In Study 1 participants took longer for a Stroop colour-naming task in the social interference condition than in a no interference condition. In Study 2 all participants experienced social interference but took longer and made more errors in a Stroop task when they were instructed to control their emotions compared to no emotion control. Implications for applied settings such as crowding are discussed.

F100**GROWTH MOTIVATION ATTENUATES THE SELF-SERVING ATTRIBUTION: AN EXPERIMENTAL SETTING**

Sunwoong Park¹, Jack Bauer¹, Nicole Arbuttle¹, Charles Kimble¹; ¹University of Dayton – This study examined whether growth motivation could attenuate the self-serving attribution in people with high self-esteem. Previous research has found that people with high self-esteem committed self-serving attributions more often than did those with low self-esteem and that the self-serving attribution was stronger under negative outcomes. In other words, people with high self-esteem have shown a consistent tendency to deny responsibility for failure (Blaine & Crocker, 1993). However, we believe that people learn and grow by accepting and correcting their mistakes. Therefore, we hypothesized that people oriented toward personal growth and self-improvement, or people with high growth motivation (Bauer et al., 2008; Maslow, 1968) would accept responsibility for failures even if they have high self-esteem. Participants ($N = 100$) took a listening comprehension test and were randomly assigned a success or failure score. Then, participants were asked to rate how much the success or failure was their responsibility. The Growth Motivation Index (GMI; Bauer et al., 2008) and the Self-Description Inventory (SDI; Diggory, 1966) were used to measure growth motivation and self-esteem, respectively. SDI and GMI scores were significantly correlated, $r(97) = .42, p < .001$. As expected, under success, SDI and GMI scores did not differ significantly in attribution of responsibility. Under failure, however, a hierarchical regression revealed an interaction, $\beta = .30, p = .038$. That is, people with high self-esteem took more responsibility for failure when they had high growth motivation, implying that growth motivation attenuates the self-serving attribution.

F101**FORECASTING BEHAVIOR THROUGH THE INTERACTION OF HABIT STRENGTH AND DEPLETION**

Anthony Pascoe¹, David Neal¹, Wendy Wood¹; ¹Duke University – Prior research in the field of self-regulatory resource depletion has found that depleted individuals are less likely to volunteer for future activities, suggesting an awareness of regulatory-resource status. In this study we asked participants to list seven beneficial behaviors that they might perform during the rest of the day and to rate the habit strength of each behavior. Following a White Bear task participants rated the likelihood of performing the behavior during that day. Main effects were found showing that depleted participants reported less likelihood of performing the behaviors overall and that weaker habits were rated as less likely to occur. An interaction was found between habit strength and depletion, suggesting that although depleted participants reported being equally likely to perform strong habits they were less likely than control participants to perform beneficial weak habits. A hand-grip task was used to confirm the depleting nature of the White Bear task. Participants later reported through an online survey whether or not they had actually performed each of the behaviors. No differences were found between groups. These results suggest that individuals take into account their current state of depletion when predicting behavior and believe that non-habitual behaviors will be much more difficult to perform when depleted, although this was not supported by their actual performance. This belief could effect such behaviors as planning, volunteering, and goal-setting.

F102**CAUSAL UNCERTAINTY AND SELF-REGULATION PERFORMANCE FOLLOWING SOCIAL AND NONSOCIAL TASKS**

Jennifer Passey¹, Jill A. Jacobson¹; ¹Queen's University – Greater causal uncertainty (i.e., confidence about one's ability to understand social events; Weary & Edwards, 1994) is associated with enhanced self-regulation performance following a social interaction (Jacobson et al., 2006). The current study investigated two potential explanations for this somewhat paradoxical finding. First, the previous studies always used an initial social task. Perhaps high causally uncertain people, who also are

more likely to be socially rejected (Passey, 2006), have come to believe that self-regulating during social interactions is fruitless. Hence, they are less depleted by such activities. To test this possibility, we randomly assigned participants ($N = 181$) to an initial task that was either social or nonsocial in nature. Second, in the earlier studies, high causally uncertain people may have performed better than low causally uncertain people because during the initial social task, they were trying to conserve their energies for future activities. As a result, they had more energy remaining for the self-regulation assessment (cf. Baumeister et al., 2000). To assess this idea, we manipulated expectations about engaging in a future self-control task and beliefs regarding the depleting nature of the initial activity. We found that when the initial task was social, anticipation of an upcoming task resulted in better subsequent anagram performance for low, but not high causally uncertain participants. In contrast, when the initial task was nonsocial, knowledge of an upcoming self-control task and information that the initial task was depleting both resulted in better self-regulation performance for high, but not low causally uncertain participants.

F103

PERCEPTION AND REALITY: THE INDEPENDENT EFFECTS OF ACTUAL VERSUS PERCEIVED CHOICE AND COMPETENCE ON MOTIVATION

Erika A. Patall¹, Harris Cooper¹; ¹Duke University – Self-determination theory posits that satisfaction of the needs for competence and autonomy will lead to enhanced motivation (Ryan & Deci, 2000). However, perceptions of reality may often be only tenuously related to objective reality (Dunning, 1993). This investigation examined the independent effects of actual and perceived choice and competence on intrinsic motivation and related outcomes. Participants were randomly assigned to one of two conditions prior to engaging in an anagram task. Participants were either given 1) a choice among various anagram tasks, 2) or were assigned anagrams. Perceptions of having choice regarding the task were measured, as well as how competent participants felt about the task and their actual performance. Results suggested that actual choices were not related to perceptions of choice. Likewise, perceptions of competence prior to engaging in the task were not related to actual performance, though actual performance and initial perceived competence were each related to perceptions of competence following engagement in the task. However, only perceptions of having choice and perceptions of competence influenced participants' reported liking and enjoyment of the task. Actually receiving choice and objective performance did not influence intrinsic motivation. Perceived choice also predicted feeling value for the anagram task and feelings of pressure or tension while engaging in the task. Results suggest that perceptions of need satisfaction have an influence on motivation that is independent of objective reality and even when there is no relationship between the two.

F104

MOTIVATED AFFECTIVE FORECASTING: REGULATORY FOCUS MODERATES THE IMPACT BIAS

Jennifer Pattershall¹, Joseph D. Wellman¹, Brandon Cosley¹, Scott Eidelman¹, Shannon K. McCoy¹; ¹University of Maine – Affective forecasting research demonstrates that people are systematically inaccurate at predicting how they will feel in the future (see Wilson & Gilbert, 2003, for a review). Known as the impact bias, people tend to overestimate how good they will feel after positive events and how bad they will feel after negative events (e.g., Gilbert, Pinel, Wilson, Blumberg, & Wheatley, 1998). We reasoned that how people approach future outcomes should impact the impact bias. Regulatory focus theory (Higgins, 1997, 1998) describes two motivational strategies for reaching goals. Promotion focus is associated with approaching positive outcomes and taking risks to maximize gains. Prevention focus is associated with avoiding negative outcomes and avoiding risks to minimize losses. Considering these motivational states, we hypothesized that promotion focus should be related to overestimation of positive affect following desired outcomes, while prevention focus should be related to overestimation of negative affect

following undesired outcomes. Before taking an exam, students in a psychology course completed a dispositional measure of regulatory focus and indicated their affective predictions regarding successful and unsuccessful exam performance. Weeks later, after receiving their grade, students were given a second questionnaire asking how they felt about their performance. Consistent with predictions, promotion focus (but not prevention focus) was related to overestimation of positive affect for successful performance, and prevention (but not promotion focus) was related to overestimation of negative affect for unsuccessful performance. These results suggest that affective forecasting errors are not inevitable and can be moderated by regulatory focus.

F105

ACCEPTANCE AND ADJUSTMENT AS SECONDARY CONTROL: DESCRIPTIVE ANALYSIS AND CONSTRUCT VALIDATION IN ACHIEVEMENT SETTINGS

Raymond Perry¹, Tara Haynes¹, Judith Chipperfield¹, Robert Stupnisky¹, Lia Daniels², Reinhard Pekrun³, Steve Hladky¹; ¹University of Manitoba, ²University of Alberta, ³University of Munich – Following Rothbaum et al. (1982), researchers have examined perceived control in various populations experiencing severe life crises. We explored secondary control in less aversive achievement settings that nonetheless can threaten adaptation through heightened competition, pressure to excel, frequent failure, poor instruction, and unfair grading. We assessed two fit-focused constructs of secondary control (Acceptance; Adjustment; Morling & Evered, 2006) under these learning conditions in relation to students' cognitions, emotions, and performance. First-year college students ($n=2510$) were selected from a 3-phase (October; March, May), longitudinal data-set containing 13 one-year cohorts ($N=10,500$). Each cohort was assessed on various psycho-social measures, including secondary control (acceptance; adjustment), and students' institutional records. Confirmatory Factor Analyses produced adequate fit for the adjustment sub-scales (mean-making; positive reappraisal): CFI=.95, RMSEA=.069, TLI=.92; and acceptance sub-scales (external forces; temporal immediacy): CFI=.97, RMSEA=.047, TLI=.95. The combined adjustment scales correlated positively with established measures of: optimism (.22); mastery/performance goals (.32, .14); critical thinking (.45); cognitive elaboration (.34); and enjoyment (.30). The combined acceptance scales correlated negatively with: optimism (-.19); mastery/performance goals (-.14, -.19); critical thinking (-.12); elaboration (-.17); perceived success (-.17); and GPA (-.21); and positively with stress (.19); depression (.32); anxiety (.19); boredom (.22). Cluster analysis and follow-up ANOVAs revealed four adjustment/acceptance sub-groups differing in cognitions (e.g., perceived control), emotions (e.g., anxiety, enjoyment), motivation (e.g., optimism), and performance (e.g., grades). The numbers of students having extreme adjustment/acceptance scores (one-standard-deviation) differed between the four subgroups: low/low = 78; low/high = 28; high/low = 53; high/high = 52 ($2 \times 211 = 11.97, p < .01$).

F106

EXPERIENCES OF PRESENCE IN VIRTUAL ENVIRONMENTS CAN LEAD TO VARIABLE INFORMATION PROCESSING

Susan Persky¹, Kimberly A. Kaphingst¹, Cade McCall², Christina Lachance¹, Andrew C. Beall², Jim Blascovich²; ¹National Human Genome Research Institute, ²University of California, Santa Barbara – Individuals' experiences in virtual environments (VEs) are often conceptualized in terms of presence – the psychological experience of being there. Presence has been associated with many factors in VEs, in particular, some that are expected to impact ability or motivation to process information (e.g., memory, involvement with content). Individual VEs vary substantially in their form and content characteristics (e.g., interactivity, nature of the task). These input configurations may, in addition to creating different levels of presence, influence how presence operates, what content it operates on, and, thus, the information processing elicited. We compared two VEs designed to teach information about genetics. One environment employed active learning techniques, and was therefore high in interactivity. The second environment was lower in interactivity,

employing lecture-based information delivery. Information content was identical in both. We measured information processing variables informed by the Elaboration Likelihood Model. We found that, in general, participants' experiences of presence were related to information processing variables (e.g., elaboration, attention, motivation) for participants using the lecture-based VE. Experiences of presence for participants using the active learning VE generally did not relate to information processing. We believe that this difference was due, in part, to differences in complexity between the two VEs. Participants' experiences of presence in the active learning VE may have related more to non-informational elements of the environment. Results suggest that presence in informational VEs may not operate uniformly and factors like complexity may be important to consider when designing message delivery media.

F107

PROCESSES OF HABIT DEVELOPMENT *L. Alison Phillips¹, Gretchen Chapman¹, ¹Rutgers, the State University of New Jersey* – Participants were given a strategy to help them consistently perform their Lenten resolution behaviors. Participants were measured on individual difference measures at the beginning of Lent and coached in one of two strategies that were designed to test opposing theories of consistent behavior initiation (i.e., processes of habit development). Resolution success and the ability of the participants to implement their given strategy were assessed twice weekly for the 7 week duration of Lent, at the end of which they were given a final questionnaire about their overall success at consistently performing their Lenten resolution behavior and about the degree to which their resolution behavior became habitual. Resolution success was predicted by a significant interaction between a measure of impulse control and the degree to which participants were able to implement the strategy given to them. Marginally significant after controlling for this interaction was the effect of the strategy manipulation. The least successful participants were those in the Personal Rule strategy group who scored low on strategy implementation ability and low on impulse control. Participants who scored high on strategy implementation were almost uniformly successful, regardless of the strategy given to them and regardless of their levels of impulse control. Results indicate that the Deliberation strategy was easier and more successfully implemented in general than the Personal Rule strategy, especially for those low in impulse control, but that the Personal Rule strategy may lead to greater success than the Deliberation strategy if one is able to implement it.

F108

EYES ON THE PRIZE: LINKING SMALL TASKS TO ABSTRACT GOALS INCREASES GOAL-DIRECTED BEHAVIOR *David Portnoy¹, ¹National Cancer Institute, NIH* – Failure to complete small tasks can build on each other and ultimately undermine completion of larger goals (Kim, 2006). Conversely, linking small tasks to larger goals may increase cognitive accessibility of the goal and/or effort toward achieving that goal, and may be tied to consideration of future consequences (Strathman, et al., 1994). The present study examined how linking small, seemingly unrelated, tasks to a large abstract goal affected cognitive accessibility of that goal and progress toward achieving it. Participants (n = 82) completed a series of six language exercises said to be linked to the long-term goal of getting a good first job (Linked) or simply baseline exercises (Control). Two Lexical Decision Tasks and questions assessing perceived probability and self-efficacy of achieving the goal were embedded in the language tasks. Results showed that those in the Linked condition: were faster and more accurate overall on the LDT, reported greater probability and self-efficacy, but only among those who were more future oriented, and scored higher on two of the six language exercises even after controlling for verbal ability. As participants completed more exercises, the accessibility of the goal increased more for those in the Control than those in the Linked condition. This may be

explained by the increased cognitive load on the Linked participants as they approached the end of the tasks and subsequent achievement of the goal. These results suggest that linking small tasks to abstract goals may increase action toward that goal, but reduce its cognitive accessibility.

F109

THE ABILITY TO FORGIVE: A 5-WEEK STUDY ON THE PREDICTIVE VALUE OF EXECUTIVE FUNCTIONING IN THE FORGIVENESS PROCESS *Tila Pronk¹, Johan Karremans¹, Geertjan Overbeek¹, Ad Vermulst¹, Danil Wigholdus¹, ¹Behavioural Science Institute, Radboud University Nijmegen* – The past decade witnessed a tremendous increase in research on forgiveness. Mostly, this research has focused on the factors that motivate an individual to forgive an offender. In order to go into the process of forgiveness in more depth, we look past the motivational aspects. Instead, we argue that forgiveness is at least partly driven by cognitive ability factors. Specifically, we argue that the ability to forgive is facilitated by executive functioning, a group of cognitive control processes that operate to regulate and shape behavior, thoughts and feelings. In other words, we assume that one's individual level of executive functioning predicts one's ability to forgive. We tested this assumption in a 5-week study, monitoring the forgiveness process. People who were recently hurt by someone came to the lab to conduct an executive functioning task. The task we used to establish an individual's level of executive functioning was an emotional version of the Extrinsic Affective Simon Task (EAST; De Houwer, 2003). The remaining parts of the study were online questionnaires measuring forgiveness, participants filled out once a week. The results of this study showed that a quadratic growth model fits the process of forgiveness best, meaning that the increase in forgiveness levels is not as rapid at the end as it is in the beginning. As we expected, participants' level of executive functioning significantly predicted the process of forgiveness, indicating that people with higher executive functioning levels have a better ability to forgive.

F110

ANTECEDENTS AND CONSEQUENCES OF OBSESSIVE VIDEO GAME PLAY *Andrew Przybylski¹, Richard Ryan¹, ¹University of Rochester* – Video games offer millions of players challenging and attractive experiences at the touch of a button. The magnetic draw of these new play contexts has elicited concern that the misuse of games could have negative psychosocial effects. To date, most research on this topic has been descriptive in nature, and has indicated that as many as one in ten video game players might be obsessively engaging video games. Two studies (using survey and daily diary designs) applied the motivational framework of Self-determination theory to explore the dispositional antecedents, motivational correlates, and unique physical and psychological consequences of obsessive play motives. Our findings showed that individuals low in trait-level need satisfaction were more likely to have obsessive motives for play. Further, our results revealed that video game play was enjoyed insofar as it offered players opportunities to satisfy their basic psychological needs for competence and autonomy, experiences that were not linked to obsessive motives. Contrary to what is often assumed, those obsessed with video game play did not consider their play time intrinsically satisfying or pleasurable. Although obsessive motives were correlated with poor health outcomes and play behavior as expected, subsequent analyses controlling for individual differences in trait need satisfaction showed only a weak relation between obsessive motives and player health. These findings suggest that low levels of psychological need satisfaction may encourage obsessive game-play aimed at escaping aversive circumstances in day-to-day life. Results are discussed in light of an important but nascent video game addiction literature.

F111

INCREASED FEAR OF FAILURE AS A RESPONSE TO INTERPERSONAL STRESS IN TRAIT PERFECTIONISTS *Daniel Randles¹, G.L.*

Flett²; ¹University of British Columbia, ²York University – Impossibly high standards and a maladaptive fear of failure are core components of trait perfectionism. These components are often considered to result from relationship anxiety and the belief that one must be perfect to earn love and respect. Although evidence supports this view, most data is correlational and does not show a causal link between interpersonal stress and the need for perfection. This study investigates whether the motivation to be perfect is used by trait perfectionists as a compensatory effort in anxiety-provoking situations. Participants in the experimental condition were asked to write about a difficult relationship in their current lives, while the control group wrote about a difficult relationship in a friend's life. Participants in both groups then identified personal projects that were meaningful to them and rated their importance along a number of dimensions. It was found that in the experimental condition, both Socially Prescribed and Evaluative Concerns Perfectionism predicted an increase in the seriousness of failing a project, as well as how badly failure would affect the person's image. Evaluative Concerns Perfectionism also predicted an increase in the degree of personal happiness an individual would sacrifice to see their goals completed. These results support the Hewitt-Flett diathesis-stress model, which predicts that perfectionists are particularly sensitive to negative social outcomes and relationship stress. They further strengthen this perspective, by revealing a direct causal relationship between interpersonal stress and the perceived cost of failing in unrelated projects.

F112

COGNITIVE STRATEGIES FOR REGULATING EMOTIONAL CONTAGION

Daniel Rempala¹; ¹University of Hawaii at Manoa – Emotional contagion occurs when we are in the presence of someone experiencing strong emotion and we start to take on the same emotion (Hatfield, Cacioppo, & Rapson, 1992). Due to its key role in empathy (Decety & Jackson, 2004), most emotional contagion research focuses on its positive aspects. However, certain occupations (e.g., therapists) require interaction with severely anxious or depressed individuals. In theory, this means that people employed in these occupations may regularly experience substantial negative emotion because of work-related interactions. This study featured a simulated therapeutic interaction. Participants watched three video clips of individuals describing the best or worst day of their lives. Participants were given listening instructions (i.e., cognitive strategies designed to increase or decrease contagion) to utilize while watching the clips. After each clip, participants verbally provided a therapeutic response, then indicated how happy or sad they were while watching the clip. A total of four cognitive strategies were utilized: empathic imagery (thought to increase contagion), empathic reflection and dissociation (thought to decrease contagion), and a control (no instruction) condition. Verbal responses were videotaped and later rated in terms of empathy, genuineness, and positive regard. Results showed that the cognitive strategies affected contagion in the predicted directions. However, there was no difference between the strategies in terms of the quality of the verbal response. This indicates that, even if the cognitive strategies reduce emotional contagion, the quality of the interaction need not suffer. This line of research could be used to understand and reduce therapist burnout.

F113

FIT BETWEEN THE INTERDEPENDENT SELF AND TASK FRAMING: BENEFITS FOR PERFORMANCE AND USE OF LEARNING RESOURCES IN MATH

Sylvia Rodriguez¹, Rainer Romero Canyas¹, Jennifer Mangels², Geraldine Downey¹, E. Tory Higgins¹; ¹Columbia University, ²Baruch College – How might a fit between aspects of the self and the learning context affect motivation? The current study tested how individuals' beliefs about the self and the message promoted by the environment affect performance and motivation on an academic task. Participants' beliefs about interdependence of the self were measured, after which they received a challenging computerized math task framed

as one that provided a benefit to the individual self or to society. Participants were then presented with an optional tutorial. We hypothesized that a fit between participants' beliefs about the self and the task framing would be associated with task performance so that interdependence would predict better performance in the society benefit condition and worse performance in the individual benefit condition. The hypothesis was supported in that higher interdependence predicted better performance in the society benefit condition, but it did not predict performance in the other condition. We also hypothesized that tutorial engagement in each condition would differ as a function of person-task fit and participants' familiarity with math. Results support the hypothesis: for math novices, higher interdependence predicted spending more time and clicking on more steps in the tutorial while in the society benefit condition but not in the individual benefit condition. For math experts in the society benefit condition, higher interdependence predicted spending less time on the tutorial. Results show how a match between one's beliefs and task framing not only affects performance, but it also affects how individuals engage in learning.

F114

CHANGES IN GOAL EFFORT IN RESPONSE TO PERFORMANCE FEEDBACK: COASTING IN THE LABORATORY

Rebecca Kala Rosen¹, Daniel Fulford¹, Charles S. Carver¹, Sheri L. Johnson¹; ¹University of Miami – Coasting, or the decrease in effort following satisfaction from approaching completion of a goal, has been proposed as a mechanism of behavior (Carver, 2003). In order to test this theory, 55 undergraduate participants completed a computer task in which they were presented several p's and d's with up to two dots above and/or below the letters. They were asked to count the total number of d's surrounded by two dots and to enter that number on the keyboard. Depending upon the group to which they were randomly assigned, participants were given positive, negative, or neutral feedback by a researcher regarding their performance after each 3-minute block. Participants' belief in the feedback was verified by significant increases in expectations of performance in the positive group ($t(18) = -3.63, p < .01$) and significant decreases in expectations in the negative group ($t(16) = 4.41, p < .01$) following feedback. As expected, participants in the negative group completed more items in each block following feedback, while participants in the positive and neutral groups completed about the same number ($F(3) = 2.26, p < .10$). Consequently, participants in the negative group decreased in accuracy, while participants in the positive group increased in accuracy ($F(3) = 2.72, p < .05$). That is, as participants in the positive group became more satisfied with their progress, they slowed down, which allowed for improved accuracy, while participants in the negative group sped up, decreasing in accuracy. Thus, this study provides preliminary evidence for coasting in a laboratory setting.

F115

CONFLICT AND COMPETITION: HOW CONTEXT AND INDIVIDUAL GOALS COMBINE TO DETERMINE GAINS AND LOSSES FROM SOCIAL UNCERTAINTY

Chris Rozek¹, Sheree M. Schragger¹, Cline Darnon², Judith M. Harackiewicz¹; ¹University of Wisconsin-Madison, ²Universite Blaise Pascal – Sociocognitive conflict occurs when people present differing points of views to each other in social contexts. We examined how increasing performance pressure would moderate responses to social agreement or disagreement. Additionally, we hypothesized that an individual's goals for the situation would moderate their response to conflict. Past research (Darnon et al., 2007) has shown that conflict can lead to better performance when an individual is focused on learning (because individuals can learn from the other person's responses) but worse performance when an individual is focused on performance and comparison to others (because the other person's answers are threatening in this context). Most of the previous research has been conducted in situations with little pressure to perform. We had participants play an enjoyable word game (Boggle) in either competitive

or non-competitive contexts. Participants first completed a practice task and received fictitious responses from another participant (the opponent in competition conditions). These fictitious responses were either differing or matching and thereby effectively led to disagreement or agreement. Results showed that conflict led to more defensive strategies and regulation. These effects were most pronounced for participants in competition who had self-set performance goals for the session. Participants with performance goals in non-competitive settings enjoyed the task more and suffered no ill effects of conflict on performance whereas participants with performance goals in competition showed less enjoyment and poorer performance when conflict was present. Furthermore, a process analysis showed that performance anxiety was responsible for the negative effects of conflict in competitive settings.

F116

THE INVISIBLE BENEFITS OF EXERCISE Matthew B. Ruby¹, Elizabeth W. Dunn¹, Andrea L. Perrino¹, Randall Gillis¹; ¹University of British Columbia – Although even short bouts of exercise produce improvements in mood, with emotional benefits documented for such diverse forms of physical activity as yoga, tai chi, jogging, cycling, and aerobic dance (Berger & Motl, 2000), many people choose not to engage in any physical activity at all (Centers for Disease Control & Prevention, 2005). If exercise produces immediate mood enhancement, why do so many people avoid it? We propose that people may make negatively biased predictions, or affective forecasts, about how much they would enjoy exercising. In Study 1, participants from randomly selected group fitness classes at a private gym in Vancouver predicted how much they expected to enjoy the upcoming workout on a scale from 1 (not at all) to 10 (very much), and after class, rated actual enjoyment on the same scale. Participants reported enjoying the workout significantly more than predicted. Study 2 replicated these findings with participants from a campus gym at the University of British Columbia, who engaged in effortful, individual workouts of their own design. Unlike many deterrents to exercise, such as perceived lack of time, money, or energy, affective forecasts are readily amenable to change (Wilson, Wheatley, Meyers, Gilbert, & Axsom, 2000). Thus, our findings open the door for the creation of simple interventions to increase people's desire to exercise.

F117

TRANSFER OF FORGIVENESS FROM FIT: HOW REGULATORY FIT AND TRANSGRESSION SEVERITY INTERACT TO INFLUENCE FORGIVENESS Alexander G. Santelli¹, C. Ward Struthers¹, Careen Khoury¹; ¹York University – Prior research has demonstrated that the regulatory focus of victims and transgressors can influence the forgiveness process (Santelli, Struthers, & Eaton, in press). According to regulatory focus theory (Higgins, 1997; 1998), individuals self-regulate using either a promotion or a prevention focus, and when individuals pursue a goal in a manner that sustains their regulatory focus, they experience regulatory fit (Higgins, 2000). Santelli et al. established that victims are more forgiving when they receive apologies that emphasize a regulatory focus that is congruent to their own; however, the effect of regulatory fit, independent of apology, was never explored. Given that the feeling right experience associated with regulatory fit is known to transfer to value judgments (Higgins, Freitas, Idson, Spiegel, & Molden, 2003), the current experiments sought to determine whether these feelings would also transfer to victims' forgiveness of transgressors. In two studies, participants completed an established regulatory fit manipulation (Freitas & Higgins, 2002), imagined themselves as victims of a transgression, and completed items measuring transgression severity, feeling right, and forgiveness. Participants who were randomly assigned to the regulatory fit condition were more forgiving than participants who were assigned to the mismatch condition when the transgression severity was mild to moderate. However, this result was reversed when transgression severity was high. The moderating effect of transgression severity was mediated by the extent to which participants

felt right about their interaction with the transgressor. These results indicate that experiencing regulatory fit (mismatch) in one situation may have unintended interpersonal consequences in another situation.

F118

WHEN CELERY DOES NOT PROMPT THOUGHTS OF CAKE: THE EFFECTS OF CONSTRUAL LEVELS ON AUTOMATIC ASSOCIATIONS BETWEEN GOALS AND TEMPTATIONS Jo Sasota¹, Kentaro Fujita¹; ¹Ohio State University – Fishbach, Friedman, and Kruglanski (2003) demonstrated that self-control benefits from cognitive associations between goals and temptations, whereby activation of goals inhibits thoughts of temptations. Two experiments tested the hypothesis that mental construals of self-control conflicts moderate this inhibitory association between goals and temptations. Consistent with previous research (Fujita et al., 2006), abstract (high-level) vs. concrete (low-level) construals were hypothesized to enhance this self-control process. Participants were induced to construe events at high- vs. low-level construals using previously validated priming procedures. They generated superordinate category labels vs. subordinate exemplars for objects in Study 1 (Fujita et al., 2006), whereas they generated superordinate ends vs. subordinate means of an instrumental action in Study 2 (Freitas et al., 2004). Participants then completed a sequential priming task, which measured the accessibility of temptation words that undermine dieting (e.g., cake) followed by prime words consisting of dieting-relevant words (e.g., diet-related objects, e.g. broccoli, in Study 1; dieting-related end-states e.g., thin, in Study 2) vs. control words (e.g., horse). Participants also reported how important dieting was to them to ensure that dieting represented a relevant self-control domain. As predicted, high-level construals caused decreased activation of temptations by goals. Moreover, this effect of construals was evident only among those concerned with dieting. Collectively, these findings highlight the importance of mental construals in self-control processes as the adaptive use of cognitive associations between temptations and goals occurred only when one could see the forest for the trees (i.e., construe events at high- vs. low-levels).

F119

MOTIVATED TO CHANGE: REGULATORY MODE DYNAMICS IN GOAL-SETTING Abigail A. Scholer¹, E. Tory Higgins¹; ¹Columbia University – When individuals are deciding whether or not to initiate change (e.g., whether or not to quit smoking), how does the deliberative process impact the likelihood that they will do so? Many approaches have argued that the extent to which individuals will commit to change is dependent on the content (e.g., outcome expectancy, outcome value) of deliberation. To the extent that the deliberative process has been discussed, it's generally been assumed that more exhaustive deliberation leads to more effective goal commitment (e.g., Janis & Mann, 1977). Building on the insights of regulatory mode theory (Higgins, Kruglanski, & Pierro, 2003), we propose that this focus has obscured the importance of locomotion motivation in deliberation. Regulatory mode theory makes a distinction between two critical components of effective self-regulation: the need to move from a current state to some alternative state (locomotion) and the need to assess and contrast different courses of action (assessment). Consequently, assessment is often seen as the primary concern of the deliberative phase and locomotion is often seen as the primary concern of the goal pursuit phase. In three studies, we provide evidence that locomotion motivation also plays a critical role in effective deliberation. A locomotive motivational state predicted commitment to change, whether locomotion was measured as a chronic motivational variable or was intensified through a movement-focused deliberation, controlling for both outcome value and outcome expectancies. Additionally, movement-focused deliberations led to greater commitment than traditional, exhaustive-focused deliberations. These locomotion effects on commitment were sustained three weeks after participants deliberated.

F120**IMPLICIT THEORIES ABOUT WORK: AN ENGAGEMENT THEORY PERSPECTIVE**

Steen Selmer¹, E. Tory Higgins¹; ¹Columbia University – This study investigated people's implicit theories about tasks called 'work,' and the effect of increased engagement in the 'work' task on their performance on this task. Participants all completed three lexical tasks, framed either as 'work' tasks, 'items' or 'break' activities, and answered questions about each task. Participants reported experiencing the task framed as 'work' to be more negative and more significant than the same task when framed as a 'break,' and also reported being more engaged in the task when it was framed as 'work.' Engagement Theory (Higgins, 2006) suggests that increased engagement in a task will intensify the positive or negative label associated with that task on measures of value of, and performance on, that task. The theory predicts that strongly engaging in a task that has a negative label will lead to an intensely negative value experience with that task, and poor performance on the task. Our data provide support for the theory. Participants who labeled the task negatively devalued the task relative to other participants only when engagement was strong, showing no difference in value at low levels of engagement. Participants in the 'work' condition also performed significantly worse than participants completing the same task framed as an 'item,' perhaps surprising given the implicit assumption that a negative and engaged 'work' mindset must be the most effective for performance. These results suggest that increased engagement can in fact be harmful to the value experience, and performance on a task.

F121**MORAL DECISIONS AND SELF-REGULATION: CHEATING REQUIRES MORE ENERGY THAN HONESTY**

Raymond Serra¹, Adam Carton², Kristine Kelly³; ¹Texas A & M University, ²Georgia State University, ³Western Illinois University – According to Baumeister, Bratslavsky, Muraven, and Tice (1998), the self is a limited resource that can be exhausted through acts of volition such as making plans of actions and carrying them out, initiating or inhibiting behavior, and taking responsibility. Thus, self-regulatory acts such as emotional control, problem solving, and decision making purportedly draw from this internal resource such that energy for future self-regulation is reduced. When individuals' energy is exhausted as a result of self-regulation, they are said to experience ego depletion. Previous research has indicated that ego depletion is associated with faulty decision making (Baumeister et al., 1998). The purpose of this study was to investigate the extent to which ego depletion specifically affects moral decisions. Participants were college students who performed a task to sustain or deplete self-regulatory energy. They were randomly assigned to an ego-depletion condition (cross out all e's on a photocopied textbook page that are not adjacent to or one letter away from another vowel) or control condition (cross off every e on a page). They then had the opportunity to make the moral decision of returning a \$5 bill they found to its rightful owner. Results revealed that ego-depleted participants were more likely to return the money, $p < .05$. These results suggest that immoral behavior may require more internal energy to perform than moral behavior.

F122**ALCOHOL BREEDS EMPTY GOAL COMMITMENTS**

A. Timur Sevincer¹, Gabriele Oettingen^{2,1}; ¹University of Hamburg, ²New York University – Alcohol affects many social cognitive processes by narrowing peoples' perspective on the most salient aspects of a given situation and leading them to ignore more peripheral but important information. We investigated whether alcohol leads individuals to not consider information about the feasibility of goal attainment (expectations of success) in their goal commitments. In Study 1, alcohol intoxicated participants felt strongly committed to their goals despite bleak prospects for goal attainment. Study 2 showed that once sober again, participants did not pursue their goals in line with the strong commitments they

reported while alcohol intoxicated. Results imply that in contrast to sober individuals' goal commitments alcohol intoxicated individuals' commitments are empty commitments as they are not based on individuals' feasibility of attaining their goals and do not foster goal striving over time.

F123**AUTONOMOUS EXTRINSIC MOTIVATION REDUCES PROCRASTINATION**

Elizabeth Sharp¹, Luc Pelletier¹; ¹University of Ottawa – Procrastination is a common self-regulatory problem. Prior research has shown that intrinsic motivation is negatively related to procrastination. However, the relationship between different forms of extrinsic motivation and procrastination is not as clear (Senecal, Koestner & Vallerand, 1995). Self-Determination Theory (Deci & Ryan, 2000) suggests that extrinsic motivations can be externally driven (controlled) or self-driven (autonomous), with the latter being associated with better consequences for performance and well-being. The goal of this research was to examine the relationships between autonomous and controlled motivations and procrastination. In study 1, 286 participants completed measures of global self-determined motivation (Pelletier et al, 2008) and trait procrastination (Lay, 1986). Results revealed that a general tendency to approach activities because they are important or coherent with ones values (ie autonomous motives) was negatively associated with trait procrastination, while the tendency to approach them for controlled motives such as guilt or rewards was unrelated to procrastination. In study 2 (N=525), intrinsic and autonomous motives for schoolwork and exercise were negatively related to self-reported procrastination on schoolwork and exercise, above and beyond the effects of perceived difficulty of these activities, and anxiety before performing them. Controlled forms of motivation were again unrelated to procrastination. Overall, results suggest that intrinsic motivation does not have a monopoly on reducing procrastination: autonomous extrinsic motivation also reduces procrastination. Further, controlled motives are unrelated to procrastination, raising doubts as to the efficacy of using rewards as motivators of behavior.

F124**POSITIVE AFFECT DURING STRESS: IMPLICATIONS FOR ROLE FUNCTIONING**

Dikla Shmueli¹, Judith Moskowitz¹; ¹University of California, San Francisco – Stressful events have been shown to deplete self-control resources which are crucial for social and intrapersonal role functioning. However, recent experiments have demonstrated that positive emotions may replenish vital self-control resources and counteract the effects of self-control depletion (Tice, Baumeister, Shmueli, & Muraven, 2007). In a series of three studies we explore the potential adaptive function of positive affect in the performance of roles in daily life in the context of stress. The studies involved three samples of participants experiencing stress: undergraduate students at two Midwestern Universities (Study 1, N=437), maternal caregivers of children with HIV or other serious chronic illnesses (Study 2, N=300) and individuals who had recently been diagnosed as HIV positive (Study 3, N=118). Positive and negative affect were measured in terms of reported intensity (Studies 1 & 2) or frequency of experienced emotions (Study 3). We developed a measure of role functioning which consists of 18 roles (e.g., worker, friend) that participants might occupy in their daily lives. For each role participants indicated whether they occupy that role, the importance of the role, and how well they performed in that role in the context of the stressful event. Results confirmed a relationship between positive affect and role functioning. Participants who reported higher intensity and frequency of positive emotions were more likely to report better role functioning under conditions of stress. These findings suggest an important function of positive affect, namely to replenish self-control resources and enable individuals to perform better in their daily roles and activities.

F125

THE ENDOWMENT EFFECT - PLEASURE OF HAVING OR PAIN OF LOSING? Lisa Shu¹, Carey Morewedge², Daniel Gilbert¹, Timothy Wilson³; ¹Harvard University, ²Carnegie Mellon University, ³University of Virginia – The endowment effect—the observation that buyers and sellers value the same good at different prices—is an important problem for economists as it presents a violation of the Coase Theorem. In experimental settings, people who are arbitrarily assigned to be buyers or sellers exhibit very different behavior in willingness to pay and willingness to accept prices. On average, buyers are willing to pay only half as much as the price at which sellers are willing to part with their possession. The standard explanation for this price gap is the asymmetry in the subjective impact of losses and gains. Simply put, an equivalent loss feels worse than an equivalent gain feels good; therefore, sellers are more reluctant to give up their possession than buyers are eager to acquire it. However, previous studies have never tested the effect of ownership on valuation, independent of the frames adopted by buyers and sellers. This paper examined the separate effects of ownership and framing. Experiment 1 demonstrated that loss aversion was not necessary for the endowment effect to occur. Experiment 2 showed that the endowment effect, if not completely explained by mere ownership, is at least dominated by an ownership as opposed to a framing explanation. Taken together, the two experiments suggest that mere ownership sufficiently accounts for the endowment effect, whereas the standard framing explanation does not.

F126

THE COGNITIVE BASIS OF POWER AND GOAL PURSUIT Letitia Slabu¹, Ana Guinote²; ¹University of Kent, UK, ²University College London, UK – Past research found that social power importantly affects selective encoding and superior memory for goal-relevant compared to goal-irrelevant information. Power is related to approach related goals (Keltner, Gruenfeld & Anderson, 2003), action facilitation (Galinsky, Gruenfeld & Magee, 2003), and goal consistent behaviour across all phases of goal pursuit (Guinote, 2007a). The present paper examines the cognitive mechanisms underlying the increased goal directed behaviour of powerful compared to powerless individuals. Three studies examined whether power manifests increased selective attention and encoding of goal-relevant compared to goal-irrelevant information. In study 1, participants primed with power or powerlessness, were given the goal to find a sequence of pictures by watching four blocks of images. This goal-target appeared in the third block and a LDT followed after each block of pictures. Results indicated that during goal pursuit powerful participants manifested facilitation for goal-relevant words compared with powerless people. After goal completion powerful individuals showed a decrease of accessibility to goal-relevant cues, whereas powerless people maintained this accessibility. Study 2 replicated these findings with different goals. Further on, in study 3 powerful and powerless participants interacted with a series of objects that were either relevant for an active goal or irrelevant. Results from an object recognition task indicated that powerful individuals showed greater accuracy in the recognition of goal-relevant compared to goal-irrelevant objects than powerless individuals. These findings highlight the role of construct accessibility and selective encoding in the ways powerful and powerless individuals pursue goals. Implications for goal pursuit are discussed.

F127

SELF-REGULATORY FATIGUE AND CHRONIC PAIN: FROM SCALE DEVELOPMENT TO IMPROVING SELF-REGULATORY STRENGTH Lise Solberg Nes¹, Suzanne C. Segerstrom¹, Remy de Leeuw¹, John E. Schmidt¹, Charles R. Carlson¹; ¹University of Kentucky – Ability to self-regulate, or exert control over cognitive, emotional, and behavioral processes, is an essential component of the human self. In particular, self-regulatory strength may be imperative for adjustment to chronic illness and pain. The current study therefore first sought to develop a scale for

self-regulatory capacity and fatigue in chronic pain. A factor analysis of existing scales gauging emotional adjustment, fatigue, and pain identified 22 items ($\alpha = .95$) related to cognitive, emotional, and behavioral self-regulatory control. The scale was then administered to chronic pain patients ($N = 980$). Regressions revealed strong links between self-regulatory fatigue and increased pain severity ($p < .001$). In addition, self-regulatory fatigue was, even after controlling for pain severity and depression, associated with increased stress level ($p < .001$), decreased life control ($p < .001$), decreased general activity level ($p < .001$), and decreased quality of sleep ($p < .001$). To examine the relationship between self-regulatory fatigue and chronic pain further, the new scale was given to pain patients ($N=20$) before and after a three-session intervention aiming to improve physical self-regulation. Results revealed a significant increase in self-regulatory strength post intervention ($t(19) = 4.67, p < .001$). These results indicate that self-regulatory resources can indeed be measured through a suitable scale. Also, having to live with chronic pain appears to fatigue self-regulatory resources and create dyscontrol in other areas of life. Finally, the results support evidence that self-regulatory capacity can be improved, which could have long-term positive impact for chronic pain patients.

F128

THE INFLUENCE OF THE ENLISTMENT MOTIVATION ON THE SOUTH KOREAN MILITARY LIFE Kyung Jae Song¹, Min Han¹, Seong Yeul Han¹; ¹Korea University – The present research investigated the influence of the enlistment motivation on an image of military organization, soldier's stress, a confidence of social life after discharge from military service and military life satisfaction in Korean military service. Participants of this research were 257 soldiers (121 conscript Army soldiers and 136 voluntary Marines) from 2 companies in the army and 2 companies in the Marine Corps located in South Korea. Results of this study showed that 1) conscript Army group ($M=2.39, SD=.71$) had a significantly higher score than voluntary Marines group ($M=1.95, SD=.63$) in extrinsic enlistment motivation. On the contrary, Marines group ($M=4.16, SD=.76$) had a significantly higher score than Army group ($M=3.62, SD=.87$) in intrinsic enlistment motivation. 2) Enlistment by intrinsic motivation has positive influence on the military life. Result of Regression analysis showed that enlistment by intrinsic motivation significantly predicted a military life satisfaction ($r=.402, t=6.424, p<.001$), a confidence of social life ($r=.528, t=9.836, p<.001$), and an image of military organization ($r=.494, t=8.486, p<.001$). On the other hand, enlistment by extrinsic motivation has negative influence on the military life. Result of Regression analysis showed that enlistment by extrinsic motivation significantly predicted the soldier's stress in military life ($r=.415, t=6.642, p<.001$), and a no confidence of social life ($r=-.177, t=-3.306, p<.001$). These results suggest that Korean military needs to focus on enhancing intrinsic enlistment motivation of young men of conscription age before conscription by educating, and advertising etc. And also, we discuss that Korean military needs to consider how to boost intrinsic motivation of military life.

F129

THE FACTOR STRUCTURE OF PERSONAL GOALS IN AN UNDERGRADUATE POPULATION Nick Stauner¹, Daniel J. Ozer¹, Tierra S. Stimson¹; ¹University of California Riverside – College students report a variety of personal goals. Prior research asking hundreds of students to list their important goals has yielded several thousand statements of students' goals pertaining to virtually all aspects of their lives. Based on this data, a goal taxonomy was developed for categorizing the statements. From this taxonomy, a set of 65 items were written to cover the broad range of college students' personal goals. The present study reports the factor structure of this item set, utilizing a "bottom up" procedure to examine motivational structure. Participants ($N=687$) were instructed to rate the importance of each goal in the set. After removing four items with low communalities, a factor analysis with oblimin rotation

identified a six factor solution to the patterns of participants' importance ratings. The content of these factors related to achievement (plan my academic future, spend more time studying), social participation (do good for my community, participate in my social community), health (get in better shape, have a better diet), spirituality (maintain or strengthen my faith and religious beliefs, observe the tenets of my religion), self-repair (spend more time relaxing, reduce the stress in my life), and future family concerns (help my romantic partner, maintain or improve a romantic relationship). These factors subsume a comprehensive listing of the primary goals of undergraduate students, and so provide a map of the six major concerns of this population. The patterns of participants' priorities reveal much about how students organize their lives and strategize to fulfill their motivational needs.

F130**THE MOTIVATIONAL AND PERCEPTUAL COMPONENTS OF REACTANCE**

Randy Stein¹, John A. Bargh¹, Margaret S. Clark¹; ¹Yale University—Here we present a model of reactance that combines the classic motivational component involving a desire to assert autonomy with a new nonconscious perceptual component involving trust. In Experiment 1, we show that a reactant motivation can be nonconsciously primed. In Experiment 2, we show that priming a reactant motivation leads to a perception that people are trustworthy. These experiments suggest that reactance includes competing motivational and perceptual components. In Experiment 3, we examine this competition to show how a reactance prime can actually make participants more likely to follow freedom-restricting instructions from an experimenter. We discuss the implications of this model for classic reactance research (Brehm, 1966; Brehm and Brehm, 1981) and situations in which either the perception of trust or the motivation to react should be more likely to impact behavior.

F131**PREDICTING GOAL APPRAISALS FROM MOTIVATIONAL SYSTEMS AND PERSONALITY TRAIT MEASURES**

T. S. Stinson¹, D. J. Ozer¹; ¹University Of California Riverside—Approach and avoidance motivational systems are importantly involved in the regulation of human behavior (Gray, 1972, 1981) and have been linked to the personality traits of extraversion and neuroticism (Carver & White, 1994). Both the behavioral approach system (BAS) and the behavioral inhibition system (BIS) and personality traits have been associated with goals (Elliot & Sheldon, 1997; Elliot & Thrash, 2002). The purpose of this study is to determine the relative contributions of motivational systems and personality traits for predicting goal valence in multiple domains (e.g., academics, social relationships). Participants (N = 284) completed a questionnaire that included measures of BIS, BAS, extraversion and neuroticism. They were also asked to list ten goals and related behaviors that are currently important to you. After listing their goals, participants were asked to rate each goal, on various dimensions (e.g., expected success, enjoyment, stress). Ratings in each goal category were averaged for each participant, and goal appraisals were regressed on the motivational system and personality trait variables. Traits and motivational system variables are equally good predictors of goal evaluations. For example, BAS and extraversion predict higher expectations of goal success, whereas BIS and neuroticism predict higher perceived stress in pursuit of goals, but BAS does not contribute to the prediction of expected goal success more than extraversion and BIS does not contribute to the prediction of perceived stress more than neuroticism. These results indicate that motivational systems and personality traits are equally useful in the prediction of goal valence.

F132**THE EFFECTS OF NEGATIVE EMOTIONS GUIDED BY REGULATORY FOCUS ON DECISION MAKING ABOUT GOAL PURSUIT**

Hiroki Takehashi¹, Kaori Karasawa²; ¹Nagoya University, ²The University of Tokyo—Although previous studies of regulatory focus theory (Higgins, 1998) have found that regulatory focus determined quality of emotions,

there are few studies to reveal the function of them. This study examined the effects of two types of negative emotions guided by two distinct regulatory concerns, that is, dejection and agitation, on decision making about goal pursuit. Forty one participants were asked to imagine the scenario in which they failed to attain one of important goals (either diet behavior or getting a good grade). In the scenario, the goal was framed with either the promotion concern or the prevention concern. Then, they were asked to indicate how disappointed and agitated they felt at the situation and whether they would keep pursuing the current goal or change it to the other one. The results indicated that the participants in the promotion condition were more willing to change the goal than the participants in the prevention condition. However, this effect disappeared when dejection and agitation were entered as covariance in the analysis. Furthermore, dejection was correlated with decision making about the goal pursuit whereas agitation was not correlated with it; the more the participants felt dejection, the more they were willing to change the goal. These results suggest a possibility that dejection may have a function as a signal to stop or abandon the current goal and to allocate regulatory resource to other goal attainment. The discussion considered the relationship between negative emotions guided by regulatory foci and self-regulation.

F133**WHAT IS YOUR EXCUSE? RELATIVE AUTONOMY, THE TRIANGLE MODEL OF RESPONSIBILITY, AND FAILED EXERCISE GOALS**

Tara M. Thacher¹, Daniel S. Bailis¹; ¹University of Manitoba—According to the triangle model of responsibility, people excuse failures by denying personal control (identity-event excuse), by denying procedural clarity (prescription-event excuse), or by denying original intent (prescription-identity excuse). This research examined satisfaction with these types of excuses for not exercising among individuals whose exercise goals varied in relative autonomy (balance of autonomous minus controlling regulation). In pretesting, undergraduates specified and answered a relative autonomy measure about their most important health goal for the coming year. Several months later, 82 participants whose goal was to increase physical activity completed a laboratory procedure, in which they evaluated 9 counterbalanced scenarios. Each scenario envisioned a failure to exercise and ended with an I-E, P-E, or P-I excuse; participants' responses to 3 scenarios apiece were aggregated within these types. Across all excuse-types, greater relative autonomy predicted lower agreement that the failure was justified or that most people would fail in similar circumstances, and higher agreement that increased effort would have yielded success. These effects of relative autonomy remained significant after controlling for self-compassion and recent exercise behavior. Most importantly, these effects were also stronger in the P-I than in the P-E or I-E scenarios, and they remained significant after controlling for participants' responses to the latter scenarios. Thus, although physical activity was important to all participants, denying the original intent to exercise was a uniquely dissatisfying excuse to individuals higher in relative autonomy. This qualitative difference in excuse-making could have implications for maintaining goal engagement, to be examined in future research.

F134**THE EFFECT OF DIET VIOLATIONS ON EVERYDAY EATING**

A. Janet Tomiyama¹, Kate Haltom¹, Tiffany Ju¹, Ashley Moscovich², Traci Mann³; ¹University of California, Los Angeles, ²Duke University, ³University of Minnesota—Previous research finds that restrained eaters (chronic dieters) overeat following diet violations. However, these studies have been restricted to the lab and have not tested the impact of diet violations on eating in everyday situations. In two studies, we tested the hypothesis that, in contrast to lab studies, in real life restrained eaters do not overeat in response to diet violations. In Study 1, 127 participants used electronic diaries and responded hourly for two days (2834 total observations) on their eating and whether they had violated their diet. Multilevel modeling confirmed that in both current-hour and lag-hour analyses,

participants who violated their diets did not eat more servings of food than usual. In Study 2, 89 participants were asked to track their intake for 8 consecutive days. On Day 7, some participants were asked (as part of an ostensibly unrelated study) to perform a taste test and consume a high-calorie milkshake (a standardized diet violation used in most lab studies). As hypothesized, dieters did not differ ($t(49) = 1.57, p = .12$) in kilocalorie consumption on the diet violation day ($M = 1410.33, SD = 705.19$) versus the other days in the food monitoring logs ($M = 1535.15, SD = 469.35$). Further, the kilocalorie consumption of the participants who violated their diet did not differ from that of participants who did not undergo a diet violation at all ($F(83) = 0.14; p = .71$). Future research must strive to generalize to real-life settings in order to generate successful eating interventions.

F135
QUANTIFYING SELF-REGULATORY STRENGTH *Jeremy Tost¹*;
¹*New Mexico State University* – Despite the proliferation of research on self-regulatory strength (Baumeister, 2004) there is a lack of consensus on how to operationally define this construct. Self-regulatory ability has been quantified using several techniques including self-report responses (Tangney, 2004) and behavioral indicators (Muraven, 1998). Some critics argue that research should focus on specific aspects of self-regulation (impulse control) rather than studying the phenomenon in its larger sense (Murtagh, 2004). Other researchers have asked whether there exist several distinct domains of self-regulation (e.g. physical, intellectual and emotional, see Boekaerts, 2005). The current study examined the relation between three different self-regulation measures: 1) behavioral indicators (how long participants could hold their breath, how long participants could squeeze an exercise hand grip), 2) self-report measures and 3) a 7-day daily diary measure. Results indicated that the self-report measures have convergent validity (inter-correlations of approximately $r = .79$). Similarly, behavioral indicators of self-regulation (breath hold task, hand grip task) correlated positively with one another ($r = .49$) and positively with the self-report measures ($r = .50$). Data collected in the 7-day daily diary study revealed that neither self-report measures nor behavioral indicators were good predictors of actual self-regulatory behaviors captured by the daily diary measure (i.e. money spending, drug/alcohol use, study habits). These findings suggest that laboratory measures of self-regulatory strength, though reliable, may lack external validity. Future research should focus on how to more accurately quantify self-regulatory ability in respect to an individual's day to day behavior.

F136
THE VOICE OF SELF-CONTROL *Alexa Tullett¹, Michael Inzlicht¹*;
¹*University of Toronto* – Although temptation can be hard to resist, humans are surprisingly capable of denying our impulses and making different – sometimes wiser – decisions. This self-control ability has been explored from a number of angles and much has been discovered about its role as a limited resource and its relationship with neural structures including the anterior cingulate cortex (ACC). It is still unclear, however, what exactly self-control is. This study addresses one potential solution; perhaps we exert self-control, at least in part, by using our inner voice. To investigate this possibility we asked participants to complete a standard Go-No-Go task (GNG) and a switching version where the meanings of the stimuli change throughout the task. In addition we looked at potential ACC involvement by using electroencephalography to examine the error-related negativity (ERN) – a brainwave associated with conflict and error-detection. Each participant did both GNG versions twice, once while doing a verbal task and once while doing a spatial task. Our results show that while the secondary tasks result in similar error rates overall, the verbal task causes more errors on no-go trials and less on go trials relative to the spatial task for both versions of the GNG. Furthermore, this discrepancy is exaggerated in the switching version when more self-control is required. We interpret this as an indication that the verbal task makes it more difficult for participants to stop themselves from going

when they shouldn't, suggesting that perhaps the inner voice might help us to restrain our behaviour. ERN results and ACC involvement will also be discussed.

F137
WHEN BEING BIASED PAYS OFF: THE MOTIVATIONAL FUNCTION OF THE DURABILITY BIAS IN AFFECTIVE FORECASTS
Noelia Vasquez¹, Kerry Kawakami¹, Doug McCann¹, Tamara Thalmann¹;
¹*York University* – Affective forecasts are important because they often dictate the choices, decisions and actions that people pursue (Loewenstein & Schkade, 1999). Although people frequently imagine and judge how future events will make them feel, they commonly overestimate the duration of these effects (Gilbert et al., 1998). The present research examined the functional role of this durability bias by focusing on its motivational consequences. We hypothesized that overestimating happiness related to possible future successes motivates individuals to achieve these outcomes. To test this hypothesis, undergraduates identified an upcoming academic task and imagined themselves receiving a grade higher than expected. While half of the participants first completed a diary manipulation where they thought about a day later in the semester and estimated what they would be doing, a procedure shown to reduce the durability bias (Wilson et al., 2000), participants in the control condition did not complete this task. Participants predicted their happiness after receiving the grade, their motivation to succeed on the task, and its personal importance. Participants in the diary condition predicted being less happy three days after finding out their grade than those in the control condition. Furthermore, participants in the diary condition were less motivated to pursue their upcoming task and perceived it to be less important than control participants. Predicted happiness mediated the effects of the diary manipulation on motivation. These findings suggest that anticipating a strong lasting affective reaction to important future events may provide individuals with the psychic fuel needed to put their best effort forward.

F138
MULTIPLE GOAL MANAGEMENT STARTS WITH ATTENTION: AUTOMATIC ATTENDING TO GOAL-RELEVANT STIMULI REFLECTS GOAL IMPORTANCE *Julia Vogt¹, Jan De Houwer¹*;
¹*Ghent University, Belgium* – It is often assumed that attention is automatically allocated to goal-relevant stimuli because this would allow one to become rapidly aware of possibilities to reach ones goals. However, one is pursuing almost always more than one goal at the same time. Effective goal pursuit is supposed to be ensured by the prioritizing of goals according to their importance. The present research examined whether already automatic attentional deployment prioritizes stimuli relevant to different goals according to the importance of these goals. We combined a dot probe paradigm with a task that created two goals of different importance. We found that more attention is allocated unintentionally and rapidly to stimuli relevant to a goal with a higher value than to stimuli relevant to a goal with a lower value (Experiment 1) and to stimuli relevant to a goal with a higher expectancy of success than to stimuli relevant to a goal with a lower expectancy of success (Experiment 2). These results support old and recent theories of motivation and attention by showing that attention is deployed automatically to goal-relevant stimuli. Moreover, our results show that automatic attentional deployment to goal-relevant stimuli reflects the importance of these goals.

F139
ONE THING AT A TIME: GOAL PRIORITY, GOAL-SHIELDING AND OPTIMISM *Justin A. Wellman¹, Andrew L. Geers¹, Stephanie L. Fowler¹*;
¹*University of Toledo* – Across a wide variety of domains, optimists outperform pessimists. Recent research (Geers et al., 2008) reveals that the superior performance of optimists occurs primarily

during the pursuit of highly valued/important goals. Many situations exist, however, where individuals are faced with multiple important goals. As multiple goals compete for limited resources, how can valued goals be juggled by optimists? We suggest that, in such cases, the first adopted goal may shield against the adoption of later goals, thus allowing individuals to stay focused on the first goal (Shah et al., 2002). Consequently, we predicted that when presented with an initial shielding goal, optimists would not increase their pursuit of a second valued goal, as the new goal would be blocked by the shielding goal. To test this hypothesis, participants (N = 152) were presented with a word task goal (shielding goal) or no goal. Later in the session, participants were presented with a physical fitness goal (new goal) or no goal. Afterwards, we recorded how long participants read information about physical fitness. Results indicated the predicted 3-way interaction. Optimists receiving the fitness goal read the fitness-related information longer—but only when the word task (shielding) goal was not present. When given the shielding goal, optimists given the fitness goal did not spend more time reading the fitness information. These results are the first to demonstrate that optimists' tendency to engage valued goals is constrained by the temporal order in which the goals are activated.

F140

MATCHING PRINCIPLES IN ACTION CONTROL Frank Wieber¹, Peter M. Gollwitzer^{2,1}, Caterina Gaurilow³, Georg Odenthal¹, Gabriele Oettingen^{2,3}; ¹University of Konstanz, ²New York University, ³University of Hamburg—Successful goal pursuit can be supported by mindsets (i.e., cognitive tuning towards task-relevant features) as well as by intentions (goal intentions specify desired endstates; implementation intentions spell out when, where, and how to act). Whereas deliberative mindsets (e.g., open-mindedness towards new information) accompany processes of goal setting, implemental mindsets (e.g., closed-mindedness towards goal-irrelevant information) accompany processes of goal striving. Thus, within the pursuit of a single goal, intentions are enacted in an implemental mindset. However, as people pursue more than just one goal, other combinations of intentions and mindsets are also possible. Up to now, no research has examined the role of this match/mismatch. To test these matches/mismatches, four studies were conducted manipulating intentions (goal intention vs. implementation intention) and mindsets (deliberative vs. implemental mindset). Matching combinations (goal intentions and deliberative mindsets, implementation intentions and implemental mindsets) improved performance compared to mismatching combinations. Participants succeeded more in their health goals (i.e., lost more body fat, Study 1), performed better on a demanding test (i.e., raven matrices task, Study 2), exerted more self-control (i.e., squeezed a handgrip longer, Study 3) and performed better in a dual task paradigm (i.e., faster reactions, Study 4). This holds true for mindsets induced during planning (Study 1, 2) as well as after planning (i.e., shortly before acting, Study 3, 4). Furthermore, it was shown that implementation intention-implemental mindset combinations but not goal intention-deliberative mindset combinations automate action control (Study 4). These results demonstrate the importance of matching mindsets and intentions for effective action control.

F141

VISCERAL STATES INFLUENCE MORAL DECISION MAKING Elanor F. Williams¹, David Pizarro¹; ¹Cornell University—Visceral states—physiological and psychological need states, such as thirst, hunger, fatigue, and other deficits or desires—can alter motivations, predictions, and even memories. We propose that these hot states can also change our moral standards, prompting people to behave in ways they would consider wrong in a neutral state. In two studies, we demonstrate that people will lie to gain something to alleviate visceral states. In Study 1, participants were approached either before or after they entered a gym to work out, and were given the chance to win a bottle of water. To determine who would receive the water, participants were asked to think

of a number between 1 and 10. They were then told that people who thought of even numbers won the water, and they reported whether they won. Participants were significantly more likely to claim that they won the water if they were asked after they had exercised and were thirsty than before they had exercised and were not. This effect is not a general increase in cheating behavior, but is specific to the visceral state. A second study gave half the participants a chance to win the water and the other half a chance to win a pen. Here, post-exercise participants show a very different pattern when the prize is a pen: they were significantly more likely to cheat in order to not receive the pen. We believe this demonstrates that people may alter their moral standards in order to satisfy a visceral state.

F142

UNCERTAINTY REGULATION, MOTIVATION, AND DAILY SOCIAL LIFE EVENTS ACROSS CULTURES Yang Ye¹; ¹The University of Western Ontario—The purpose of the present study is to examine how affiliation-related motives are associated with daily social life experiences and how this association is moderated by uncertainty orientation and country. One-hundred-and-seventy-five participants in Canada and 146 participants in China first participated in a mass-testing session in which their uncertainty orientation and affiliation-related motives were assessed. They then participated in a 2-week daily study session in which they made daily reports of positive and negative social events. Hierarchical linear modeling was used to predict daily social events (in level-1) with individual differences of uncertainty orientation, affiliation-related motives, and country (in level-2). It was found that affiliation-related motives predicted daily positive social events and overall score of social events only for uncertainty-oriented participants in China and certainty-oriented participants in Canada, but not for certainty-oriented participants in China and uncertainty-oriented participants in China. It was also found that for both Chinese and Canadian participants, affiliation-related motives predicted daily negative social events only for the uncertainty-oriented participants but not for the certainty-oriented participants. The psychological function of fit between individuals' uncertainty orientation and the culture's uncertainty-resolving styles, as well as the combined effect of avoidance social motive and uncertainty orientation on negative social experience were discussed.

F143

YOU COULD IF YOU WANTED TO: A MOTIVATIONAL ACCOUNT OF THE EGO DEPLETION EFFECT Ista Zahn¹, Andrew J. Elliot¹; ¹University of Rochester—People sometimes give in to their impulses, despite having some desire to control them. One explanation for this is that self-control draws on a limited resource (Muraven, Tice, & Baumeister, 1998). Despite its well-documented utility, this account of self-control failure may be incomplete, insofar as it fails to address the motivational dynamics involved in self-control. The present work is an attempt to address this limitation by proposing and empirically testing a complementary model of self-control failure that focuses on motivation rather than ego strength. Based on the idea that people are sometimes motivated to control themselves so as to avoid feeling guilty about giving in to their impulses, I predicted that merely writing about controlling oneself in the past would decrease self-control in the present. Results supported this prediction, but only for those high in conscientiousness. These results suggest that (for some people) merely writing about prior self-control has the same effect that actually engaging in self-control has repeatedly been shown to have. This finding lends credibility to the hypothesis that decreased motivation may partially explain why engaging in prior acts of self-control leads to decreased self-control. In accord with Baumeister and Vohs's (2007) theorizing about self-control failure, the present research emphasizes that successful self-control requires multiple "ingredients," including both motivation and ego strength.

F144

SATIATED WITH BELONGINGNESS? EFFECTS OF SOCIAL ACCEPTANCE, REJECTION, AND TASK FRAMING ON SELF-REGULATIONC. Nathan DeWall¹, Roy F. Baumeister², Kathleen D. Vohs³;¹University of Kentucky, ²Florida State University, ³University of Minnesota –

People have a fundamental motivation to form and maintain social relationships. Much research has documented the negative effects of social rejection. Relatively little research, however, has tested the possibility that social acceptance leads to negative outcomes. To characterize the human quest for social acceptance as a fundamental motivation has several implications. In particular, a drive that is satisfied should temporarily diminish in strength, whereas one that is thwarted may become more intense. Thus, when people receive feedback conveying a message of social acceptance, their motivation to make friends should be satiated and therefore should be reduced for a while, whereas when people are rejected, their desire to find acceptance may be intensified. A series of experiments supported this hypothesis. Excluded participants showed decrements in self-regulation, but these decrements were eliminated if the self-regulation task was ostensibly a diagnostic indicator of the ability to get along with others. Accepted participants, in contrast, performed poorly when the task was framed as a diagnostic indicator of interpersonally attractive traits. Poor performance among accepted participants was not due to self-handicapping or overconfidence. Accepted people normally self-regulate effectively, but they are unwilling to exert the effort to self-regulate if self-regulation means gaining the social acceptance they have already obtained.

F145

NEGATIVE FEEDBACK AND INTELLIGENCE SELF-CONCEPT: THE MODERATING ROLE OF IMPLICIT-EXPLICIT DISCREPANCIES AND THEIR RELATIONS TO ACHIEVEMENT MOTIVATIONFriederike Dislich¹, Christine Altstoetter-Gleich¹, Tobias Gschwendner¹, Axel Zinkernagel¹, Wilhelm Hofmann², Manfred Schmitt¹;¹University of Koblenz-Landau, Germany, ²University of Würzburg, Germany –

In a series of studies we investigated how discrepancies between implicit and explicit representations of the intelligence self-concept are related to negative feedback. In a first study (N=74) we examined whether, compared to a congruent intelligence self-concept, discrepant intelligence self-concept was related to more vulnerability after receiving negative feedback for an attended intelligence test. The Implicit Association Test (Greenwald et al., 1998) was used as an implicit measure, different self-reports (e.g., an inventory measuring self-estimated intelligence) were employed as explicit measures. Results showed that both a high implicit self-concept of intelligence as well as a high explicit self-concept of intelligence are adaptive in protecting the self against negative feedback. In a second study (N=177) we examined the moderating role of implicit and explicit representations of the intelligence self-concept on performance deficits typically associated with negative feedback and stress. It was assumed that persons with discrepant implicit and explicit representations of the intelligence self-concept show a sharper decrease in performance on an intelligence related test than persons in a control condition. Results showed that (i) the performance reducing effects of negative feedback could be replicated, and (ii) persons with a combination of high implicit and low explicit self-concept of intelligence performed even better after receiving negative feedback than any other combination of implicit-explicit self-concept. In a third study (N=167) we tested and confirmed the hypothesis that persons with a combination of high implicit and low explicit self-concept of intelligence reach higher levels in achievement motivation after receiving negative feedback.

F146

THE MEDIATORS OF EXPERIENTIAL PURCHASES: DETERMINING THE IMPACT OF PSYCHOLOGICAL NEED SATISFACTIONGraham Hill¹, Kayla Barnes¹, Ryan T. Howell¹; ¹San Francisco State

University – Past research has suggested that once basic needs are satisfied, the connection between income and subjective well-being (SWB) is minimal, and that materialistic desires can lead to diminished well-being and increased negative affect. Given the curvilinear relationship between income and SWB, it may be that income earned after basic needs are satisfied can be used to satisfy higher order psychological needs and thus, increase SWB. We present the results of a study that examines psychological need satisfaction as a mediating factor between purchasing behavior and subjective well-being. The main goals of the study were to determine if (a) experiential purchases, as opposed to materialistic purchases, are more likely to increase purchase well-being, and (b) these increases are likely to be due to increased satisfaction of psychological needs. Replicating past work, results suggest that experiential purchases are more likely to make participants happy than material purchases, and are more likely to make other people happy as well. Further, path models demonstrated that each purchase well-being outcome was mediated by a specific variable. The relation between experiential purchases and one's own happiness was mediated by increased vitality, whereas the relation between experiential purchases and others' happiness was mediated by increased relatedness. Discussion centers on how these findings support an extension of basic need theory, whereby purchases that increase psychological need satisfaction will produce the greatest well-being. Also, we discuss why the two separate purchase well-being variables are mediated by different psychological need constructs.

F147

HARNESSING THE POWER OF SOCIAL COMPARISON: WHEN AND HOW UPWARD COMPARISONS AFFECT GOAL PURSUITCamille Johnson¹, Diederik Stapel²;¹San Jose State University, ²Tilburg University –

If one wanted to create a motivational work context utilizing exposure to comparison targets, how would one know what kind of targets to present and how those comparison targets might influence the broader performance system? The present research seeks to address these questions by illuminating the relationship between threatening upward comparisons, goal commitment and performance within the framework of goal systems theory. Within the goal system, commitment and attention are fluid and dynamic. That is, effort and emphasis may be differentially focused on general goals versus subgoals, and differentially focused on one subordinate goal versus another. The present research demonstrates that the negative feedback posed by upward comparison influences that allocation of focus and commitment. Specifically, several studies are presented demonstrating that social comparison influences the level at which individuals endorse their goals, with threatening upward comparisons leading to greater endorsement of higher-order global goals and reduced endorsement of specific, subordinate goals. In addition, threatening upward comparisons are shown to reduce commitment to goals that are specific to the domain of comparison, and the reduction in commitment that results from threat is shown to negatively impact performance on tasks in that domain.

F148

EXPERIENCE THEORY: COMPARING MOTIVATIONS FOR RISKY EXPERIENCES AND MONETARY GAMBLINGJolie Martin¹, MichaelNorton¹; ¹Harvard Business School –

Much of the literature exploring motivation in judgment and decision-making describes the pursuit of monetary gains or avoidance of monetary losses, yet in many common situations, decision-makers are instead confronted with a different type of motivation – choosing between positive and negative experiences. While our first study corroborates the well-established tendency toward risk-seeking for monetary losses and risk-aversion for monetary gains, we show a seemingly contradictory pattern for experiences: Individuals are risk-seeking for positive experiences and risk-averse for negative experiences. In addition, we elicit utility curves for specific monetary and experiential outcomes that reflect these choices, with convexity for

monetary losses and positive experiences, but concavity for monetary gains and negative experiences. Subsequent studies demonstrate that these preferences for variance are driven by the salience of memories of extreme (good and bad) past experiences, which induce implicit reference points at the best possible outcomes in positive domains and the worst possible outcomes in negative domains of experience. Ironically, then, decision-makers treat any negative experience exceeding a highly aversive worst outcome as a gain and any positive experience falling short of a highly attractive best outcome as a loss. Finally, we integrate Experience Theory with Prospect Theory by considering how decision-makers might integrate – and in some cases, as when using money to buy experiences, trade off – utility derived from winning and losing money with utility from positive and negative experiences.

F149

TOO TIRED TO TELL THE TRUTH: SELF-CONTROL RESOURCE DEPLETION INCREASES DISHONEST BEHAVIOR Nicole Mead¹, Jessica Alquist¹, Dan Ariely²; ¹Florida State University, ²Duke University – Why do people cheat and why are people honest? Despite the prevalence of dishonesty and its implications for society, there is little consensus in the social sciences as to why and when people act dishonestly. The present research combines previously opposing views by suggesting that situations which enable cheating arouse an inner motivational conflict between the desire to gain external rewards and the desire to be honest, and that self-control is needed to suppress the former desire. In a series of experiments we tested this proposition by examining whether dishonesty varied as a function of a person's ability to exert self-control, which is the capacity that enables people to resolve motivational conflicts. Two experiments showed that participants who were relatively depleted of self-control resources (because of an initial act of self-control) cheated to a greater extent than participants whose self-control resources were intact. Depleted participants were also more likely than non-depleted participants to put themselves in a situation that facilitated cheating, although they were not able to correctly anticipate that they would do so. A final experiment showed that participants who refrained from cheating on a first task performed more poorly on a subsequent test of self-regulation than did participants who cheated on the first task. Taken together, results suggest that dishonesty increases when people's capacity to resolve motivational conflicts is impaired and that self-control may govern dishonest behavior.

F150

SEEKING PLEASURE OR SEEKING PAIN: PRO- AND CONTRA-HEDONIC MOTIVATIONS FROM ADOLESCENCE TO OLD AGE Michaela Riediger¹, Florian Schmiedek^{1,2}, Gert Wagner^{1,3}; ¹Max Planck Institute for Human Development, Berlin, ²Humboldt University, Berlin, ³German Socioeconomic Panel – Motivational processes that precede and shape ways in which people influence the occurrence, experience, and expression of affective states have rarely been studied. This might be due to the fact that most investigations assume that affect-regulation motivation is inevitably directed at maximizing the individual's emotional well-being. There are, however, situations where people seek to maintain or enhance negative emotionality, and such contra-hedonic motivations can be socially appropriate and instrumental. The reported study employed experience sampling to investigate daily-life occurrences of pro- and contra-hedonic motivations. The sample included N = 377 participants ranging in age from 14 to 86 years. Participants were provided with mobile phones that they carried with them in their natural environment, and that prompted participants six times a day throughout nine days to report, among other things, their momentary affect and affect-regulation motivations, and to complete two trials of a working-memory task. Findings indicate that contra-hedonic motivations are most prevalent in adolescence, whereas pro-hedonic motivations are most prevalent in old age. Pro-hedonic motivations were more strongly associated with current affect than contra-hedonic motivations. Furthermore, older participants tailored their pro-hedonic motivations

more to their current affect than younger participants did. While contra-hedonic motivation was associated with reduced momentary working-memory performance in younger and middle-aged adults, it was not associated with momentary working-memory performance in older adults. Overall, these findings support the idea that affect-regulation competence increases with age. Implications of these findings for theoretical conceptualizations of affect-regulation motivation—its phenomenology, effectiveness, and attentional requirements—are discussed.

F151

LACKING POWER IMPAIRS EXECUTIVE FUNCTIONS Pamela K. Smith¹, Nils B. Jostmann², Adam D. Galinsky³; ¹Radboud University Nijmegen, ²VU University Amsterdam, ³Northwestern University – Those lacking power face a world of threats and uncertainty. As a result, low power fundamentally alters an individual's mental world, making them less goal-oriented, less cognitively flexible, and more vigilant. We propose that these cognitive presses of lacking power make individuals more vulnerable to performance decrements during complex executive tasks. Across four experiments, low power impaired performance on executive function tasks, affecting updating (via a 2-back task), inhibiting (via a Stroop task), and planning (via the Tower of Hanoi). Further, using two versions of a Stroop task to manipulate the ease of goal maintenance, we established that these impairments are driven by goal neglect. Real world examples suggest that executive function deficits are a response to the relatively uncertain, changeable nature of a low-power person's context. For example, Toyota, which gives its low-power factory workers control over their environment, has fewer errors and recently surpassed General Motors as the world's largest producer of cars. Thus, we manipulated aspects of the power relationship and organizational context in follow-up experiments. Creating a more secure, certain context indeed eliminated the effect of low power on executive dysfunction. For example, making the high-power person trustworthy reduced interference and error rates by their low-power counterparts. As a whole, these results suggest that the cognitive alterations of lacking power may often help foster stable social hierarchies, but certain context changes may empower employees and reduce costly organizational errors.

F152

THE EFFECT OF SOCIAL PRESENCE ON SELF-CONTROL: EGO-DEPLETION AMONG NEUROTICS AND EGO-REPLENISHMENT AMONG INDIVIDUALS HIGH IN SOCIAL DESIRABILITY Liad Uziel¹, Roy F. Baumeister¹; ¹Florida State University – Initial exertion of self-control often consumes one's limited resources resulting in impairment in subsequent acts of self-control (e.g., Muraven & Baumeister, 2000). However, conditions that deplete self-control resources among some individuals do not necessarily carry the same negative effects among other individuals. The present studies demonstrate that social presence (i.e., being observed) is one such source of selective depletion. In two studies, participants were first asked to work on a simple (i.e., non-depleting) task either alone (control group) or while being recorded with a video camera (experimental group). Next, all participants worked alone on a second task that required self-control. The results of the two studies showed that the effect of the video camera on subsequent self-control was contingent on the personality traits of the actor. Among individuals high in neuroticism, early exposure to the video camera resulted in low self-control on the second task. In contrast, the video recording was a source of high self-control on subsequent tasks among individuals high in social desirability. Considered jointly, the results show that individual differences in self-control stem not only from differences in general availability of resources, but also from differential sensitivity to the type of stimuli that consume self-control. Furthermore, the observed changes in self-control explain neurotics' impaired performance in social presence (Uziel, 2007), and they offer an insight on the processes underlying the reaction of individuals high in social desirability to social conditions.

F153

EFFECTS OF MOTIVATIONAL PRIMING ON RELATIONSHIP QUALITY AND CREATIVITY *Netta Weinstein¹, Holley Hodgins², Richard Ryan¹; ¹University of Rochester, ²Skidmore College – Priming*

of autonomous and controlled motivational states elicits accompanying experiences of volition or pressure, and may influence approaches to tasks (academics, sports, and problem-solving, among others), and relationships, including those with family, romantic partners, or strangers. The present study utilized a sentence-scramble prime to explore the impact of primed motivation on closeness, interpersonal effectiveness (emotional attunement, cognitive attunement), and performance on both verbal and nonverbal tasks. To this end, 89 dyads ($n = 178$) were primed with either autonomous or controlled motivation, and completed two collaborative tasks. First, we assessed creative thinking in a cognitive, verbal task (Remote Associates Test: RAT). Second, we explored creative, non-verbal communication as dyads played a game of charades. Results were obtained from self-report, behavioral measures (e.g., chair distance reflected closeness), and coded videotapes (included coded joint laughter, eye contact, and off-task comments), and showed that dyads primed with autonomy experienced more closeness (indicated by all three sets of outcomes), were more emotionally and cognitively attuned to one another (indicated by accuracy in reporting relevant partner information), and performed more effectively on both tasks. Videotapes showed more suggestions and disagreements indicative of engagement during the RAT, and greater flexibility and exploration in acting and guessing roles of charades. Mediation analyses showed that taking an interest in one's partner, and a lack of tension, were largely responsible for these effects. Future directions in motivational priming, and relevance for effectiveness in interpersonal tasks will be discussed.

F154

THE INFLUENCE OF CULTURAL-SPECIFICITY IN EMOTION SCHEMAS ON RECALL. *Ishani Banerji¹, Batja Mesquita², Mayumi Karasawa³, Yukiko Uchida³; ¹Indiana University, ²University of Leuven, ³Tokyo Women's Christian University – This research explored whether recall for emotional events differs among American and Japanese participants.*

The underlying premise is that culture-specific emotion schemas guide recall for emotional events. American and Japanese participants viewed an American or Japanese television clip that had been previously rated by respondents from the corresponding culture as representing high levels of conflict and anger. Participants viewed the clip, completed a distractor task, and then recalled the clip's narrative. Their responses were matched to the clips' narratives in order to assess recall. Recall for the clip was better when the clip's cultural origin and the participants' culture were similar. In addition, recall for culture-specific schema elements was compared. Previous research (Mesquita et al., 2005) suggests that American anger schemas emphasize independence in relationships via elements such as aggression, reaffirming the self etc. Japanese anger schemas underline interdependence in relationships as expressed through elements such as doing nothing against the offender, relativising the importance of the event etc. The findings indicate that culture-specific schemas do guide recall. Compared to Japanese participants who watched an American clip, American participants who viewed the clip had better recall for American anger schema elements. A similar pattern was found for recall of Japanese schema elements: recall was higher among Japanese participants who watched a Japanese clip compared to American participants who viewed a Japanese clip. Interestingly, the same pattern did not hold for recall of other-culture schemas. Thus, the pattern of findings lends initial support for the existence of culture-specific emotion schemas.

F155

CULTURAL DIFFERENCES IN THE PURSUIT OF HAPPINESS: A LONGITUDINAL EXPERIMENT COMPARING COMMUNITY-DWELLING ANGLO AMERICANS AND ASIAN AMERICANS *Julia K. Boehm¹, Sonja Lyubomirsky¹; ¹University of California, Riverside –*

Previous work has demonstrated that the regular practice of certain positive activities – for example, expressing gratitude or optimism – may serve to boost well-being (cf. Lyubomirsky, 2008). But are happiness-enhancing strategies equally effective for people of diverse cultural backgrounds? To examine this question, we conducted a 6-week experiment with community-dwelling adults, in which Anglo Americans and predominantly foreign-born Asian Americans were randomly assigned either to express optimism ($n = 89$), convey gratitude ($n = 85$), or generate a list of their experiences over the past week ($n = 91$; i.e., control group). Both immediately after the intervention and 1 month later, all participants benefited from our experimental intervention relative to the control group, but the practice of optimistic and grateful thinking was more happiness-enhancing for Anglo Americans than for Asian Americans. Interestingly, however, Asian Americans appeared to put relatively less effort into the exercises, and improved more in their levels of gratitude and sense of connectedness during the second half of the study than did Anglo Americans. These findings lend support to the notion that Asian Americans define and pursue happiness differently from Anglo Americans. As a speaker from Bhutan has described it, We don't believe in this Robinson Crusoe happiness. All happiness is relational. Implications for the distinction between independent and interdependent perspectives, and directions for future research, are discussed.

F156

DO MY FRIENDS OR FAMILY MAKE ME HAPPY? A CROSS-CULTURAL INVESTIGATION *Debi Brannan¹, Robert Biswas-Diener¹, Cynthia Mohr¹, Noah Stein¹, Shahnaz Mortazaavi²; ¹Portland State University, ²Shahid Beheshti University – The importance of social support to health and well-being has been well established (Procidano & Heller, 1983; Vaux, 1988; Cohen & Wills, 1985). While this conclusion is widely accepted, the focus of most social support research has been within the United States or Western countries (Lansford, Antonucci, Akiyama, Takahashi, 2005; Adams & Blieszner, 1994). This study examines the construct of perceived social support with friends and family members amongst college students across three countries: Iran, Jordan and the United States. This study also tests the effects of social support on various measures of well-being. Results indicated that the Perceived Social Support Friends and Family Measure (Procidano & Heller, 1983) was a valid and reliable psychometric tool with the exception of one item. Further analyses revealed that there were no significant differences between countries on perceived social support from family yet significant results emerged with perceived social support from friends. Additionally, perceived social support with both friends and family was a significant predictor of satisfaction with life and well-being for each country with the exception of Iran, where support from friends did not predict well-being. Issues of culture and perceived social support are discussed.*

The importance of social support to health and well-being has been well established (Procidano & Heller, 1983; Vaux, 1988; Cohen & Wills, 1985). While this conclusion is widely accepted, the focus of most social support research has been within the United States or Western countries (Lansford, Antonucci, Akiyama, Takahashi, 2005; Adams & Blieszner, 1994). This study examines the construct of perceived social support with friends and family members amongst college students across three countries: Iran, Jordan and the United States. This study also tests the effects of social support on various measures of well-being. Results indicated that the Perceived Social Support Friends and Family Measure (Procidano & Heller, 1983) was a valid and reliable psychometric tool with the exception of one item. Further analyses revealed that there were no significant differences between countries on perceived social support from family yet significant results emerged with perceived social support from friends. Additionally, perceived social support with both friends and family was a significant predictor of satisfaction with life and well-being for each country with the exception of Iran, where support from friends did not predict well-being. Issues of culture and perceived social support are discussed.

F157

CULTURAL AND ECONOMIC SECURITY PREDICT ATTITUDE TOWARD GLOBALIZATION: AN INTERNATIONAL ANALYSIS *James Cameron¹, John Berry²; ¹Saint Mary's University, ²Queen's University – The myriad economic, political, cultural, and technological interdependencies associated with globalization mean that social psychological processes increasingly transcend national borders. Despite this, psychologists are conspicuous among the social sciences in their relative inattention to globalization (e.g., J.J. Arnett, 2002). Given that globalization is a process involving intercultural contact, we propose that models and concepts from the psychology of acculturation can be*

The myriad economic, political, cultural, and technological interdependencies associated with globalization mean that social psychological processes increasingly transcend national borders. Despite this, psychologists are conspicuous among the social sciences in their relative inattention to globalization (e.g., J.J. Arnett, 2002). Given that globalization is a process involving intercultural contact, we propose that models and concepts from the psychology of acculturation can be

usefully applied in this domain. Specifically, we focus on the multiculturalism hypothesis (J.W. Berry, 2006; J.W. Berry, R. Kalin, & D.M. Taylor, 1977), which, extrapolated to the international level of analysis, posits that people will be relatively open to global interconnectedness if they feel their national culture and economy is secure. We tested this hypothesis with archival survey responses of $N = 38,263$ people in 44 nations (Pew Global Attitudes Project, 2002), using a 5-item measure of attitude toward globalization (i.e., one's evaluations of the movement of people, products and ideas between nations), a 3-item index of economic security, and a single-item measure of cultural security. Economic security significantly predicted attitude toward globalization (overall $r = .20$), but cultural security was a positive predictor only in industrialized countries. Significant effects of sex and age show that men and younger people tended to have more positive evaluations of globalization. We conclude that existing models of intercultural relations have merit in their application to the dynamics of identity in the global sphere, and describe the initial outlines of a psychology of cosmopolitanism.

F158

CULTURAL DIFFERENCES IN IMPLICIT AND AUTOMATIC ATTITUDES TOWARDS MENTAL ILLNESS Bobby K. Cheon¹, Joan Y. Chiao¹; ¹Northwestern University – The stigma of mental illness is a ubiquitous phenomenon, but cultural variations have been identified to exist in explicitly endorsed attitudes towards mental illness. Prior studies have demonstrated that Asians/Asian-Americans express stronger stigmatizing attitudes towards mental illness than Europeans/Caucasian-Americans on explicit attitude measures, but to our knowledge, it is yet to be determined whether these cultural differences in attitudes extend to the implicit level. The current investigation consists of two studies that employed implicit and automatic response measures to identify cultural differences in mental illness stigma. Study 1 used the Go/No-Go Association Task to demonstrate that Asian-Americans exhibit stronger negative implicit attitudes towards mental illness compared to Caucasian-Americans. Study 2 used a recognition-based approach-avoidance paradigm to reveal that participants were faster to make avoidance responses to faces of people with mental illness compared to faces of healthy people. Asian-Americans made relatively fewer errors in recognizing faces of people with mental illness compared to faces of healthy people relative to Caucasian-Americans. Additionally, both studies suggest that implicit responses reflect not only negative biases against people with mental illness, but also the participant's own willingness to engage in mental health services. The studies suggest that cultural differences observed in mental illness stigma are not the product of cultural variations in explicit response biases and may be related to differences in affective responses to mental illness between Asian-Americans and Caucasian-Americans.

F159

BEAUTY IS IN THE CULTURE OF THE BEHOLDEN: THE OCCURRENCE AND PERCEPTION OF AMERICAN AND CHINESE SMILES IN MAGAZINES Louise Chim¹, Alice Moon¹, Jeanne L. Tsai¹; ¹Stanford University – Previous studies have shown that American culture values excitement states more and calm states less than Chinese culture. We hypothesize that cultural differences in ideal affect (i.e., the affective states that people ideally want to feel) are perpetuated through cultural products such as magazines. In Study 1, we examined whether facial expressions used in American and Chinese magazines reflect cultural differences in ideal affect. Consistent with previous findings, American magazines showed a greater number of 'excitement' smiles and higher intensity 'excitement' smiles compared to Chinese magazines. In Study 2, we examined whether excitement and calm smiles from American and Chinese magazines were perceived differently by European Americans (EAs) and Hong Kong Chinese (HKC). Participants rated how attractive American and Chinese excitement and calm smiles looked. We predicted

that EAs would view calm smiles as less attractive than excitement smiles and that HKC would view calm smiles as more attractive than excitement smiles. We found partial support for this hypothesis. All participants, regardless of cultural background, viewed smiles as more attractive when they depicted the emotion valued by the culture of the magazine. American smiles were rated as more attractive when they were excited and Chinese smiles were rated as more attractive when they were calm. These findings suggest that cultural differences in ideal affect are perpetuated through the content of magazines and that smiles are perceived as more attractive when they reflect the smiler's culturally valued affect.

F160

THE IMPACT OF CULTURE ON SOCIAL SUPPORT, COMMUNICATION VALUES, AND COPING STRATEGIES Po Sen Chu¹, Sara J. Smith¹, Donald A. Saucier¹; ¹Kansas State University – The population of international students in America's higher education system has been growing (Crano & Crano, 1993). Subsequently, the relationship between social support and adjustment across cultures has become important in higher learning (Heggins & Jackson, 2003). Research has revealed that Asians tend not to seek social support to deal with problems, but may benefit from believing that a support network is available (Taylor et al., 2004). Further, it is the perception, not the actual support that is advantageous. This study explored how people perceive and receive social support, react to stress, and value different communication skills across cultures. It was hypothesized that Taiwanese students would be less likely to seek social support compared to American students but that the levels of perceived social support would not be different. Further, it was predicted that Taiwanese students would rely on internally targeted control strategies more than would American students, but both groups would equally favor comforting and ego support from friendship. Three hundred four American students and 134 Taiwanese students completed questionnaires that assessed their levels of perceived social support, coping strategies, individualism, collectivism, communication values, perceived stress, and affect. Results revealed that Taiwanese and American participants sought social support equally. However, Americans had higher perceived support in both size and satisfaction of their social networks. Further, Americans favored ego support more than did Taiwanese. Since cross-cultural contacts are encouraged in fields such as business and academia, the results have pragmatic implications for cross-cultural understanding, international trading, and sojourners' adjustment training.

F161

CULTURE AND PRACTICALITY: DIFFERENCES IN THE PERCEPTION AND EVALUATION OF WEBSITE DESIGN. Thai Chu¹, Heejung Kim¹; ¹University of California, Santa Barbara – The preference for practicality over aesthetic concerns in functional design may reflect fundamental differences in basic cognitive and perceptual processes that exist between cultures. Whereas Western theory of knowledge and creation stems from Platonic principles for systematic description, prediction, and explanation, Eastern thought is rooted in Confucian principles of intuition, empiricism, and practicality. Thus, holistic (Eastern) thinkers may employ a bottom-up perception and evaluation of functional design more greatly characterized by apparent practicality. On the other hand, analytical (Western) thinkers may use a top-down process to perceive and evaluate an object's functional fulfillment of its intended design. In this 2 (Culture: European American vs. Korean) X 2 (Practicality: High vs. Low) study, we examined the evaluation of web design. In this study, we operationalized practicality as a number of possible utilities that a webpage could perform, and thus, we developed webpages consisting of varying numbers and prominence of features (e.g., e-mail, calendar, etc.) in addition to the webpage's intended function (e.g., search engine). Korean participants reported greater preference for high practicality webpages, that is with a greater number

of features, relative to low practicality webpages. In contrast, European American participants preferred low practicality webpages, that is webpages successfully fulfilling their intended functions, relative to high practicality webpages. The results provide many implications on the design of cultural products as well as promote further research in the area of practicality.

FI62

WHO IS A TURK? MARKERS OF TURKISH NATIONAL IDENTITY AND ATTITUDES TOWARDS ETHNO-CULTURAL GROUPS

Banu Cingz-Ulu^{1,2}, Richard N. Lalonde¹; ¹York University, ²Middle East Technical University – The content of a national identity defines a national in-group by drawing its boundaries. The present studies sought to explain inclusive and exclusionary attitudes towards ethno-cultural groups in Turkey by investigating the role of ethno-cultural and civic markers of Turkish national identity. Study 1 (N = 345) showed that endorsement of ethno-cultural and civic notions of national identity were associated with higher prejudice towards Kurds, more support for a uninational ideology, and decreased support for a pluralistic ideology. Furthermore, strength of national identification moderated some of these relationships; stronger national identity predicted more exclusionary attitudes especially for those who weakly endorsed civic and strongly endorsed ethno-cultural identity markers. Study 2 (N = 178) showed that favourable and inclusive attitudes towards a target person were influenced by the extent to which he displayed ethno-cultural and civic markers of Turkish identity. The target that displayed stronger civic and stronger ethno-cultural markers was evaluated more favourably and as more Turkish in general. Once again, the strength of national identification moderated these relationships; stronger identification predicted less comfort with, less attractiveness, and less favourable evaluations of the target with weak ethno-cultural markers. Stronger national identification was also associated with increasing attributions of Turkishness to the target that displayed a stronger civic identity. These results suggest that the ethno-cultural and civic dimensions of a national identity are promising constructs for predicting inclusive or exclusionary attitudes towards ethnic and cultural minority groups.

FI63

WHEN "INDIVIDUALITY" SHINES IN JAPAN

David Dalsky¹; ¹Kyoto University – Individuality makes you shine. Finding these words on an advertisement for a major Japanese cell phone company (au by KDDI) is not surprising considering socio-cultural evidence that paints a realistic yet nonetheless exotic portrait of Japan (e.g., Matsumoto, 1999; 2002; Takano & Osaka, 1999; Takano & Sogon, 2008). This investigation begins with the uncommon sense view of Japan. A priming experiment was conducted to examine changes in vertical individualism of Japanese. For comparison, data were collected from Americans with measures that are not prone to the reference group effect. Undergraduate participants were randomly assigned to one of three priming conditions: uniqueness, similarity, or control (i.e., the weather). Participants completed the Twenty Statements Test (TST) and a paper-and-pencil scenario measure of Horizontal/Vertical/Individualism/Collectivism (HVIC). A Culture X Prime interaction effect emerged for changes in the proportion of Vertical Individualistic (VI) responses ($p = .001$). The results of the experiment imply that Japanese will assert their individuality at appropriate times. When, where, why, and how this happens should be addressed in future studies by researchers who are sensitive to both changes in modern Japanese society and the Japanese mind's resistance to change.

FI64

CROSS-CULTURAL AUTHENTICITY: RELATIONSHIPS TO PSYCHOLOGICAL WELL-BEING AMONG A SAMPLE OF PEOPLE WHO LIVE IN INDIA

Patti Davis¹, Shanmukh Kamble², Michael Kernis¹; ¹University of Georgia, ²Karnatak University – This study examined the relationships between aspects of authentic functioning, self-esteem, and

psychological well-being among Indians. Many Americans are familiar with the term keeping it real, understanding that it suggests an individual is being true to themselves. Authenticity can be characterized as reflecting the unobstructed operation of one's true self in one's daily experiences (Kernis, 2003). It consists of four separable, but related, components: awareness, behavior, unbiased processing, and relational orientation (Kernis, 2003). Greater dispositional authenticity is related to a number of positive psychological benefits in American samples (Kernis & Goldman, 2006), but to our knowledge, authenticity has yet to be examined in Indian populations. The research we report was designed to examine whether authenticity operates among Indians in the same way it does among Americans. Specifically, we addressed whether greater authenticity relates to self-esteem and other indices of psychological well-being as it does in Western samples. One hundred sixty-two Indian participants completed the Authenticity Inventory (V3; Kernis & Goldman, 2004), along with the Rosenberg Self-esteem Scale, the Center for Epidemiologic Studies Depression Scale (CES-D), the Life Satisfaction Scale, and the Psychological Well-being Scale. As anticipated, total authenticity positively correlated with greater levels of self-esteem, fewer depressive symptoms, greater life satisfaction, and greater psychological well-being. Regression analyses using the four subscales together yield a number of interesting results. Findings suggest that cross-culturally, authenticity does operate similarly in individuals. Specifically, we found that authentic functioning is linked to psychological benefits and health, despite an individual's cultural background.

FI65

THE VANCOUVER INDEX OF ACCULTURATION: AN INVESTIGATION OF ITS PSYCHOMETRIC PROPERTIES

Jessica Dere¹, Andrew G. Ryder^{1,2}, Andrea L. Krawczyk³, Delroy L. Paulhus⁴, Lori A. Brotto⁴; ¹Concordia University, ²SMBD-Jewish General Hospital, ³McGill University, ⁴University of British Columbia – The Vancouver Index of Acculturation (VIA; Ryder et al., 2000) is a 20-item instrument designed to measure the heritage and mainstream dimensions of acculturation, following a bidimensional approach. Two studies were conducted to examine the VIA's psychometric properties. These studies extend upon previous results by including participants from multiple cultural backgrounds, and by using a peer-rating method, which is novel within the acculturation literature. In Study 1, principal-axis factor analyses were used to establish the factorial validity of the VIA among university students in Canada from seven ethno-cultural groups: 240 Europeans, 750 Chinese, 59 Japanese, 89 Korean, 44 Pacific Islanders, 99 South-East Asian, and 169 South Asian. Two factors were extracted in all cases; the first factor contained the heritage identity items and the second contained the mainstream items. The two factors were close to orthogonal ($r_s = -.12$ to $.25$), in line with a bidimensional acculturation model. In Study 2, both self- and peer-rating methods were used to examine and establish the reliability and validity of the VIA among 130 undergraduate students of Chinese ancestry. Peer-ratings provide a valuable method of separately validating the VIA's two dimensions. Both self- and peer-ratings of heritage and mainstream acculturation correlated in expected directions with demographic indicators and mother tongue. Overall, these results suggest that the VIA is a psychometrically sound bidimensional measure of acculturation, which can be used among diverse cultural groups. However, future studies should examine the measure's properties among non-student samples, and within various acculturative contexts.

FI66

CULTURAL DIFFERENCES IN THE CONCEPTUALIZATION OF HONOR

Berna Gercek Swing¹, Zeynep Sunbay², Alexis M. Guzman¹, Jordan Kemp¹, Ayse Uskul³, Susan Cross¹; ¹Iowa State University, ²University of Southampton, ³University of Essex – What is honor? Cultures may differ in how they answer this. 112 American and 85 Turkish participants responded to open ended questions What comes to your mind when you think of an individual's personal honor? and What does it mean to be a

person with honor?. They were also asked to generate situations in which someone's honor could be attacked or enhanced. The responses were divided into separate meaning units and coded by independent coders as having individual, relational or collective aspects. Overall, Turkish participants produced more meaning units compared to American participants. This implies a more elaborated concept of honor in the Turkish culture. In their responses to the first two questions, Turkish participants produced more collective attributes (e.g., abiding by societal norms) compared to Americans. The two cultures did not differ on the proportion of individual attributes (e.g., honesty). Also, Turkish participants were more likely to indicate an audience in the statements, especially a collective one (e.g., being regarded by the society). Concerning the honor attack and enhancement questions, Turkish participants produced fewer statements focusing on the individual and more statements focusing on a relational or collective other, compared to Americans. This suggests, for the Turkish culture, an honor attack targeting a relational or collective unit that the individual belongs to, might trigger a personal reaction. In summary, Turkish people, compared to Americans, a) had more complex representations of honor, b) construed honor as a collective concept, c) described honor as experienced in front of an audience.

F167**THE WAY THEY SPEAK: THE EXPERIENCE OF HAVING AN ACCENT FROM THE PERSPECTIVE OF NATIVE AND NON-NATIVE ENGLISH SPEAKERS**

Agata Gluszek¹, John F. Dovidio¹, Anna-Kaisa Newheiser¹,¹Yale University – Social psychological research on accents has been prevalent in the past few decades, but it has focused almost exclusively on the impressions and attitudes of listeners and demonstrated that those who speak accented English are generally perceived more negatively than are speakers with standard accents (e.g., Bradac, 1990; Lippi-Green, 1997). Research has only rarely focused on the perceptions and reactions of people with accents. The current study thus compared the experiences of speakers with non-English accents in the US (accents of non-native English speakers) with the perceptions of native English speakers. Participants across the country completed an on-line survey. Depending on the participants' assessment of their own accents, they answered questions from the perspective of an accented speaker or a listener of an accented speech. Results revealed both similarities and differences between the perceptions of speakers and listeners. Both accented and non-accented individuals reported that people who have accents experience prejudice and discrimination in the US. The stronger one's accents, the more bias one was perceived to experience. In addition, accented individuals reported experiencing more problems in communication and everyday conversations, especially worrying about being understood, avoiding conversations, and finding conversations effortful. However, non-accented individuals thought that accented individuals experience more problems in communication than they actually reported. This study offers an insight into differing perceptions of accent experiences among accented and non-accented individuals. It serves as a first step in exploring the effects of accents on communication, an area largely missing from the social psychological literature.

F168**DISTINGUISHING BETWEEN PROXIMAL AND DISTAL UTILITY VALUE: A CROSS-CULTURAL EXAMINATION**

Olga Godes^{1,2}, Judith M. Harackiewicz², Yuri Miyamoto²,¹PERSEREC,²University of Wisconsin, Madison – According to the Expectancy-Value Model (Eccles et al., 1983), the subjective utility value that learners perceive from a task should promote their achievement behavior. A major limitation of this model is that it does not distinguish between proximal and distal utility value, or address the cross-cultural effects of utility value. Building on cross-cultural cognition and ripple effect research we hypothesized that Westerners should care more about short-term utility value, whereas

East-Asians should care more about long-term utility value. The study used a 2 (culture: Westerner vs. East Asian) x 3 (UV intervention: control, proximal, distal) between-participants design. Two hundred and thirty-three undergraduates (121 Westerners, 112 East Asians) learned a new mental math technique and then used it to solve 2 sets of multiplication problems. The primary dependent variables were effort on the problem sets, interest, and performance. We manipulated the technique's utility value by either omitting its mention, providing participants with information about how the new technique could be useful in their everyday life, or providing them with information about how it could be useful in their future. Consistently across all outcome measures, East Asian participants reaped the largest motivational benefits from learning that the new technique could help them reach their distal goals (e.g., getting a good job), and Westerners benefited the most from learning that the new technique could help them reach their proximal goals (e.g., quickly calculating tips in their head). These findings have implications for how to promote motivation for learners who come from different cultures.

F169**CULTURAL GROUNDING OF GENDER STEREOTYPES**

S. Gokce Gungor¹, Glenn Adams¹, Monica Biernat¹,¹University of Kansas – According to the dynamic construction approach, differences observed in cultural patterns are the byproducts of one's engagement with different cultural words rather than to personality differences (Adams and Markus, 2004). Depending on the accessibility of certain aspects of cultures there could be variation in psychological processes (within the same individual). (Hong, Morris, Chiu and Benet-Martinez, 2000). By priming different cultural aspects of Turkey, in the present study we studied the dynamic nature of stereotypes. We predicted that priming religious aspects of Turkey would produce more traditional views of men and women compared to priming secular aspects. Sixty one students at Bogazici University, Turkey first read a description of Turkey (either Religious or Secular aspects were emphasized), then did trait ratings of men and women. Additional measures included the Ambivalent Sexism scale, Religiosity, etc. We found a significant Condition main effect on gender stereotyping index, $F(1,50) = 5.17, p = .027$. Participants viewed men and women as more gender stereotypic in the Islam than Secular condition. Follow-up analyses showed that this effect was stronger for ratings on negative traits, $F(1,51) = 5.89, p = .019$. Also there was a significant interaction of condition with religiosity on the gender stereotyping index such that this effect was more evident among those low in religiosity, $R^2 = .16, F(3,50) = 3.16, p = .033$. Overall the findings provide some support for the idea of dynamic nature of stereotyping. Rather than being inherent properties of individuals, stereotypes are dynamic constructs that are subject to contextual variation.

F170**CULTURAL DIFFERENCES IN PERCEIVING CONVERSATION TOPIC SHIFTS**

Tieyuan Guo¹, Roy Spina¹, Li-Jun Ji¹,¹Queen's University, Canada – The perception of topic shifts in a conversation may be affected by culture. Due to cultural differences in holistic thinking (Choi, Koo, & Choi, 2007; Nisbett, Peng, Choi, & Norenzayan, 2001), East Asians may attend broadly and see different topics in conversations as being related, whereas European North Americans may focus on the central topic and be more sensitive to a shift of the topic. As a result, East Asians may have more topic shifts in their conversations than their European North American counterparts do. We tested our hypothesis in two studies. In Study 1, we randomly selected actual conversation scripts from online forums in Chinese (originated in China) and in English (originated in North America) and coded them. As expected, we found that the topic shifted sooner in Chinese conversations than in English conversations. In Study 2, Chinese and Canadian participants read conversation scripts designed with a topic shift or without. Participants' task was to indicate how much they perceived the topic shift. We found

that Canadians were more sensitive than Chinese to topic shifts in the conversations. A further analysis showed that holism accounted for cultural differences in the perception of topic shifts.

F171

ETHNIC ATTITUDES IN GUATEMALA: DIFFERENTIAL PREDICTORS OF ATTITUDES TOWARD SUPER-ORDINATE AND SUB-ORDINATE GROUPS *Jana Hackathorn¹, Brien Ashdown¹, Judith Gibbons¹, Richard Harvey¹; ¹Saint Louis University* – Prejudiced attitudes against members of specific ethnic groups may be a consequence of both one's own group membership, as posited by Social identity theory (SIT), and of individual characteristics, such as a belief that some groups are inherently superior to others, as posited by Social Dominance Theory (SDT). Most research concerning the predictors of negative attitudes about members of ethnic groups has been conducted among North Americans. Using recently developed scales to measure attitudes toward the subordinate ethnic group (Indigenous) and the super-ordinate ethnic group (Ladinos) in Guatemala, possible predictors of negative attitudes were examined. Male (N=76) and female (N=120) University students in Guatemala (N=196) reported their ethnic identity of Indigenous (N=67), Ladino (N=60), or Mixed heritage (N=71). Additionally, participants completed a battery of surveys including Social Dominance Orientation, Social Distance, Attitudes toward Women Scale for Adolescence, and Social Desirability scales. Results indicated that similar ethnicity, low SDO, close social distance and egalitarian gender role attitudes accurately predicted positive attitudes toward the Indigenous group. Additionally, similar ethnicity, close social distance, and high social desirability predicted positive attitudes toward the super-ordinate (Ladino) group. These results imply that while one's own group identification does affect attitudes toward ethnic groups, factors such as SDO, gender role attitudes and social desirability may differentially predict attitudes toward super-ordinate and subordinate groups. These results have implications for theories of intergroup relations and also for potential interventions to improve ethnic relations in Guatemala.

F172

ENHANCED MOTIVATION UNDER REGULATORY FIT: A CROSS-CULTURAL ANALYSIS *Takeshi Hamamura¹, Steve Heine²; ¹Chinese University of Hong Kong, ²University of British Columbia* – Recent research suggests that approach motivation is relatively more frequent in North America whereas avoidance motivation is relatively more frequent in East Asia. Building on these findings, this research investigated whether cultures differ in when and how these motivations are strengthened. Two studies found that Canadians exhibit relatively greater motivation (measured by persistence and performance on a task) when they receive approach-oriented instructions relative to avoidance instructions. In contrast, Japanese exhibit relatively greater motivation under avoidance instructions. These findings add to the growing literature of cross-cultural research on approach-avoidance motivations.

F173

TAKING ACTION OR WORKING TOGETHER?: EUROPEAN AMERICANS ARE MORE PERSUADED BY DISJOINT AGENCY THAN ASIAN AMERICANS *MarYam Hamedani¹, Hazel Rose Markus¹, Alyssa Fu¹; ¹Stanford University* – In the face of many pressing issues (e.g., war, racism, environmental sustainability), a common way to motivate people is to emphasize the benefits of working with and adjusting to others—a conjoint model of agency. Past research shows, however, that European American (EA) contexts normatively emphasize acting as an individual and expressing one's own goals—a disjoint model of agency. Thus, conjoint agency can be demotivating for EAs; for example, priming EAs with conjoint agency impaired performance on both mental and physical tasks (Hamedani, Markus, & Fu, 2008). Here we further examined the motivational consequences of models of agency by comparing how EAs respond to a new university course on

environmental sustainability framed in terms of either disjoint versus conjoint agency. Participants examined flyers with descriptions and photos of course content manipulated to represent the course as an opportunity for either taking action or working together for sustainable solutions. We measured motivation to work hard, evaluation of course importance, and level of funds to be allocated to the course. When the course was framed in terms of disjoint agency, EAs reported they would work harder and that the course should be required and funded at higher levels than when the course was framed with conjoint agency. Asian Americans, who are likely to have exposure to the benefits of both types of agency, were equally motivated by either framing of the course. These results suggest that campaigns persuading people to engage in responsible behaviors may benefit from engaging normatively appropriate models of agency.

F174

THE CULTURAL DIVERSITY OF SELF-CONSTRUAL: THE COMPARISON AMONG THREE COUNTRIES (SOUTH KOREA, CHINA, AND JAPAN) WITH SOA MODEL *Min Han¹, Sohye Kim¹, Wei Zhang¹, Yoshiyuki Inumiyama²; ¹Korea University, ²Seojeong College* – The most powerful model of self-construal, namely independent self and interdependent self seems useful only when it is related to individualism and collectivism, and is somehow insufficient to illustrate the psychological diversity among countries sharing the same culture. Researchers of current study proposed an alternative model of self-construal (SOA model) to find out a better frame than independent and interdependent model. The current study was designed to distinguish the subtle differences of self-construal among 3 countries within same collectivistic culture, which were hardly explained by the dichotomous model. The data of 462 participants was used for one-way ANOVA and correlation analysis. The results showed that Korean and Chinese had similar scores in Subjectivity (S) and were both higher than Japanese students, while in the respect of Objectivity (O), Japanese students' score was highest, followed by Korean and Chinese students. The pattern related to Autonomy (A) was similar to that of subjectivity. In the correlation between self-esteem and three factors of SOA, different patterns occurred among these countries. For Korean, subjectivity and autonomy had a positive correlation, while objectivity had a negative correlation with self-esteem. Japanese showed a positive correlation between subjectivity and self-esteem as well as a negative correlation between objectivity and self-esteem. There was no significant correlation between autonomy and self-esteem on Japanese samples. As to Chinese, the patterns of correlation were similar with those of Korean participants. In the future, studies on the comparison among western countries are required to testify the SOA model one step further.

F175

PORCUPINES IN THE CROWD AND IN THE WILDERNESS: STRESSFUL SOCIAL INTERACTIONS IN JAPAN AND THE US? *Takeshi Hashimoto¹, Shinobu Kitayama², Toshie Imada²; ¹Shizuoka University, ²University of Michigan* – What interpersonal communications might be considered stressful? Are they universal or culture-specific? Social interactions that are stressful in both the US and Japan were investigated. Undergraduate students (n = 98: 46 Japanese and 52 Americans) described their interpersonal stress experiences in response to an open-ended question. The available, 223 descriptions were classified into 20 minor categories; conflict, criticism, deviation, lack of intimacy, isolation, missing, confusion, inhibition, rumor, evaluation apprehension, inequity, pity someone, jealousy, contempt, meddlesomeness, distrust, misunderstanding, relationship formation, guilt, and not classifiable. Next, these categories were organized into the following three major categories, according to the concepts described by Hashimoto (2005): "interpersonal conflict" (conflict, criticism, contempt, and misunderstanding); "lack of intimacy" (lack of intimacy, isolation, and missing) and "interpersonal friction" (confusion, inhibition, rumor, and

relationship formation). There were significant cultural differences in the frequency of each category ($\chi^2(2) = 18.57, p < .001$). Residual analysis indicated that observed frequency of interpersonal conflict was not significant between the US (32) and Japan (21), however, lack of intimacy was more frequent in the US (18) than in Japan (4). Conversely, interpersonal friction was less frequent in the US (8) than in Japan (24). These results suggest that recognition of interpersonal stress in the US is prescribed by the affiliation motive, whereas in Japan it is prescribed by the avoidance motive.

F176**SOCIAL, PERSONALITY, AND ADJUSTMENT CORRELATES OF BICULTURAL IDENTITY INTEGRATION**

Que-Lam Huynh¹, Vernica Benet-Martinez¹; ¹University of California, Riverside – The goal of the current study was to examine the nomological network of Bicultural Identity Integration (BII), an individual difference construct that captures variations in the structure and experience of biculturalism (Benet-Martinez & Haritatos, 2005). In previous studies, BII has been linked to important social and personality variables (such as acculturative stress and Big Five personality) and psychological well-being in several samples of various American ethnic groups. In this study, we replicated and extended these previous findings on BII using a new, longer measure of the construct (Bicultural Identity Integration Scale-Version 2 or BIIS-2) and added a focus on physical health and important health behaviors (such as safer sex practices, alcohol and drug use, and smoking). Data from bicultural college students ($N = 1049$) indicated that the BIIS-2 has acceptable internal consistency reliability ($.81 < r < .86$) and test-retest stability ($n = 240$; $M = 6.93$ days, $SD = 0.90$ days; Time 1 and Time 2 correlations: $.74 < r < .78$). The data also revealed interesting and important patterns of correlates. Specifically, there were significant and meaningful correlations with acculturative stress, personality traits, psychological well-being, and health behaviors, all indicating convergent validity. Finally, BII was unrelated to ethnic identity and identity centrality, indicating discriminant validity. These findings lend further support for the construct validity of BII, add to our understanding of the social, personality, and adjustment correlates of the bicultural experience, and have important implications for the psychological and physical well-being of bicultural individuals.

F177**CULTURAL NARRATIVES OF INDEPENDENCE AND INTERDEPENDENCE: AN ANALYSIS OF CHILDREN'S STORIES IN THE UNITED STATES AND JAPAN**

Toshie Imada¹, Shinobu Kitayama¹; ¹University of Michigan, Ann Arbor – Americans and Japanese are often characterized as independent and interdependent, respectively. We examined the hypothesis that these cultural patterns of the self are closely linked to children's stories common in the respective cultures. Our previous study found that American children's stories sampled from school textbooks highlighted themes of independence whereas their Japanese counterparts highlighted themes of interdependence. In the present study, we examined children's stories freely composed by American and Japanese college students and found analogous cultural differences in their themes. For example, the stories created by Americans often emphasized protagonist's personal success in which other people were rarely involved. In contrast, the stories created by Japanese often emphasized group harmony and friendship in which other people played important roles. The findings suggest that the thematic variations observed for children's stories are not unique to cultural elites who produce the stories, and children's stories are both a product and a producer of culturally divergent forms of the self.

F178**GENDER EQUALITY AMONG LATINOS**

Libier Isas¹, Mayuko Onuki², Zoe Kinias³, Heejung Kim⁴; ¹University of Nebraska-Lincoln, ²University of Southern California, ³Northwestern University, ⁴University of

California, Santa Barbara – Gender equality has been shown to be perceived differentially across cultures. For instance, European American women perceive more inequality and had negative psychological consequences as compared to Hong Kong women. The differential cultural conceptualization of social equality accounts for the differential psychological impact of perceived gender inequality (Kinias, Kim & Siedlecka, 2008). In the present study, we examined the cultural difference between European Americans and Latino/a Americans, who differ on the value for power distance. Participants completed the perceived inequality questionnaire (Kinias et al., 2008) and other measures from a study on experiences and values. Latinos perceived significantly less actual inequality than European Americans. There was a significant interaction of gender and culture on perceived actual inequality. Latino men were significantly higher on perceived equality. To explore these findings, we examined the effects of culture and context of perceived actual equality since Latinos were significantly higher on perceived family equality.

F179**VOLUNTARY SETTLEMENT AND THE ETHOS OF INDEPENDENCE: PREDICTORS OF HAPPINESS IN THE NORTHERN FRONTIER OF JAPAN**

Keiko Ishii¹, Shinobu Kitayama²; ¹Hokkaido University, ²University of Michigan – A northern island of Japan (Hokkaido) has a settlement history that is analogous to the history of the United States. On the basis of the hypothesis that voluntary settlement to the frontier encourages the ethos of independence, our previous work showed that in contrast to the mainland Japan where happiness is predicted by interdependence, in both Hokkaido and the US happiness is predicted more by independence than by interdependence. In the current work, we tested whether this cross-cultural/regional pattern would be moderated by the type of social situations. Specifically, we expected that the cultural/regional variations would be more pronounced in situations involving personal behaviors than those involving communal behaviors. Eighty Hokkaido Japanese who were born in Hokkaido, 68 Hokkaido Japanese who were brought up in the mainland Japan, 475 mainland Japanese, and 59 Caucasian North Americans were asked to remember an actual social situation in which they engaged in either a personal or a communal behavior and report the degree to which they experienced various emotions during the situation. As predicted, in situations involving personal behaviors happiness was predicted more by positive emotions linked to independence (e.g., pride of the self) than by positive emotions linked to interdependence (e.g., friendly feelings) for the Hokkaido-born Hokkaido Japanese. Moreover, regardless of situations, happiness was predicted more by independence for the Americans, whereas the reverse was the case for the mainland Japanese and the mainland-born Hokkaido Japanese. Implications for both cultural change and cultural shaping of emotions are discussed.

F180**FACIAL EMOTION EVALUATION AND CONTEXT SENSITIVITY AMONG NORTH AMERICANS: CROSS-CULTURAL EVIDENCE FROM AFFECTIVE PRIMING PARADIGM**

Kenichi Ito¹, Takahiko Masuda¹, Kouichi Hioki²; ¹University of Alberta, ²Kobe University – Past research in cultural psychology indicates that East Asians are more sensitive to contextual information than North Americans (Masuda & Nisbett, 2001). In the area of facial emotion evaluation, Masuda and his colleagues (2008) found that Japanese participants were more likely than American participants to incorporate contextual information into the facial emotions evaluation. On the contrary, research on affective priming effect suggests European participants' use of contextual valence information in the facial emotions evaluation. Facial emotion categorization was affected when pictures of positive or negative landscapes were primed. A characteristic of the priming research was that the valence of landscapes was easily detectable. The intensity of contextual information may be a clue for North Americans to incorporate contextual information into the facial emotion evaluation. We posit that

even North Americans will be affected by contextual information when the valence of contexts is intense. To test our hypothesis, we measured the response latency of the facial emotion recognition presented in an emotionally similar or dissimilar environment. In study 1, Canadian and Japanese participants evaluated the portraits of facial emotion merged into affectively similar or dissimilar landscapes. In study 2, participants evaluated the portraits of facial emotion succeeded by affectively similar or dissimilar landscapes. As hypothesized, the interference effect occurred not only among Japanese participants but also among Canadian participants especially when target facial emotions and affectively intense landscapes are presented simultaneously. Cultural differences in attention patterns are discussed.

F181
LOOKING INTO THE PAST: CULTURAL DIFFERENCES IN PERCEPTION AND REPRESENTATION OF PAST INFORMATION

Li-Jun Ji¹, Tiejuan Guo¹, Zhiyong Zhang², Deanna Messervey¹; ¹Queen's University, Canada, ²Peking University, China – We investigated cultural differences in the way people perceive and represent temporal information. Based on past culture research on holistic reasoning (Nisbett, Peng, Choi & Norenzayan, 2001) and temporal orientation (Brislin & Kim, 2003), we hypothesized that Chinese would attend to the past information more than Canadians would. In Studies 1 and 2, Canadian and Chinese participants read a description of a theft along with a list of behaviors that occurred in the past or present. Chinese participants rated behaviors that had taken place in the remote and recent past as more relevant to solving the case than did Canadians. Study 3 showed that Chinese participants recalled greater details about past events than did Canadians, suggesting that Chinese had a greater awareness of the past. Overall, Chinese attended to a greater range of past information than did Canadians, which has significant theoretical and practical implications.

F182
BICULTURALISM AND SPIRITUALITY

Kyong Hoe Jo¹, Tina Kim-Jo², Jin Hee Cho³; ¹Fuller Theological Seminary, ²University of California at Riverside, ³General Assembly College and Theological Seminary of Canada – Spirituality has long been ignored in scientific psychology. This may be due to the fact that throughout the history of scientific psychology, religiosity and spirituality often being perceived as a construct that is not accessible to empirical research (Ellis, 1985; Zinnbauer et al., 1997). Nevertheless, in recent years, an increasing amount of psychological research on spirituality provides compelling evidence not only that spirituality is meaningfully studied but that it also has a high degree of import for most human beings, especially for immigrants and biculturals. Recent data suggest that over 90% of Koreans and Mexican American biculturals indicated that they have religious affiliations and spiritual experiences are central to human functioning (Kim-Jo, et al., 2008). The occurrence of spiritual experiences has been associated with psychological and physical well-being (Maslow, 1962, 1970; Murphy, 1992). There is, however, surprisingly no empirical research examining the effects of spirituality on biculturals' psychological and sociocultural adjustment outcomes. The main purpose of the present study is, therefore, to examine whether spirituality predict psychological and sociocultural adjustments over and above personality and bicultural identity integration (i.e., harmony and blendedness). The sample was consisted of 192 Korean Canadian (Male=79, Female=113, Mean age=39.7). Hierarchical regression analyses (i.e., entering personality in the first step, cultural harmony and blendedness in the second, and spirituality in the third) showed that spirituality significantly predicted a wide range of psychologically salient outcomes (i.e., happiness, satisfaction with life, anxiety, self-esteem) and sociocultural adjustments (i.e., work and cultural isolation stress) even after controlling for personality and bicultural identity integration.

F183
ACCULTURATION, ETHNIC IDENTITY, RELIGIOUS ORIENTATION AND CHURCH PARTICIPATION: AN EXPLORATION OF THE VIEWS OF SYRO-MALABAR CATHOLIC INDIANS IN THE US

Jaisy Joseph¹, Lisa M. Brown¹; ¹Austin College – This project sought to investigate the possible relationships between acculturation, ethnic identity, religious orientation and church participation among Syro-Malabar immigrants to the US. This community consists of Malayalee Indians from Kerala who belong to the Syro-Malabar church. The Syro-Malabar church is a Catholic rite established before colonization and thus is viewed as inherently Christian and inherently Indian. Immigration policy in the US changed in the 1960s and many professionals from India were recruited. While they were born in India, many of their children were not. This project is an exploration into the interrelationship between time in the US, different acculturation perspectives (i.e., Berry's assimilation, separation, integration, marginalization), different levels of identification as Syro-Malabar (i.e., Luhtanen & Crocker's collective self-esteem), participation in the Syro-Malabar church in the US, and reasons for that participation (i.e., Allport's intrinsic and extrinsic religious motivations). Survey data were collected online from a convenience sample of 346 participants from Syro-Malabar internet interest groups and subsequent snowballing. A higher percentage of one's life spent in the US was positively associated with assimilation but had no relationship with separation, integration or marginalization. Separation was positively related to ethnic identity, while assimilation, integration and marginalization were generally negatively related to ethnic identity. Ethnic identity was positively related to intrinsic religious motivation. It was generally positively related to extrinsic social religious motivation. Being involved in various church activities was negatively correlated with assimilation and marginalization. It was positively correlated with ethnic identity, intrinsic religious motivation and extrinsic social religious motivation.

F184
THE JURY AND ABJURY OF MY PEERS: THE SELF IN FACE AND DIGNITY CULTURES

Young-Hoon Kim¹, Dov Cohen¹; ¹University of Illinois at Urbana-Champaign – Abstract The self is defined and judged differently by people from Face and Dignity cultures (in this case, Hong Kong and the U.S., respectively). Across 3 experiments, Face culture participants absorbed the judgments of other people into their private self-definitions. Particularly important for Face culture participants are public representations - knowledge that is shared and known to be shared about someone. In contrast, Dignity culture participants try to preserve the sovereign self by not letting others define them. In Experiment 1, Face culture participants absorbed into their self-definition whatever was publicly known and acknowledged to be publicly known about them, whereas Dignity culture participants did not absorb such judgments. In Experiment 2, for Face culture participants, what was known to even one other person simply could not be ignored, and as a consequence, such public information was absorbed into one's self-definition to a far greater extent than purely private information. In contrast, for Dignity culture participants, no difference was found between public and private information. In Experiment 3, we examined role constrained behavior, using a modified version of the Ross et al. (1977) quiz bowl task. Simply as a function of their role, the quiz bowl contestant (vs. questioner) looks relatively ignorant in this task. For Face culture participants, the public performance of this ignorant role (looking dumb condition) affected their self-definition whereas their private performance of this role (feeling dumb condition) did not. For Dignity culture participants, a poor performance either in public or in private affected self-defining.

F185**CULTURE AND THE IMPACT OF CHOICE JUSTIFICATION ON BIOLOGICAL STRESS RESPONSES**

Sasha Kimel¹, Shinobu Kitayama¹,¹University of Michigan, Ann Arbor—Cognitive dissonance theory claims that by choosing between two equally attractive options individuals experience negative arousal, which in turn is reduced by justification of the choice. It therefore predicts an inverse association between negative arousal and choice justification. Here we report the first evidence for this association with salivary cortisol as a measure of negative arousal. European-Americans and Asian-American participants were offered a choice between two equally attractive CDs. Choice justification was assessed in terms of spreading of rankings of the chosen and the rejected CDs. Half of participants were unobtrusively primed with the scrutiny of other people (the public choice condition) whereas the other half were not given this priming manipulation (the private choice condition). Replicating earlier findings, European-Americans showed a significant choice justification effect only in the private choice condition whereas Asian-Americans showed such an effect only in the public choice condition. Furthermore, as predicted, lower salivary cortisol levels were associated with greater choice justification. Implications for dissonance theory are discussed.

F186**BICULTURAL IDENTITY INTEGRATION: DOES EMOTIONAL AND CULTURAL INTELLIGENCE MATTER?**

Tina Kim-Jo¹, Veronica Benet-Martinez¹, Thomas Sy¹,¹University of California at Riverside—Cultural contact due to migration, globalization, travel, and the resulting cultural diversity, has led to growing number of bicultural individuals. In fact, 12% of the U. S. population is foreign born, 33% nonwhite, and 19% speak a language other than English at home (US Census Bureau, 2005). There is growing interest in investigating biculturalism, but factors affecting how individuals negotiate bicultural identities (i.e., ethnic and mainstream cultural identities) are rarely investigated. Benet-Martinez and Haritatos (2005) proposed Bicultural Identity Integration (BII), which refers to the degree to which biculturals perceive their mainstream and ethnic cultural identities as compatible and integrated vs. oppositional and difficult to integrate. BII encompasses two independent components: cultural blendedness (vs. distance) and cultural harmony (vs. conflict). Research indicates that cultural harmony is predicted by neuroticism and captures affective aspects of the bicultural experiences whereas cultural blendedness is predicted by openness and captures performance aspects of the bicultural experiences. The goal of this study is to examine the degree to which emotional and cultural intelligence is related to cultural blendedness (vs. distance) and cultural harmony (vs. conflict). The sample was consisted of 161 bicultural Americans (Asian=72, Hispanics=52, Black=10, Others=27; Male=72, Female=108, Mean age=20.59). In terms of cultural identification between ethnic and mainstream culture, our sample was overall bicultural (identifying highly with both cultures). The regression analyses indicated that neuroticism and emotional intelligence significantly predicted cultural harmony whereas extraversion and cultural intelligence significantly predicted cultural blendedness.

F187**CULTURAL VARIATION IN THE MEANING OF ACTION: DO AMERICANS FOCUS ON GOALS WHILE JAPANESE FOCUS ON PROCESSES?**

Christopher A. Knopfler¹, Yuri Miyamoto¹,¹University of Wisconsin - Madison—Cross-cultural research suggests that analytic thinking, characterized by attention to focal objects, is prevalent in Western European cultures, while holistic thinking that places emphasis on contextual information is more prevalent in East Asian cultures (Nisbett et. al, 2001). However, not much is known about cultural differences in how people understand processes vs. goals of actions. Everyday actions (e.g., sending a letter) can be described with varying levels of abstraction that tend to convey more information about the

actions processes (e.g., dropping into a mailbox) or goals (e.g., keeping in touch). We hypothesized that holistic thinking is more conducive to process focused thinking because it conveys more information about the immediate context of the action. Analytic thinking is more conducive to goal-based thinking because of a focus on the actor. We tested this hypothesis in two ways. First we administered a translated version of the Behavior Identification Form (Vallacher & Wegner, 1989) to Japanese students. Scores revealed that Japanese students preferred low level (i.e., process-based) descriptions compared to the American results previously reported in Vallacher and Wegner (1989). Second we asked another set of Japanese and American students to freely provide reinterpretations of a list of daily activities. Responses were coded as being goal- or process-based interpretations. For five of the 15 items, Japanese students were more likely to provide process-based responses compared to American students. None of the items demonstrated the opposite pattern. Implications for cultural grounding of relevant psychological processes are discussed.

F188**CULTURE AND THE INTERNET: CONFESSIONS FROM THE CHATBOX**

Deborah M. Ko¹, Heejung S. Kim¹,¹University of California, Santa Barbara—The internet offers a new perspective on the self and disclosure. Past research (Bargh, McKenna, & Fitzsimons, 2002) has shown that face-to-face (FTF) interactions prime the public self whereas computer mediated communication (CMC) elicits the private self. Others have proposed that the internet may allow others to concentrate more inwardly because of the reduction in social and nonverbal cues. If the public self and the concerns associated with the public self are dampened in an internet setting, this may affect how freely individuals disclose on the internet in addition to disclosing for affiliative motives. Cultural work on disclosure has shown that there is a stronger emphasis on managing public self in collectivist cultures than in individualistic cultures. This study explores how the internet might prime disclosure intentions and behavior between these two different cultures. It was hypothesized that those from collectivist cultures would disclose less than those from individualistic cultures face-to-face because of concerns to manage the public self. However, this difference would be attenuated in the computer mediated condition. Participants (European American and Asian Americans women) either interacted in a FTF condition or over two networked computers (CMC) with a female confederate. Perceptions of disclosure as well as dialogues from the interaction were recorded. Results yield surprising findings contrary to our original hypothesis. Asian Americans find it more acceptable to disclose in the FTF condition than in the CMC condition with the contrary for European Americans. Implications and mechanisms are hypothesized and discussed.

F189**THE EFFECTS OF REGRET AVERSION ON CHOICE BEHAVIORS IN INTERPERSONAL AND SELF CONTEXTS**

Asuka Komiya¹, Motoki Watabe², Yuri Miyamoto³, Takashi Kusumi¹,¹Kyoto University, ²Waseda University, ³University of Wisconsin-Madison—Our previous studies demonstrated that people are more likely to regret things they did (i.e., action) than things they did not do (i.e., inactions) in interpersonal contexts compared to self contexts, and this tendency is stronger for Japanese than for Americans. Japanese sensitivity to actions in interpersonal contexts may reflect interdependent cultural ethos that places emphasis on maintaining social harmony. Will such sensitivity to interpersonal context discourage Japanese from engaging in actions? Using a roulette game, the present study examined whether people choose actions or inactions in interpersonal and self contexts and how much regret they experience after finding out the outcome of their choice. Japanese undergraduates participated in a pair and played a roulette game. The outcome of the game determined either the partner's reward (i.e., interpersonal condition) or the participant's own reward (i.e., self condition). After the computer randomly chose one of the two roulettes,

participants were asked to decide whether they would change the roulette (i.e., action) or not (i.e., inaction). They then found out the outcome of the roulette and rated the intensity of regret. The results showed that in the interpersonal condition, Japanese participants chose actions less often than inactions and felt regret more strongly for actions than for inaction. Moreover, they tended to choose actions less often in interpersonal condition than in self condition. These results indicate that Japanese tend to avoid actions that induce strong regret, especially in an interpersonal context. We discuss functions of behavioral guidance in regret.

F190

CULTURAL DIFFERENCES IN THE RELATIONSHIP BETWEEN DESIRED RETIREMENT LOCATION AND DAILY EMOTIONAL EXPERIENCE Jaime L. Kurtz¹, Shigehiro Oishi², Erin Rapien Whitchurch², Felicity Miao²; ¹Pomona College, ²University of Virginia – Imagine your ideal retirement location. Do you envision moving to a new place, perhaps in pursuit of leisure and cultural opportunities? Or do you see yourself staying close to home, surrounded by family and friends? While many considerations ultimately factor into this important decision, we examined the effects of daily affect on retirement location decision in a sample of American (N = 57) and South Korean (N = 40) middle-aged adults (M = 49.91 years, SD = 7.52 years). Participants listed their daily events and reported their affective experiences for 10 consecutive days. Participants also indicated their desired retirement location. Results showed that Koreans who reported a desire to move at least 100 miles away experienced significantly less happiness throughout the ten-day period. They also had significantly fewer deep conversations, significantly fewer pleasant social interactions, and they felt significantly less understood than those who wanted to remain within 100 miles of their current location. The distance of Americans' desired retirement location was unrelated to daily emotional experience. These results suggest that, for Koreans, and perhaps for those in collectivistic cultures more generally, daily affect and quality of social interactions play an important informational and motivational role when making this important life decision.

F191

WHAT DOES IT TAKE FOR US TO TRUST IN A CROSS CULTURAL CONTEXT?: THE INTERPLAY BETWEEN CULTURE, SOCIAL MONITORING AND INTEGRITY ON TRUST RELATIONS. Letty Kwan¹, Ying Yi Hong¹, Sau Lai Lee²; ¹University of Illinois Urbana Champaign, ²Nanyang Technology University – Past studies attribute how we classify the self to cultural differences in trust relations (Yuki 2005). Japanese participants are more likely to use a relational based classification whereas American participants are more likely to use a categorical based classification. In our line of study, we posit that trust is not affected by relationship per se, but rather social monitoring that are prevalent in Asian cultures. In our previous study, we asked participants to indicate their trust level on a likert scale towards four different targets (in-group, out-group, reputable out-group or stranger). Univariate ANOVA showed that American participants show high in-group trust while Asian participants display same level of trust towards in-group and the reputable out-group targets [$F(1,257)=3.98, p<.047$]. In this current study, participants were asked to indicate their trust level on a likert scale towards an investment banker belonging to a high/low monitoring group and having high/low integrity (four combinations) in an investment scenario. We hypothesized that East Asian participants will indicate higher trust ratings for the banker in the high monitoring conditions compare with Euro-American participants; while Euro-American participants will give a higher trust ratings for the banker in the high integrity conditions compare with East Asian participants. 155 and 145 participants in Singapore and US respectively participated in this between subject design questionnaire. As hypothesized, an interaction of country x monitoring [$F(1,292.25)=3.98, p<.01$] and an interaction of

country x integrity [$F(1,292)=94.72, p<.01$] were observed. Our results indicated that social monitoring plays an important role in cultural differences in trust relations.

F192

CULTURE AND HOSTILE ATTRIBUTION: AMERICAN AND CHINESE JUDGMENTS OF INDIVIDUAL AND GROUP AGENTS Bonnie Le¹, Kaiping Peng¹, Wilan Yang², Peter Gries³; ¹University of California, Berkeley, ²Huazhong University of Science and Technology, ³University of Oklahoma – The hostile attributional biases about individual and group agents were examined across cultures. Guided by culturally based theories about entitativities of individuals and groups, it was hypothesized that American participants would be more likely to have hostile attributional biases about individual agents while Chinese participants would be more likely to have hostile attributional biases about group agents. In Study 1, 20 scenarios involving individual and group agents with three different intents – benign, ambiguous, and hostile – were presented to 106 American students from UC Berkeley and 94 Chinese students from Wuhan University. It was found, as a whole, that American participants made stronger hostile attributional biases, and inferred more dispositional causes than Chinese participants. In Study 2, which focused on agents who were collective entities (e.g. nations), 163 UC Berkeley students and 113 Wuhan University students self-reported attributions for international news events. It was found that American participants perceived more hostile attribution towards individuals while Chinese participants perceived more hostile intents and attributed more consistent dispositions to groups and their members. Studies 1 and 2 confirmed the hypothesis that cultural differences concerning individual and group agents lead to hostile attributions which vary according to individual or group agents. Implications for cross-cultural interactions are discussed.

F193

DECODING THE GENESIS OF HUMAN PHENOMENA: CULTURAL DIFFERENCES IN BIOLOGICAL ATTRIBUTIONS Albert Lee¹, Li-Jun Ji¹; ¹Queen's University – Recent breakthroughs in biological sciences have popularized the tendency to explain human diversity in biological terms. This tendency, called biological attribution, often assumes a deterministic relationship between biological predispositions and human traits (e.g. Paul is obese because he has the obesity gene). This mode of attribution has not been studied adequately by social psychologists, and even less is known about how different cultures endorse and employ these accounts to explain social phenomena. Cross-cultural research in causal attributions has shown that East Asians tend to be more responsive to situational factors than Westerners when explaining behaviors. In addition, East Asians tend to be incremental theorists who believe that behavioral traits and abilities are malleable and acquirable, whereas Westerners tend to be entity theorists who believe dispositions are innate and rigid. Based on these findings, we predicted that people from a traditional Chinese background, compared to their European-Canadian counterparts, should be less likely to endorse biological beliefs in causal attributions. In our studies, we asked participants from both cultures to read scenarios about different social phenomena (e.g. Person A is being arrested for assaulting his colleagues at work). Participants' task was to explain each scenario by answering a forced-choice question alternating between biological factors and environmental ones. In support of our predictions, we found that Chinese participants showed greater preference for environmental explanations whereas European-Canadian participants favored biological accounts. Finally, some social and forensic implications of biological attributions were discussed.

F194

THE ROLE OF 'I-SHARING' ON INTERPERSONAL ATTRACTION: INDIVIDUAL LEVEL OF INDIVIDUALISM AND COLLECTIVISM

Hwaryung Lee¹, Eunok M. Suh¹; ¹Yonsei University – 'I-sharing' is the belief that one shares an identical subjective experience with another person, and it was found that people like those who share subjective experience more than those who share objective features (Pinel, Long, Landue, Alexander, and Pyszczynski, 2006). The meaning and implication of 'I-sharing' can get more complex within cultural context, because this phenomenon is related to both belongingness that is valued in collectivistic culture and subjectivity to one's feeling that is valued in individualistic culture. The authors explanatorily investigated whether collectivistic Korean participants also feel closer to other person with 'I-sharing' in dyadic setting. In addition to the explicit measure of the self-report and behavioral measure, an implicit measure was used. Results showed that participants reported greater attraction to I-sharer than objectively similar other (me-sharer) in implicit measure. In explicit self-report, however, there was no significant difference of attraction between I-sharer and me-sharer. Moreover, participants' each individualism and collectivism moderated the degree of attraction towards the other participant independently, implicit and explicit closeness towards other person. Participants are high in collectivism tend to like I-sharer more than those who are low in collectivism. On the other hand, highly individualist participants wrote their name farther away from other participant's name significantly. These results show that I-sharing also play a role in interpersonal attraction in collectivistic culture and I-sharing is somewhat universal attraction-inducing phenomenon. Also, individual differences in cultural orientation in individualism-collectivism as well as their national culture were found to affect the effect of I-sharing in interpersonal attraction.

F195

COLLECTIVISTIC INDIVIDUALS USE CONSUMPTION TO ACHIEVE STATUS

Anna Lopez¹, Valerie Purdie-Vaughns², Daniya Poganutree³; ¹University of Munich, ²Yale University, ³University of Virginia – The present research investigates whether and how culture shapes how individuals achieve status. Given the greater importance of acceptance by others in their interdependent self-concept, and given that status consumption is a means to reach this end, we hypothesize that collectivistic individuals are more inclined to engage in materialism, status consumption and attention-to-social-comparison-information than individualistic individuals. In a correlational study we found that Thai participants scored higher than American participants on standard measures of collectivism, materialism, status consumption, and attention-to-social-comparison-information. To test for causality, we primed 71 Thai college students with individualism and collectivism in a second study. Participants primed with collectivism were more likely to use consumption as a tool for achieving status than those primed with individualism. These findings demonstrate that collectivism can increase an individual's propensity for materialism. Furthermore, we assessed different motives for hypothetical product choice and found that motives for materialism diverged: whereas collectivistic individuals seemed to engage in material consumption to gain acceptance from their group members (i.e. were concerned more with the product brand and how their in-group viewed their product choice), individualistic individuals were more concerned with competition against group members (i.e. were concerned more with the quality of the product).

F196

THE INSTITUTION AGENCY: DOES IT MEAN THE SAME THING TO AMERICANS AND CHINESE?

Xiaowei Lu¹, Katharine Clark¹, Kaiping Peng¹; ¹University of California at Berkeley – The concepts of individual and group agency were proposed by Menon, Morris, Chiu and Hong in 1999. In the current research, we argued that institution (such as a company or an organization) is another kind of agency. East Asians and North Americans will show some culture differences when they do

attribution on them. Two vignettes ("Bad performance team member" and "MBA test cheating scandal") containing individual, group and institution agencies were given to 113 American and 99 Chinese undergraduate students from Berkeley and Beijing. Participants were asked to respond to several statements following each vignette. The MANOVA analysis showed that in "Bad performance team member" story, Americans and Chinese showed no culture difference on group attribution ($F=2.42, p=.12$). However, compared to Chinese, Americans showed less attribution to individual agency ($F=9.04, p<.01$) but more attribution to institution agency ($F=10.97, p<.05$). In "MBA test cheating scandal" story, compared to Chinese, Americans still showed no difference on group attribution ($F=.59, p=.44$) and less attribution to individual agency ($F=4.44, p<.05$); but more attribution to institution agency ($F=9.06, p<.01$). The results showed that institution agency is a different concepts separated from individual or group agency. The attribution to institution agency might be influenced by the institution types. The future research directions were discussed.

F197

THE ROLE OF CULTURE IN APPROACH VERSUS WITHDRAWAL RESPONSES TO FELT MISUNDERSTANDING

Janetta Lun¹, Shigehiro Oishi¹, Jim Coan¹, Felicity Miao¹; ¹University of Virginia – What happens when people feel misunderstood by others? Some people are motivated to go out of their way to prove others wrong, while others feel dejected and accept others' perception. In other words, felt misunderstanding can evoke an approach oriented motivational response for some individuals but withdrawal for others. In three studies, we examined cultural variations in the motivational consequences of felt misunderstanding. We predicted that the approach reaction (i.e., prove others wrong) should be a dominant response in a culture where people typically believe that they know themselves best, whereas the withdrawal reaction should be a dominant response in a culture where people believe that others know them best. In a longitudinal study (Study 1), we found that European American college students who felt misunderstood by others performed better academically over a school year, whereas Asian students who felt misunderstood by others performed progressively poorer. In Studies 2 and 3, we manipulated felt understanding and misunderstanding in a laboratory setting, and measured participants' motivation using a behavioral measure (handgrip duration: how long one can hold a handgrip) in Study 2 and a psychophysiological measure (pre-frontal EEG asymmetry) in Study 3. In both laboratory studies, Asians showed more withdrawal related responses after being misunderstood, whereas European Americans showed either no difference (Study 2) or greater motivation (Study 3) after being misunderstood. These findings demonstrate systematic cultural variations in the motivational consequences of felt misunderstanding.

F198

CULTURE, EMOTION, AND THE BODY: EAST-WEST DIFFERENCES IN PHYSIOLOGICAL SELF-PERCEPTION

Christine Ma¹, Jim Blascovich¹, Cade McCall¹; ¹University of California, Santa Barbara – This research investigated the relationship among culture, emotion, and interoception. Asians and European Americans participated in three studies. Study 1 manipulated apparent physiological states via false heart rate feedback during an emotionally evocative slideshow and examined subsequent self-reported affective changes. Study 2 manipulated apparent physiological arousal and measured its effects on attraction via an immersive virtual environment in which individuals met an opposite-sex confederate after either walking across a room or a plank over an abyss. Study 3 directly assessed interoceptive abilities using a heartbeat detection task. Results indicate that Asians were more susceptible to false biofeedback, more likely to misattribute their physiological activity, and less accurate in heartbeat detection. Implications for cultural differences in emotion and health are discussed.

F199

CULTURE AND COMMUNITY: DIFFERING NOTIONS OF PHYSICAL AND PSYCHOLOGICAL COMMUNITIES IN THE UNITED STATES AND ITALY Clelia Anna Mannino¹, Mark Snyder¹, Elena Marta²; ¹University of Minnesota, ²Universit Cattolica del Sacro Cuore, Milan, Italy – Sense of community is increasingly being examined on a global scale. To date, most research has examined community in terms of physical or geographical boundaries (i.e., a specific place or location). To broaden the conceptualization of community, we offer a psychological notion of community as a feeling of belonging and connection with a group of people who have shared concerns. The present study examines sense of community in the United States and Italy. US culture tends to be highly mobile; it is common for individuals to change physical locations for school or work. Italian culture, in contrast, is less mobile; individuals typically remain in the same region for a longer period of time. These differences in mobility may affect the salience of physical and psychological aspects of community. University students in the US (N = 105) and Italy (N = 102) completed an online questionnaire in which they defined community, and listed and described communities to which they belonged. Results highlight cultural differences in conceptions of community: US participants listed a significantly greater proportion of physical communities (.32 vs. .23, $t(199) = .05$, $p < .01$), whereas Italian participants listed a significantly greater proportion of psychological communities (.39 vs. .23, $t(182) = -4.45$, $p < .01$). These findings suggest that physical and psychological notions of community are distinct constructs that may be differentially salient across cultures and, more broadly, that culture is influential in shaping community.

F200

THE IMMIGRANT ACCULTURATION SCALE: TESTING THE VALIDITY OF THE ITALIAN ADAPTATION Silvia Mari¹, Chiara Volpato¹, Dora Capozza²; ¹University of Milan - Bicocca, ²University of Padova – The main aim of this work was to adapt the Immigrant Acculturation Scale (Bourhis & Barrette, 2004) in order to measure five strategies (separationism, integrationism, assimilationism, marginalization, and individualism) endorsed by immigrants in the Italian social context, as conceived by the Interactive Acculturation Model (e.g., Montreuil & Bourhis, 2004). The scale was translated into Italian and adapted to the domain of cultural heritage (culture, customs, and values). Participants were 175 immigrants (80 males, 95 females; mean age = 33.66, SD = 10.20) in Italy from different countries, who filled in a questionnaire. We evaluated the construct –convergent and discriminant – validity and the criterion based validity by using structural equation modeling (LISREL 8; Jreskog & Srbon, 1999). With respect to the criterion validity, we examined whether the acculturation strategies endorsed by immigrants were influenced by the level of identification with their origin's country, the evaluation of the host community, the perceived threat toward their culture, the level of social dominance orientation (Sidanius & Pratto, 1999), and finally the expressed social desirability. Results showed that: national identification affected separationism positively, but assimilationism and individualism in a negative way; attitude toward the host community influenced separationism, marginalization, and individualism negatively; social dominance orientation determined integrationism in a negative way. Perceived threat and social desirability did not have any significant effect on acculturation strategies.

F201

CULTURE AND CHANGE BLINDNESS: COMPARING THE LEARNING EFFECT BETWEEN JAPANESE AND CANADIANS Takahiko Masuda¹, Kenichi Ito¹, Diane Nhan²; ¹University of Alberta, ²University of British Columbia – Cross-cultural research has shown that Westerners tend to focus more on focal objects in a scene, while East Asians equally allocate their attention to focal and contextual information. (Masuda & Nisbett, 2006). However, previous research also

suggests that while East Asians and Westerners may have contrasting default patterns of attention, these default strategies are malleable (Miyamoto, Nisbett, & Masuda, 2006). In this current research, we prepared two sets of change blindness tasks: in the first task the change occurs always on the focal objects (the focal object task), and in the second task, the change always occurs on the context (the context task). One hundred thirty one Canadian students at the University of Alberta, and 133 Japanese students at Kobe University, Hokkaido University, and Waseda University participated the study. We examined (1) whether Canadian and Japanese participants showed their default strategy at the first half of the trials according to the task; (2) how much they improved their performance by learning the nature of the task. The results indicated that Japanese participants identified changes more quickly in each condition, but the Canadian participants showed a greater learning effect and required much fewer alternations in the second half of each task. These findings suggest that the Japanese participants were already scanning and attending to images at a near maximum capacity, while Canadian participants had more opportunity for learning. The issues of multi-task performance, patterns of attention, and the learning effect were discussed.

F202

WHOSE ADVICE, WHOSE CHOICE – A CROSS-CULTURAL STUDY ABOUT THE ROLE OF THE TARGET AND THE SOURCE OF RESTRICTIONS TO FREEDOM OF CHOICE IN EXPERIENCING REACTANCE Ester Meier¹, Verena Graupmann¹, Eva Jonas¹; ¹University of Salzburg, Austria – Reactance theory proposes that people have a motivation to resist restrictions to their freedom of choice (Brehm, 1966). In a cross-cultural vignette study (N=213) we examined two factors regarding their impact on the experience of reactance: Firstly, we looked at differences in experiencing reactance between participants from a more individualistic versus a more collectivistic cultural background. Secondly we investigated how the source of the restriction – coming from someone who is more closely related (family) versus less closely related (professor) to a collectivistic self-concept – moderated the relationship between cultural background and reactance. We found that Taiwanese participants experienced less reactance when advice on a personal career decision came from the family than when it came from a professor. In comparison, Austrian participants experienced more reactance when advice came from the family, and less when it came from a professor. These results suggest that not only the target, but also the source of a perceived restriction, matters for the experience of reactance. How the results relate to the notion of interdependent and independent self-concept and the cultural background will be discussed.

F203

CULTURE AND SELF-REFLECTION: THE EFFECTS OF BROADENED ATTENTION TO ENVIRONMENTAL STIMULI Felicity F. Miao¹, Shigehiro Oishi¹; ¹University of Virginia – Philosophers have always espoused the notion that examination of one's life is a worthy pursuit. What are the conditions that allow individuals to reflect on one's life more fully? Examining self-reflection from a sociocultural perspective reveals multiple pathways from which self-reflection is encouraged. We hypothesize that broadened attention to environmental stimuli (i.e., ability to pay attention to multiple aspects of the environment) will lead to higher levels of self-reflection. Numerous studies have found that low arousal states (e.g., calm) leads to a capacity for broadened attention to the environment. Furthermore, this link has been shown in East Asian cultures, where there is both a preference for low arousal states and broadened attention to the environment (e.g., adjustment). Indeed, in our study with European Americans and Asian Americans, we found that Asian Americans, who have a preference for low arousal positive states and broadened attention to the environment, also self-report higher levels of self-reflection. Furthermore, both European Americans and Asian Americans who saw images of broadened physical environments

(i.e., gardens that encourage perspective taking) self-reported as being more reflective in such environments, relative to narrowed physical environments (i.e., gardens that encourage focusing on specific stimuli). Our hope is that the current work provides a critical first step toward understanding self-reflection and generates different directions this new area of research might have on other psychological processes. Furthermore, these findings suggest strategies to increase individual self-reflection.

F204

CULTURAL DIFFERENCES IN SPONTANEOUS TRAIT INFERENCES

Jinkyung Na¹, Shinobu Kitayama¹; ¹University of Michigan – Previous research has demonstrated that Americans explain others' behaviors in terms of his/her general disposition. In contrast, this tendency is weaker for East Asians. They focus on contextual information especially when such information becomes salient. However, previous work used explicit methods (e.g. vignette study) so that spontaneous inference has been relatively ignored. Therefore, current work examined cultural differences in implicit attribution by using a STI (spontaneous trait inferences) paradigm. We hypothesized that action is culturally construed as internally motivated in independent cultural contexts whereas responding to social expectations in interdependent cultural contexts. Accordingly, we predicted that Asian Americans would show less amount of spontaneous trait inferences than Caucasian Americans. In the current study, Asian and Caucasian American students were compared. Forty faces of college students were presented with a pair of behaviors which imply a trait in an alleged memory test. The ethnicity of target faces was matched with participants. Later, participant participated in a lexical decision task where they decided whether the target is a word or non-word. Previously presented faces were used as a fixation in the second task. We calculated the interference effect by subtracting response time when a face is paired with the previously implied trait from when a face is paired with an irrelevant trait. As predicted, the interference effect was larger for Caucasian Americans than for Asian Americans suggesting that the former made spontaneous trait inference more than did the latter. Implications for culture and automatic processes are discussed.

F205

LIVING WITH TWO TONGUES: CULTURAL FRAME-SWITCHING, ACCULTURATION, AND MENTAL HEALTH

Angela-MinhTu D. Nguyen¹, Veronica Benet-Martinez²; ¹University of California, Riverside – Previous research has shown that bilinguals can shift between two sets of thoughts and behaviors in response to cultural primes, such as language. This phenomenon is termed cultural frame-switching (Hong, Morris, Chiu, & Benet-Martinez, 2000). Bilinguals may be considered biculturals, and an issue important to the understanding of biculturals is acculturation. However, no study has examined differences in acculturation based on the language in which it is reported. Furthermore, there is little research on the mental health correlates of cultural frame-switching. With a sample of 87 Mexican American Spanish-English bilinguals, we found that bilinguals reported different cultural orientations for the value and identity domains of acculturation when responding in Spanish vs. English. Specifically, bilinguals reported stronger endorsement of Mexican values when reporting in Spanish than in English, and they reported stronger American identification when responding in English than in Spanish. However, no differences were found for the behavioral domain of acculturation. In addition, mental health was correlated with different variables when assessed in Spanish vs. English. That is, in Spanish, mental health was correlated with acculturation, whereas in English, mental health was correlated with Bicultural Identity Integration (Benet-Martinez & Haritatos, 2005). Based on our results, previous research findings regarding mental health should be interpreted with caution for they may be confounded by

language used. Further implications and future research directions are discussed.

F206

CROSS-CULTURAL DIFFERENCES IN TOP-DOWN AND BOTTOM-UP PROCESSING BETWEEN THE US AND JAPAN

Kenji Noguchi¹, Akiko Kamada², Ilan Shrira³, Masatake Ikemi⁴; ¹University of Southern Mississippi, ²Bunkyo University, ³University of Florida, ⁴Nihon University – Previous studies have shown that East Asians seek more information when making attributions and exhibit a weaker correspondence bias than North Americans. Our research conceptualizes cultural differences in terms of a more general tendency of Americans to engage in top-down processing and East Asians to engage in bottom-up processing. In two studies, participants read a scenario describing a target's behavior and then rated the target's personality. For example, one scenario depicted a woman behaving pro-socially toward an acquaintance. Before reading the scenario, however, some trait information was revealed about the woman in order to create an expectation about her personality. The trait information was manipulated so that in some conditions the subsequent behavior was congruent with it (e.g., she is helpful all the time) or incongruent with it (e.g., sometimes she is not helpful). If participants' judgments of the target corresponded to the expectation when incongruent information was presented, this would imply that they processed the information in a top-down manner. In contrast, if their judgments of the target were more similar to the behavioral information in the incongruent condition, this would indicate that they processed the information in a bottom-up, on-line manner. We found that Americans' personality judgments were more strongly affected by the expectations than the Japanese participants' judgments in the incongruent information condition. Thus, our results suggest that Americans used a top-down approach to social perception, whereas the Japanese employed a bottom-up strategy.

F207

LOOKING EAST AND LOOKING WEST: CULTURAL GROUPS DENY HUMANNES TO ONE ANOTHER IN DIFFERENT WAYS

Joon-ha Park¹, Nick Haslam¹; ¹The University of Melbourne, Australia – People can deny humanness to others in a variety of ways (Haslam, 2006), and members of different cultures may do so using different senses of humanness. We examined whether different forms of dehumanization occur implicitly between Westerners and East Asians. Twenty-four Chinese and 30 white Australian students completed an implicit cognition task (GNAT; Nosek & Banaji, 2001) that assessed automatic associations between two ethnic groups ('Asian' and 'White'), two senses of humanness ('human nature' and 'uniquely human'), and two types of non-humans ('animal' and 'robot'). The ethnic target groups were represented by 20 facial images and the humanness and non-human categories by 20 words each, presented in English or Chinese. Each participant was asked to complete eight experimental blocks to assess all associations between the two ethnic groups and the four humanness and non-human categories. They also completed a questionnaire assessing explicit attribution of humanness to the two groups. Supporting the hypotheses, white Australians attributed fewer 'human nature' characteristics (e.g., emotionality, openness) to Asians than to Whites, while Chinese attributed fewer 'uniquely human' characteristics (e.g., refinement, cognitive competence) to Whites than to Asians. Chinese implicitly associated 'uniquely human' traits more with Asians than with Whites, whereas white Australians associated 'human nature' traits more with Whites than with Asians. White Australian participants also associated 'robot' stimuli more with Asians than with Whites. The findings demonstrate that dehumanization processes may vary across cultures, and imply that Asian stereotypes may be associated with an unconscious mechanization by members of other groups.

F208**CHRONIC LEVELS OF COLLECTIVISM AND REACTIONS TO SUPPRESSION OF COLLECTIVISTIC CULTURAL SYMBOLS**

Jina Park¹, Eunok M. Suh²; ¹Florida State University, ²Yonsei University – While there are well-known cultural differences in the extent to which individuals hold collectivist versus individualist orientation, most people fall somewhere between those two extremes. Indeed, individuals seek to maintain an optimal balance between the two (Brewer, 1991) and suffer psychologically and physically when either their collectivist or individualist tendencies are largely suppressed. Thus, suppression of either individualism or collectivism inspires greater display of the suppressed quality. The present study examined whether those with a weak collectivistic identity would enhance collectivism in responses after suppression of collectivism but those with a high collectivist orientation would show decreased collectivism. Low collectivistic individuals in short of collectivistic elements are likely to experience deficit in collectivism after the suppression, and expend complementary effort to reassert collectivism. However, reverse pattern would emerge among high collectivistic individuals in sufficient collectivistic elements. Participants in the suppression condition were asked to avoid thinking about the Korean national flag while completing a free writing task whereas control participants were not given this instruction. Next, participants completed measures designed to measure expression of collectivistic thought – a word-making task in which both high and low collectivist words were possible responses, ratings of esteem towards in-groups and agreement with individualistic description of an ambiguous image. As predicted, low collectivistic participants in the suppression condition tended to make more collectivistic words, report higher esteem towards in-groups, and disagree more with individualistic description of the image than control condition. In contrast, high collectivistic participants in the suppression condition showed less collectivistic reactions.

F209**ARE FRENCH INTERDEPENDENT? REGIONAL VARIATION WITHIN WEST EUROPE**

Hyekyung Park¹, William Maddux², Shinobu Kitayama¹; ¹University of Michigan, ²INSEAD – In the present study, implicit interdependence (vs. independence) of individuals in France was assessed in comparison with comparable samples in other West European countries (Germany and the UK). Although all three countries historically played important roles in the advancement of Western individualism, many socio-ecological factors that are more characteristic of France than of Germany and the UK – including Catholicism, relatively higher temperature, and a relatively stronger reliance on agriculture in economy – point to the possibility that interdependence would be stronger among French than among Germans and British. Consistent with this expectation, as compared to both Germans and British, French showed pronounced tendencies toward (a) less dispositional bias in attribution, (b) holistic (vs. focused) attention, (c) experiencing emotions associated with interdependence (vs. independence), and (d) holding a less expanded symbolic self. These data support the notion that psychological propensities toward independence or interdependence are closely tied to the socio-ecological conditions of a given nation. Directions for future research will be discussed.

F210**CROSS-CULTURAL CONSTRUCTIONS OF SELF: AMERICANS AND MEXICANS**

Nairan Ramirez-Esparza¹, Cindy K. Chung², Gisela Sierra-Otero³, James W. Pennebaker²; ¹University of Washington-ILABS, ²University of Texas at Austin, ³National Autonomous University of Mexico – In this investigation we used a 'spontaneous approach' to define self-schemas within and across cultures. Specifically, dimensions of personality were extracted from open-ended personality descriptions from Americans (n = 560) and Mexicans (n = 496) using the Meaning Extraction Method (MEM). The MEM relies on text analytic tools and

factor analyses to learn about the most salient and chronically activated dimensions of personality that influence individuals' self-defining process. The results showed that there were seven relevant dimensions of personality for Americans and six dimensions for Mexicans. Using qualitative and quantitative analyses it was possible to observe which self-schemas were cross-cultural and which were culture-specific: Schemas common across cultures were Sociability, Values, Hobbies/Daily Activities, and Emotionality. Schemas unique to Americans were Fun, Existentialism, and College Experience. Schemas unique to Mexicans were Relationships and Simpata. Finally, the degree to which people talked about each schema was correlated with scores on the Big Five dimensions of personality. We discuss cross-cultural differences in self-schemas, along with the advantages and limitations of using the MEM in cross-cultural research.

F211**CULTURE AND RELIGION: EFFECTS OF RELIGION PRIMING ON BEHAVIORAL EXPRESSIONS OF CONTROL**

Joni Y. Sasaki¹, Heejung S. Kim¹; ¹University of California at Santa Barbara – Research suggests that religion may help people maintain a sense of control in difficult situations (Pargament, 2002) and especially encourages acceptance and adjustment (i.e., secondary control; Weisz et al., 1984). Yet, the influence of religion on control may be more relevant in European American (EA) cultural contexts, where personal agency or control is more emphasized, compared to Asian American (AA) cultural contexts. The current study examined the impact of culture (EA v. AA) and religion (religion prime v. neutral prime) on behavioral measures of control (i.e., reaction after receiving an earned but unwanted prize). Results showed a significant interaction between culture and religion. That is, EAs were less likely to display verbal and non-verbal signs of dissatisfaction and were more accepting of the situation (indication of secondary control) when primed with religion compared to the control, whereas this effect was not significant for AAs. These findings show that religion may increase the use of secondary control in the situation; however, the effect of religion on control is moderated by the culture of participants. Implications for the theoretical understanding and practical implications of religious coping are discussed.

F212**CROSS-CULTURAL DIFFERENCES IN INTENTIONS TO REGULATE POSITIVE AFFECT**

Lindsay M. Schaefer¹, Joanne V. Wood², Karen Choi²; ¹Queen's University, ²University of Waterloo – This research examined the hypothesis that East Asians intend to dampen their positive feelings more, and savor such feelings less, than Westerners. Immediately following a positive affect induction procedure, Asian-Canadian and European-Canadian participants indicated how happy and how sad they wanted to feel at the moment. Then, to allow for affect regulation to occur, participants wrote about three past personal experiences. Prior to writing about the events, participants indicated how pleasant and unpleasant they considered each event to be, as well as how pleasant and unpleasant they expected to feel after writing about each event. In support of the hypothesis, Asian-Canadians wanted to feel more sad and less happy than did European-Canadians. Also, although all participants chose to write about equally positive events, Asian-Canadians expected to feel more unpleasant and less pleasant after writing about the events than did European-Canadians. However, within-culture comparisons indicated that all participants desired to feel more happy than sad and expected to feel more pleasant than unpleasant. Nevertheless, the difference between Asian-Canadians' desires to feel happy and sad, and their expectancies to feel pleasant and unpleasant, were less than the differences between European-Canadians' desires and expectancies. The present findings suggest that both East Asians and Westerners intend to savor their positive moods more than they intend to dampen them. However, as predicted, this tendency appears to be weaker for East Asians than for Westerners.

F213**VOLUNTARY SETTLEMENT WITHIN CULTURES: INDEPENDENCE AND INTERDEPENDENCE IN GERMAN SETTLERS VS. NATIVE RESIDENTS**

Henrik Singmann¹, A. Timur Sevincer¹, Hyekyung Park², Shinobu Kitayama²; ¹University of Hamburg, ²University of Michigan – Voluntary Settlement Hypothesis (Kitayama, Ishii, Imada, Takemura, & Ramaswamy, 2006) posits that cross-cultural differences in independence and interdependence derive in part from a history of voluntary settlement that fosters independent agency. However, because many sociohistorical factors determine cultures' orientations towards independence or interdependence, it is inherently difficult to investigate whether a culture's orientation toward independence or interdependence is connected to a specific historic fact such as voluntary settlement. One way to test whether voluntary settlement is related to a more independent agency is to examine voluntary settlement within one culture in individuals who share the same sociohistorical background. Following this reasoning, we compared German settlers (i.e., participants who moved to the city of Hamburg) with native residents and found that settlers were more likely than natives to 1) exhibit focused (vs. holistic attention), 2) show an expanded symbolic self, and 3) adhere to values related to personal autonomy (vs. connectedness to others). Results suggest that voluntary settlement coincides with independent agency. We conclude that voluntary settlement is an important process in shaping cultures' orientations towards independence.

F214**CULTURAL DIFFERENCES IN EXPECTING A CORRESPONDENCE IN MAGNITUDE BETWEEN CAUSES AND EFFECTS**

Roy Spina¹, Li-Jun Ji¹, Tiejuan Guo¹; ¹Queen's University – Nisbett and Ross (1980) suggested that people may seek causes that correspond in magnitude with effects. We propose that such a tendency may be weaker for East Asians than North Americans. Why would such differences exist? Choi (2003) found that when explaining an event, East Asians included many more causes than did Americans. When explaining a high-magnitude event, one who includes few causes would more likely need a high-magnitude cause compared with one who includes many causes, because the latter could combine numerous low-magnitude causes. For example, when explaining a major event with only a few weak situational factors, using a weak personality characteristic is not as satisfying as a strong one. Alternatively, when there are many weak situational factors, a weak personality characteristic can suffice. Therefore, we hypothesized that North Americans would expect a stronger correspondence in magnitude between causes and effects than would East Asians. We conducted two studies in which Canadians and Chinese judged the probabilities that various causes had enabled various effects. In the first study, participants viewed pictures of high- or low-magnitude events, i.e. - a basketball player scored either the most or least points. In the second study participants read scenarios, i.e. - a bacterial outbreak caused either many or few deaths. In both studies, participants judged the likelihood that both high- and low-magnitude causes had enabled the event, i.e. - the likelihood that a normal or a treatment-resistant strain of bacteria had caused the deaths. Results from both studies supported our hypothesis.

F215**A CRUCIAL DETERMINANT OF CAUSAL EXPLANATIONS: EFFECTS OF TRANSITIVITY OF PREDICATE IN A QUESTION.**

Sayaka Suga^{1,2}, Minoru Karasawa¹; ¹Nagoya University, ²The Japan Society for the Promotion of Science – Studies on language and social cognition indicate that predicates used in questions affect psychological processes of the answerers, particularly their causal attributions. In the present study, we hypothesized that transitive verbs used in a question could elicit psychological reactance in the answerer and that the lack of causal cues implied by the situation facilitate this effect of transitivity. Ninety-three participants were presented with a scenario describing two persons

who faced inconvenience (e.g., The TV game that the protagonist was playing with suddenly went out of order). The scenario included either a causal cue (e.g., The game machine was 10 years old) or an irrelevant statement (e.g., It happened on Saturday). Participant's task was to make decisions about candidate answers to a question which was framed either in a transitive (Why did you break the machine?) or in an intransitive form (Why did the machine break?). They were asked to rate the likelihood of using each of the three causal explanations (i.e., internal, external, and retort explanations; 7-point scale), taking the protagonist's viewpoint. Results showed that the verb transitivity of the question elicited consistent responses only in retort. Retort was more likely and regarded as reasonable when the question was asked with a transitive verb. Although lack of causal cues did not interact with the transitivity of verbs, both of them independently affected causal explanations. Significant roles of transitivity of a predicate in the questions-answers context, especially in domains such as legal interrogations, are discussed.

F216**THE JAPANESE BONDS FOR THE PARENTS OF YOUNG ADULTS: HOW IMPORTANT IS TO CONNECT WITH THEIR CHILDREN.**

Yoshiyasu Toguchi¹, Osamu Takagi²; ¹Soai University, ²Kansai University – Japanese bond (KIZUNA in Japanese), similar to the concept of attachment, is a culturally unique concept, which has some unconditional nature. One can form Japanese bonds with relatives, close others, friends in community, and colleagues at work, for instance. Based on our previous studies with 1000 young adults, four factors, such as psychological benefit, negativity and instability, precedence of Japanese bond, and natural occurrence have been extracted from the Japanese bond scale that we had created. Our purpose in this study was to apply the questionnaire to those parents of young adults, and see how the Japanese bonds with their children would affect their psychological health (GHQ) and satisfaction degree of their relationships. As a results, factor analyses with the scores from parents (N=800) revealed the same four factors, explained above, meaning young adults and parents of young adults were similar in understanding the concepts of Japanese bonds. Also, the regression analysis with those parents revealed that the satisfactory degree of parent-child relationship was significantly influenced by the psychological benefit factor. To be assured or thankful to have Japanese bonds enhanced the satisfactory degree of relationships between parents and children. Moreover, the same analysis revealed that the negativity and instability factor of Japanese bonds significantly affected the depressive aspect of GHQ. When Japanese bonds with children were either negative or unstable, then the level of depressiveness would increase. Possible explanations of the findings were discussed.

F217**CLIMBING MOUNTAINS IN THE MOUNTAINS: EXAMINING CULTURAL MODELS OF SUCCESS AMONG APPALACHIAN AND RURAL COLLEGE STUDENTS**

Jodi R. Treadway¹, Victoria C. Plaut¹, Jonathan S. Gore²; ¹The University of Georgia, ²Eastern Kentucky University – This study examines cultural models of success among two rarely-studied cultural dimensions: Appalachian vs. non-Appalachian natives, and those from rural vs. non-rural backgrounds. Cultural models of success are conceptions of success, accomplishment, and achievement that are valued and circulated in a given cultural context. We hypothesized that there would be differences in the models of success of participants from Appalachia and/or from rural backgrounds and those not from Appalachia or rural backgrounds. In particular, we hypothesized that Appalachian students' models would contain independence themes, reflecting a perceived choice between obtaining success in the individualistic mainstream culture, and remaining in the collective Appalachian culture. Online questionnaires were completed by 580 students at two public universities in Georgia and Kentucky. Participants were asked to give their definitions of success, which were coded for the most common themes of success for further analysis (e.g.

achieving goals, happiness). Log-linear analysis revealed no associations between each theme and Appalachian and rural backgrounds, indicating no major differences between groups. Despite this homogeneity, however, moderation analyses revealed that the themes had different predictors in different regions. Logistic regression revealed interactions between the success themes and several psychological constructs, including individual/collective self-construal, internal/external locus of control, feelings of agency, attitudes towards authority and traditionalism, and academic self-efficacy. The results suggest that definitions of success, while cross-culturally invariant, were predicted by independence more for Appalachian students than non-Appalachians. This analysis contributes to theorizing in culture and achievement, and has practical implications for developing success-achievement strategies among at-risk cultural minorities.

F218

INTRA-CULTURAL VARIABILITY IN ROLE OF COMMUNITY IN ACHIEVEMENT MOTIVATION: A CASE OF DIFFERENTIAL ITEM FUNCTIONING IN CROSS-CULTURAL SURVEY RESEARCH *Ritu Tripathi¹, Daniel Cervone¹; ¹University of Illinois at Chicago* – Survey research is one of the most frequently used methodological tools in cross-cultural psychology. Survey questionnaires, when used in different cultures, are either translated in local languages, or those in one language are administered to participants who match on language proficiency. In both cases, researchers try to ascertain that the survey items have equivalent meanings for all participants. However, contextual factors within one culture may differentially influence the comprehension of certain items words. We explored this possibility using an online survey administered to corporate professionals from two different cultures: India and America. 114 American and 114 Indian corporate professionals matched on various demographic variables such as socio-economic status, educational and language qualifications, responded to the survey. In the Indian sample, 63 Indians were residing in the United States at the time of the survey, and the remaining in India. We assessed variation in the relative significance of interpersonal domains such as immediate family, extended family, coworkers, and community in the various dimensions in professional achievement such as success-related happiness and pride, failure-related guilt and anxiety, concerns about financial well-being, expectations, competence, over-all welfare. We found significant inter-cultural differences and null intra-cultural differences for all interpersonal categories, except ‘community’. Indians residing in the U.S. rated the community-related items higher than those residing in India. Results are discussed in terms of differential item-functioning in cross-cultural survey research.

F219

CULTURE AND INTERNET ENVIRONMENT: COMPARING THE INFORMATION SEARCH SPEED BETWEEN ASIAN- AND EUROPEAN-CANADIANS *Huaitang Wang¹, Takahiko Masuda¹, Kenichi Ito¹; ¹University of Alberta* – Much research in the field of cultural psychology has shown that people from East Asia and North America differ in their attention, where East Asians are more likely than Westerners to prefer context-rich information to context-impoverished information (Miyamoto, Nisbett, & Masuda, 2006; Masuda, Gonzalez, Kwan, & Nisbett, in press). We hypothesized that such culturally specific patterns of preference also exist in the internet environment. The preliminary study supports this hypothesis (Masuda, Wang, & Ito, 2008). In this study, we further hypothesized that those who are surrounded by complex internet environment (e.g. Chinese) will perform better than those who are surrounded by simple internet environment (e.g. Canadians) when they are asked to identify a target piece of information in the mock internet WebPages. We designed 12 complex mock WebPages and 12 simple mock WebPages. 41 European-Canadians, and 35 Asian-Canadians were asked to identify 4 target objects per each complex mock Webpage; and 43 European-Canadians, and 40 Asian-

Canadians were asked to identify 4 target objects per each simple mock Webpage as fast as they can. The results of their response time showed that: (1) in the complex WebPages, Asian-Canadians perform faster than European-Canadians; (2) in the simple WebPages, we did not find significant difference between two groups. These results provided us a better picture of how people’s information processing differs from culture to culture. (222 words)

F220

SOCIAL INFLUENCES ON DRINKING AMONG JAPANESE COLLEGE STUDENTS *Staci Wendi¹, Cynthia Mohr¹, Mo Wang¹; ¹Portland State University* – Within the Japanese population there is an added emphasis, relative to the U.S., on the development and maintenance of social relationships (Fiske, Markus, Kitiyama, & Nisbett, 1998). Alcohol consumption may be used to facilitate and strengthen these social relationships, as social pressure to consume alcohol with peers is high within the Japanese population (Shimizu, 2000). The current study investigates the role social norms play relative to attitudes and perceived behavior control in predicting drinking among Japanese college students. Sixty Japanese students (average age 23, SD=2.72) participated in a daily diary survey where students answered questions regarding their mood and alcohol consumption each day for 30 days. Participants reported a drinking an average of 2.68 drinks per drinking day. Results from the study showed that social norms were the only significant predictor of drinking in response to negative mood ($\beta = .96, p < .001$), while they did not significantly predict drinking in response to positive mood ($\beta = .42, p = .09$). These results indicate that students feel more pressure to drink when they experience negative mood, compared to when they experience positive mood. This result is not consistent with research from U.S. samples, which shows that students drink more with friends when they experience positive mood. Furthermore, these results indicate that drinking with friends in response to negative mood may be beneficial for the individual. These findings will be discussed in view of the Theory of Planned Behavior (Ajzen, 1991) and coping literature.

F221

CULTURE, THE VALUE OF EXPRESSION, AND PREFERENCE CONSISTENCY *Brooke Wilken¹, Yuri Miyamoto¹, Yukiko Uchida²; ¹University of Wisconsin, Madison, ²Kyoto University, Japan* – Research has shown that we often make choices that we feel represent who we are to people around us (Berger & Heath, 2007). A choice or preference, therefore, can be seen as an extension of the self (Belk, 1988). However, there are cultural differences in the value placed on expressing the self through choice, such that Westerners tend to value using choice or preference for expression more than Easterners do (Kim & Sherman, 2007). Placing such a value on expressing self-identity through one’s preference may lead Americans to be more stable and consistent in their preferences. The current research examines if higher values for expression are driving Americans to remain consistent in their preferences for longer periods of time than Japanese. European Americans and Japanese responded to questions about how long they have been consistent in their preferences for 6 different item domains (e.g., music artists, restaurants). We found that Americans remain consistent in their preferences for longer periods of time than Japanese. Furthermore, this difference in preference consistency was partially mediated by how much one believes in the value of self expression (Value for Expression Questionnaire; Kim & Sherman, 2007). The results imply that expression of the self through preferences may lead an individual to remain consistent for longer in those preferences. Implications for cultural grounding of preferences in relational as well as personal domains will be discussed.

F222

THE CROSS-CULTURAL DIFFERENCES IN IMPLICIT NORMS TOWARDS OLDER PEOPLE *Emiko Yoshida¹, Jennifer M Peach¹, Steven*

J Spencer¹, Mark P Zanna¹; ¹University of Waterloo – In Eastern cultures which are influenced by Confucianism, there are stronger norms about respecting older people (e.g., Sung, 2001) than in Western cultures. In this study, we investigated implicit association between what most people believe and older people, what we call implicit norm, among Asian-Canadians and European-Canadians. We hypothesized that the longer Asian-Canadians lived in Canada, the more negative their implicit norms towards older people would become. In contrast, we hypothesized that implicit attitudes will not be predicted by the length of time spent in Canada. To test these hypotheses, we measured participants' implicit attitudes and cultural norms using the personalized IAT (Olson & Fazio, 2004) and a modified IAT to measure implicit norms that included category labels of most people believe in and most people don't believe in and exemplars freedom, oppression, justice as one category and old and young as category labels and pictures of people as exemplars as the other category. Eighty-five European-Canadian and 151 Asian-Canadian undergraduate students participated in our study. They completed the personalized IAT and the cultural norm IAT along with acculturation measures with each set of measures separated by four days to reduce carryover effects. The results indicated that among Asian-Canadian participants, implicit norms were predicted by the length of time spent in Canada, whereas implicit attitudes were not. These results provide strong support for the discriminant validity of implicit attitudes and norms and suggest that implicit attitudes and norms are shaped in different ways.

F223

MONEY AND HAPPINESS AMIDST POVERTY: A META-ANALYSIS

Ryan Howell¹, Colleen Howell²; ¹San Francisco State University, ²University of California, Riverside – A recent research synthesis integrated the findings from economically developing countries and reported that the average economic status-SWB effect size was strongest among low-income developing economies and for samples that were least educated (Howell & Howell, 2008). To test the robustness of those findings, we perform a meta-analysis using the 1990, 1995, and 2000 waves of data from the World Values Survey (WVS) database. The advantage of the WVS is its standardized methodology – variables are harmonized across all countries – which allows for a clean aggregation of effect sizes by minimizing all sample level confounds. Across the three waves, 127 independent samples representing a total of 170,599 participants were identified. Consistent with results by Howell and Howell, the results from the WVS demonstrate that the overall economic status-SWB relation within developing economies is significantly stronger than the average relation in developed country samples. Meta-regressions of the WVS data demonstrate that the economic status-SWB relation decline with sample-level increases in educational attainment, such that the effect size was strongest for the least-educated samples. In terms of moderators, the economic status-SWB effect size was found to be moderated by the constructs used to measure SWB and economic status. The correlation between income and life satisfaction was stronger than the correlation between income and happiness. Discussion centers on the plausibility of need theory, alternative explanations of results, interpretation of moderators, and directions for future research.

F224

TRUST AND SOCIAL NETWORKS IN THE EAST AND THE WEST

Tasaku Igarashi¹, Yoshihisa Kashima², Emiko S. Kashima³, Tomas Farsides⁴, Uichol Kim⁵, Fritz Strack⁶, Lioba Werth⁷, Masaki Yuki⁸; ¹Osaka University, Japan, ²The University of Melbourne, Australia, ³La Trobe University, Australia, ⁴Sussex University, United Kingdom, ⁵Inha University, Korea, ⁶University of Würzburg, Germany, ⁷Chemnitz University of Technology, Germany, ⁸Hokkaido University, Japan – The present study examined the effects of generalized trust (a standard estimate of the trustworthiness of the average person) and relationism (emotional connectedness of oneself with others) on social network characteristics. Specifically we examined

network homogeneity and network closure in three Western (Australia, the United Kingdom, and Germany) and two East Asian (Japan and Korea) countries. People with high generalized trust tend to be quick in the perception of value similarity of others, suggesting that they may form more homogeneous networks. Likewise, according to the balance theory, generalized trust may also be positively associated with network closure. In terms of relationism, people with high emotional connectedness may seek others to obtain secure and stable relationships, having more homogenous networks consequently. However, relational connectedness is based on dyadic relationships and may not be linked with network closure. These questions were investigated across the five countries. Overall, there was significant cultural consistency and variability in the role of generalized trust and relationism on social network processes. In East Asian countries, only relationism was a significant predictor of network homogeneity, although Koreans were more relational than Japanese. In Australia and the UK, relationism increased network homogeneity when generalized trust was high, whereas in Germany, generalized trust was the only significant predictor of network homogeneity. Generalized trust was positively related to network closure across the five countries, implying the universality of the mutual reinforcement relationship between generalized trust and resource exchange in social networks.

F225

CULTURE AND SELF-REPORTED SOCIAL ANXIETY AND TAIJINKYOFUSHO: THE ROLE OF SELF-CONSTRUAL ATTITUDES AND CONTEXT SENSITIVITY IN JAPAN AND THE UNITED STATES

Vinai Norasakkunkit¹, Yukiko Uchida², Shinobu Kitayama³; ¹Minnesota State University - Mankato, ²Kyoto University, ³University of Michigan - Ann Arbor – In trying to explain why East Asians have consistently scored higher on self-reported social anxiety relative to European-Americans, previous studies have examined the role that self-construal variables and context sensitivity have played in understanding these cultural differences. The current study attempted to synthesize these findings into one study to examine the role of self-construal and context sensitivity in self-reported social anxiety among 585 U.S. participants and 151 Japanese participants who were asked to complete two measures of self-focused social anxiety and one measure of a more other-focused social anxiety (taijinkyofusho) that is more prevalent in Japan. Additionally, participants were asked to complete a self-construal scale as well as a test of context sensitivity. Upon statistically isolating relevant variables as predictors of the three anxiety measures, results suggested that: 1) general context sensitivity was associated with social dysfunction for U.S. participants but not for Japanese participants; 2) independent self-construal, and not interdependent self-construal, emerged as a reliable predictor of self-reported social anxiety of the kind that involves the excessive concern about the self, while 3) interdependent self-construal played a relatively more important role in a Japanese manifestation of social anxiety that involves the excessive concern for others. Implications for how particular social anxiety measures may be construing emotional distress in culturally patterned ways was discussed.

F226

ENVY FROM THE PERSPECTIVE OF THE ENVIABLE: A CROSS-CULTURAL PERSPECTIVE

W. Gerrod Parrott¹, Patricia M. Rodriguez Mosquera²; ¹Georgetown University, ²Wesleyan University – Envy's power and reach are not contained within a single person; they extend socially to the person who is the target of the envy. The goal of our research was to examine envy from the perspective of the person being envied: Is being envied pleasant or unpleasant? Is it desirable or undesirable? How can others' envy be coped with? And how does the experience of being envied vary across cultural contexts? We investigated these questions in two cross-cultural studies involving 470 participants from Spain and the United States. One study solicited recollections of personal experiences of

being envied. The second study examined reactions to being superior to a close friend as a function of the (manipulated) presence or absence of competition, as well as the effects of individual differences in individualism, collectivism, and beliefs about success. Both studies found strong ambivalence about being the target of another person's envy. Negative aspects included guilt about harming the friend's well-being (especially in the non-competitive situation) and worry about losing friendship and attracting hostility. Positive aspects included increased status and self-confidence. These positive aspects, as well as fear of others' ill-will, were facilitated by vertical individualism, by concern for reputation, and by belief that status is a zero-sum commodity, all of which were more pronounced in American than in Spanish participants and were associated with more conciliatory styles of coping. These findings demonstrate interpersonal effects of envy on relationships and self-identity that are modified by culture.

F227**WHAT DOES IT MEAN TO LOVE YOUR COUNTRY? A CULTURAL PSYCHOLOGY ANALYSIS OF NATIONAL IDENTIFICATION**

Nia L. Phillips¹, Glenn Adams¹, Vanessa A. Edkins²; ¹University of Kansas, ²Florida Institute of Technology – Common understandings of national identity associate it with patriotism, nationalism, flag display, militarism, and opposition to ideas of world citizenship. In contrast, a cultural psychology (CP) perspective suggests that experience of national identity can vary with the particular affordances present in different cultural worlds. Evidence for this perspective comes from 2 studies that examined the construction and meaning of national identity among participants in and around Toronto (Canada) and Kansas City (USA). In Study 1, we interviewed people on the street regarding their experience of national identity. Results revealed hypothesized differences in meaning of national identity such that associations of national identity with both (a) patriotism and (b) positive emotion when viewing the national flag were stronger in responses of Kansas City participants than Toronto participants. In Study 2, students from the University of Kansas (KU) and University of Toronto (UT) completed surveys assessing national identity, patriotism, nationalism, and attitudes towards international issues. Results again revealed hypothesized differences in meaning such that the common understanding of national identity – reflected in positive correlations with patriotism, nationalism, war attitudes and opposition to world community – was more evident among KU participants than among UT participants. Together, these studies suggest that the structure of national identity (e.g., its relationship to militaristic nationalism) is not an inherent property of human mind, but instead reflects particular, socially constructed affordances present in different national contexts.

Poster Session G

G1

FEELING IT: HAPTIC PRIMING EFFECTS IN IMPRESSION FORMATION

Joshua Ackerman¹, Christopher Nocera², John Bargh¹; ¹Yale University, ²Harvard University – Research on priming effects has typically focused on activating concepts or goals outside of conscious awareness through exposure to words, images or actions. Actual physical experiences with objects may also act as primes insofar as they map onto psychological constructs (e.g., through metaphors). Building off work on metaphor priming, we investigate the role of incidental haptic cues – referring to the sensory experience of touch – in impression formation. In several studies, we show that experiences with different degrees of weight, texture and pressure, although ostensibly irrelevant to the focal task and absent any direct semantic relationship with the measures, influence judgments people make about others. For instance, participants who evaluated a job candidate while holding a heavy clipboard, relative to a light one, judged that candidate to be a stronger applicant and more serious about obtaining the job. Participants in another study evaluated a social interaction between two people as more argumentative and competitive after completing a puzzle task featuring pieces with a rough texture compared to pieces with a smooth texture. Such effects are consistent with the metaphoric association of heaviness with importance and roughness with difficulty. We discuss the role of haptic experiences in influencing impressions in everyday life, and consider the developmental process through which metaphors might be constructed on the basis of early physical experience.

G2

TIME AND MORAL JUDGMENT: TEMPORAL DISTANCE INCREASES MORAL BLAME AND PRAISE

Jens Agerström¹, Fredrik Bjrklund¹; ¹Lund University – The present research shows that temporal distance influences moral judgment. Prior research has found that temporally distant behaviors are attributed to more abstract dispositional causes relative to concrete situational causes than temporally near behaviors. Because immoral behavior is increasingly blamed and moral behavior is increasingly praised when it is perceived to be dispositionally caused, it was predicted that people should react more negatively to others' moral infractions and more positively to others' altruistic acts when these are temporally remote as compared to proximal. In a series of experiments, participants were presented with various scenarios in which the protagonist had either acted immorally or altruistically, and were then asked to evaluate the moral status of the protagonist's actions. Temporal distance was manipulated on a between subject basis so that the same actions were presented in either a near future or a distant future time frame. As predicted, people attributed greater moral blame to others' distant future moral infractions than near future moral infractions. Similarly, moral exemplars received more praise with greater temporal distance. The results also showed that participants attributed distant vs. near future morally questionable behavior to more dispositional relative to situational causes, and that this attribution bias was partially responsible for the temporal distance effect on moral blame. It was concluded that moral judgments are sensitive to temporal context and that people may think they will be less tolerant of others' distant future misdeeds than what will eventually turn out to be the case when the future becomes now.

G3

RESOLVING LOCAL-GLOBAL CONFLICTS WHERE CHOICE FREQUENCY AND VALUE ARE RELATED: THE EFFECT OF CONSTRUAL LEVEL AND PSYCHOLOGICAL DISTANCE

Rotem Alony¹, Nira Liberman¹; ¹Tel-Aviv University, Israel – People often fail to see how choosing a locally inferior option repeatedly may increase this option's value and consequently their global gain. For example, they refrain from learning new skills (e.g., touch-typing) because of the initial costs, while underweighting the diminishment of costs due to practice and long-term benefits. According to Construal Level Theory (Trope & Liberman, 2003) psychological distance induces a higher level of construal, which, in turn, involves construing situations in more global terms. We predict that either high construal level or psychological distancing would promote resolving such local-global conflicts in favor of the option that is associated with the global perspective. We used a paradigm (Herrstein et al., 1993) in which participants repeatedly choose between two coin hoppers, A and B. The return from A is N, when N is the amount of A presses in the previous 5 trials. The return from B is N+3. Hence, on each trial B earns more than A, but overall, frequent A choices give a higher return. We hypothesized that higher-level construal and psychological distancing would enhance A choices and produce higher returns. Psychological distance was manipulated as hypotheticality (participants played a simulation, believing that they have either a high or a low chance to play the actual game). Construal level was manipulated by segmenting the choice sequence to big or small chunks. As predicted, we found higher rates of global choices and higher returns in the more distant condition and in the higher construal level condition.

G4

RELATIVE IMPORTANCE OF FACIAL AND BODY EXPRESSIONS IN DETERMINING ACTION INTENTIONS AND EMOTION

Betsy App¹, Catherine L. Reed^{1,2}, Daniel N. McIntosh¹; ¹University of Denver, ²Claremont McKenna College – Research has emphasized the importance of facial expressions of emotion when making emotion judgments. However, recent work demonstrates that emotion information conveyed by body configurations also influence judgments. This study investigated the extent to which facial expressions and body expressions of emotions interact and influence perceptions of perceived actions and emotions. This study had two parts in which participants viewed static compound images of faces (angry or fearful) on bodies (angry or fearful) paired so they were either emotionally congruent or incongruent. In part 1, participants viewed images and indicated whether each image appeared about to move toward or away from them. Participants categorized congruent stimuli more quickly than incongruent stimuli ($p < .001$). In incongruent conditions, stimuli with angry bodies were more likely to be perceived as moving forward than fear bodies and those with fear bodies were more likely to be perceived as moving away ($p < .001$). In part 2, participants viewed the same stimuli but determined to what extent they exhibited a particular emotion. In contrast to part 1, faces tended to influence emotion judgments more than bodies but bodies moderated the degree to which the face emotion was endorsed ($p < .01$). Thus, the type of judgment required influenced the relative contributions from the face and body expressions. These findings highlight the importance of considering whole-body expressions as a source of information about not only subjective emotional state but also action intentions.

G5
STATUS QUO CHANGE: BIAS DIFFERENCES BETWEEN PRO AND CON POSITIONS Emma Bck¹, Peter Esaiasson², Mikael Gilljam², Torun Lindholm¹; ¹Stockholm University, ²Gothenburg University – The default ideological position is status quo maintaining (Skitka et al. 2002), and people typically perceive more self-interest in arguments undermining rather than maintaining the status quo (O'Brien & Crandall, 2005). However, it is not known how people who are pro a status quo change perceive those who disagree as compared to those who agree with themselves. In three studies the current research explored how individuals who were pro and con a status quo change on a controversial issue (e.g., gays couples' right to child adoption, prohibition of religious symbols in schools) perceived the externality and rationality of preferences among those who agreed and disagreed with their own preference (Kenworthy & Miller, 2002). In all three studies, individuals who were pro- as compared to con a status quo change showed more bias, that is perceived more externality and less rationality behind the preferences of those disagreeing rather than agreeing with themselves. Individuals pro status quo change were more biased when a decision on the target issue was made that concorded rather than discorded with their own preference, whereas those against a change showed more bias with a discordant decision outcome. Because status quo is the default position, people who challenge it expose themselves to a risk, possibly inducing feelings of threat, which should increase biases (Stephan et al., 2002). A concordant decision outcome in this situation may have a validating function, boosting self-enhancement and increase biases (Tajfel & Turner, 1986).

G6
IDEALIZING FUTURE OUTCOMES OR PROCESSES BROADENS FOCUS OF ATTENTION Heather Barry¹, Gabriele Oettingen^{1,2}; ¹New York University, ²University of Hamburg – Positive fantasies about the future (experiencing one's thoughts and mental images about the future positively) harm achievement by presenting a motivational burden: They tempt one to mentally enjoy a desired future, yet conceal the need to take action to reach it. Previous correlational research found that positive fantasies predict poor achievement in several domains (Oettingen & Mayer, 2002), and that this was true whether such fantasies referred to an idealized future outcome or to an idealized process of reaching this outcome. However, other research suggests that positive fantasies may also have beneficial effects: positive emotions broaden the scope of attention (Fredrickson, 1998) and enhance performance on tasks requiring creativity. Thus, in the present research, we investigate the effects of positive and negative fantasies on a word-creation task where a broader scope of attention will benefit performance. We further vary whether the fantasies concern outcomes or processes, since the experimental design of the present research allows for a stronger test of the idea that fantasies about either aspect may be experienced as positive or negative, and only the valence will relate to performance. We show that positive fantasies can benefit performance on tasks requiring creativity, and that this is true because positive fantasies broaden the focus of attention. Further, positive fantasies seem to broaden attentional focus whether they idealize future outcomes or processes.

G7
I THINK I LOOK GOOD!: PERCEPTIONS OF A WOMAN WHO VIOLATES THE NORM TO FAT TALK AS A FUNCTION OF HER BODY WEIGHT Doris Bazzini¹, Amy Barwick¹, Denise Martz¹, Courtney Rocheleau¹; ¹Appalachian State University – Fat talk, a term describing the self-disparaging dialog that occurs between some women about weight, has received increasing attention in recent years. Although previous studies have examined how women who engage in positive or negative body talk are perceived by others, few studies have examined whether these evaluations are moderated by the weight of the target. The study was a 2 (Target Body Type) X 2 (Target Presentational Style) between-

subjects factorial design. Eighty-nine college-aged participants (63 females and 26 males) read a scenario involving a group of women engaging in negative body talk. They were then shown a photograph of the target woman who was either overweight or average weight and who either responded to the women with self-disparaging body talk (fat talk) or positive body talk. Results demonstrated that although fat talk was considered more normative and typical than positive body talk, the body type of the target did not moderate these perceptions, with the exception that males thought it to be more surprising for an overweight woman to engage in positive talk than an average weight woman. Interestingly, both men and women found the target to possess more positive personality traits (e.g., to be more mature, outgoing and responsible) when she engaged in positive body talk rather than fat talk, despite recognizing that this behavior was in violation of what is considered normative. However, perceptions of likeability of the target did not vary by either body type or body presentational style for male or female participants.

G8
PERSONALITY JUDGMENT AT ZERO ACQUAINTANCE: DOES AGE MATTER? Andrew Beer¹, David Watson²; ¹University of South Carolina Upstate, ²University of Iowa – The Big Five personality traits tend to show good self-other agreement in well acquainted samples. However, agreement correlations among unacquainted individuals typically are significantly lower by comparison. This research attempted to address several questions regarding self-other agreement in personality judgment at zero acquaintance. First, is there any evidence that age or experience might moderate judgmental accuracy? Typically, stranger perception studies have been conducted using college student populations. Second, are participants better at judging individuals from within their own approximate age group? Usually, studies of personality perception at zero acquaintance have utilized participants in the same general peer group. In an effort to address these questions, we gathered a sample of 191 newly married couples (Mean Age = 32.1 years). Our participants judged still photographs of individuals from a sample of college students as well as photographs of individuals from another newlywed sample that was much more similar to them in terms of age and other demographic characteristics. The data suggest that individuals do not improve in their ability to judge personality with age. In fact, the trend is opposite: when compared with previous studies involving college student populations, the participants in this sample generated lower self-other agreement correlations when judging still photographs from the same target population. There was also no evidence that people are better able to judge personality within their own age group versus another. Finally, replicating previous findings, judges were most accurate when rating extraversion from the photographs.

G9
EFFECTS OF FAIRNESS AND LOYALTY NORMS ON PREFERRED TRAITS IN EMPLOYEE CANDIDATES Fredrik Bjrklund¹, Martin Bckstrm¹; ¹Lund University – What role does the organization's recruitment policy play for the selection of interview questions and the selection of potential employees? Two experimental studies showed an effect of emphasizing different norms in the recruitment policy on the choice of interview questions and on the preferred traits of potential candidates. Loyalty towards the ingroup (that the employee should fit in) vs. fairness (that everybody should be treated equally) was manipulated by describing the recruitment policy differently. Participants were students playing the role of employment recruiters. They were given an employment ad, describing a fictive company and its recruitment policy. In the loyalty-policy condition recruiters had a stronger relative preference for interview questions that were related to social competence (e.g. friendliness, gregariousness, empathy) rather than competence for the actual work task (e.g. education, experience and talent) as compared to recruiters in the fairness-policy condition. Results regarding

descriptions of the ideal employee were in the same direction: Recruiters under a loyalty policy primarily pictured socially competent employees, whereas recruiters under a fairness policy primarily pictured employees that were competent at relevant tasks. Assuming that it is more difficult to make valid judgments of information regarding social competence than task-related competence, there should be more room for stereotyping and ingroup bias in these judgments, which may in turn lead to discrimination.

G10

BELIEF IN A JUST WORLD MODERATES THE EFFECT OF PRIMING JUSTICE-RELATED VALUES ON VICTIM BLAME

Kevin Blankenship¹, Ronald Ugglá²; ¹Iowa State University, ²Fresno State University—The present research hypothesized that priming justice-related values may have opposite effects on victim blame, depending upon the extent to which people believe in a just world. Specifically, people high in just-world beliefs (JWBs) may blame the victim more when primed with justice-related values rather than not primed. Alternatively, people low in JWBs should show a lower level of victim derogation when primed with justice-related values rather than not. Eighty-two students participated in a 2 (Prime: justice values vs. control) X JWB (continuous; Lipkus, 1991) between-participants design. Half of participants were supraliminally presented values consistent with justice (e.g., justice, entitlement, equality), and half were not. Participants then read a scenario about Tom, a student who was laid off from work. After reading the scenario, participants rated how responsible for and deserving of the layoff Tom was (i.e., a measure of blame). The predicted interaction between participants' JWBs and the Prime was significant, [$b = .08, t(78) = 2.74, p = .008$], with the priming manipulation moderating the influence of participants' JWBs on victim blame. Specifically, at one standard deviation above the mean of JWB scores, participants blamed Tom for being laid off more in the prime than the control condition. However, at one standard deviation below the mean of JWB scores, participants blamed Tom less in the prime than the control condition. These results provide initial evidence that priming values related to justice may activate different concepts associated with justice for different people, depending on their JWBs.

G11

R.E.S.P.E.C.T! FINDING OUT WHAT IT MEANS TO ME: A NARRATIVE ANALYSIS

Sarai Blincoe¹, Monica J. Harris¹; ¹University of Kentucky—We care intensely about being respected, and we particularly resent being disrespected. However, despite being a uniquely interpersonal and thus social psychological phenomenon, very little empirical research has explored this construct. In the present study, 517 undergraduates described an experience of being respected or disrespected by another person. The narratives were content coded with LIWC software and rated by naive judges on a number of theoretically relevant dimensions. Narratives differed significantly with regard to the narrators' accounts of their relationship to the individual giving them respect or disrespect, with the most common category concerning peer interactions (44%). Interestingly, when significant others were portrayed in a narrative, they were more likely to appear in a disrespect narrative (73%) than a respect narrative, indicating that for intimate relationships—where respectful treatment is expected—disrespectful incidents are especially salient. Somewhat surprisingly, when authority figures were written about, it was more often in the context of showing respect (64%) than disrespect, suggesting that respect is particularly meaningful when granted by someone of higher status. Participants expressed more anger than sadness or hurt feelings over being disrespected, but females were more likely than males to report hurt feelings. Confrontation was the most common response to disrespect (36%), followed by ignoring the disrespectful act or person (32%). Females described more behavioral disrespect (e.g. physical confrontation); males reported more verbal disrespect (e.g. degrading language). This study thus serves as a

descriptive starting point for a careful empirical investigation of the popular understanding of respect.

G12

COMPLEXITY AND UNCONSCIOUS THOUGHT - TO GO WHERE CONSCIOUS THOUGHT HAS NOT GONE BEFORE

Maarten W. Bos¹, Ap Dijksterhuis¹; ¹Radboud University of Nijmegen - Behavioural Science Institute—Previous studies showed that unconscious thought improves the quality of decisions. Unconscious thought actually leads to better decisions than conscious thought when the decision problem is complex. The question we addressed in our research is whether unconscious thought still improves decisions for situations that even more complex – indeed situations where conscious thought is generally known to break down. In two experiments, we provided participants with an extremely complex decision problem. In the first experiment, participants were given a large amount of information about 6 houses. In the other experiment, participants were given information about 5 decision problems at the same time. Some participants were given time to consciously think, whereas others were distracted and engaged in unconscious thought. In the first experiment, participants chose a house and estimated the price of each house. In the second experiment, participants made a choice in all 5 decision problems. In both experiments, we showed that conscious thinkers performed poorly, whereas unconscious thinkers did still reasonably well, even though participants did not express much confidence in their judgments.

G13

INHIBITORY ACTION OF REGULATORY FUNCTIONS ON EXTERNALIZING PROBLEM BEHAVIORS: FOCUSING ON THE DISTINCTIVENESS OF COGNITIVE AND TEMPERAMENT/PERSONALITY CONCEPTS

Hiroyuki Yoshizawa¹, Takuya Yoshida², Chiika Harada², Makoto Nakajima², Koji Tsuchiya²; ¹Faculty of Education, Gifu Shoto Gakuen University, ²Graduate School of Education and Human Development, Nagoya University—Previous research has developed several cognitive and temperament/personality models to explain inhibitory control deficits in externalizing problem behaviors (e.g., eating disorder, impulse buying and antisocial behavior). The authors adopted the idea that the conceptual nervous system (CNS; Klein & Taylor, 1994) can be used to relate brain and externalizing problem behavior. A neuropsychological test and personality inventories were administered to validate the distinctive impacts of two regulatory functions, each based on cognitive and personality concepts in CNS, on externalizing problem behaviors. Data were collected from 78 undergraduates in Japan. A neuropsychological executive function was assessed by the Wisconsin Card Sorting Test (WCST) F-S version 2.0. WCST mainly measures the abilities to conceptualize abstract categories, to apply detected concepts, and to shift a cognitive set in line with changing contingencies. Self-regulatory functions based on personality concepts were composed of Behavioral Inhibition / Approach System, Effortful Control, Regulatory Focus, Locomotion and Assessment, and Social Self-regulation. Externalizing problem behaviors were assessed by Buying Impulsiveness Scale, Eating Attitude Test and Eating Disorder Inventory, and the past experience of antisocial behaviors. As hypothesized, multiple regression analyses showed the negative effects of WCST indices only on eating disorder, whereas inhibitory functions of self-regulation (e.g., behavioral inhibition, attention regulation and patience) were negatively related to almost all the indices of problem behaviors. These results suggest that inhibitory control deficits in externalizing problem behaviors are distinctively rooted in cognitive and personality concepts.

G14

PRINCIPLED MORAL RELATIVISM

Emma E. Buchtel¹, Ara Norenzayan¹; ¹University of British Columbia—How do we evaluate cultural practices that violate our own moral norms? We presented Canadian participants with descriptions of diverse behaviors, assessing

whether endorsement of behavior by a cultural group induced more lenient judgments. Paired scenarios describing the same behavior differed on whether the behavior was culturally endorsed (e.g. using whipping as punishment on a whim, vs. because it was a common cultural practice) or on the spatio-temporal distance of the cultural group (e.g. a local group of cannibals vs. foreign cannibals). Participants rated the moral acceptability of the behavior and additional judgments, and completed a Cultural-Moral Relativism scale. Replicating Kelly et al. (2007), we found that participants reliably differentiated between the paired scenarios, rating more distant and more culturally endorsed behaviors as more morally acceptable. However, we also found that the same principles were used to judge behavior in all scenarios: ratings of harm, disgust, and injustice highly predicted moral acceptability, even when the scenario took place in a distant culture. Finally, while participants with higher Cultural-Moral Relativism scores were more lenient towards all culturally-endorsed behaviors, Cultural-Moral Relativism did not explain the difference between distant vs. close cultures. The study suggests that even while making culturally relativistic judgments of the moral status of behavior, we continue to use our assessments of harm, fairness, and disgustingness to make these moral judgments. Further, differentiation in moral judgments of close versus distant cultures-- though reliably found-- may not have its roots in explicit cultural-moral relativism.

G15
FUNCTIONAL OR FANTASY? EXAMINING THE IMPLICATIONS OF SUBJECTIVE TEMPORAL PERSPECTIVE TRAJECTORIES FOR LIFE SATISFACTION

Michael A. Busseri¹, Becky L. Choma¹, Stan W. Sadava¹; ¹Brock University – When people rate their past, present, and anticipated future well-being, the past is typically judged less positively than the present, and the present is usually rated less positively than the anticipated future (e.g., Ryff, 1991). Little is known, however, concerning the implications of viewing one's life to be on an upward trajectory. Theory and research support opposing predictions: An upward subjective trajectory may be a motivating and ego-protective form of self-enhancement, associated with planfulness and persistence (Shmotkin, 2005), or, alternatively, it could reflect fantasizing and defensive denial, accompanied by neglectful behavior and complacency (Oettingen et al., 2001). The present work explored these opposing possibilities in a longitudinal study of 573 young community adults (Mage = 26 years at baseline; 59% female). We assessed past, present, and anticipated future life satisfaction at two time points separated by five years. Latent growth curve modeling, an extension of structural equation modeling, was used to examine individual differences in subjective trajectories for life satisfaction in relation to mental, physical, and interpersonal functioning (e.g., depression, physical symptoms, social support). Upward trajectories were normative and showed moderate consistency over time. However, steeper upward trajectories were associated with greater overestimation of future life satisfaction and were linked with less positive mental, physical, and interpersonal functioning in cross-sectional and longitudinal models. Therefore, rather than representing a realistic, adaptive form of self-enhancement, upward subjective trajectories for life satisfaction appeared to be a type of fantasizing and wishful thinking, associated with distress and dysfunction at present and over time.

G16
ACTION-HESITANCY MODEL: PRELIMINARY EVIDENCE

Zeljka Buturovic¹; ¹Columbia University – The action-hesitancy model is a novel decision-making theory, which aims to give a comprehensive explanation both for some empirical findings in conventional decision-making literature as well as somewhat neglected decision-making phenomena (such as Milgram's experiments) from a broader psychological literature. According to the action-hesitancy model, people strive to make obvious decisions and act without hesitation. When hesitant, they seek new

information in order to transform the appraisal of their situation in such a way as to make the course of action obvious. Contrary to the idea that decision-making is, in essence, a cost-benefit analysis with a few psychological twists, according to this view decision-making is a failure of cognitive-affective process that normally produce action. Cost-benefit analysis is just one of many ways in which agents deal with this failure. One of the implications of the action-hesitancy model is that people will be more likely to follow through decisions that they experienced as obvious. Here I report on three novel experiments that test this implication of the action-hesitancy model. In each of these experiments, I attempted to manipulate subjective feelings of obviousness when making a decision, while keeping the choice itself constant. I accomplished this on three different choice-sets by introducing irrelevant (asymmetrically dominated) alternatives into the choice set. As a result, though subjects' choices remained the same between experimental conditions, there emerged a significant difference in subjects' judgments of obviousness, their reported willingness to actually act on the decisions they made, and their valuing of the non-chosen alternative.

G17
DIFFERENTIAL META-ACCURACY: PEOPLE ARE AWARE OF THE RELATIVE IMPRESSIONS THEY MAKE ON OTHERS

Erika Carlson¹, R. Michael Furr²; ¹Washington University in St. Louis, ²Wake Forest University – A great deal of research suggests that people cannot accurately perceive the relative impressions they create in others (Kenny & DePaulo, 1993), but the current research implements a novel contextually-differentiated design that changes this seemingly well-established finding. Specifically, we assess participants' meta-accuracy for people from different contexts of their real lives (i.e., parents, hometown and college friends). This design is based upon the logic that: a) people tend to behave differently across different social contexts, b) interaction partners from different social contexts witness these differing behaviors and form differing impressions of a target which provides a strong signal for targets to perceive, and c) metaperceptions should be differentiated across differing contexts because the contextual information (i.e., a target's behavior or partners' feedback) is relatively differentiated. In the current study, target participants provided contact information and metaperceptions of the Big Five for up to six informants (two per context). Informants received an invitation to participate that included a unique identifying number and a link to the online personality measure describing the target. As predicted, impression differentiation and metaperception differentiation were greater across contexts than within contexts, suggesting that the contextually-differentiated approach: a) provided a strong signal for targets to detect, and b) targets were aware that they created different impressions. More importantly, multi-level modeling showed strong, positive effects of differential meta-accuracy for all Big Five traits. Altogether, our findings suggest that when given meaningful variability in impressions to detect, people can indeed detect the relative impressions they make on others.

G18
COLLEGE STUDENTS FAVOR THOSE WHO DRINK HEAVILY YET DISLIKE THOSE WHO ARE SEXUALLY PROMISCUOUS

Adam D Carton¹, Kristine M Kelly², Eugene W Mathes²; ¹Georgia State University, ²Western Illinois University – We examined whether risky drinking and sexual behavior is maintained by a prescriptive norm whereby students who do not conform are punished with social rejection. A sample of 48 college students was given nine questionnaires purportedly filled out by other college students. These bogus questionnaires were created by crossing three levels of alcohol consumption (abstinence, moderate use, and abuse) with three levels of sexual activity (sexual abstinence, sexually active but not promiscuous, and promiscuous). Participants reviewed each questionnaire and rated the extent to which they liked and wanted to be friends with the target person. Results

indicated that students liked targets who drank heavily more than those who abstained ($p < .05$). Targets who were promiscuous were disliked more than those who were sexually abstinent ($p < .05$). A significant gender \times promiscuity interaction was found whereby female students tended to enforce abstinence while male students tended to enforce promiscuous behavior, which is accordant with a double standard with respect to gender and sexual behavior. These findings suggest that students appear to punish their peers with dislike and rejection when they abstain from drinking and when they are highly promiscuous. Data also imply that college students may engage in risky alcohol-related behavior because it promotes their social inclusion. However, with respect to sexual behavior, this process may not be as clear-cut as data suggest that those who are highly promiscuous will be liked less than those who abstain.

G19

THE PERFORMANCE-ENHANCING FAUX PAS: ON THE RELATIONSHIP BETWEEN PRATFALLS AND INTERPERSONAL PERFORMANCE OUTCOMES Mario P. Casa de Calvo¹, Flavia A. Pitman², James V. Pitman²; ¹Texas A&M University-Kingsville, ²Boise State University – The pratfall effect is a phenomenon by which an admirable person becomes more interpersonally attractive upon committing a blunder (e.g., Aronson, Willerman, & Floyd, 1966). Previous research implies that pratfalls humanize admirable individuals and make them more relatable, thereby eroding the facade of perceived perfection (e.g., Jones, 1987). However, research has not explicitly examined the manner in which pratfalls influence interpersonal performance outcomes. The current study utilized a simulated interview paradigm (Casa de Calvo & Reich, 2007) in which interviewer pratfall was manipulated via two separate conditions (i.e., pratfall vs. control). Specifically, an interviewer (i.e., confederate) conducted all interview sessions in an evenhanded manner (i.e., asked neutral questions), and dressed in professional attire to engender applicant perceptions of the interviewer as an admirable individual. In the pratfall condition, the interviewer dropped a stack of papers at the beginning of the interview session. In the control condition, the interview proceeded without incident. Measured variables included applicants' levels of fondness for the interviewer, applicants' relaxation levels during the interview, and quality of applicants' interview performances. Results indicated that the interviewer pratfall condition predicted higher levels of applicant fondness for the interviewer, applicant relaxation during the interview, and interview performance. Additionally, applicants' levels of fondness for the interviewer and applicants' relaxation levels positively predicted applicant interview performance in the pratfall condition, but not in the control condition. The current study extends pratfall research into an interpersonal performance domain by illustrating that pratfalls can be associated with more positive perceiver performance outcomes.

G20

ACCURATE PERSONALITY PERCEPTION: EXAMINING THE RELATIONSHIP WITH GENDER Meanne Chan¹, Jeremy C. Biesanz¹; ¹University of British Columbia – Gender has been shown to play a role in interpersonal accuracy. Previous research has demonstrated that females tend to be better than males at certain interpersonal perception tasks (Hall, 1979, 1984). However, the exact conditions under which the effect of gender applies need to be further investigated. These two studies sought to further understand the role of gender by examining its relationship with the different components of accuracy (Cronbach, 1955). Study 1 involves two different interpersonal perceptual tasks. We investigated how the gender of judges and targets was related to accurate personality perception. Participants first engaged in a round-robin design, in which groups of participants interacted with one another and assessed each others' personality. Subsequently, all participants watched and rated the same 7 targets in 5-minute video clips. Accuracy was assessed by comparing impressions against target self-reports on the same dimensions and separated into two components: stereotype

(normative) accuracy and differential accuracy. Results were consistent with previous research findings in that females were more accurate in personality perception. However, males and females only differed significantly in their levels of stereotype accuracy, but not differential accuracy. In a second study involving a round-robin design, these findings were replicated. This indicates that females consistently display higher levels of stereotype accuracy but not differential accuracy when perceiving others' personality. Gender is involved in a specific component of accuracy, stereotype accuracy, but does not appear to play a role in other components within natural first impression interactions.

G21

WHY DO CONSERVATIVES SUPPORT THE IRAQ WAR?: THE MEDIATING ROLE OF MORAL ORIENTATIONS. H. Lyssette Chavez¹, Markus Kemmelmeier¹; ¹University of Nevada, Reno – Arguably, war is a moral issue. Whether someone agrees or disagrees with their country going to war is at least based on the moral beliefs he or she holds. There are many moral reasons for going to war (e.g., to defend the nation's honor, to prevent the spread of terrorism) as well as for staying out of it (e.g., to protect world peace, to prevent the deaths of innocent civilians). In this research we examined why American conservatives have tended to support the Iraq war more than American liberals have. Based on Haidt and Graham's (2007) five psychological foundations of morality, we predicted that political orientation is related to different moral orientations, which should mediate support for or opposition to the Iraq war. A survey study conducted with 196 undergraduates assessed political orientation, moral orientations, and various aspects of attitudes toward the war. As predicted, conservatives were more supportive of the war than liberals. Second, liberals were more concerned with morality in terms of harm and fairness than conservatives, whereas the opposite was true for conservatives and the moral dimensions of ingroup loyalty, authority and divinity/purity. Third, and most importantly, we found that the five dimensions of Haidt and Graham's model partially mediated support for the Iraq war. The discussion focuses on how moral attitudes influence social and political issues, including support or opposition for war.

G22

TALKING ABOUT ALTERNATIVE FUTURES: SITUATING CONSTRUCTURAL Anna E. Clark¹, Gn R. Semin²; ¹INSEAD, ²Utrecht University – Events in our lives can be construed in multiple ways. Level of construal is one dimension of construal and refers to representation on an abstractness-concreteness continuum: abstract construal represents an event in terms of its general or global features while concrete construal represent an event in terms of specific and local detail. While various areas of social psychological research have examined the influence of intra-psychological factors (e.g., the psychological distance perceived to the event, as in construal level theory, or motivational and cognitive processes such as those underlying the linguistic inter-group bias), the influence of social factors has been neglected. In the current research we examined construal level in a social context, namely interpersonal communication. Across three studies we examined the influence of two cues co-present in the communication context: the temporal distance of the event and the audience's shared knowledge of the event. Results showed that while both cues influenced construal level, temporal proximity and the presence of shared knowledge both pushed construal level toward concreteness, where, in contrast, temporal distance and the absence of shared knowledge directed construal level to greater abstraction, when both cues were salient in the construal context at the same time the influence of shared knowledge determined construal level, overriding the effect of temporal distance. This research adds a social dimension to construal level research, illustrating when and how both non-social (e.g., temporal distance) and social (e.g., audience shared knowledge) factors influence construal in social situations where multiple influences on construal are present.

G23**FROM MERELY THINKING TO RUMINATING: THE ROLE OF TIME AND UNCERTAINTY IN UNDOING THE MERE THOUGHT EFFECT**

Joshua Clarkson¹, Zakary Tormala²; ¹Indiana University, ²Stanford University – The effect of self-generated thought on attitude change has been widely explored over the past few decades. This research has demonstrated that the more individuals think about an issue, the more consistent their thoughts become toward the issue, and the more their attitude polarizes in its initial direction (see Tesser et al., 1995). Moreover, considerable evidence suggests that this effect is linear—more time for thought yields more polarization. The purpose of the present research was to test the temporal limits of this mere thought effect. Participants reported their initial attitudes toward capital punishment before receiving 60, 180, or 300 seconds to list any thoughts that came to mind about the issue. We then measured post-thought attitudes as well as participants' confidence in the thoughts they listed. Extending previous research, results revealed a curvilinear relationship between thought and attitude polarization, such that polarization increased from 60 to 180 seconds before decreasing again at 300 seconds. Furthermore, while thoughts were equal in number and consistency across the 180- and 300-seconds conditions (both of which exceeded the 60-seconds condition), participants in the 300-seconds condition reported less confidence in their thoughts than those in the 180-seconds condition. Thus, it appears that mere thought has a curvilinear effect on attitude polarization that stems from changes in thought confidence over time. That is, increasing time for thought increases thought confidence and attitude polarization up to a point, after which people start to doubt their thoughts and attitudes depolarize accordingly.

G24**MODIFYING IMPLICIT ASSOCIATIONS IMPACTS SUBSEQUENT EMOTIONAL VULNERABILITY TO A SOCIAL STRESSOR**

Elise Clerkin¹, Emily Cumming¹, Sarah Siodmok¹, Bethany Teachman¹; ¹University of Virginia – The current study was designed to address two main questions: 1) whether it is possible to modify implicit associations tied to fears of negative evaluation; and 2) whether there is a link between modifying implicit associations and subsequent emotional vulnerability. To evaluate these questions, socially anxious participants (N = 108; 80 women) were trained to preferentially process non-threatening information through repeated pairings of self-relevant stimuli and images indicating positive social feedback (i.e., pictures of the participant giving a speech + a smiling face). This group was compared against two control conditions—one group that received no training tied to social performance and another that received 'neutral' training (self-relevant stimuli was equally paired with positive, negative, and neutral social feedback). Following the conditioning task, all participants completed an Implicit Association Test (IAT; Greenwald, McGhee, & Shwartz, 1998) to evaluate implicit fears of negative evaluation, as well as a social stressor task (giving an impromptu speech) to assess subsequent emotional vulnerability. As expected, participants in the positive training condition (relative to our two control conditions) spoke for longer during an impromptu speech and displayed less implicit fears of negative evaluation following training. Importantly, post-training implicit associations were also significantly related to subsequent emotional vulnerability to a social anxiety stressor. These findings lend support to past research demonstrating that implicit evaluations are malleable (Dasgupta & Greenwald, 2001; Gregg, Banaji, & Seibt, 2006), and suggest that implicit rejection associations may be causally related to emotion dysregulation.

G25**THE EFFECT OF POSITIVE EXPECTANCY VIOLATIONS ON INCREASED POLITICAL TRUSTWORTHINESS**

David Combs¹; ¹University of Kentucky – When political candidates are attacked by an opponent, they must swiftly and strongly respond. Often, candidates

respond with a counter attack or by praising the self. While both approaches are useful in some circumstances, recent research has found that praising the attacker may be the more effective strategy, especially in increasing perceptions of trustworthiness. The current research attempted to extend this prior work by examining positive expectancy violation as a mediator of this effect. Participants read the transcript of a campaign ad that attacked an opposing candidate, and subsequently read the transcript of a response ad (counterattack response/self-praise response/praise opponent response). Results replicated prior research such that participants perceived the praising candidate as significantly more trustworthy and were also more likely to vote for the praising candidate than other variations of the candidate. Participants also rated the degree to which the candidate's actions were a positive violation of their general expectancies of politicians. Results indicated that such positive expectancy violations strongly mediated the overall effect of the praising response type on trustworthiness. Participants appeared to view the candidate's praising of the attacker as a pleasant change from what they usually expect from politicians. This unexpected behavior then resulted in enhanced perceptions of trustworthiness.

G26**DEONTOLOGICAL VERSUS UTILITARIAN INCLINATIONS IN MORAL DECISION MAKING: A PROCESS DISSOCIATION APPROACH**

Paul Conway¹, Bertram Gawronski¹; ¹The University of Western Ontario – Combining traditional theories of moral judgment that emphasize rational thought with recent theories that expound the role of affect, Greene et al. (2004) have argued for a dual-process model of moral judgment where affective, deontological response tendencies sometimes compete with cognitive, utilitarian ones. However, standard data analytical procedures do not allow researchers to examine the strength of each response tendency—and thus the degree of conflict between them—within a given individual. The current work employed Jacoby's (1991) process dissociation procedure to independently quantify deontological and utilitarian inclinations in each participant. Participants (N = 99) indicated whether actions that harmed some individuals and benefitted others were morally acceptable in 10 moral dilemmas. Each dilemma consisted of an incongruent version where deontological and utilitarian principles conflicted and a congruent version where both principles agreed. Results demonstrate the utility of process dissociation for disentangling the processes that drive moral judgments. Although deontological and utilitarian response tendencies were negatively correlated, only deontology predicted empathic concern, perspective-taking, and moral identity. Moreover, deontology and utilitarianism independently predicted religiosity and reaction time interference in the incongruent dilemmas, indicating that participants who felt strongly about one or both principles took longer to respond when these principles conflicted. These findings provide the first evidence that Jacoby's process dissociation procedure is useful for quantifying the independent contributions of deontological and utilitarian inclinations to moral judgments.

G27**PERCEPTIONS OF COUPLED VERSUS SINGLED SUBGROUPS OF GAY MEN AND LESBIAN WOMEN**

Corey L. Cook¹, Catherine A. Cottrell¹; ¹University of Florida – Do perceptions of gay men and lesbian women differ as a function of their relationship status? Because being in a relationship versus being single may be stereotypically associated with different behaviors, we expected that relationship status information about gay men and lesbian women will cue different subgroups, which will be associated with different stereotypes (e.g., sexually promiscuous, morally threatening). To test this, male and female undergraduate students were instructed to consider gay and lesbian individuals described as either being in a committed romantic relationship or searching for a romantic relationship; these two experimental conditions were also compared to a control condition in which the target's

relationship status was not given. Participants then reported their overall evaluations of the target individual, as well as the specific perceived threats and emotional reactions associated with this target. As predicted, people viewed gay men and lesbian women differently as a result of their described relationship status. For instance, both gay men and lesbian women were viewed more positively when relationship status was given than when not given, and gay men were viewed more negatively overall than lesbian women except when presented as single. In addition, male participants tended to perceive gay male targets more negatively than did female participants, replicating previous research (e.g., Herek, 1988). In general, this research demonstrates the importance of exploring the subgroups within the superordinate groups gay men and lesbian women, as well as the distinct reactions that may be evoked by these subgroups.

G28

THE (DIS)ORDER OF IMPRESSION FORMATION: ORDER INFORMATION IN PERSON MEMORY Rui S. Costa¹, Leonel Garcia-Marques², Jeff Sherman³; ¹ISCTE, Lisbon, ²Faculty of Psychology and Educational Sciences / University of Lisbon, ³University of California, Davis – The way people represent information about others in memory is a key issue in social cognition. However, the person memory models that have been proposed in the literature focus exclusively on how we encode and retrieve events, but neglect memory for the order in which those events occurred. Yet, order information is critical for understanding the implications of others' behaviors. According to these associative person memory models, an impression is a network of associative links between behaviors that is formed during encoding. This spontaneous organization facilitates the recall of item information. What about order information? Does the spontaneous organization that results from forming an impression hinder the retrieval of order information? Or, alternatively, is order information encoded while people form impressions? Three experiments were conducted to address this question, contrasting impression formation (IF) with memory (M) processing goals. New measures of order information were used along with measures of item information. Results show across the 3 experiments (a) that item information is better recalled under IF goal conditions. Regarding order information, (b) when participants were asked to free recall the information, M goal conditions perform better than IF conditions, and (c) when participants are asked to retrieve the information in the order in which it was presented, IF goal conditions do as well as M conditions. These findings suggest that IF participants preserve the order information, but provide it only when specifically asked to do so. We will discuss the implications of these findings for models of impression formation.

G29

STORIES VERSUS IMPRESSIONS: EFFECTS OF SOCIAL INFORMATION PROCESSING OBJECTIVES ON TRAIT INFERENCE AND INHIBITION Kristi Costabile¹; ¹Ohio State University – Psychological research has generally agreed that trait abstractions are regularly drawn from observations of social behavior, even from perceivers who are not attempting to form an impression of a target. However, research in social perception has often focused on the differential effects of impression formation versus inference-inhibiting strategies. The present experiments address this gap by exploring the effects of narrative objectives on social perceptions. Experiment 1 explored the roles of narrative and impression objectives on explicit causal attributions made for observed behaviors. Participants read a series of sentences describing persons performing various behaviors. Half of the participants were asked to form an impression of the individuals described in the sentences, half were asked to form a narrative of the described events. Then, using free response measures, participants were asked to indicate the cause of the described behaviors. As predicted, participants given impression formation goals were more likely to attribute behaviors to chronic dispositions than were participants given narrative construction

goals. Experiment 2 adopted the savings-in-relearning methodology used by Carlston and Skowronski (1994) to explore the effects of narrative versus impression processing objectives on implicit trait inferences. As predicted, those given impression formation instruction demonstrated clear evidence of spontaneous trait inference activation, whereas narrative focus inhibited spontaneous trait inferences made by perceivers. Together, this work suggests that alternate social processing goals may challenge underlying assumptions held regarding social perception processes.

G30

THE ADAPTIVE USE OF FLUENCY AS A CUE IN JUDGMENTS OF TRUTH Sabine Czenna¹, Rainer Greifeneder¹, Herbert Bless¹; ¹University of Mannheim, Germany – Imagine you have to indicate whether the following statement is true: "The latest eruption of Lascar volcano was on 18th April 2006." Chances are that you would judge this statement to be more true the more fluently you can process it, an effect that has been denoted truth effect (Hasher, Goldstein, & Toppino, 1977) and reliably replicated across research domains. So far, research mainly concentrated on establishing this effect, that is, whether and how fluency influences judgments of truth. In contrast, the question when individuals use fluency as a cue still remains unclear. In two studies we addressed this question in investigating the moderating role of fluency's perceived validity. In particular, we hypothesized that individuals should rely on fluency as a source of information if fluency has proven to be a valid cue in the past. In contrast, if using fluency has proven to be a misleading cue, individuals should not use it as a source of information. We investigated these hypotheses by manipulating participants' experiences with the usefulness of fluency as a source of information for truth judgments (useful vs. useless). Results reveal that participants in the fluency-useful condition used fluency more often than participants in the fluency-useless condition. Additionally, participants in the fluency-useless condition used fluency only on chance-level. Consequences for our understanding of the truth effect and the adaptive use of fluency are discussed.

G31

CONSTRUALS AND THE USE OF EXPECTANCIES IN THE DISPOSITIONAL INFERENCE PROCESS Katherine M. Darwent¹, Gifford Weary¹, Kentaro Fujita¹; ¹The Ohio State University – Recent research (Henderson, Fujita, Trope, & Liberman, 2006; Nussbaum, Trope, & Liberman, 2003) has shown that construals impact impression formation. Specifically, construing behavior more globally (high-level) increases the use of global dispositions. Impression formation research, however, has investigated steps preceding a dispositional inference (Gilbert, Pelham, & Krull, 1988; Trope, 1986), including how situations and behaviors are categorized (Tobin & Weary, 2003; Weary, Tobin, & Reich, 2001). Research has shown that past behavioral information can create expectancies used to disambiguate situations and behaviors (e.g. Weary, Tobin, & Reich, 2001). The current research examined how construals impact the use of expectancies when categorizing ambiguous situations and behaviors. It was predicted that the use of expectancies (i.e. generalizing across similar events) requires more global processing and thus would have a stronger effect on situation and behavior categorizations at the high-level construal. In the present study, participants read about a child's successful or unsuccessful past performance and completed a construal manipulation (Navon letters). Participants then watched a video of the child completing a spatial ability task and reported judgments of the situation, behavior, and child's ability. As predicted, the use of expectancies to categorize situations and behaviors was stronger at the high level construal than at the low level construal. Replicating past work, the high level construal led to correspondent dispositional inferences based on behavior categorizations, whereas the low level construal led to an additional consideration of situational constraints.

G32
EFFECT OF NATURE ON SALIENCE OF INTROJECTS Cody

DeHaan¹, Netta Weinstein¹; ¹University of Rochester – Recollections of outdoor experiences are effective in increasing positive affect, decreasing negative affect, and reducing physical health symptoms (Tarrant, 1996). In addition, humans consistently select to be in the presence of nature and to surround themselves with reminders of nature when they are not otherwise present. Nature contexts, as opposed to non-nature contexts, such as urban environments or man-made structures, may lead to positive outcomes in part because of the relative lack of introject cues that nature elicits. Introjects are societal rules, expectations or norms that are internalized or 'swallowed whole' and incorporated into oneself, and that are experienced as pressuring and controlling (Deci & Ryan, 2000). We hypothesize that these messages are reflected in daily reminders embedded in non-nature structures, and consequently that exposure to non-nature contexts may induce feelings of pressure and control. When in nature, however, we are given an opportunity to escape the daily expectations of others, and consequently escape the introjected messages that we carry. The present study tested the effect of nature on the salience of introjects by exposing subjects to slides depicting natural or non-natural scenes. Participants (n = 98) were randomly assigned to a nature or non-nature condition, and then reported on salience of introjects. Results showed that those exposed to nature were less aware of introjects, and experienced less internal control or pressure. Discussion explores implications for nature effects on self-esteem, perceived threat, and well-being.

G33
REPEATED HEARING INCREASES BELIEF IN RUMOR, MODERATED SLIGHTLY BY SKEPTICISM Nicholas DiFonzo¹, Jason

Beckstead², Noah Stupak¹, Kate Walders¹, Bernard Brooks¹, David Ross¹; ¹Rochester Institute of Technology, ²University of South Florida – Can mere repeated hearing of a rumor increase confidence in the truth of that rumor? Two experiments investigated the relation between hearing a rumor repeatedly and belief. In Study 1, 140 participants read 6-page narratives in which seven different moderately plausible rumors were embedded between zero and six times; belief in each of these rumors was then measured. In Study 2, 220 participants read 9-page narratives in which 10 different rumors were embedded zero to 9 times, rated belief, and completed a six-subscale measure of skepticism (Hurt, 1999). Rumors were pretested for plausibility; rumors and repetitions were counterbalanced in a within-subjects design. Using a multilevel modeling approach, we found that belief in rumor was significantly related to the number of times a rumor was heard; this relationship appears to be logarithmic showing diminishing returns. A reluctance to accept others' claims moderated this relationship only slightly; greater reluctance reduced the effect of repeated hearing. Results extend the Illusory Truth Effect—the finding that familiarity with a statement leads to greater belief in that statement—to rumors and to the use of a narrative methodology. Findings also explore the moderating role of skepticism, and further validate Hurt's Low Acceptance skepticism subscale.

G34
CLAIMS OF INJUSTICE AND HUMILIATION HAVE A SIMILAR EFFECT ON OBSERVER JUDGMENTS IN A CONFLICT SITUATION Girts Dimdins¹; ¹University of Latvia – The study explored the influence of observed injustice and humiliation on observers' judgments about a conflict. The participants (N = 69) read a vignette about one side rejecting a Palestinian-Israeli peace plan. The side (Israeli or Palestinian) and its arguments (claiming the plan should be rejected as either unjust, humiliating, or, in the control condition, as not accommodating the side's interests) were manipulated between participants. When either injustice or humiliation was used as basis for rejecting the plan, the participants evaluated the sides' arguments as more legitimate and increased their support for the sides' position in comparison with control condition. In

addition, when the plan was rejected as unjust or humiliating, participants thought the rejecting side had a stronger moral right to sabotage the plan. When injustice was used as an argument, the rejecting side was perceived as less likely to resort to physical violence to oppose the plan, in comparison with humiliation and control conditions. The effects were independent of which side was rejecting the plan, and of participants' sympathies in the conflict. The results complement previous findings that collective humiliation is closely related to perceived injustice. The findings also point to further research directions regarding the link between sense of injustice, humiliation, and destructive behavior.

G35
EFFECTS OF THE NUMBER OF OPTIONS AND DECISION REVERSIBILITY ON ENJOYMENT OF DECISION PROCESS Rumiko Dohke¹, Koji Murata¹; ¹Hitotsubashi University – Previous research

has shown that an extensive number of alternatives enhances enjoyment of decision-making but decreases post-choice satisfaction. However, in the past research, there was no question that the decision was reversible or irreversible. The present research examined the effect of decision reversibility on enjoyment of decision process and satisfaction with decision outcome. Fifty-eight participants read a scenario and browsed a booklet that included either 30 (extensive-alternative condition) or 6 (limited-alternative condition) Japanese-style hotels with spa. They were asked to choose the best hotel that they wanted to stay. In the irreversible condition, they were instructed that the decision was irrevocable, whereas in the reversible condition, they were told that they could change their decision later. After choosing it, we assessed subjective enjoyment and satisfaction. As results, participants in the irreversible condition, they reported enjoying the process of choosing a hotel more from an extensive-alternative than from a limited-alternative. On the other hand, participants in the reversible condition, they reported that they enjoyed it more from a limited-alternative than from an extensive-alternative. However, they evaluated greater satisfaction with their choice from a limited-alternative than from an extensive-alternative. It indicated that there was no effect of reversibility on post-choice satisfaction. The results suggest that the decision reversibility has a great influence on people's enjoyment of decision processes, but it may not affect post-choice satisfaction.

G36
SIMILARITY OF SELF-GENERATED AND EXPERIMENTER-PROVIDED ANCHORS PREDICTS ADJUSTMENT: A METACOGNITIVE PERSPECTIVE OF THE ANCHORING HEURISTIC Keith Dowd¹,

John Petrocelli¹; ¹Wake Forest University – The present research examined the hypotheses that self-generated anchors (SGAs) and a metacognitive similarity factor influence the amount of adjustment from experimenter-provided anchors (EPAs). In Study 1, participants were asked to respond to a series of trivia questions with no immediately discernible solutions, which required them to express initial estimates based on a) their prior knowledge (SGAs) and b) values supplied by the experimenter (EPAs). We predicted that greater similarity between participants' SGAs and the EPAs would lead to less adjustment evidenced by their final estimates. In addition, we hypothesized that SGAs play an important role when estimating unknown quantities and that participants are consciously aware of their SGAs, regardless of whether they are explicitly instructed to report them. Support was found for both of our hypotheses, which suggests that SGA-EPA similarity may play an important role in the cognitive processes underlying the anchoring heuristic. Study 2 replicated these findings while also incorporating anchor source and perceived confidence as additional variables. Results demonstrate that the least amount of adjustment from the EPA, and the greatest degree of confidence, was observed within the final estimates of participants whose SGAs were consistent with a high credible source.

G37

GLOBAL WARMING AS A HOT TOPIC: PRIMING AND INCREASED CONCERN WITH GLOBAL WARMING

Blythe Duell¹, Jeff Joireman², Heather Barnes-Truelove²; ¹Southeastern Oklahoma State University, ²Washington State University – Introduction: Global warming is an increasingly recognized problem around the world. Many individuals and nations have only recently begun to understand the nature, seriousness, and urgency of the problem. Priming has been found to change a variety of attitudes and behaviors (e.g., Bargh et al., 1996). The present study evaluated whether priming could increase concern with global warming, and whether the effect of priming would depend on self-transcendent (ST) values. Method: Forty-two participants first completed one of two word searches. The heat word search contained words related to hot temperature (e.g., boil, melt, etc.). The control word search contained neutral words matched in length and frequency of use. Participants then filled out a questionnaire assessing attitudes regarding a number of current events including global warming and Stern et al.'s (1993) Brief Inventory of Values. Results: Results revealed a significant main effect for both ST values and condition. Those high in ST values and those in the heat word search condition were more concerned with global warming ($p = .01$). A marginally significant interaction ($p = .07$) between values and condition demonstrated that those low in ST values showed an increase in concern in the heat prime condition, whereas those high in ST values were unaffected by the manipulation. Discussion: This study demonstrates that priming may be an effective means of changing attitudes toward global warming, particularly among those low in ST values, who appear to be less concerned about the problem under normal conditions.

G38

IF ONLY I WERE A NOVICE: EXPERIENCE MODERATES THE PREPARATIVE FUNCTION OF COUNTERFACTUAL THINKING.

Elizabeth Dyczewski¹, Keith Markman¹; ¹Ohio University – Upward counterfactual thinking (i.e. the mental simulation of how the past could have been better) has demonstrated a preparative function in performance domains as measured by subsequent increases in persistence and enhanced performance (e.g., Markman, McMullen, & Elizaga, 2008; Roese, 1994). However, past research has relied upon novel performance tasks in which participation typically occurs at a novice level. In light of research demonstrating that the use of mental imagery of motor skills leads to improved performance for novices but decreased performance for those more experienced (e.g., Beilock & Lyons, 2008), it was proposed that prior experience would moderate the influence of upward counterfactual thinking on task performance. Participants with varying levels of prior experience completed an initial round of a strategy-based word-search game (Boggle) and were given feedback indicating that they had nearly achieved, but failed to attain, a prescribed performance goal. Participants were then either assigned to a control condition that did not generate counterfactuals, or to an experimental condition that was directed to generate performance-related upward counterfactuals. Subsequently, all participants completed a second round of Boggle. Consistent with previous research, novices that generated counterfactual thoughts outperformed those in the control group. Conversely, however, among more experienced participants the generation of counterfactual thoughts actually hindered subsequent performance relative to the control group. Theoretical extensions include the possibility that novices exhibit action-oriented responses to performance feedback and are energized by counterfactual thinking, whereas moderately experienced individuals exhibit state-oriented (i.e., ruminative) responses to feedback that are exacerbated by counterfactual thinking.

G39

EXPECTANCY VIOLATION DETERMINES DISCLOSURE: FURTHER SUPPORT FOR EMOTIONAL BROADCASTER THEORY

Lisbeth Dyer¹, Paul Boxer¹, Kent D. Harber¹; ¹Rutgers University at Newark – Emotional Broadcaster Theory (EBT; Harber & Cohen, 2006) posits that by inducing disclosure, disturbing events turn people into news broadcasters. But what kinds of disturbing events get disclosed? A standard of journalism is that unexpected and belief-violating events constitute news. Interestingly, discrepancy theories of emotion similarly hold that belief violations generate emotions. This suggests that belief violation is a primary driver of social sharing. Two studies tested this prediction. Study 1 tested the relative contributions of belief violation and emotional contagion to social sharing. Participants read four vignettes wherein a friend was unlikely or likely to be distressed due to a usual or unusual event. Consistent with EBT, the unusualness of the friend's story, more than the likely distress of the friend, determined subjects' propensity to tell others, as well as their propensity to tell even when asked not to do so. Both unusualness and friend's expected distress predicted estimates that others would retell to third parties. Study 2 tested whether people's past history of violence would affect their propensity to disclose violent experiences. Subjects completed an exposure-to-violence survey and then reported their anticipated reactions to violent encounters. As expected, a greater history of violence was negatively related to being affected by violent events ($r = -.51$), to wanting to tell others ($r = -.47$), and to believing others would retell to third parties ($r = -.29$). Both studies also showed that low tolerance of ambiguity (expectancies easily violated) and high emotional differentiation (emotional self-awareness) predicted sharing.

G40

DIFFERENCES AND COMMONALITIES OF RELIGIOUS AND SECULAR BELIEF SYSTEMS

John D. Edwards¹, Luke Fiedorowicz¹; ¹Loyola University Chicago – Introduction. A growing domain of social conflict within many nations and internationally is between religious and secular worldviews. Religiosity and secularism are fundamentally antithetical in some respects, but are there any commonalities? The purpose of this study was to explore various possible relationships between religious and secular belief systems. Method. Participants (280 college students) completed a 55-item measure of secular beliefs drawn from secular humanist literature, and a 42-item measure of non-denominational religious beliefs drawn from several extant religiosity scales. Results. Factor analysis of the religiosity scale yielded 8 components and factor analysis of the secularism scale yielded 7 components. The correlation matrix of the two sets of components revealed: some pairs were highly negatively related (e.g., using religious doctrine versus using human reasoning but not religion in making moral decisions, $r = -.70$); some pairs were slightly negatively related (e.g., belief in some afterlife versus seeking truth through science and rationality, $r = -.24$); other pairs were unrelated (e.g., extrinsic religiousness versus valuing human commonality and welfare, $r = -.06$); and some pairs were somewhat positively related (e.g., religion as an ongoing quest versus basing morals on human well-being, $r = +.27$). A factor analysis of both measures combined yielded six components: 3 consisting of items from only one measure or the other, and 3 containing a mixture of items from both religious and secular scales. Conclusions. Religious and secular beliefs are contrary to varying degrees in some respects, but are independent in other ways, and compatible on several points.

G41

THE AFFECTIVE PRIMING EFFECT: EVIDENCE FOR CONFLICT AT A RESPONSE SELECTION STAGE OF PROCESSING

Christopher Engelhardt¹, Bruce Bartholow¹, Scott Saults¹; ¹University of Missouri – Recent physiological and behavioral evidence (Bartholow et al., submitted) suggests that the locus of the affective congruency effect (i.e., quicker responses to affective targets preceded by affectively congruent

vs. incongruent primes) lies in conflict arising during the response activation stage of processing on incongruent versus congruent trials. The current experiments further investigated this issue using 2 novel behavioral paradigms. In Study 1, participants categorized the color of target words that could be affectively-congruent or incongruent (i.e., evaluative conflict) and color-congruent or incongruent (i.e., response-level conflict) with prime words. Results indicated that responses were slower on color-incongruent trials but not on valence-incongruent trials. In Study 2, participants selected words representing good/evil people and positive/negative verbs, which were used in a priming task crossing valence with word type in a four-to-two response mapping (e.g., good people and negative verbs mapped to one response). Response latencies were fastest on congruent trials, followed by stimulus-incongruent trials and then response-incongruent trials; however, the condition effect was not statistically significant. A significant Word type x Condition interaction showed that responses were quicker to verb targets on stimulus-incongruent trials but slower to people targets on both congruent and response-incongruent trials, suggesting unanticipated processing differences across trial types. The current studies offer partial support for the hypothesis that affective congruency effects stem from conflict occurring at the response activation stage of processing; however, stimulus-level conflict was not ruled out by these findings.

G42

ROBOTS ARE... QUITE HUMAN! THE ROLE OF PSYCHOLOGICAL CLOSENESS IN ANTHROPOMORPHISM Friederike Eysse¹;

¹University of Bielefeld – Psychological closeness might be one mechanism underlying the tendency to anthropomorphize non-humans, such as animals or objects. Anthropomorphism can be described as the attribution of humanlike properties, characteristics, or mental states to real or imagined nonhuman agents and objects (Epley, Waitz & Cacioppo, 2007). Previous research has shown that participants ascribe significantly more positive uniquely human emotions and traits to their own personal computer than to a campus computer at their university (Eysse, 2008; see also Kiesler, Lee & Kramer, 2006). The present study addresses the question whether the degree of psychological closeness determines the extent to which humanlike traits and emotions are ascribed to robots. In a study on the perception of future technologies, participants were asked to estimate the extent to which robots were capable of experiencing uniquely human emotions (see Leyens et al., 2007) and traits as well as human nature traits (Loughnan & Haslam, 2007). Participants rated four types of robots that varied in perceived psychological closeness (see also DiSalvo, Gempeler, Forlizzi, & Kiesler, 2002). It was found that, as predicted, participants attributed primary and secondary emotions as well as human nature and uniquely human traits to robots. Most importantly, however, the tendency to anthropomorphize depended on the degree of psychological closeness, which was also measured by a pictorial measure (Aron, Aron & Smollan, 1992). That is, the more human-like the robot appeared, the more did the participants tend to anthropomorphize the robot. Implications and ideas for future studies are discussed.

G43

THE INTERPLAY BETWEEN CONSTRUAL LEVEL, TEMPORAL DISTANCE, AND PERFORMANCE EXPECTANCY Florian Fessel¹,

Kai Epstude¹, Neal J. Roese¹; ¹University of Illinois at Urbana-Champaign – According to Construal Level Theory (Trope & Liberman, 2003), the temporal distance of an event and the level of abstraction at which the event is mentally represented share a bidirectional link. Thus, distant events are construed more abstractly, and abstract events are assumed to commence in the more distant future. Relatively unexamined, so far, have been motivational implications that temporal distance and construal level exert on goal pursuit and expectancy for success. Contrary to most prior studies on Construal Level Theory that have investigated the effects of construal level or temporal distance independently, the current study

investigates the concurrent effects these variables have on performance expectancy. At the beginning of the experiment, participants were informed that they would complete an anagram test during a later part of the experimental session. Temporal distance of the anagram task was manipulated similar to Wilson and Ross (2003) such that the task was initially described as temporally proximate vs. distant. Orthogonally, construal level of the task was manipulated by asking participants in the abstract and concrete condition to contemplate why vs. how people try to solve anagrams, respectively. Results indicated that construal level and temporal distance interacted in predicting participants' expectancy for performance. Likewise, the accuracy of these predictions in relation to later performance on the task was jointly influenced by construal level and the perceived temporal distance of the anagram test.

G44

THE ROLE OF PERCEIVED FUTURE OPPORTUNITIES IN THE EXPERIENCE OF REGRET FOR ACTIONS AND INACTIONS.

Karadogan Figen¹, Markman Keith, D.¹; ¹Ohio University – The present research examined whether the experience of regret stemming from a decision to switch from versus stick with an initial choice, in the Monty Hall paradigm, is moderated by perceived opportunity to improve upon the negative outcome in the future. Participants were asked to select one of three boxes, having been informed that two of these boxes contained a modest prize whereas only one box contained the grand prize. The experimenter then opened one of the two unchosen boxes to reveal a modest prize, after which participants were asked whether they wanted to keep the initially chosen box or trade it for the unopened box. The outcome was rigged so that, regardless of their choice, all of the participants received a modest prize. Importantly, half of the participants were then informed that they would be given an opportunity to play the game a second time. Although participants reported more regret stemming from failed actions when they believed they had no opportunity to improve upon the outcome (i.e., the typical action effect for short-term regrets), they reported more regret from failed inactions when they believed that they did have an opportunity to improve upon the outcome (i.e., a complete reversal of the typical action effect for short-term regrets).

G45

WHO THEY ARE AND WHAT THEY THINK DON'T MATTER: PERCEPTION THROUGH THE LENS OF EXPECTATION.

Jennifer Filson Moses¹, Jason Weaver¹, Mark Snyder¹; ¹University of Minnesota – We examined how power dynamics and competing expectations impact perceptual confirmation effects. A 2 (powerful participant expectation: introverted/extraverted) X 2 (powerless participant competing expectation: yes/no) two person dyadic design was implemented, creating 4 dyadic conditions, all with powerful participants with expectations. Within each dyad there were 3 independent variables that varied among participants, creating 8 individual conditions: participants' expectation about partner personality, partners' expectation (introverted, extraverted, or no expectation), and role in the interaction (more versus less power). Power was operationalized by giving powerful participants' the decision of whether or not less powerful participants' had the opportunity to earn a reward. Expectations were operationalized by fictitious personality inventories. Results indicated perceptual confirmation effects persisted despite competing expectations and differing power roles. An overall ANOVA revealed significant differences among conditions, $F(7, 96) = 3.25, p = .004$, and a significant main effect for participant expectation, $F(2, 102) = 6.59, p = .002$. No other main effects or interactions were significant. Planned contrasts indicated those in the introverted expectation condition ($M = 4.92, SD = .76$) perceived significantly less partner extraversion than those in the extraverted condition ($M = 5.63, SD = .67$), $t(76) = 4.34, p < .001$. Those in the introverted condition perceived less partner extraversion than those in the no expectation condition ($M = 5.56, SD = .75$), $t(63) = 3.33, p = .001$.

There was no difference between the extraverted and no expectation conditions, $t(63) = .308$, $p > .05$. These results indicate expectations can persist within interactions despite factors that should serve to moderate those perceptions.

G46

ON THE SOCIAL FACILITATION OF INFORMATION-PROCESSING: DOES THE PASSIVE PRESENCE OF OTHERS MEAN LESS COGNITIVE CONTROL? Ricardo Fonseca¹, Garcia-Marques Teresa¹; ¹Superior Institute of Applied Psychology – A social cognitive approach to the social facilitation effect should encompass a processing explanation (see Manstead & Semin, 1982). Within this view we hypothesize that the passive presence of others is associated with non-analytic processing due to a reduction in control components of judgment (following Lambert et al., 2003 studies). Moreover, considering the moderational role of familiarity in the SF and its impact on information-processing (Garcia-Marques & Mackie, 2001), we expected this effect to be amplified in a familiar condition (vs non-familiar). A total of 66 participants in an isolation or coaction setting saw individual information about 8 individuals-targets (phase1). After (phase2), they were all presented with 8 problems concerning 6 of the presented targets (repetition condition) or 6 new targets (no-repetition condition). Following Ferreira et al. (2006) we use two version of the problems: one with an exclusion version (responses were either based on base-rates information or on heuristic-processing), and other with an inclusion version (both strategies lead to same solution). These two versions allowed the estimation of the independent contributions of controlled and automatic components of decision as proposed by Jacoby's PDP. Results replicate both the association of presence of others ad the familiar problems with non-analytic processing. Importantly the SF effect was characterized by a decrease in rule-based component whereas the familiarity effect was associated with an increase in heuristic component. As expected familiarity moderates SF effect which was only showed in the no-repetition condition. Data is discussed focusing the role that task-nature can have on SF effects.

G47

HOW NOVELTY AND FAMILIARITY CHANGE PROCESSING STYLES: THE UNDERLYING MECHANISM OF THE EFFECT OF PSYCHOLOGICAL DISTANCE ON CONSTRUAL. Jens Frster¹; ¹University of Amsterdam – Research on Construal Level Theory (CLT; Liberman, Trope, & Stephan, 2007) demonstrated that psychological distance is related to high construal level and to global processing. According to CLT, an event is psychologically distant whenever it is not part of one's direct experience. Moreover, because lack of direct experience means lack of low level, concrete knowledge, it necessitates use of high level, abstract construal. Notably, the notion that lack of knowledge from direct experience is associated with high construal level has never been tested directly. A series of experiments aims at closing this empirical and theoretical gap by examining whether people indeed use abstract, higher level mental processing when they prepare for novel events, with which they do not have direct experience. For example, would farming a symposium as novel (rather than as one of the usual, familiar symposia) make one process it in a more abstract way? In eight studies, novelty and familiarity were manipulated by framing a task as new versus familiar, by priming or by frequency of exposure. Level of construal was assessed with both perceptual tasks (e.g., Gestalt completion) and conceptual tasks (e.g., generation of abstract versus concrete words). Consistent with CLT, relative to a control group, novelty enhanced high level construal whereas familiarity enhanced low level of construal. Furthermore, we found that whereas non threatening novelty enhances level of construal independently of affective states, threatening novelty enhanced low level of construal via enhancing negative arousal.

G48

ISN'T IT IRONIC? THE COMMUNICATION AND DETECTION OF IRONY IN COMPUTER-MEDIATED COMMUNICATION Annie B. Fox¹; ¹University of Connecticut – Computer-mediated communication (CMC) continues to grow in popularity, but due to the lack of nonverbal cues characteristic of the medium, it is susceptible to miscommunication, particularly when the communication involves potential ambiguity like irony. Research suggests that e-mail users are both overconfident and inaccurate when communicating and detecting sarcasm (Kruger, Epley, Parker & Ng, 2005). Email is an impoverished form of communication, devoid of many cues characteristic of face-to-face communication which are especially important to communicating irony. However, not all forms of CMC are equally lacking. Unlike e-mail, instant messenger (IM) involves real-time communication and the opportunity for immediate feedback. The qualitative differences between types of CMC relate to the accumulation of common ground—the shared knowledge that continually builds between people in an interaction (Clark, 1996). Common ground is especially important in the communication of irony where multiple interpretations are possible. We compared production, accuracy, and confidence in communicating and detecting irony across two different forms of CMC. Seventy-three dyads, communicating over e-mail or IM, completed two conversational tasks designed to elicit ironic comments. Results showed that the CMC medium does impact the type and frequency of irony used, as well as accuracy in detecting ironic statements. Additionally, using feedback (e.g., acknowledgments) as an indicator of common ground, we found that feedback occurred significantly more often in IM conversations compared to e-mail conversations. Considering the ubiquity of CMC, these results have important implications for understanding and improving mediated communication.

G49

WHAT MAKES A FACE MEMORABLE: READING SOCIAL MEANING INTO A FACE Robert G. Franklin Jr.¹, Reginald B. Adams Jr.¹; ¹The Pennsylvania State University – Face processing models suggest a neural and functional dissociation between decoding facial identity and emotional expression. Recent work indicates, however, that facial memory can be moderated by emotional expression, as it is important to remember faces that have a clear message of functional relevance, such as an angry outgroup member (Ackerman et al., 2006). The current studies examine if merely inferring mental states from faces influences memory. Study 1 tested whether individual differences in the ability to read social messages in the face (i.e., nonverbal sensitivity) influence face recognition, and Study 2 tested stimulus-driven differences in the complexity of meaning read into a face. Neither of these relationships has been previously explored. Study 1 showed that performance on the Diagnostic Analysis of Nonverbal Accuracy (DANVA) correlated with participants' performance in an unrelated face recognition task. Participants' memory scores (D') were significantly correlated with the overall DANVA score. When dividing between high and low intensity emotions, the latter was the only scale that significantly predicted memory. Study 2 explored stimulus-driven effects on the likelihood that a face would be remembered. In a free response format, participants were asked to describe in one word what each stimulus person was thinking or feeling. Responses were coded for social complexity and correlated with face memory from Study 1. Faces with higher complexity scores were more likely to be remembered in the recognition task. This suggests that the more complex the mental state a face conveys, the more likely it is to be remembered.

G50

THE VALUE OF SCARCITY: ENGAGEMENT AND AGENCY IN CHOICE Becca Franks¹, Steen Sehnert¹, E. Tory Higgins¹; ¹Columbia University – Why do we value scarcity? Economic logic dictates that inferences about the supply and demand of a scarce item in the past and

future should create this value. We propose, however, that the psychological experience of agency associated with choosing a scarce item accounts for its value. We propose that the experience of effecting change, acting on the world and altering the choice set for others, increases participants' engagement in this choice, and thereby increases the value of the scarce target, as suggested by Engagement Theory (Higgins, 2006). In a 'taste test' experiment, participants made a choice between two types of yogurt, one type scarce and the other abundant. While participants in the 'agency' condition were that the scarce item was the last of that kind we had left, we told participants in the control condition that the scarce item would be replaced should they decide to choose it. The economic logic is identical in these two conditions. We predicted that participants in the non-replacement condition would experience a greater feeling of agency, in the form of the possibility of eliminating the scarce yogurt as a possibility for future participants. Indeed, participants in the 'agency' condition were more likely to sample a second cup of yogurt instead of leaving the study, and elected to taste the scarce yogurt more often than control participants. These results support our hypothesis, and suggest that the experience of agency increases engagement in a choice, enhancing the positive value of the scarce object.

G51

INTACT PRIMING AND RECOGNITION OF NEGATIVE SELF-RELATED MEMORIES DESPITE REDUCED FREE RECALL IN REPRESSIVE COPING Esther Fujiwara¹, Anna Braslavsky^{1,2}, Patrick, S.R. Davidson²; ¹University of Alberta, Dept. of Psychiatry, ²University of Alberta, Dept. of Psychology – Individuals with a repressive coping style (characterised by low self-reported anxiety in combination with high defensiveness) have lowered negative memories. Unknown is how complete is their forgetting of negative information. Are implicit and explicit memory equally affected? In two experiments, we compared performance of repressors and non-repressors in memory tasks with varying degrees of strategic control (priming, recognition memory, free recall). If repressive coping manifests in effortless, automatic avoidance, repressors' memory should be similarly biased in implicit and explicit memory tasks. Conversely, if repressive coping is a strategic attempt to control unwanted memories, we should see memory reductions only in free recall (i.e., in memory tasks with a high degree of strategic control). Using positive and negative trait words, we tested repressive and non-repressive participants with a set of memory tasks (Experiment 1: priming, free recall; Experiment 2: free recall, recognition). To amplify possible emotional forgetting, participants judged the self-relevance of the materials at encoding. In both experiments, repressors but not non-repressors had reduced free recall of negative self-relevant words. Priming and recognition memory for the same information were unaffected. Analysing item-by-item correlations between free recall and recognition, repressors were the only group with a negative correlation between recall and recognition of negative self-relevant words. We suggest that intact recognition might even be crucial for repressors' tagging materials for retrieval suppression in free recall. Taken together, our findings suggest repressiveness is a form of motivated forgetting and is characterised by deliberate and strategic control of unwanted memories.

G52

PSYCHOLOGICAL TEMPORAL DISTANCE CAN INCREASE PERFORMANCE ON DECISION-MAKING Jun Fukukura¹, Melissa Ferguson¹; ¹Cornell University – Construal Level Theory (Trope & Liberman, 2003) states that temporal distance affects how people construe information. Greater temporal distance increases the likelihood that information is represented in terms of a few, central, abstract, features that capture the essence of the information rather than in terms of concrete, incidental, and peripheral features. We predicted that psychologically induced temporal distance would lead people to focus on

central and important features of given information that would result in improved performance on making a decision based on the given information. In the present experiment, participants completed a writing task that induced either a temporally near or distant mindset by writing about purchasing a car that day or the next year. They then read information about several cars. Based on that information, participants made a decision about which car they would buy. It was found that inducing a temporally distant mindset increased performance on decision-making. Participants who wrote about purchasing a car the next year were more likely to choose the objectively best car compared to people who wrote about purchasing a car that day. Results are discussed in terms of how actual and perceived temporal distance can affect information processing and decision-making.

G53

SOUND DECISIONS: THE RELATIVE FREQUENCY PROPERTIES OF VOICES AFFECTS FRAMING Patrick Gallagher¹; ¹Duke University – The effect of other people on cognitive processes may begin as early as the perception of their voices. Gallagher & Dagenbach (2007) found that a fundamental perceptual property of the human voice, its relative frequency, could determine whether risky-choice framing effects appear. Specifically, participants listened to a recording of the Asian disease problem, white noise, and a second voice. The second voice was filtered so that it consisted only of frequencies higher than or lower than the voice reading the problem. All participants heard the same recording (same frequency range) of the problem, but framing effects only appeared among those participants for whom the problem was the relatively lower-frequency voice. These results support the Double Filtering by Frequency theory of hemispheric lateralization (Ivry & Robertson, 1998), which posits that the brain analyzes the frequency properties of stimuli; and replicates a finding that relative hemispheric activation affects framing (McElroy & Seta, 2004). In the present two studies, the same procedures were employed to replicate and extend the finding that relative frequency of voices can affect framing. In both studies, we found that comprehensibility of the recordings (i.e., how distracting the second voice was) did not affect the results. In Study 2, the effect size was nearly doubled when more frequencies were filtered out of the voices. These results strengthen the conclusion that the frequency properties of the voices play a crucial role in the effect, and suggest a new way that the presence of other people could affect decision-making.

G54

THOUGHT SUPPRESSION IS DRIVEN BY VOLITIONAL CONTROL, OR IS IT? Nicolas Geeraert¹, Philip J Cozzolino¹; ¹University of Essex – Ironic effects in thought suppression have typically been explained by cognitive models of mental control. Alternatively, ego-depletion (ED) posits that thought suppression is an act of volitional control, thus depleting cognitive resources. This lack of mental resources is thought to account for the inadequacy of thought suppression, and the occurrence of post-suppressional rebound. Our research aims to examine the impact of ED and thought suppression. In a first study, we simultaneously manipulated thought control and ED. Participants were instructed to taste cookies or radishes, at the same time they suppressed or expressed kitchen related thoughts. We measured ED by the time spent on attempting to solve a series of unsolvable puzzles. Interestingly, the ED effect only appeared in the suppression condition. In a second study, we tested the straightforward assumption that depleted participants would have difficulty engaging in active thought suppression. Following the cookies and radish manipulation, we found participants in the radish condition were indeed depleted. However depleted participants were equally able to subsequently engage in thought suppression, as were non-depleted participants. In sum, whereas ED would seem to argue that thought suppression is mainly driven by volitional control, our results suggest otherwise.

G55**DOES DIVERSITY STIFLE CREATIVITY? THE ROLE OF COGNITIVE DEPLETION IN MULTIPLE-CATEGORY CONTEXTS**

Magorzata Gocowska¹, Richard Crisp¹; ¹Centre for the Study of Group Processes, University of Kent – Research on multiple social categorization indicates that perceiving multiple cross-cutting identities in others can lead to a generalized flexible categorization style, which in consequence could enhance creative performance. In line with this hypothesis, interacting with minorities can bring about more systematic processing and more creativity, and exposure to symbols from different cultures leads to increased creativity in participants (Leung et al., 2008). Contrary to these findings, however, previous studies on crossed-categorization have shown that perceiving counter-stereotypic exemplars can be cognitively demanding (Hutter & Crisp, 2006), and this in turn may decrease creative performance. We predicted that the initial impact of exposure to diversity would be reduced creativity due to cognitive depletion, but that the longer term benefits of this process would be increased cognitive flexibility, leading to increases in future creative performance. Consistent with these predictions, in Study 1 originality, flexibility and Remote Association Task scores were lower for participants who had previously engaged in a crossed categorization task. Study 2 replicated the results of Study 1 online. Study 3 showed how eliminating cognitive depletion by asking participants to recall participation in the initial procedure, rather than engaging in the procedure itself, reversed the pattern of results. When inducing a crossed-categorization mindset with this type of priming procedure, we observed an increase, rather than decrease, in creative performance. We conclude that despite short-term detrimental effects of crossed categorization on creativity, diverse settings may have an overall positive influence on people's creative performance when experienced over a long period of time.

G56**ILLUSORY JUDGMENTS UNDER CONDITIONS OF UNCERTAINTY: REASONING ERRORS RELATED TO PARANORMAL AND RELIGIOUS BELIEFS**

Erin Goforth¹; ¹Loyola University, New Orleans – This research examined the predictors of illusory judgments of prediction under conditions of uncertainty. Study 1 investigated the believability of an experimental manipulation that required participants to choose a strategy (i.e., psychic choice or self-choice) for target object selection. Study 2 expanded upon Study 1 by giving participants an additional choice strategy (e.g., a computer's selection). In both Study 1 and Study 2, participants relied on the paranormal strategy (e.g., a psychic) to a greater degree under conditions of uncertainty than under conditions of certainty. Study 3 replicated these results using a between subjects design but also expanded upon Study 1 and 2 by examining individual difference and demographic predictors of paranormal strategy selection under conditions of uncertainty. Paranormal involvement and religious involvement were also analyzed. In Study 3, participants who chose the psychic more often were also more likely to overestimate the probability of correctly locating a hidden object. These results are discussed in terms of illusory prediction. Personal paranormal involvement and religious involvement were associated with less reliance on the psychic strategy, whereas general paranormal involvement was associated with greater reliance on the psychic strategy. Implications for this research include a possible increased predilection for gambling based upon personal paranormal beliefs. Further, this research indicates that individuals with high paranormal beliefs may be vulnerable toward psychic services during times of uncertainty.

G57**THE ROLE OF ASSIMILATION AND CONTRIBUTIONS TO THE COUNTRY ON THE MALLEABILITY OF IMPLICIT AMERICAN = WHITE BELIEFS**

Cristian Gomez¹, Kumar Yogeeswaran¹, Nilanjana Dasgupta¹, Christi-Anne King¹; ¹University of Massachusetts - Amherst – Although Americans overwhelmingly subscribe to values of egalitarianism and multiculturalism, Devos and Banaji (2005) recently demonstrated that Americans of all races implicitly associate American with White. In examining the malleability of these American = White beliefs, we previously found that exposure to Asian Americans who made major contributions to the U.S. decreased this bias. However, it remained unclear whether this decrease in bias was driven by these individuals' contributions to the country, assimilation into mainstream society, or both. The current study addresses this issue by examining the role of assimilation and contributions to the country on implicit American = White beliefs. Participants were exposed to Hispanic Americans who either made: major contributions to the U.S. and were assimilated; major contributions to the U.S. and were non-assimilated; or minor contributions to the U.S. and were non-assimilated. Participants in the neutral condition were exposed to nature reserves. All participants completed an IAT measuring the degree to which they associate White vs. Hispanic Americans with American vs. Foreign concepts, followed by questionnaires assessing how much they explicitly considered each ethnic group 'American'. Results revealed that exposure to Hispanic Americans who made major contributions and were assimilated significantly decreased implicit bias, while exposure to Hispanic Americans who made major contributions but were non-assimilated showed no change in implicit bias (all relative to the neutral condition). However, exposure to Hispanic Americans who made minor contributions and were non-assimilated actually increased implicit bias relative to the neutral condition. Implications and further findings are discussed.

G58**I DON'T LIKE YOU EITHER: RECIPROCATING INTERPERSONAL EVALUATIONS**

Ellen Gordon¹, Mark Alicke¹; ¹Ohio University – Previous research has shown that, in general, we dislike those who give us negative feedback regarding our personality or various abilities (Jones & Shrauger, 1968). In the majority of these studies, participants receive feedback from a same-sex confederate that they have never interacted face-to-face with. Moreover, no studies have demonstrated if individuals will reciprocate a positive or negative evaluation. In the current study, participants were run in small groups of 4-6 people. After participants interacted with one another, each participant rank ordered the other group members from most favorable to least favorable. Participants also assessed each group member on various attributes (e.g., physical attractiveness, intelligence, etc.). Participants then received positive or negative feedback: they were told that a confederate had either ranked them first (or last) out of all the other participants. Following the interpersonal feedback, participants rank ordered the participants and evaluated each group member for the second time. The results revealed that participants who received positive feedback increased the ranking of the confederate from time one to time two while participants who received negative feedback decreased the ranking of the confederate. Furthermore, participants who received negative feedback decreased their ratings of the confederate's physical attractiveness, intelligence, social skills, and overall favorability after the negative evaluation. On the other hand, participants who received a positive evaluation increased their ratings of the confederate's social skills and overall favorability. The results show support for the reciprocation of interpersonal evaluations.

G59

GET SMART OR DIE TRYING: SUPPORT FOR A MORTALITY SALIENCE SELF-STEREOTYPING HYPOTHESIS DeLeon Gray¹;

¹The Ohio State University – The TMT perspective holds that stereotypes can function to help us understand the social world in which we live – thereby contributing to the psychological defense structures we use to ward off concerns of death (Schimmel et al., 1999). Research has demonstrated that our beliefs about our in-groups can influence how we treat ourselves in the same way that we use our beliefs to judge, perceive, and treat others (Simon & Hamilton, 1994). To the extent that individuals rely more on group stereotypes under mortality salience conditions, TMT might also be useful in explaining accounts of self-stereotyping. According to the Centers for Disease Control (CDC, 1999-2004), urban communities experience counts of mortality nearly four times that of non-urban communities. Claude Steele (2008) stated that the future of psychology must focus, in part, on how the mind arises from the socio-cultural context. The present study makes strides down this path by examining how images of graffiti containing death-related messages can yield gender-stereotypic values towards learning about a statistics concept. Four educational psychology classrooms were randomly assigned to images of graffiti. However, mortality salience classrooms saw images of graffiti containing death-related messages (e.g. R.I.P.). An interaction was found between condition and gender, $F(1, 50) = 12.28$, $p < .001$. As predicted, females expressed less value for learning about the statistics concept when managing concerns of death, while males expressed more valuing under mortality salience conditions. The results marshal evidence for a mortality salience self-stereotyping hypothesis and further illustrate the robust impact of subtleties on learning and cognition.

G60

WHY A LEGIBLE HANDWRITING MAKES FOR A BETTER

ESSAY Rainer Greifeneder¹, Dietrich Wagener¹, Alexander Alt¹, Konstantin Bottenberg¹, Tim Seele¹, Sarah Zell¹; ¹University of Mannheim – Those who grade papers and exams generally express a preference for legible handwritings, as grading is much easier when there is no annoying decryption of illegible scribbling. At the same time, graders generally strive to be unbiased by handwriting style, in order to be fair to all students. Despite this striving, we hypothesized that handwriting style influences judgments about an essay's quality and the abilities of the presumed author. This is because legible as compared to illegible handwriting can be processed more fluently, and fluency, in turn, has been shown to be reliably linked to positivity (e.g., Winkielman & Cacioppo, 2001). In a series of experiments, we investigated this hypothesis by showing participants good, medium, or bad essays in either good or poor handwriting. Participants were asked to read and to grade these essays, as well as to evaluate the abilities of the presumed authors in a series of domains. Results revealed that essays with high rather than low legibility were assigned better grades. Moreover, the more legible an essay was, the more positive the abilities that were ascribed to the presumed author. Additional analyses showed that these effects are not driven by the prettiness of the respective handwritings (pretty = good), but, as hypothesized, by the fluency with which the handwritings can be read (fluent = good). Implications are discussed.

G61

THE ROLE OF SOCIAL CONTEXT IN THE CONSEQUENCES OF EVALUATIVE SITUATIONS Jamaica L. Groeneveld¹, Whitney L. Styer¹,

Alecia M. Santuzzi¹; ¹Syracuse University – Being evaluated is often believed to be a negative experience for individuals. Some evaluative situations might include feelings of uncertainty and thus, negative experiences in initial social interactions (Kramer, 1998). The explicitness of the social context might be one factor that changes the consequences of evaluation. The present study examined the role of an explicit versus imagined social context on social perceptions in evaluative situations.

White female undergraduates participated individually in a study in which they expected to engage in a 10-minute interaction with another student. After completing some general self-esteem and social relationships measures, each was told the study was about the social behavior of college students in general (non-evaluative) or her specific behavior in comparison to other students (evaluative). The participants were then moved to another room and asked to complete affect and uncertainty measures either alone or with a confederate serving as their interaction partner. In addition, participants completed measures of meta-evaluation, or how they believed their partner would perceive them. No actual interaction occurred. Results implied that evaluative situations increase negative affect, but only in situations with an explicit social context. In contrast, the imagined social situations yielded reduced negative affect when it was evaluative. Also, evaluative situations instigated increased feelings of uncertainty and negative meta-evaluations when the social context was explicit as compared to being imagined. Taken together, results suggest that evaluative situations trigger negative social expectations in explicit but not imagined social contexts.

G62

ASSIMILATIVE PROCESSES IN THE BETTER-THAN-AVERAGE**EFFECT** Corey L. Guenther¹, Mark D. Alicke¹, Kevin Mikolsky¹, Bridget

Fahrer¹; ¹Ohio University – The tendency for people to evaluate themselves more favorably than an average peer, or the better-than-average effect (BTAE), is one of social psychology's most perdurable findings. The BTAE has been largely construed as a type of social comparison in which the self is evaluated against a normative standard. Yet, the specifics of how this comparison is made are largely uncharted. The present study approaches this effect as a social judgment/social comparison phenomenon that contains both motivational and perceptual-cognitive components. Because the self is a relatively high anchor, we assume that ratings of an average peer are compared to and consequently assimilated toward the self (rather than contrasted from, as often assumed). Actors and observers completed (observed the completion) of an experimental task purported to assess a (fictitious) genetic trait said to predict lifetime success. Half of the participants were then given (bogus) negative feedback regarding the actor's performance, while the other half were not given feedback (control). All participants then estimated what the average score on the task would be for a sample of 500 students. Results indicated that estimates given by actors in the negative feedback condition fell further below those given by control participants (baseline) than did estimates given by observers in the negative feedback condition, despite using the identical judgmental anchor, $F(2, 57) = 5.952$, $p < .005$. These findings support the idea that the BTAE is an assimilative comparison process in which self-enhancement motives influence the amount of assimilation that occurs.

G63

INTENTIONAL LUCK? PROBING THE RELATIONSHIP BETWEEN SKILL, INTENTIONALITY, AND MORALITY Steve Guglielmo¹, Ber-

tram F. Malle¹; ¹University of Oregon – To judge a behavior intentional, people require that the agent has sufficient skill to perform the behavior. A first-time golfer's hole-in-one would rarely be judged intentional because he lacks sufficient skill. However, recent evidence suggests that for morally extreme actions, people may forego the skill requirement, allowing moral considerations to influence their intentionality judgments. Knobe (2003) found that when an unskilled agent tried to kill his aunt and fired a lucky shot that hit his aunt's heart, people deemed the killing intentional. In contrast, when an unskilled agent tried to win a contest and fired a lucky shot that hit the bull's-eye, people deemed this action unintentional. But two nonmoral differences between these conditions may have driven the disparity in judgments. First, hitting a person might be perceived as less difficult than hitting a bull's-eye. Second, the negative condition featured a general action (killing),

whereas the neutral condition featured a specific action (hitting the bull's-eye). The current study was designed to address these concerns. Participants read Knobe's (2003) original vignette but answered a difficulty question (How challenging was the shot?) and an intentionality question that held action specificity constant (Did he intentionally hit her heart [the bull's-eye]?). Indeed, people considered the negative action less difficult than the neutral one, and they were equally unlikely to view the actions as intentional, regardless of moral valence. The results reaffirm that skill is a necessary component of intentionality judgments and that such judgments are not unduly biased by a behavior's immorality.

G64

LYING ONLINE AND CROSSING THE LINE: INTRUSIVE THOUGHTS AND DECEIVER'S DISTRUST *Reeshma Haji^{1,2}, Richard Lalonde¹, ¹York University, Toronto, Canada, ²University of Kent, Canterbury, UK* – Based on prior research on secrecy and thought suppression (Smart & Wegner, 1999), a thought suppression perspective was applied to the study of deception. Specifically, the present research explored the combined effects of chronic intrusive thoughts, deceiving a chat partner, and participants' gender on deceiver's distrust. Young adult men ($n = 35$) and women ($n = 35$) completed an online questionnaire that included a measure of intrusive thoughts. They were then given instructions about an online chat during which they were to share dating opinions with a participant of the opposite sex. Half of the participants, who were all in dating relationships, were instructed to deceive their chat partner about their dating status; whereas the other half of participants were instructed to tell the truth about their dating status. After the chat, participants estimated the extent of emotional and sexual infidelity in the population. These and ratings of endorsement of permissive relationship norms were taken as measures of deceiver's distrust (Sagarin, Rhoads, & Cialdini, 1998). Deceiver's distrust was most pronounced in men who were high in chronic intrusions and who were in the deception condition. Results are interpreted in terms of cognitive load and gender differences in sexual attitudes.

G65

ON THE POSSIBILITY OF UNCONSCIOUS MORALITY: THE EFFECTS OF UNCONSCIOUS VERSUS CONSCIOUS THINKING ON MORAL DECISION MAKING *Jaap Ham¹, Kees van den Bos², ¹Eindhoven University of Technology, ²Utrecht University* – In this paper, we argue that when making moral decisions, unconscious thought can lead to more utilitarian moral decisions (such that people do what is good for the greater good), compared to both conscious thought and immediate decision making. This in contrast to earlier dual-process perspectives on moral decision making that argued that for a utilitarian moral decision a conscious control process is needed to override people's primary (affective) reaction to a moral dilemma. We argue that moral dilemmas often are very complex, and based on earlier research indicating the merits of unconscious thought for making complex decisions, that unconscious cognitive processes can consider more information, and can weigh (affective) information more correctly. Thereby, unconscious thought can overcome a first reaction through more elaborate, unconscious control processes, and lead to more utilitarian moral judgment than conscious cognitive processes. Therefore, we presented participants with a complex version of the well-known footbridge dilemma. In immediate decision conditions, participants made moral decisions immediately. In conscious thought conditions, participants consciously thought about their moral decisions for 3 minutes. In unconscious thought conditions, participants were distracted for 3 minutes and then reported their moral decisions. As expected, participants who thought unconsciously about the dilemma were more willing to make a utilitarian decision than participants who thought consciously or who made an immediate decision. These results provide a new perspective on the social psychology of moral decision making and additional insight into unconscious thinking.

G66

MINIMIZING STIMULUS EXEMPLAR EFFECTS IN THE IMPLICIT ASSOCIATION TEST (IAT) *H. Anna Han¹, Russell H. Fazio¹, ¹Ohio State University* – Past research has demonstrated that the IAT can be influenced by the types of stimulus exemplars presented during the task, especially when atypical exemplars are employed (Govan & Williams, 2004; Mitchell, Nosek, & Banaji, 2003). Such findings highlight that the failure to carefully select prototypical exemplars can yield biased estimates of attitudes toward the categories, presumably because participants define the categories in terms of the exemplars. The current research examined whether shifting construals of the category labels (e.g., Black/White, elderly/young) may be induced by the ambiguity of the valence labels (Pleasant/Unpleasant), which themselves are open to multiple interpretation (e.g., pleasant for whom?). We examined whether focusing the valence perspective of the IAT might also have the consequence of limiting potential construals of the category labels. Experiments 1 and 2 replicated the IAT's previously demonstrated susceptibility to the presentation of atypical exemplars, but also illustrated that such shifts in construal were attenuated by employing the more focused valence labels of the personalized IAT (I like/I don't like). Personalizing the IAT made it more robust to the presentation of atypical stimuli. In Experiment 3, we explored whether focusing the valence perspective of the IAT in yet a different manner (Asians like/Asians don't like) would lessen susceptibility to stimulus exemplar effects. The findings suggest that any perspective-focused IAT may have the benefit of constraining the potential definition of the category labels, which may be especially useful when prototypical exemplar selection is difficult.

G67

TESTING THE LIMITS OF OPTIMISTIC BIAS: EVENT AND PERSON MODERATORS IN A MULTI-LEVEL FRAMEWORK *Peter R. Harris¹, Dale Griffin², Sandra L. Murray³, ¹University of Sheffield, UK, ²Saunders School of Business, University of British Columbia, ³State University of New York at Buffalo* – Weinstein (1980) established that optimistic bias, the tendency to see others as more vulnerable to risks than the self, varies across types of event. Subsequently, researchers have documented that this phenomenon, also known as comparative optimism, varies also across types of people. We integrate hypotheses originally advanced by Weinstein concerning event characteristic moderators with later arguments that such optimism may be restricted to certain subgroups. Using multi-level modeling over seven samples ($N = 1,436$) we found that some degree of comparative optimism was present for virtually all individuals and events. Holding other variables constant, higher perceived frequency and severity were associated with less comparative optimism, higher perceived controllability and stereotype salience with more. Frequency, controllability and severity were associated with self-risk more than average-other risk, whereas stereotype salience was associated with average-other risk more than self-risk. Individual differences also mattered: comparative optimism was related negatively to anxiety and positively to defensiveness and self-esteem. Interaction results imply that both individual differences and event characteristics should jointly be considered in understanding optimistic bias (or comparative optimism) and its application to risk communication.

G68

WHAT I WAS DOING VS. WHAT I DID: VERB ASPECT INFLUENCES MEMORY AND FUTURE ACTIONS *William Hart¹, Dolores Albarracín², ¹University of Florida, ²University of Illinois at Urbana-Champaign* – Past research has shown that the mere thought of a past action can exert a causal influence on memories and future behaviors (reviews by Bem, 1967; Dijksterhuis & Bargh, 2001; Olson & Stone, 2005). Nonetheless, up to this point, there was little if any research on how the linguistic representation of these thoughts influences memory for past actions and future actions. To correct this omission, our research examined whether describing past actions as ongoing (vs. completed)

using the imperfective (vs. perfective) aspect promotes memory for action-relevant knowledge and reenactment of these actions in a future context. In Experiment 1, participants who used the imperfective (vs. perfective) aspect to describe their strategy on a prior interpersonal task were more likely to use this strategy on a later task. Experiment 2 demonstrated that describing behaviors on a prior task using the imperfective (vs. perfective) aspect increased willingness to resume the task by improving memory for task contents. Experiment 3 found that the effects of the imperfective aspect on memory decayed over time. Experiment 4 showed that the imperfective (vs. perfective) aspect facilitated performance of a future behavior only when the described past behavior was relevant to the future behavior. The last two experiments showed that aspectual effects are moderated by memory decay and are behavior-specific (vs. general).

G69

REASONED AND IRRATIONAL REACTIONS TO A POTENTIAL FOOD CONTAMINATION INCIDENT Verlin B. Hinsz¹, Dana M. Wallace¹, Gary S. Nickell², Andrea N. Rooney¹; ¹North Dakota State University, ²Minnesota State University Moorhead – Food contamination incidents involving a recall can lead consumers to behave in appropriate or inappropriate ways such that people could irrationally avoid safe foods or consume (approach) unsafe foods. Our study examined intended responses to a hypothetical recall of canned chicken soup contaminated with botulism which could lead to severe illness and death. After reading the recall notice, participants responded to a questionnaire assessing constructs from the theory of planned behavior (subjective norms, attitudes, perceived behavioral control, behavioral intentions). These constructs were assessed across four behavior categories: (a) appropriate avoidant responses (i.e., stop eating canned chicken soup), (b) appropriate approach responses (i.e., continue eating other canned soups), (c) inappropriate avoidant responses (i.e., avoid eating all canned soup or avoid eating all chicken), and (d) inappropriate approach responses (i.e., eating some canned chicken soup). Analyses based on the theory of planned behavior indicated intentions were predicted well by the constructs ($R^2 = .53-.69$). The subjective norm had the greatest impact for predicting the intentions, and attitudes also had a significant contribution for all behavior categories. Perceived behavioral control only had a significant impact for consuming other canned soups and avoiding all canned soups, indicating that some approach and avoidant behaviors were perceived as more or less under volitional control. These results imply that the theory of planned behavior, and subjective norms and attitude components in particular, can account for a variety of appropriate and inappropriate responses to a health threat from contaminated food.

G70

JUDGMENTS OF SUB-CLINICAL DEPRESSION BASED ON PRIVATE AND PUBLIC SELF-DESCRIPTIONS Shannon E. Holleran¹, Aubrey J. Rodriguez², Matthias R. Mehl¹; ¹University of Arizona, ²University of Southern California – People commonly form first impressions based on verbal self-descriptions. Past research suggests that self-relevant writing samples facilitate the accurate judgment of personality traits in zero-acquaintance paradigms. If self-descriptive writing contains information about multiple aspects of the self (i.e. regarding daily life, preferences, and relationships), we would expect that this domain would contain information for judging a variety of personality traits. One trait that is harder to judge in zero-acquaintance paradigms is sub-clinical depression because it is less socially desirable and observable than other traits (Mehl, 2006). The purpose of this study was to test if self-descriptive writing allows for accurate judgments of an inherently private trait (sub-clinical depression) and how the information contained in the writing allowed for the accurate judgment of depression. Specifically, we tested this across two different self-descriptive writing contexts: a private diary and a public blog. 57 target participants wrote two self-descriptive essays

(e.g. writing on the topic who am I) and eight naive personality judges then rated target participants' levels of depression on the basis of these essays. Raters achieved high levels of accuracy in assessing sub-clinical depression across both contexts (mean $r = .52$), but further analyses revealed that judges accurately relied on different linguistic cues in the two contexts. These results suggest that both private and public forms of self-descriptive writing provides a good context for the judgment of sub-clinical depression and that linguistic cues provide a lens to judge sub-clinical depression.

G71

THE EFFECT OF TEMPORAL DISTANCE ON TRAIT INTEGRATION IN IMPRESSION FORMATION Gina M. Hoover¹, Kentaro Fujita¹, Tal Eyal²; ¹The Ohio State University, ²Ben-Gurion University – How do people form impressions of those they have met in the distant vs. near past? How might such impressions differ for those they will meet in the near vs. distant future? Construal level theory (CLT) suggests that impressions formed of temporally distant others will be more schematic and abstract. Although this has been confirmed in studies examining the effect of time on trait attributions (Nussbaum, Trope, & Liberman, 2003), no work has yet examined temporal distance effects on trait interpretation and integration. The current study used the classic Asch (1946) warm-cold paradigm to test the hypothesis that temporal distance promotes trait integration. To the extent that a person described as intelligent, skillful, determined, practical, and cautious is evaluated differently when the traits warm vs. cold are included is interpreted as evidence of trait integration around the central traits of warm and cold. In the current study, participants were given a list of traits (that differed in the inclusion of warm vs. cold) describing a target that they would meet next week vs. six months from now. As predicted, there was a stronger warm-cold effect when participants formed an impression of temporally distant vs. near persons. This work extends CLT beyond trait attribution to integration, suggesting that people who are temporally distant vs. near are not only viewed increasingly in dispositional terms (Nussbaum et al., 2003), but that they are also seen as possessing more coherent, integrated, and whole personalities.

G72

THE EFFECT OF POWER ON SPONTANEOUS TRAIT INFERENCES Sylviane Houssais¹, James S. Uleman¹; ¹New York University – In the social psychology of inter- and intra-group relations, the effects of power on social cognition are important. In this study, we explored the effects of feeling in control of another's outcomes versus feeling controlled. Our hypotheses were based on an ongoing debate between those who argue that people in positions of power tend to stereotype their subordinates more than vice versa (e.g. Fiske, 1993) and those who argue the opposite (e.g. Overbeck & Park, 2001). More generally, this debate suggests that power promotes (or inhibits) categorizing others. Thus, we explored the effects of power-related feelings on unintended impression formation, using spontaneous trait inferences (STIs). Making STIs (e.g. inferring that Carl is athletic when learning that "Carl played soccer last weekend") involves abstracting and generalizing, similar to stereotyping. Participants were induced to feel powerful, powerless, or power-neutral through a memory-description manipulation, and then completed a false recognition measure of STIs. Participants feeling powerful tended to make more STIs ($M = 0.326$), than participants feeling neutral ($M = 0.240$), who made more STIs than participants feeling powerless ($M = 0.207$), linear trend $F(1, 79) = 3.99, p = .049$. The difference between powerful and powerless conditions was marginally significant, $t(79) = 1.96, p = .054$. This suggests that feeling power over others (although not necessarily a present target) promotes spontaneous categorical inferences about others.

G73

DELIBERATE AND SPONTANEOUS PROCESSING IN DECISION MAKING IN COURT AND HIRING TASKS INVOLVING BIAS OF PRIMARY AND PERIPHERAL TARGETS

William Huggon¹, Jonathan Freedman¹; ¹University of Toronto—Prejudice is judged less acceptable today, resulting in an effort to avoid being (or appearing) influenced by stereotypes; there is a conscious effort to be fair to a black target. It is hypothesized that while stereotypes may not affect targets, they might affect judgments about witnesses for the target, inadvertently affecting the target's outcome. Using Fazio's (1991) MODE model, it is thought bias against the target does not occur because of deliberation and motivation (including prevalent social norms against prejudice). But when contemplating the witness, motivation and ability are reduced (due ironically to focus on the target) and decision making becomes more spontaneous—affected primarily by personal values and prejudices. In a series of studies examining this effect in criminal trials and hiring practices, participants were randomly assigned to one of 4 conditions which varied the congruency of race of target (defendant or applicant) and key witness (alibi or job reference). Participants read a trial transcript or rsum portfolio and made a decision on the fate of the target (verdict or hiring decision). Bias could be predicted using internal and external motivation to respond without prejudice (IMS & EMS) and social dominance orientation (SDO). When low in EMS (social norms were not important) bias against the target was based on personal values. When high in EMS, race of primary target did not effect decision, but there was an effect on the decision when the race of the target and their main reference were incongruent, dependant on higher SDO.

G74

PERSONALITY PERCEPTION AND PERSONAL AND RELATIONSHIP WELL-BEING: THE UNIQUE ROLES OF DIFFERENTIAL AND NORMATIVE ACCURACY

Lauren J. Human¹, Jeremy C. Biesanz¹; ¹University of British Columbia—Previous research suggests that accurate person perception, of others and by others, is associated with enhanced personal and relationship well-being (Colvin, 1993; Letzring, 2008; Carton, Kessler, & Pape, 1999). The present research further examines this association by taking a componential approach, separating self-other agreement into two of Cronbach's (1955) components: differential and normative (stereotype) accuracy. In forming personality impressions, differential accuracy refers to using unique target information while normative accuracy refers to using normative information. In the present study, 161 participants, in small groups, engaged in a round-robin design, where each participant met with and made personality judgments about every other participant in the group. Participants also rated their own personalities, personal well-being (i.e., subjective well-being, depression, and self-esteem), and general relationship well-being. As expected, higher accuracy, measured by raw self-other agreement, was associated with enhanced relationship and personal well-being for judges and targets. When examining differential and normative accuracy, however, a more complex picture emerged. For judges, relationship and subjective well-being was strongly associated with normative but not differential accuracy. For targets, being perceived with differential accuracy was associated with enhanced personal well-being and marginally with relationship well-being. Interestingly, targets perceived as normative demonstrated higher depression and marginally lower levels of self-esteem. Overall, these results replicate past research suggesting that accurate personality perception is associated with positive personal and interpersonal well-being but extend these findings by demonstrating that this relationship may be driven more by normative accuracy for judges and by differential accuracy for targets.

G75

DO AUTHORS HAVE AN EAR FOR THE OPPOSITE SEX? : FROM JANE AUSTEN TO QUENTIN TARANTINO

Molly E. Ireland¹, James W. Pennebaker¹; ¹The University of Texas at Austin—Men and women generally use language in predictably different ways. Newman et al. (2008) analyzed 14,000 natural language text samples and found that women tend to use first-person singular pronouns (I, me), third-person pronouns (she, they), and social words (conversation, friend) more often than men. Men use articles (a, the), which signify concrete thinking, more often than women. Pronouns and articles are function words, words that make up the grammatical structure of sentences and have little meaning on their own. People who use function words differently tend to think and behave differently as well (see Chung & Pennebaker, 2007). This class of words will be the primary focus of the present study. The function words a writer uses for each character tell us the degree to which the writer believes his character is self-focused, other-focused, thinking concretely, and so on. Using Newman et al.'s (2008) findings as baselines, it is possible to analyze fictional dialogue and determine how well authors understand the opposite sex. If, for example, a writer's female characters reliably use function words in typically male ways, this implies that the writer has trouble taking female perspectives. So far we have analyzed nearly 200,000 words of dialogue from 20 eminent authors. Preliminary results show that neither female nor male writers reliably write the opposite sex accurately. In fact, many characters use pronouns and articles at rates that are the opposite of what would be expected for the character's sex. Additional findings and implications for cross-sex perspective-taking are discussed.

G76

AN INTEGRATION OF NATURALLY OCCURRING AND LABORATORY BASED PERCEPTIONS OF SEXUAL INTENT

Angela J. Jacques-Tiura¹, Antonia Abbey¹; ¹Wayne State University—Men often misperceive women's friendly behaviors as sexual attraction and frequently overestimate the level of sexual intimacy women desire. One concern with this research is that misperception of sexual intent is typically measured with a single item, although the item has demonstrated criterion validity and was predicted by many constructs associated with sexual assault perpetration. The goals of the current study were to develop a multi-item scale of naturally occurring misperceptions of sexual intent, and to validate the scale by linking it to evaluations of experimental stimuli depicting a mixed-gender dyad. We hypothesized that participants who more often misperceived members of the opposite sex's sexual interest in them would perceive the opposite-sex target as more attracted to the same-sex target than would those who misperceived less often. Ninety-four men and 117 women participated in an online study in which they completed the misperception of sexual intent scale and evaluated a photograph of a college-aged, mixed-gender dyad. The misperception of sexual intent scale assessed the frequency of seven possible situations in which overperception of another's sexual interest might occur. The evaluations assessed how sexually interested each target was in the other and the extent to which each target was intending to behave sexually. As predicted, participants who misperceived more often perceived greater sexual attraction and more sexual intent. Also, men misperceived women's sexual intentions more often than women misperceived men's sexual intentions. This study adds to the literature on sexual relationships by providing a short, validated scale of sexual misperception situations.

G77

BELIEF IN A PERSONAL DEITY: PREDICTORS OF RELIGIOUS ANTHROPOMORPHISM

Kathryn A. Johnson¹, Adam B. Cohen¹; ¹Arizona State University—Recent research in the psychology of anthropomorphism shows that people ascribe human characteristics to many kinds of nonhuman entities, including pets and robots. Anthropomorphism may also apply to religious entities (e.g., angels,

demons) and national surveys confirm that many, but not all, religious people personify God. It is unclear, however, what criteria people employ in attributing personhood to God. Do people attribute mental states, agency, biological characteristics, social aptitudes, moral rights and responsibilities, or all of the above to God? We collected data from over 900 college students, parents, and grandparents asking whether different entities (e.g., religious beings, animals, ancestors, etc.) were persons or person-like. Respondents provided Likert scale ratings as to whether each entity was able to think, imagine, remember, actively do things in the world, exist without a body, communicate, know what I'm thinking, have feelings, rights, responsibilities, social interaction, or be respected. Results showed Muslims were the least and Mormons the most likely to personify God. Catholics were significantly more likely to think that God needed a body for personhood, however, corporeality was not indicative of God's personhood for non-Catholic Christians. Females were also significantly more likely than males to personify God. Exploratory principal components analysis revealed four factors in thinking about other beings: mental/agentive, social/communicative, emotional/moral, and essence - the ability to exist without a body and to know what I'm thinking. Respondents who believed in essence were more likely to personalize animals, whereas communicative potential best predicted the personification of God.

G78**EFFECTS OF REPEATED EXPOSURE ON CATEGORY EVALUATION**

Naoaki Kawakami¹, Fujio Yoshida¹; ¹University of Tsukuba, Graduate School of Comprehensive Human Sciences – Based on recent mere exposure studies, we have hypothesized that repeated exposure to stimuli belonging to a common category leads to the positive evaluation of that category. To test this hypothesis, we conducted three experiments in which participants were randomly assigned to one of three experimental conditions (hiragana-exposure, katakana-exposure, or no-exposure). The participants under the hiragana-exposure condition were exposed to Japanese mimetic words written in Japanese hiragana, and those under the katakana-exposure condition were exposed to mimetic words written in Japanese katakana. Then, implicit and explicit evaluations of the two categories (hiragana and katakana) were measured. In Experiment 1, we adopted a traditional design using a mere exposure paradigm, such that the rating stimuli were identical to the exposed stimuli. After exposure, participants completed an IAT to measure the degree to which they associated hiragana vs. katakana with positive vs. negative, followed by a self-report to measure the degree to which they felt positive. In Experiment 2, to investigate the positive effects on category evaluation, we used non-exposed stimuli that belonged to a common category as the rating stimuli of the IAT and the self-report. In Experiment 3, we extended Experiment 2 by using GNAT as an implicit measure. GNAT differs from IAT in that it measures evaluations of a single category. The results from these implicit measures consistently revealed that exposure to hiragana or katakana words led to positive evaluations of the exposed category. In contrast, the effects from the explicit measures were confirmed only in Experiment 1.

G79**DOES SIZE MATTER: HOW OBESE CHILDREN ARE VIEWED**

Elizabeth Kelly¹, Denise Jones¹, Jeremy Heider¹; ¹Stephen F. Austin State University – Elizabeth Kelly, Denise Jones, Jeremy Heider, Stephen F. Austin State University Does Size Matter: How Obese Children are Viewed The rate of obesity in American children has increased dramatically over the last 20 years (Taras & Potts-Datema, 2005). The purpose of this research was to develop a scale to measure attitudes toward overweight children. The Prejudice Against Obese Children Scale (PAOC) was designed to assess the three components of attitudes: cognitions, affect, and behavior. The scale consisted of 16 items: 6 cognitive (e.g., Obese children are lazy), 5 behavioral (e.g., I avoid looking obese children in the eyes), and 5 affective (e.g., I feel angry when I see an obese child). Participants were 91

undergraduates enrolled in psychology courses; the scale was given to the students during class time. Using Cronbach's alpha, the total scale reliability was determined to be reasonably acceptable ($\alpha = .77$); however, the individual subscales had weaker reliabilities due to the limited number of items in each subscale (cognitive = .69; affective = .54; behavioral = .20). A test of the convergent validity of the PAOC with Crandall's (1994) Antifat Attitude Scale produced a significant positive correlation, $r(91) = .62, p < .001$, indicating strong convergent validity. A test of the discriminant validity of the PAOC with a self-esteem measure (Heatherton & Polivy, 1991) produced a non-significant correlation, $r(91) = -.13, p = .22$, indicating satisfactory discriminant validity. Finally, a factor analysis revealed two factors; one heavily related to cognition and another containing an even mix of cognition and affect. Implications, limitations, and future directions are discussed.

G80**PERSONALITY JUDGMENT IN ONLINE, COMPUTER MEDIATED INTERACTIONS**

Megan Kendall¹, Katherine Starzyk²; ¹University of Calgary, ²University of Manitoba – People are increasingly interacting online, via chat programs (e.g., MSN messenger) and the like (e.g., Facebook), and are using such computer mediated communication both to maintain old relationships and to form new ones. Given this trend, and that people make important decisions based on their judgments of what others are like, it is vital to understand what factors enable people to make valid personality judgments of others in such contexts. Participants were 180 undergraduate students, who first got to know another person through an anonymous, online, 30 minute text-only chat. Afterwards, participants provided self- and observer personality reports. Thus, we gauged valid personality judgment by the level of self-other agreement. Participants then rated the degree of self-disclosure in the interaction and completed self-report measures of attachment and self-monitoring. The average level of self-other agreement was high ($r = .62$) when uncorrected for stereotype accuracy, but relatively low ($r = .17$) when corrected for this profile component. Thus, participants' stereotypes helped them to make valid personality judgments. For both uncorrected and corrected agreement, judges who were extraverted and low on avoidance made more valid personality judgments. As expected, a number of target personality variables moderated uncorrected agreement, but not corrected agreement. Finally, the quality of the information exchanged during the interaction also positively predicted self-other agreement. Overall, these results suggest that similar factors predict self-other agreement in face to face and online interactions. We discuss the implications of these findings and suggest avenues for future research in online personality judgment.

G81**READ 'EM AND REAP? SUBJECTIVE EASE OF RETRIEVAL FADES OVER TIME IN HINDSIGHT JUDGMENTS**

Lindsay A. Kennedy¹, Paul M. Miceli¹, Lawrence J. Sanna¹, Edward C. Chang²; ¹University of North Carolina at Chapel Hill, ²University of Michigan – Hindsight bias occurs when people claim to know it all along (Fischhoff, 1975). Early research assumed that generating reasons for known outcomes produces hindsight bias, but recent research demonstrates this depends on subjective experiences indicating ease or difficulty of thought generation (Sanna & Schwarz, 2007; Schwarz, Sanna, Skurnik & Yoon, 2007). Our goal was to test when people reap the benefits of generating outcomes, because subjective experiences fade over time (Robinson & Clore, 2002), and thus people's judgments should be based on thought content after time passes. We used a 3 x 3 design with a men's basketball game between the University of North Carolina and Duke University. Carolina won. Participants rated the inevitability of a Carolina win: (a) one day before the game; (b) one day after; and (c) one week after. One day after, two-thirds of participants listed 3 or 12 reasons why Carolina won. One week after, these participants read the reasons they previously generated. Control participants did not generate or read reasons. Results provided

strong support for hypotheses. First, hindsight judgments were consistent with subjective experiences when generating reasons: Participants generating 3 (easy) rated Carolina's win as more inevitable than participants generating 12 (difficult). However, second, the benefit of many reasons reversed (was limited) when participants read reasons later on: Participants who read 12 rated Carolina's win as more inevitable than those who read 3, suggesting care should be used when implementing this technique and that judgments depend critically upon when and how they are made.

G82

HOW AND WHY WE REACT TO INTERPERSONAL INJUSTICE

Kimberly M. Kinsey¹, David A. Schroeder²; ¹Agnes Scott College, ²University of Arkansas – The most striking feature of their qualitative research by Bies and Tripp (1997) and Crombag et al. (2000) was the number of victims who chose to do nothing in response to a transgression, but they were able to identify what actions were taken following a transgression. The present research extends this line of research by investigating reasons given by respondents for their reactions. Participants (N = 163) were asked to describe a recent incident in which they were wronged and desired (1) compensation, (2), retribution, or (3) revenge from the offender. They reported their reactions to the offense, and these free-response reactions were coded into six derived categories: Direct Aggression (10%), Indirect Aggression (7%), Called Authorities (11%), Confronted Offender (18%), Ended Relationship (10%), or Nothing (43%). They reported their emotional reactions to the event (e.g., anger, humiliation), motives for choosing that course of action (e.g., retribution, deterrence, revenge, fairness), and the impulsivity of their response. Analyses compared these responses across the six reaction categories, with numerous differences obtained. Those taking some action against the offender differed from those doing nothing on most of these measures. Those taking some aggressive action saw their responses as being more impulsive. Those resorting to indirect aggression felt the most anger, hot emotions, and humiliation and reported they acted out of a desire for retribution and revenge. Fairness was the primary motive for those calling authorities. These results may elucidate differences in the motivations underlying victims' reactions to transgressions.

G83

BEHAVIORAL PREDICTIONS FOLLOWING EXPOSURE TO OTHERS' BEHAVIORS, BELIEFS, AND FEELINGS

Amber R. Kblitz¹, Kevin D. McCaul¹; ¹North Dakota State University – Relatively little is known about the inferences one makes after learning how another feels about the behaviors he or she performs. The correspondent inference literature confirms that if we simply observe another's actions, their behavior is assumed to reveal their character, personality, and attitude (Krull, 2001). We wished to explore whether correspondent inferences are made when observations of another's actions are supplemented by learning about how that other feels about their behavior. Students read about persons who engaged in two health promoting (exercising, cancer screening) and two detrimental health behaviors (drinking alcohol, smoking). Descriptions of six individuals were created for each behavior. Participants learned about a) only the person's behavior, b) only the person's beliefs about the behavior, c) a match between the behavior and the person's feelings about that behavior, d) a mismatch between the behavior and the person's feelings, e) a match between the behavior and the person's beliefs about that behavior, and f) a mismatch between the behavior and the person's beliefs. For each person, participants judged the likelihood that the person would continue to engage in the behavior in the future. Across behavior types, descriptions of behavior only, belief only, behavior/feeling match, and behavior/belief match led to similarly high likelihood judgments of behavior continuance. The lowest likelihood judgments were made when the actor's feelings (e.g., I am upset about smoking) failed to match their behavior (I smoke every day). Thus, information about feelings can overwhelm contradictory

behavioral information, an important theoretical issue for correspondent inference theory.

G84

SUCCESS ISN'T ALWAYS SWEET: REACTIONS TO BEING THE TARGET OF A THREATENING UPWARD COMPARISON (STTUC)

Erika Koch¹, Amy Sutherland¹; ¹St. Francis Xavier University – The phenomenon of STTUC (sensitivity about being the target of a threatening upward comparison) involves feelings of discomfort that may arise when an individual perceives that outperformance threatens another person, and when the outperformer is concerned about him- or herself, the other person, or their relationship. Initial research demonstrates that STTUC predicts negative affect. Given the close correspondence between state self-esteem and perceived or anticipated rejection, the present study examined whether STTUC feelings also negatively predict state self-esteem. The present study also examined whether STTUC/affect and STTUC/self-esteem relationships vary as a function of narcissism or dispositional empathy. In an internet study, male and female participants (N = 253) completed measures of narcissism and dispositional empathy, recounted an event in which they outperformed someone, and responded to items assessing STTUC, positive and negative affect, and state self-esteem. Results of linear regressions revealed that, consistent with hypotheses, STTUC-related concerns negatively predicted state self-esteem and positive affect and positively predicted negative affect. However, contrary to hypotheses, perceived threat to the outperformed person positively predicted state self-esteem and did not significantly predict affect. Analyses including narcissism and dispositional empathy yielded mixed results. Results suggest a complex pattern of responses to success. On the one hand, concerns about the outperformed person's response may carry psychological costs. On the other hand, noticing that an outperformed person is upset about being outperformed may bring temporary self-esteem benefits.

G85

MIMICRY AS MEANS SUGGESTION

Catalina Kopetz¹, Edward Orehek¹, Mark Dechense¹, Arie W. Kruglanski¹; ¹University of Maryland – Throughout the history of psychology it has been suggested that the act of perceiving another person's behavior creates a tendency to behave in the same manner oneself. The mechanisms of such imitative tendency were confined to a perception-action expressway mechanism whereby people automatically imitate a primed or observed performance. Extensive empirical research has provided evidence for the instrumentality of unconscious mimicry as social glue that can lead people to coordinate actions, to interact more smoothly, to like and help each other. The present research proposes that the instrumentality of unconscious mimicry may be approached from a broader perspective, namely as a means suggestion. Priming an event or perceiving others may suggest a way of doing things, i. e. a means that when coupled with an appropriate goal is mindlessly adopted. In three studies we attempted to provide empirical support for this notion. In the first study, members of a women's collegiate soccer team who were primed with David Beckham as a soccer player vs. celebrity performed better on a subsequent team-run fitness test. In a second study, we showed that participants imitate the behavior suggested by a prime (i. e. the elderly stereotype) only when other means to perform a prime-relevant behavior (i. e. memory performance) were not accessible. Finally, in a third study we showed that imitation of a behavior consistent with a primed category occurs only when instrumental means to the performance of the relevant behavior were not accessible.

G86

SOCIAL SENSITIVITY: THE EFFECT OF VAGAL MODULATION ON PERSON PERCEPTION *Katrina Koslov¹, Wendy Mendes¹, ¹Harvard University* – Polyvagal theory (Porges, 2003) suggests that flexibility in activation of the vagus nerve is an important trait underlying social perception and behavior. One way to measure that flexibility is to measure the extent to which people experience context-appropriate changes in heart rate variability. Two studies investigated the hypothesis that people who are able to withdraw the vagal brake on their hearts during attention tasks are more sensitive to cues of rejection or acceptance in stressful social interactions. In both studies, participants were exposed to a social stress task: giving a speech in front of two evaluators. The evaluators gave nonverbal feedback consistent with either social rejection or acceptance. We hypothesized that participants who had greater vagal modulation would have more sensitive person perception, as reflected in their physiological and emotional reactions. In study 1, we found that participants with greater vagal modulation had more context-appropriate responses in blood pressure: greater blood pressure reactivity to rejection and lower reactivity to acceptance. In study 2, we found that greater vagal modulation was associated with context-appropriate endocrine responses: greater anabolic (DHEAs) hormone reactivity to acceptance and greater catabolic (cortisol) hormone reactivity to rejection. In both studies, greater vagal modulation was also associated with more context-consistent responses in self-conscious emotions (shame and pride). These studies offer preliminary evidence that vagal modulation is a predictor of sensitivity to social cues.

G87

IMPLICIT CAUSAL INFERENCES IN PERSON PERCEPTION *Laura Kressel¹, James S. Uleman¹, ¹New York University* – This experiment tested the hypothesis that behaviors and the traits that they imply are causally linked in semantic memory. Research in cognitive psychology has shown that people access causally related concepts (e.g. spark-fire, moon-tide, acid-corrosion) more quickly when they appear in the predictive (cause->effect) compared to the diagnostic (effect->cause) direction (Fenker, Waldmann, Holyoak, 2005). Participants (n=106) completed a relation recognition task in which they made rapid causal judgments for each of 64 verb-adjective word pairs. Critical trials consisted of action-trait pairs presented sequentially in either the predictive (trait->action; e.g. clumsy->stumble) or diagnostic (action->trait; e.g. blush->shy) direction. Control trials consisted of unrelated verb-adjective pairs. For each trial, participants determined whether a causal relation existed between the two sequentially presented words. Participants responded more quickly to critical pairs that appeared in the predictive (M=1370 ms) compared to the diagnostic direction (M=1450 ms), $t(103)=-2.13$, $p<.05$. Words comprising each critical pair were of equal associative strength in terms of a) statistical contingency ($p(\text{action} | \text{trait}) = p(\text{trait} | \text{action})$), and b) likelihood of free association (according to the USF association norms). Results suggest, therefore, that traits and behaviors are causally linked in semantic memory and that trait inferences may be best conceptualized as causal attributions.

G88

THE MACHIAVELLI EFFECT OF POWER PRIMING ON MORAL DILEMMA. *Tomohiro Kumagai¹, Kees Van den Bos², ¹Tohoku University, Japan, ²Utrecht University, Netherlands* – In previous moral dilemma study, when individuals are asked whether they flip the switch of trolley to save five persons instead of one in the other track, most of them answer Yes. However, if they are asked whether they push a man off footbridge and stop trolley to save five persons, most of them answer No. It was called intervention inertia (Van den Bos, et al., 2008). Van den Bos et al (2008) showed that psychological state of intervention inertia was mitigated by explicit power priming but it did not affect behavioral decision. Thus in this study, we used implicit power priming to examine the effect on moral behavioral decision. One hundred and thirty-two

Japanese university students were randomly assigned into one of four conditions (Trolley/Footbridge x Power word priming/ control). In the power priming condition, participants were implicitly primed power by using lexical decision task. In the power priming condition, target words in lexical decision task were 15 power-related words. Next, participants read the description of either trolley or footbridge setting, and answered whether they would victimize one person to save five persons or not. Results were that in the footbridge condition, the number of behavioral intervention (answer Yes) was increased by implicit power priming (Power priming = 36%, Control = 12%). This result was not seen in the trolley condition. These results could be interpreted as the Machiavelli effect, that is, those who are disinhibited by power become to decide and behave rationally in morally difficult situation.

G89

EXPANDING THE MORAL CIRCLE: INCLUSION AND EXCLUSION MINDSETS AND THE CIRCLE OF MORAL REGARD *Simon Laham¹, ¹University of Melbourne, Australia* – The human tendency to draw boundaries is pervasive. The 'moral circle' is the boundary drawn around those entities in the world deemed worthy of moral consideration. Three studies demonstrate that the size of the moral circle is influenced by a decision framing effect: the inclusion-exclusion discrepancy. Participants who decided which entities to exclude from the moral circle (exclusion mindset) generated larger circles than those who decided which to include (inclusion mindset). Further, people in an exclusion mindset showed spill-over effects into subsequent moral judgments, rating various outgroups as more worthy of moral treatment. The size of the moral circle mediated the effects of mindset on subsequent moral judgment. These studies offer an important first demonstration that decision framing effects have substantial consequences for the moral circle and related moral judgments.

G90

THE SPONTANEOUS THOUGHTS OF THE NIGHT: HOW FUTURE ACTION BREEDS INTRUSIVE COGNITIONS *Meredith Lanska¹, Ezequiel Morsella^{1,2}, Avi Ben-Zeev¹, John A. Bargh³, ¹San Francisco State University, ²University of California San Francisco, ³Yale University* – Everyone has had the experience of trying to clear one's mind before going to sleep, only to have thoughts about pending errands and obligations persistently intrude into consciousness. We propose that future actions benefiting from foresight and mental preparation are major progenitors of such intrusive cognitions. To test this, we recreated the scenario in which one is trying to clear one's mind but experiences intrusive cognitions about a future task. It was hypothesized that participants would experience intrusive cognitions about geography when attempting to clear their minds in a mock concentration task, if they anticipated being tested about geographical knowledge. Participants (n = 150) were divided into three conditions. The experimental 'recall' group was told the cover story that, after the concentration task, they would have to name all the states of the U.S.A to the best of their ability – a task that would benefit from mental preparation. Control participants were told the same story but with the added qualification that there would be no recall task. To control for difficulty, a third group was told the cover story that, following the concentration task, they would have to speed count the letters of the names of the states of the U.S.A. As predicted by our hypothesis, the recall condition led to a significantly greater proportion of intrusive cognitions about geography than the letter counting and control conditions. We hope that demonstrating this basic link between future action and intrusive cognitions may illuminate aspects of these processes in pathological conditions.

G91**WHY INATTENTION TO COMPLEX DECISIONS YIELDS OPTIMAL JUDGMENT: IT'S NOT WHAT YOU (UNCONSCIOUSLY) THINK**

G. Daniel Lassiter¹, Matthew J. Lindberg¹, Claudia Gonzalez-Vallejo¹, Francis S. Bellezza¹, Nathaniel D. Phillips¹; ¹Ohio University – Martin Luther King, Jr. astutely noted, nothing pains some people more than having to think. The recently proposed unconscious thought theory (UTT, Dijksterhuis & Nordgren, 2006) would appear to offer solace to such individuals. According to UTT, when it comes to making complex decisions, conscious ratiocination requiring cognitive effort is maladaptive; it is unconscious thinking—defined as effortless deliberation in the absence of attention directed at the problem domain—that produces optimal judgments. The evidence purportedly supporting UTT's counterintuitive assertion derives from a paradigm that assumes unconscious thought predominates when attention is diverted from a decision task via distraction (Dijksterhuis, 2004; Dijksterhuis, Bos, Nordgren, & van Baaren, 2006). However, by reinterpreting this paradigm in terms of the well-established distinction between on-line and memory-based judgments (Hastie & Park, 1986), we can account for previous findings without the need to claim the existence of an entirely new and controversial system of thought (Acker, 2008, Becker, 2006; Gonzalez-Vallejo, Lassiter, Bellezza, & Lindberg, in press; Shanks, 2006). Results of two experiments demonstrate that our proposed account of findings obtained with the UTT paradigm is plausible. In addition, the data reveal that some cognitive effort appears necessary to produce divergent judgments in the UTT paradigm, thereby indicating that such judgments are ultimately a product of conscious, rather than unconscious, thinking.

G92**EXPERIENCE SAMPLING AND INFORMATION ABOUT FOREGONE PAYOFFS**

Gael Le Mens¹, Jerker Denrell¹; ¹Stanford University Graduate School of Business – Recent research has shown that when decision makers learn the value of alternatives by trying them and observing their consequences, a negativity bias tends to emerge (Denrell, 2005; Fazio, Eiser and Shook, 2004). In some settings however, the social context might provide information about alternatives that have not been selected. This paper studies the effect of this information about foregone payoffs on the evolution of beliefs and choices. Using a formal learning model and computer simulations, we show that when information about foregone payoffs is available for some of the alternatives and not the others, individuals will learn to prefer alternatives with information about foregone payoffs. The reason is that information about foregone payoffs can help correct mistaken negative beliefs about the value of an alternative, which otherwise could have led decision makers to abandon that alternative. A series of experiments confirm the predictions of the model: Participants played a set of games where, in each period, they had to choose one of several alternatives with unknown payoff distribution. The payoff of one or several alternatives was observed only if the alternative was selected whereas the payoff of the remaining alternatives was observed even if the alternative was not selected. The goal was to maximize the total payoff over a known number of periods. Participants were compensated according to their overall performance. The experimental results matched the predictions of the model: Participants learnt to prefer alternatives with information about foregone payoffs even when the priors on the alternatives were identical.

G93**ACCURACY OF PERSONALITY JUDGMENTS BASED ON INFORMATION ABOUT THOUGHTS AND FEELINGS VS. BEHAVIORS**

Tera D. Letzring¹, Guy W. Cotroneo¹; ¹Idaho State University – To address the issue concerning what types of information result in more accurate personality judgments, the current study examined accuracy following exposure to information about thoughts and feelings or behaviors. According to Andersen (1984), information about thoughts and feelings

results in higher accuracy than information about hobbies/activities. According to attribution theory, people are more likely to make dispositional attributions for behaviors (Bem, 1967; Jones & Davis, 1965), although it is questionable whether dispositional attributions also lead to higher accuracy. According to the Realistic Accuracy Model (Funder, 1995), more personality-relevant information should result in more accurate judgments. Therefore, three different predictions were tested: 1) descriptions of thoughts and feelings will result in the highest accuracy, 2) descriptions of past behaviors will result in the highest accuracy, and 3) descriptions of thoughts and feelings or behaviors (in which more personality-relevant information is revealed) will result in higher accuracy than observing behaviors. To test these predictions, 114 dyads interacted in one of three conditions in which they discussed thoughts and feelings, discussed behaviors, or engaged in behaviors. Then, participants rated their partner's personality and their own personality using measures of the Big Five and ego-control and ego-resiliency. Accuracy was assessed as profile self-other agreement and predictions were tested with contrast analysis. No support was found for the first prediction. Some support was found for the second and third predictions, especially for extraversion, neuroticism, ego-control, and ego-resiliency. In conclusion, discussions resulted in higher accuracy than engaging in behaviors, especially discussions about past behaviors.

G94**EMPATHIC ACCURACY AND NONVERBAL DECODING: RELATED OR DISTINCT CONSTRUCTS?**

Karyn Lewis¹, Sara Hodges¹; ¹University of Oregon – To function effectively in the social world, humans must be able to accurately perceive, or read, those around them. Two psychological constructs related to interpersonal perception are empathic accuracy and nonverbal decoding. Empathic accuracy is the ability to accurately infer another's thoughts and feelings (Ickes, 2001). Nonverbal decoding is the ability to decode expressive behavior from facial expressions and other nonverbal cues (Nowicki & Duke, 2001). Empathic accuracy and nonverbal decoding are often grouped together as related forms of interpersonal sensitivity, but it is not known whether or not a relationship exists between measures designed to assess these abilities. A total of 84 participants (40 men, M age= 19.6) completed an empathic accuracy task (Ickes, 2001) in which they were asked to judge the thoughts and feelings of a target talking about a recent experience. They also completed two measures of nonverbal decoding: the Diagnostic Analysis of Nonverbal Accuracy (DANVA; Nowicki & Duke, 1994) which measures the ability to judge facial expressions and the Interpersonal Perceptions Task (IPT-15; Costanzo & Archer, 1989) which measures the ability to decode nonverbal expressive behavior. Rather than tapping the same general interpersonal ability, these three measures appear to assess independent constructs. There was only a small marginally significant correlation ($r(82)=0.18, p=0.1$) between empathic accuracy and performance on the DANVA and no other significant relationships among the three measures. This independence is discussed in terms of past research identifying different variables that predict performance on empathic accuracy and nonverbal decoding.

G95**AIRHEADS: THE DEMENTALIZATION OF OBJECTIFIED OTHERS.**

Steve Loughnan¹, Cat Reynolds¹, Nick Haslam¹; ¹University of Melbourne – In everyday life we regularly and rapidly distinguish between those entities that have minds and those that do not. Research has started to explore how and when people attribute minds to other (mentalizing) and the corresponding process of how and when people deny minds to others (dementializing). We examined whether dementialization might be influenced by objectification; the tendency to view others as objects rather than people. If objectification entails viewing people as object-like, and given that objects are not typically attributed minds, we might expect that objectification leads to dementialization. In two studies we tested this hypothesis in the context of gender. In study one, 47 participants rated

four photographs balanced for gender and objectification on a set of traits related to complex cognition (e.g., thoughts, refined emotions) and basic cognition (e.g., basic emotions, intentions, perceptions). We found that the attribution of complex cognition was influenced only by objectification: objectified targets were dementalized relative to non-objectified targets. The attribution of basic cognition was not influenced by objectification. In study two, 37 participants rated only female targets. We manipulated objectification such that one picture was highly objectified (body-only), one moderately objectified (full body) and one non-objectified (face-only). Results showed that dementalization increased with objectification for both complex and basic cognition. Combined, the results of these studies demonstrate that mind attribution is influenced by objectification, with objectified people dementalized relative to non-objectified people.

G96

BARACK OR HILLARY? FACTORS PREDICTING PERCEPTIONS OF AND PREFERENCES FOR PRESIDENTIAL HOPEFULS. Jennifer E. Ma¹, Michele M. Tugade¹, Rachel A. Proujansky¹; ¹Vassar College – The Democratic Party's 2009 presidential primaries were especially exciting as the candidacies of Hillary Clinton and Barack Obama offered the possibility that the first woman or African American could be elected to the office of the President of the United States. But tempering the overall excitement over a possible historic first was the fact that there were two hopefuls whose election would be historic, though in different ways, competing for the same office. The current research explored factors that may have influenced voters' perceptions of and preferences between Clinton and Obama. Specifically, 75 undergraduates were asked to rate the two presidential hopefuls on a series of 16 characteristics before providing their preference between the candidates. In addition, participants rated the excitement and pressure they felt about possibly voting for the first female and first African American President in general, as well as for Clinton and Obama in particular. Finally, participants completed various individual difference and demographic measures. The data indicated that participants were generally quite excited about possibly electing a historic first, though they also felt some pressure to do so. In addition, participants indicated that they were more excited, but also more pressured, to vote for Obama than for Clinton; had significantly more positive perceptions of Obama; and preferred him to Clinton. Participant individual differences and perceived candidate characteristics also predicted participant preference among the candidates. These results suggest that voter preference between the two Democratic candidates was based on much more than their stances on political issues.

G97

THE IMPACT OF PERCEIVING SURPRISING CATEGORY COMBINATIONS ON GENERAL SOCIAL PERCEPTION Angela Maitner¹, Richard Crisp¹; ¹University of Kent – Thinking about individuals who are members of surprising category conjunctions insights effortful, causal reasoning processes which result in novel, reasoned perceptions of surprising individuals. This study investigated the impact of such processes on inferences made about a subsequently presented, non-categorized target person. Participants thought about surprising or unsurprising category combinations, then inferred a separate individual's attitude from a (strong or weak) message he wrote, having learned that the author's position was induced or having been given no information. Results showed that participants who thought about surprising category combinations used relevant cues (message strength or position inducement) to make reasoned inferences about the author's attitude. This suggests that thinking about surprising category combinations induces a general mindset to make systematic judgments about unfamiliar others. Multicultural environments may thus provide rich climate for reduced stereotyping of traditionally stereotyped groups.

G98

THE INFLUENCE OF ATTRACTION-SIMILARITY LAY BELIEFS ON RECOGNITION AND RELATIONSHIP QUALITY JUDGMENTS IN HYPOTHETICAL RELATIONSHIPS. Simmi Mann¹, Marian M. Morry¹, Jessica Scholz¹, Mie Kito¹; ¹University of Manitoba – Individuals hold specific relationship type attraction-similarity beliefs that vary in terms of importance or prototypicality. One hundred and fifty-seven individuals participated in a study examining the influence of lay theories on social cognitive processing of information and relationships quality judgments in hypothetical relationships by providing statements that varied in prototypicality and manipulated similarity of the individuals. It was hypothesized that prototypicality and similarity would interact to influence the amount of information individuals could recognize, the types of errors individuals made, and relationship quality judgments. More specifically, individuals would recognize the most statements, make the most errors, and indicate the highest relationship quality when provided with similar prototypical information followed by similar non-prototypical information, then dissimilar non-prototypical information, and finally dissimilar prototypical information. Participants were randomly assigned to read lay theory statements describing a hypothetical relationship as having similar/similar information, similar/dissimilar information, dissimilar/similar information, or dissimilar/dissimilar information. Subsequently they were given a filler task and then asked to complete a recognition test. Relationship quality was measured with 9 items from the perceived relationships quality inventory (Fletcher, Simpson & Thomas, 2000). We conducted two prototypicality by similarity between-subject ANOVAs on the recognition responses and relationship quality judgments. Results supported our hypotheses, indicating a trend for greater recognition, increased errors and significantly higher relationship quality judgments in the similar-similar condition, followed by similar-dissimilar, dissimilar-similar and dissimilar-dissimilar conditions. In the current context, information about another person's relationship lead to preferential recognition and quality judgment when it matched the attraction-similarity lay theory.

G99

STEPPING BACK TO SEE THE BIG PICTURE: OBSTACLES INCREASE BREADTH OF ATTENTION AND CATEGORIZATION Janina Marguc¹, Jens Frster¹, Gerben A. van Kleef¹; ¹University of Amsterdam, The Netherlands – While motivational consequences of obstacles have received some attention in past research, cognitive consequences have received only little attention. The present research aims to fill this gap. Following Lewin's (1935) assumption that to overcome obstacles the total situation needs to be perceived as a unitary whole, we suggest that one consequence of dealing with obstacles is mental distancing. In three studies, we found support for this idea. In Study 1, participants responded faster to global relative to local targets after performing a task with (vs. without) an obstacle. In Study 2, participants included more atypical exemplars into given categories after completing a task in which a background noise was framed as an obstacle to overcome as opposed to a distraction to ignore. In Study 3, individuals high (as compared to low) in action orientation were more inclined to classify geometric figures based on their global rather than local features after performing a task with an obstacle, whereas the opposite was true when no obstacle was present during the task. We conclude that while obstacles may automatically trigger a stepping back mechanism allowing people to see the big picture and potential alternative routes to their goal, some people seem to be more likely to make use of this mechanism than others.

G100**DID YOU JUST SEE THAT? DETECTION AND EXPLANATION OF ENVIRONMENTALLY RELEVANT BEHAVIOR** Ezra M.

Markowitz^{1,2}, Bertram F. Malle¹; ¹University of Oregon, ²University of Oregon, Environmental Studies Program – Considerable research has explored the social psychology of environmental behavior, but virtually no published work has examined the extent to which social perceivers are able to detect and explain others' environmentally relevant behaviors. This study investigated whether both detection and explanation of others' environmental behaviors are related to the perceiver's own valuing of the natural world. We investigated two questions. First, do environmentalists and non-environmentalists differ in their propensity to detect others' environmentally relevant behaviors? Second, when asked to explain others' environmental behaviors, do environmentalists' and non-environmentalists' attributions differ? We examined these questions by comparing the responses of self-identified environmentalists and non-environmentalists to open-ended why questions elicited after watching short videos in which actors performed either environmentally relevant or non-relevant control behaviors. Participants' responses were coded both for references made to the environment and for the types of explanations generated (e.g., citing the actor's reasons vs. causal history of reason explanations). The correlation between environmentalist identity and detection of environmental behavior was strong ($r = .51$); environmentalists identified significantly more behaviors as environmental. Analyses of the two groups' behavior explanations are ongoing. Already our results suggest that in the course of everyday life, social perceivers may be seeing quite different things in how others treat the natural environment, and these differences appear to be a function of the perceivers' own concerns for the environment. This differential sensitivity may have important implications both for how perceivers evaluate and influence other actors and how they themselves treat the environment.

G101**AMONG STRANGERS, CONCILIATORY GESTURES INCREASE PERCEPTIONS OF AGREEABLENESS, BUT NOT WILLINGNESS TO COOPERATE** Kyle G. Marszalek¹, Benjamin A. Tabak¹, Michael E.

McCullough¹; ¹University of Miami – According to primatology's valuable relationships hypothesis (de Waal & Aureli, 1997), relationship value influences the frequency and effectiveness of post-conflict conciliation. Human research on forgiveness has corroborated this hypothesis by showing that people more readily forgive relationship partners for whom commitment is high. Other supportive findings show that transgressors' conciliatory gestures increase victims' perceptions of their transgressors' Agreeableness (a trait that indicates a host of valuable relational characteristics such as trust and cooperativeness), which thereby increases the likelihood that victims will forgive (Tabak et al., 2008). In the present study we examined the effects of conciliatory behaviors and perceived transgressor Agreeableness on forgiveness following a betrayal between anonymous partners. Undergraduates ($N = 130$) completed 30 rounds of an iterated Prisoner's Dilemma against a preprogrammed computer strategy that they believed was another human participant. Following a betrayal, participants who received an apology and compensation perceived their partner as more agreeable than did the no-conciliation group, $F(1,127) = 8.88$, $p < .01$. However, apology and compensation were no more effective at restoring cooperation than was the no-conciliation condition (which simply involved a return to use of the Generous Tit-for-Tat strategy). These results corroborate other evidence (Schweitzer, Hershey, & Bradlow, 2006, but cf. Bottom et al., 1999) for the valuable relationships hypothesis by demonstrating that conciliation may improve perceptions of trust (i.e., Agreeableness), but not necessarily subsequent behavior when a victim has been betrayed by an interaction partner whose future value to the victim is low.

G102**JEALOUSY IN THE BLINK OF AN EYE: JEALOUS REACTIONS FOLLOWING SUBLIMINAL EXPOSURE TO RIVAL CHARACTERISTICS** Karlijn Massar¹, Abraham P. Buunk^{1,2}; ¹Social and Organizational

Psychology, University of Groningen, ²Royal Netherlands Academy of Arts and Sciences – In the present paper, we adapt an evolutionary psychological perspective to jealousy and rival evaluation. We propose that assessing the threat of a rival is so important to one's reproductive success that it may occur outside of awareness, whereby rivals are assessed literally in the blink of an eye. To test this assumption, participants were subliminally primed with words relating to rival characteristics, after which they read a jealousy inducing scenario and their jealousy was assessed. It was hypothesized that for women, their self-reported mate value would act as a moderator on the effect the rival characteristics would have on jealousy. For men, it was expected that their satisfaction with their current relationship would act as a moderator. The results confirmed the expectations: Women with low mate value reported more overall jealousy, but women with high mate value were more jealous after priming with attractiveness words. Men with high relationship satisfaction reported more overall jealousy than men with low relationship satisfaction, and especially after priming with social dominance words. As such, this study not only shows that jealousy may be affected by subliminally induced characteristics that were projected on the rival, but also that the context affects the attention paid to these characteristics, showing the flexibility of human behavior and the ability to respond adaptively to specific circumstances.

G103**DON'T THINK GOOD THOUGHTS: SUPPRESSED POSITIVE THOUGHTS CAN REBOUND IN SOCIAL JUDGMENTS** Robert D.

Mather¹, Darcy A. Reich²; ¹University of Central Oklahoma, ²Texas Tech University – Many studies have demonstrated rebound effects on a second task for content suppressed on an initial task. Other studies (Mather & Reich, 2006; 2007; Newman et al., 1996) have found that participants with sufficient cognitive resources in a second task formed impressions that were incongruent with the suppressed thought content of an initial task, suggesting effortful correction for the biasing influence of the accessible thoughts. Mather and Reich (2007) found such correction in social judgments using negative social judgment goals. In the current study, we examined suppression of positive content to test whether this correction after suppression applies generally to social judgments or whether it is valence specific. Participants unscrambled sentences by omitting a word to form either a positive or negative sentence about a person. They received either a positive suppression goal (avoid positive completions), a negative concentration goal (focus on negative completions), or no goal. Participants then watched a video of a child performing a spatial ability task with instructions that either emphasized careful thought and accuracy while judging the child's ability (motivating), or simply asked participants to form an impression of the child's ability (nonmotivating). Participants who pursued a positive suppression goal in the first task judged the child's performance as more successful in the second task than did participants without a goal, but only in the motivating condition. Findings demonstrate a rebound effect for positively suppressed content and have implications for the conditions under which rebound versus correction effects should occur.

G104**THE EFFECTS OF PERCEPTIONS OF OTHERS' SELF-ESTEEM ON CONVEYING GOOD NEWS AND CRITICISM** Jennifer McClellan¹,

John Holmes¹; ¹University of Waterloo – Past research shows that people with low self-esteem (LSE) are disadvantaged when it comes to interpersonal relationships (e.g., Murray et al., 2001). We suggest, however, that it is not just one's actual self-esteem that influences interpersonal outcomes but also how one's self-esteem is perceived and responded to by others. Our previous research suggests that low self-

esteem is perceived as an undesirable characteristic and that LSEs are generally viewed as 'emotionally fragile.' The current research examines how perceptions of a close others' self-esteem can influence two important relational processes – the conveyance of personal good news (i.e., capitalization) and criticism. Participants imagined conveying both types of information to a particular friend and then completed scales measuring 1) the extent to which they thought they would convey it, 2) how they expected their friend to react to it, and 3) how they expected to feel after conveying it. The salience of the friends' self-esteem was manipulated by having participants complete the Rosenberg Self-esteem scale for their friend either before or after the DVs. Our findings suggest that LSEs might be more chronically attuned to self-esteem information than HSEs. LSEs felt less positively about conveying good news when they thought their friend had low self-esteem compared to when they thought their friend had high self-esteem. HSEs only showed this pattern when their friend's self-esteem was salient. LSEs felt negatively about conveying criticism regardless of their friend's self-esteem, whereas HSEs felt a similar level of negativity only when they thought their friend had low self-esteem.

G105

WHY IT IS SMART TO DRESS SMART *Marijn H. C. Meijers¹, Rob M. A. Nelissen¹; ¹TIBER, Tilburg University, The Netherlands* – Consumers spend loads of money on luxury goods. A question often heard is: Why do people purchase so many products they do not really need? Some have argued that buying luxury goods increases status (Bourdieu, 1984; Veblen, 1899/1994). Status can generate benefits and is therefore desirable (de Botton, 2004). However, there is no empirical evidence that buying and displaying luxury consumption indeed leads to status and the accompanying benefits. In two studies we show these effects. In the first study, 136 participants interacted with an ostensible bargaining partner in a two-person give-some dilemma. Participants awarded more status and a higher sum of money to a target who wore a luxury brand polo than to an equally attractive target who wore an unbranded polo. Furthermore, these effects of status derived from buying luxury goods, were equal to the effects of status derived from attractiveness – a well-known source of status. A second study replicated and extended these findings. We found that 94 participants not only awarded more status and money to a target who was wearing a luxury brand polo, but also preferred this individual as a bargaining partner to a target who wore an unbranded polo. Our results suggest that purchasing and displaying luxury goods is a rational and smart thing to do, as it may bring along benefits.

G106

EXPLAINING LAY PERCEPTIONS OF FREE CHOICE AND IMPLICATIONS FOR BLAME ATTRIBUTIONS *Andrew E. Monroe¹, Bertram F. Malle¹; ¹University of Oregon* – The study of freely chosen behavior has long been an implicit focus of social psychological research. However, little research to date has been conducted specifically examining how individuals reason about 'free choice' or how limiting an agent's free choice affects observers' social judgments of that agent. The current work presents two studies that attempt to define existing folk definitions of free choice, and examine how individuals attribute blame to an actor for an aggressive act committed when his or her ability to freely choose is curtailed. Limits to free choice were manipulated by creating vignettes in which actors' abilities to exercise their free choice were reduced in one of four 'action stages': personal history, deliberation, intention formation, and action execution. Results indicate that participants adopted a relatively simplistic definition of free choice that focused on the ability to control decisions and following one's own desires and goals (e.g. I have control over my choices and destiny; I choose according to what I want"). Additionally, when asked to judge the blameworthiness of an aggressive act, participants parsed actions into three action stages (inability to deliberate and form intentions, inability to

successfully regulate the self, and inability to control action) rather than the original four. Blame attributions were lowest when an actor's ability to deliberate was inhibited and highest when an agent's control over executing an action was inhibited.

G107

A SYSTEMATIC REVIEW AND META-ANALYSIS OF THE EASE OF RETRIEVAL EFFECT IN SOCIAL JUDGMENTS *Tsutako Mori¹; ¹Open University of Japan* – The ease of retrieval effect has been replicated in a variety of domains in social psychology (e.g., stereotype, persuasion, and risk assessment), after Schwarz, Bless, Strack, Klumpp, Rittenauer-Schatka, and Simons (1991)'s initial study. In this study, a systematic review and meta-analysis was conducted to confirm the robustness of the ease of retrieval effect and to identify the moderator variables which increase or decrease this effect. Specifically, this study focused on five questions as follows: (a) How robust is the ease of retrieval effect? (b) Do the effect sizes vary across domains? (c) When the value of experiential information is questioned, does the effect disappear? (d) What kind of factor threatens the informational value? (e) Does self-relevance of retrieval contents or judgmental contents moderate ease of retrieval effect? Since the ease of retrieval is subjective experience, people may rely on the experienced ease when its origin is in retrieving self-relevant contents rather than in retrieving self-irrelevant contents. In the same way, experienced ease of retrieval may serve as more diagnostic information when making judgments about the self, compared to judgments about others. Results indicated that the effect size of ease of retrieval effect was large across domains, unless the informational value of experienced ease is called into question by manipulations of diagnosticity. And self-relevance could be a moderator variable for ease of retrieval effect, but the impact on the effect size was rather small. The underlying mechanism of ease of retrieval effect was discussed based on these results.

G108

DO YOU REALLY KNOW ME? THE EFFECT OF PERSONALITY SIMILARITY ON INTERPERSONAL ACCURACY *Patrick Morse^{1,2}, Maurice Levesque²; ¹Villanova University, ²Elon University* – Research has demonstrated that personality judgments can be accurate even at zero acquaintance (e.g., Kenny, 1994) and that the degree of accuracy is moderated by a number of variables such as the degree of acquaintance and trait visibility (Funder, 1999). Personality similarity is one potential moderator of interpersonal accuracy that has received very little attention. It may be that individuals achieve greater accuracy regarding similar individuals because they are better able to detect and utilize behavioral cues for traits which they themselves possess. In fact, Kurtz and Sherker (2003) found that, for well-acquainted individuals, personality similarity enhanced accuracy on some traits. This study examined interpersonal accuracy at zero acquaintance to evaluate whether personality similarity moderates interpersonal accuracy. Twenty groups of three or four unacquainted women (N = 74) participated in the study. The round-robin data was analyzed using the Social Relations Model (Kenny, 1994). Participants first completed a Big Five traits self-assessment and, following brief introductions, rated each other on the Big Five traits. After brief one-on-one interactions with each other group member, participants again rated each other on the Big Five. At zero acquaintance, consensus was obtained for several traits but self-other agreement (accuracy) only emerged for extraversion. After the interactions, significant consensus and accuracy were obtained for all of the traits except openness. These results suggest that even limited interaction may substantially increase accuracy. Analyses using the degree of similarity within groups suggested that less rather than more similarity was associated with greater consensus and accuracy.

G109

THE MODERATING ROLE OF TRAIT ANXIETY ON ATTENTIONAL CAPTURE TO COMBINED GAZE AND EXPRESSION CUES.

Anthony J. Nelson¹, Robert G. Franklin Jr.¹, Reginald B. Adams Jr.¹; ¹The Pennsylvania State University – Eye gaze and emotional expressions have been theorized to provide shared signals of the motivational state of others. Research has shown that motivationally congruent gaze-expression cues (direct-anger; averted-fear) are processed more efficiently than incongruent cue combinations (Adams & Kleck, 2003). Anxiety has been shown to moderate this effect, yielding greater visually mediated attention when paired with congruent emotion for high anxiety individuals (Fox, Mathews, Calder, & Yiend, 2007). In the current study, participants engaged in a dot-probe task where direct and averted emotional (anger/fear) versus neutral faces were shown for 500ms. Bias scores were calculated by subtracting RTs to emotional versus neutral face trials. Low anxiety participants showed a larger congruence effect. High anxiety participants showed no threat-cue interaction, but did show a main effect of gaze such that averted gaze was responded to faster than direct gaze. Although these findings offer additional support for the interdependency of gaze and emotion, they seemingly contradict the findings of Fox et al. (2007) with regard to the influence of anxiety. These differences may be explained in terms of affective chronometry (temporal dynamics of affective responses). This study provided less trial time than did Fox et al., hence peak arousal may have occurred later in both groups, reducing recovery time, and therefore, enhancing levels of arousal in both groups, compared to Fox et al. The current study highlights the need to examine differences in affective chronometry when examining the influence of anxiety in affect-oriented reaction time tasks.

G110

OTHERS AS OBJECTS: HOW MEN AND WOMEN PERCEIVE OBJECTIFICATION

Anna-Kaisa Newheiser¹, Marianne LaFrance¹, John F. Dovidio¹; ¹Yale University – Objectification occurs when a person is treated as a mere body. Whereas there is a wealth of research on self-objectification, few studies have investigated people's understanding of the effects of objectification on other people. This was the focus of the present research. In Study 1, we examined whether people attribute negative emotions associated with self-objectification to a female target they had previously objectified. Participants assessed the target's attractiveness (objectification condition) or health (control condition) and subsequently indicated which emotions characterized her. We predicted that women who objectified the target would attribute more negative emotion to her than would (a) women who did not objectify her, reflecting women's understanding of the effects of objectification, and (b) men who objectified her, reflecting men's lack of understanding of the effects of objectification. Both predictions were supported. In Study 2, a conceptual replication and extension of Study 1, we tested whether exposure to objectified others influences people's self-construal, paralleling self-objectification. Participants examined objectifying and non-objectifying photos of men and women and rated their own negative emotions if they themselves were portrayed in the photos. As predicted, participants attributed more negative emotion to themselves when viewing objectifying than non-objectifying photos. This effect was significantly stronger for female participants. Thus, in both studies, women were more attuned to the effects of objectification than were men. These findings extend research on self-objectification and allow for a more complete understanding of sexual objectification.

G111

WARMTH AND COMPETENCE: IMPLICIT COMPENSATION EFFECT

Ana P. Nunes¹, Charles M. Judd¹, Nicolas Keroyan², J. Allegra Smith¹, Bernadette Park¹; ¹University of Colorado at Boulder, ²Catholic University of Louvain – Warmth and competence are the two fundamental dimensions of social judgment. Compensatory effects have been observed between these two dimensions such that when comparing two

groups or individuals those rated as high on one dimension are rated as low on the other dimension. To date, the compensation effect has been observed when making explicit trait ratings and may reflect a desire to balance positive and negative traits between targets. However, the effect may also result when judgments are made quickly and without deliberation suggesting that compensation occurs at the implicit level. The current study tests whether the compensatory relationship between warmth and competence is observed at the implicit level through the use of the Go/No-Go Task (GNAT; Nosek & Banaji, 2001). Stimuli were pictures of professional women and trait adjectives (warm, cold, competent, incompetent and synonyms). Half of the participants completed this task in the context of pictures of professional men while for the other half of the participants the context included pictures of housewives as additional stimuli. Results revealed a compensation effect depending on the context pictures. Professional women were automatically associated more strongly with competence and coldness in the context of housewives and more strongly with warmth and incompetence in the context of professional men. These results suggest that the compensation effect may occur at an implicit or automatic level.

G112

SOCIAL-EXCLUSION INFLUENCES JUDGMENT AND RESPONSE TIME FOR POSITIVE AND NEGATIVE DESCRIPTORS

David E. Oberleitner¹, Rusty B. McIntyre¹; ¹Wayne State University – The need to belong has been widely established as an important psychological construct, that when threatened, can have far reaching ramifications (see Baumeister & Leary, 1995 for an extensive review). Social-exclusion events are known to threaten the need to belong. One manner in which social-exclusion events are created in the lab is through the use of the Cyberball program (Williams, Cheung, & Choi, 2000). Albeit numerous studies have focused on changes in fundamental needs and mood, the present study sought to explore how social-exclusion may influence decisions (how positive or negative trait descriptors 'fit' a participant), as well as how quickly individuals may respond to these words. In the present study, participants were randomly selected to receive either inclusion or exclusion, via the Cyberball manipulation. Following this, participants completed a computer-based lexical decision task that presented numerous words, one at a time, and the participant was instructed to respond as fast as possible as to whether the word was self-descriptive or not. Four types of words were judged: neutral words (ex: tree), positive fundamental needs (ex: accepted), negative fundamental needs (ex: worthless), and non-words (ex: spratched). Results show that excluded individuals responded significantly faster to the negative fundamental needs words as compared to those in inclusion conditions. Furthermore, reaction time on these words mediated the effect of inclusion status on fundamental needs. Implications for this research, as well as applications for further research exploring the social-cognition behind exclusion, will be discussed.

G113

AUTOMATIC PREFERENCE FOR MALES AND FEMALES VARIES AS A FUNCTION OF CONCEPTION RISK

Colleen C. O'Brien¹, Clara Michelle Cheng¹; ¹American University – Previous research has found that a woman's sensitivity to maleness varies across her menstrual cycle. For example, when conception risk is high, female participants show a preference for masculine facial features (Penton-Voak & Perrett, 2000), are quicker to categorize male stimuli (Macrae et al., 2002), and are quicker to access stereotypes associated with men (Macrae et al., 2002). In this study, we examined female participants' automatic preference responses to male and female faces during high or low conception risk. Thirty-nine female students who were not using a hormonal contraceptive method were scheduled to arrive in the lab while their conception risk was either high or low. Automatic preference was assessed using the Affect Misattribution Procedure (AMP; Payne et al., 2005), with each trial consisting of a prime image, followed by a blank

screen, and then a Chinese pictograph (a neutral stimulus). The primes were male and female faces. Participants' task was to quickly judge the Chinese pictograph as either pleasant or unpleasant, and these judgments served to indicate automatic preference for the preceding prime. Results showed a Target Sex X Conception Risk interaction: Female participants showed greater automatic preference for male faces when their conception risk is high than when it is low. In addition, when their conception risk is high, participants also showed a decrease in automatic preference for female faces. Attractiveness of the target did not moderate the effect.

G114

THE ROLE OF IMPLICIT PERSONALITY THEORIES ABOUT POTENTIAL SEXUAL PARTNERS IN THE CONTEXT OF PERCEIVED SIMILARITY AND AROUSAL Megan A. O'Grady¹, Kristina Wilson¹, Jennifer J. Harman¹; ¹Colorado State University – Implicit personality theories (IPTs) are beliefs about what traits go together, and are used to judge others (Schneider et al., 1979). Using IPTs to judge potential sexual partners can be especially dangerous (Williams et al., 1992), and young adults believe they can determine if an individual is sexually safe without asking them about their sexual history (Abbey et al., 2005). Research also suggests that gender, sexual arousal and perceived similarity to potential partners may affect risk perceptions. Participants were 253 college students. Sexual arousal was manipulated using erotic stories (Garcia et al., 1984) and superficial information about the target was manipulated using standardized MySpace profiles with varying amounts of positive information (control: 0, low: 3, high: 9). Perceived risk was measured by eight items (Agocha & Cooper, 1999) that assessed perceived HIV/STD status, and likelihood of risk communication and condom use with the person in the target profile (= .77). Perceived similarity was assessed using the Ten-Item Personality Inventory (Gosling et al., 2003) with participants completing it for themselves and the target. It was predicted that higher arousal, greater perceived similarity to the target, more positive superficial characteristics, and being male would lead participants to perceive that the target person was less risky and analyses supported all predictions except those regarding arousal. Perceived similarity also modified the relationship between superficial information and risk perception. Findings support previous research that sexual risk perception is not rational and is motivated by information irrelevant to actual risk based on IPTs and similarity.

G115

SHADOWS ON THE CAVE WALL: THE COGNITIVE ACCURACY OF SOCIAL NETWORK PERCEPTION David M. Ouellette¹; ¹Virginia Commonwealth University – How accurately people can perceive others' interpersonal relationships, both with others and with themselves, forms the basis of social inferences about the structure of the social environment and one's place in it. Six hypotheses were tested using the cognitive social structures method from social network analysis with five independent but similar student networks from two universities. Results from all networks were meta-analyzed. Participants gave both their self-reported friendship ratings for every alter in their group and also gave their perceptions of the ratings every other member would give. Perception ratings were correlated to self-report ratings for each participant as a measure of accuracy of social network perception. Participants perceived more structural balance than was present in self-reports in four out of five networks and in the meta-analysis, providing evidence for the balance schema. Attachment anxiety correlated negatively with accuracy for one of the networks but was not statistically significant in the meta-analysis. Being located in a tightly-knit subgroup reduced overall network accuracy, consistent with the strength of weak ties (SWT) theory, in one network but not in the meta-analysis. In only one network did participants overestimated how central they were, though not significantly in the meta-analysis. Being more central in the social

network was unrelated to accuracy, as was the mean social network distance between perceivers and targets. Results provide meta-analytic support for the balance schema and limited support for attachment, SWT, and egocentric bias in social network perception.

G116

BEYOND THINNESS: EXAMINING RACIAL DIFFERENCES IN BODY IMAGE PERCEPTIONS Nicole M. Overstreet¹; ¹University of Connecticut – Much attention has been given to the impact of sociocultural pressures of thinness on women of different racial backgrounds, especially body dissatisfaction between Black and White women. Studies have generally found that Black women have greater satisfaction with the size and appearance of their bodies than White women (Roberts, Cash, Feingold, & Johnson, 2006). While such findings are beneficial in understanding how a thin standard of beauty impacts body image perceptions, little is known about other valued standards of beauty. The present study examined Black and White women's perceptions of ideal body types extending beyond thinness to include upper and lower curvaceous body shape. Results indicated that while a majority of women identified an hourglass body shape as ideal, Black women were more likely than White women to rate a curvaceous body shape as more attractive than a thin body shape. Additionally, data collected on weight related measures revealed significant racial differences on the body types women believed men found attractive. While White women indicated that men of their racial background would find a thin figure more attractive than a heavier figure, Black women indicated that men of their racial background would find a heavier figure more attractive than a thin figure. Findings highlight the importance of expanding conceptualizations of body image beyond idealizations of thinness to include other body ideals of physical attractiveness. Results also suggest the importance of examining other body ideals as a source of body dissatisfaction when used as a standard of social comparison.

G117

YOUR FACE SAYS IT ALL: INTIMACY AND THE PERCEPTION OF EMOTIONAL EXPRESSIONS Maria Parmley¹, Fang Zhang¹; ¹Assumption College – Can you read your friend's expression better than reading someone else's expression? We examined the impact of intimacy on emotional perception. We hypothesized that close friends would be more accurate, and be aware of each other's expressions sooner than acquaintances. Forty-three pairs of female undergraduate close friends and forty-nine female acquaintance pairs participated in this study and had their neutral, sad, angry, and happy expressions taken. Their facial expressions were then processed into morphed movies that showed each face gradually shift from a neutral to an emotional expression. A contextual vignette preceded half of the movies, while others had no vignette. Participants viewed morphed movies of both their partner as well as a female stranger, and stopped the movie when they first saw an emotion appear (Awareness), and then identified the emotion (Accuracy). Consistent with our hypotheses, there was a trend for close friends to be aware of each other's angry and sad expressions sooner than acquaintances. Also as predicted, there was a trend for close friends to be more accurate than acquaintances in identifying each other's angry expressions when no contextual vignette accompanied the expression. Finally, as predicted, close friends did not differ from acquaintances in identifying a stranger's expression. These findings suggest that intimacy rather than familiarity with a face helps foster emotional perception, particularly for negative emotions.

G118

PERCEPTION OF DIVERSITY Niveditha Parthasarathy¹, Paul B. Paulus¹; ¹University of Texas at Arlington – Two studies were conducted to examine effects of diversity on perception. The primary purpose of the first study was to see how people perceive diverse groups, how comfortable they are working in such groups, and how attracted they are

to diverse groups. Results indicated that people prefer working with groups that represented their ethnicity (race-inclusion) and perceived such groups to be more attractive than groups that did not represent their ethnicity (race-exclusion). Also, White participants were more attracted to diverse groups and more willing to work in diverse groups than Black participants. Most importantly, the preference of race-inclusion pictures to race-exclusion pictures was significantly greater in Blacks than in Whites along the dimensions of attractiveness and willingness to work in diverse groups. The second study focused on perception of diversity in work and social contexts. Results indicated that participants perceived high diverse groups to be more capable, more beneficial and less enjoyable than low diverse groups. Participants enjoyed interacting with diverse groups in a work context rather than a social context.

G119

A PARALLEL PROCESS MODEL OF DYADIC NONVERBAL INTERACTION *Miles Patterson¹; ¹University of Missouri-St. Louis* – Over the last two decades, research has increasingly documented the importance of automatic processes in social judgments and social behavior. Various theories have sought to explain how both controlled and automatic processes operate in forming social judgments (e.g., Gilbert et al., 1988) and initiating social behavior (e.g., Strack & Deutsch, 2004). The parallel process model of nonverbal communication is an attempt at combining both the behavioral (sending) and social judgment (receiving) tracks of nonverbal communication into a single system driven by a dynamic, functional balance of automatic and controlled processes (Patterson, 1995, 2001). All of these theories focus, however, on a single individual's perspective as that person initiates behavior, forms a judgment, or coordinates both processes. None of the existing theories addresses these issues from an explicitly interactive perspective. That is, how might we explain the give-and-take between individuals in both the behavioral and social judgment tracks of interaction? This presentation discusses a new, parallel process model of dyadic nonverbal communication. This model proposes that biology, culture, gender, and personality influence momentary goals, motivation, affect, and attitudes of each person in determining parallel behavioral and perceptual-cognitive processes in interacting with a partner. Each person's appearance and initial behavior provide the input for the partner's perceptual-cognitive processes that, in turn, feedback to modify subsequent behavioral adjustments. Automatic processes dominate as long as they are adequate for the situation, but controlled behavioral and social judgment processes can be engaged, given appropriate motivation and available cognitive resources.

G120

EVALUATING THE FOREIGNER WHO ENGAGES IN CULTURALLY INAPPROPRIATE BEHAVIOUR: SHIELDING EFFECT OF POOR LANGUAGE FLUENCY *W. Q. Elaine Perunovic¹, Andrew Molinsky², Daniel W. Hambrook¹; ¹University of New Brunswick, ²Brandeis University* – Given that previous research has shown that non-natives with poor language fluency tend to be judged negatively by native speakers (Wible & Hui, 1985), one might assume that the combination of poor fluency and culturally inappropriate behaviour would elicit an even more negative judgement. We propose, however, that the two factors are interactive: Poor language fluency may shield non-natives from negative evaluation when engaging in culturally inappropriate behaviour. Two studies examined this possibility. In Study 1, participants, whose native language was English, were shown a video clip of a high or low fluency non-native speaker acting in either a culturally appropriate or culturally inappropriate manner. We then assessed native participants' evaluation of the non-native individual's likability by having them rate his personal traits and interpersonal qualities. Results indicate that when the non-native speaker acted in a culturally inappropriate manner, poor language fluency shielded the non-native from negative evaluation; however, this shielding effect was not observed when the non-native speaker acted in a culturally appropriate manner. In Study 2, participants were shown

video clips of a high or low fluency non-native speaker acting in either a culturally appropriate or culturally inappropriate manner during a job interview, and made assessments of the individual's likability and competence. Results indicate that poor language fluency shielded the non-native from negative evaluation in terms of likability, but not in terms of competence. Implications of the findings are discussed.

G121

IMPLICIT THEORIES OF RELATIONSHIPS IN MINIMAL ACQUAINTANCE INTERACTIONS *Kristen Petty¹, C. Raymond Knee¹; ¹University of Houston* – The current research integrates the literatures on minimal acquaintance interactions and implicit theories of relationships. While impressions made at zero acquaintance are sometimes surprisingly accurate (Ambady & Rosenthal, 1992), the degree to which people believe these impressions are accurate may be equally important. Implicit theories of relationships (Knee, 1998) have been shown to moderate the degree to which people trust their initial impressions. The current study tested destiny belief as a moderator of the consistency of an initial impression based on a novel and real dyadic interaction. Unacquainted single participants (N = 74) became acquainted during a dyadic interaction. During each session, one male and one female participant formed a baseline impression of each other from a photo taken upon arrival, a second impression following a five-minute unstructured conversation, and a third impression after completing a 10-minute task. Following each interaction, participants reported perceptions of rapport, attraction, and relationship potential. Hierarchical linear modeling showed that participants' perceived relationship potential after just a brief interaction more strongly predicted their later impression when higher in destiny belief. These findings suggest that for those who are higher in destiny belief, a little bit of conversation can go a long way when encountering a new potential romantic partner. Further, a brief interaction for those higher in destiny belief may have a stronger and longer-lasting influence on the potential for future interaction, suggesting that the importance of an initial interaction may vary depending on one's beliefs about relationships.

G122

RECALIBRATING NEGATIVITY BIASES TO PROMOTE MORE POSITIVE INTERPRETATION OF SOCIAL EVENTS *Evava Pietri¹, Russell Fazio¹, Natalie Shook²; ¹The Ohio State University, ²Virginia Commonwealth University* – This experiment aimed to recalibrate the negativity bias that many individuals display when judging novel objects. Resemblance to a negative tends to be weighted more heavily than resemblance to a positive. We sought to experimentally modify the extent to which individuals exhibited a negativity bias and then examine whether such recalibration affected event interpretation. Participants first played the BeanFest game, in which they were presented with novel stimuli (beans varying in shape and speckles) and learned which were good versus bad based on whether beans increased or decreased their points when chosen. The participants then classified the game beans, as well as novel ones that varied in their resemblance to the game beans. On each trial, half the participants (retraining condition) were told if they correctly or incorrectly classified the bean; the other half (control condition) received no information. Although the control condition displayed the typical weighting bias (more likely to consider a novel bean negative than positive), the retraining condition did not. Thus, we successfully recalibrated the negativity bias in BeanFest. Participants then completed measures concerning (a) their interpretation of hypothetical situations and (b) the likelihood of experiencing various positive and negative events in the future. The retraining condition was more likely than the control to interpret ambiguous situations as positive, and also viewed negative future events as less likely. Recalibration in BeanFest transferred to these social judgments. The findings demonstrate that fundamental biases in the weighting of positive versus negative information causally impacts judgments about social events.

G123**CAN'T YOU SEE HOW I FEEL? THE ROLE OF RACE AND GENDER IN EMOTIONAL RECOGNITION**

Bradley Platt^{1,2}, Richard Thomas², Peary Brug²; ¹University College London, ²St. Mary's University College – It is well established that people have higher empathy for in-group members than out-group members (e.g. Saucier, et al., 2005). Recent research has focused on a proposed mechanism for mediating empathy called the mirror-neuron system (MNS) (Gallese et al, 2007). Mirror neurons become active both when individuals experience and observe other people's emotions (e.g. Singer, et al, 2004). Furthermore, physical attributes, such as race and gender, have an effect on brain activity, as the MNS becomes more active when individuals observe in-group members performing actions compared to out-group members (e.g. Molnar-Szakas, et al., 2007). However, there is limited research investigating whether physical attributes also effect emotional recognition (however see Chiao et al., in press). The present study used a behavioral methodology to measure the speed at which white and black, male and female participants could identify happy, sad and neutral emotions of white and black, male and female faces. Although physical similarity showed a tendency to aid emotion recognition in several conditions (for example, white participants were quicker than black participants at identifying male white sad faces), overall response times for all stimulus combinations were found to be non-significant ($p > .05$). Methodological limitations will be discussed that may have contributed to the pattern of findings. The present study provides behavioral evidence that physical similarity differences between in and out group members influences ability to recognize the emotions of others. The implication of these differences on the human ability to empathize with in and out group members will be discussed.

G124**EVERYBODY LOVES ME: METAPERCEPTIONS OF DATING POPULARITY**

Gregory S. Preuss¹, Mark D. Alicke¹; ¹Ohio University – The effects of visual perspective and concreteness of comparison targets on bias in self-perceptions and metaperceptions of video dating profiles were studied. After describing themselves on videotape, participants in concrete comparison target conditions viewed six other same-sex profiles, ranked their own profiles, and predicted how opposite observers would rank them relative to the other participants on dating-relevant dimensions. Participants in abstract comparison target conditions followed similar procedures but did not view the profiles of other participants. Visual perspective was manipulated by varying whether participants viewed their own profiles. Regardless of whether they viewed the profiles of concrete comparison targets and regardless of whether they viewed their own profiles, participants' self-perceptions and metaperceptions were significantly more favorable than the scale midpoint on all dimensions. The concreteness of the comparison targets interacted with gender. Males' self-perceptions and metaperceptions were more favorable when they viewed the profiles of concrete comparison targets than when they did not. In contrast, females' self-perceptions and metaperceptions were less favorable when they viewed the profiles of concrete comparison targets than when they did not. These data suggest that males and females evaluate themselves somewhat differently after acquiring information about their competitors in the dating arena. Overall, our results suggest a relatively broad application for self-enhancement in that the tendency to overestimate one's popularity and virtues pertains not only to self-perceptions, but extends to people's beliefs about what others think of them.

G125**BACKDOOR ESSENTIALISM: BELIEF IN SOCIAL DETERMINISM AS A LAY-THEORY ABOUT WHAT MAKES PEOPLE WHO THEY ARE**

Ulrike Rangel¹, Johannes Keller¹; ¹University of Mannheim, Germany – In search of explanations for the behavior and personal characteristics of others, individuals tend to focus on "inside stories", i.e. on explanatory

factors rooted inside the person. For example, lay-people explain individuals' observable characteristics by referring to an essence or underlying nature, a tendency which has been termed psychological essentialism. Recent research links essentialist lay-explanations with a belief that personal characteristics are genetically determined (belief in genetic determinism) and indicates that endorsement of genetic deterministic explanations is associated with important consequences (e.g., stereotyping, prejudice). In general, the reference to inside stories is a fundamental characteristic of social information processing. However, endorsement of belief in genetic determinism varies widely across individuals. Therefore, we explored the possibility that essentialist lay-theorizing might also be based on a belief in social determinism - the conviction that systematic influences of the social environment permanently shaped the character of persons. We tested if belief in social determinism complements genetic deterministic explanations as a basis of essentialist theorizing by investigating whether belief in social determinism is associated with similar consequences as belief in genetic determinism. Several studies assessing belief in genetic and belief in social determinism indicate that both lay-theories are (1) largely independent, (2) associated with indicators of fundamental socio-cognitive motives, and (3) that endorsement of each lay-theory is uniquely associated with important consequences of essentialist theorizing (e.g., perceived group homogeneity, lay-dispositionism, stereotyping, prejudice). Replicating previous findings focusing on genetic determinism, we found that rendering social deterministic explanations salient results in increased levels of prejudice.

G126**HYPOCRISY IN THE SELF AND OTHERS**

Michael Ransom¹, Mark Alicke¹; ¹Ohio University – Primarily, psychologists investigate hypocrisy by focusing on people's inconsistent behaviors (Stone, Aronson, Crain, Winslow & Fried, 1994; Batson, Thompson, & Chen, 2002). However, recent research has explored how people behave hypocritically in their social judgments (Valdesolo & DeSteno, 2007). The present study extends this new line of research by allowing hypocrites to repair their self-concepts, having them make self and other ratings on various domains, and implementing a self-threat condition. Participants in the hypocrisy condition were given discrepant feedback with regards to an explicit and implicit measure of racial attitudes. Participants in the self-threat condition received negative feedback on the implicit measure, but did not first establish an egalitarian standard with the explicit measure. Participants in the non-hypocrisy condition received positive information on both measures. Then, half of the participants were able to bolster their self-concepts by signing a petition. Finally, participants rated themselves and a hypocritical student on hypocrisy, deception, and prejudice. Hypocritical participants rated themselves more positively than a fellow hypocritical student; judging themselves more leniently on the same dimensions they judged the hypocritical student. Furthermore, hypocritical participants who signed the petition, in contrast to their counterparts who did not sign the petition, judged a fellow hypocrite negatively and rated the hypocrite higher on hypocrisy and prejudice. Thus, once people are able to repair their self-concepts, they are quick to forget similar transgressions from their pasts and proceed to condemn fellow hypocrites.

G127**THE IMPACT OF THIN IMAGES PORTRAYED IN THE MEDIA ON IMPLICIT CULTURAL NORMS AND DESIRED BODY IMAGE**

Erica J. Reffling¹, Jennifer Peach², Steven J. Spencer², Mark P. Zanna²; ¹Queen's University, Kingston, Ontario, ²University of Waterloo, Waterloo, Ontario – We examined the impact of viewing thin media images on women's implicit associations between what most people like and thin women, what we call implicit norms, desired body image and appearance satisfaction. We also examined the effects of viewing norm-challenging information. Women were assigned to one of three conditions (neutral,

thin or norm-challenging) that only differed in regard to the type of commercials viewed. Implicit norms were measured by an alternative version of the Implicit Association Test; desired body image was measured by slightly altering the size of the women's photographs and having them evaluate the pictures; and appearance satisfaction was measured by a brief questionnaire. We found that when women watched videos that contained images of very thin women, regardless of whether they viewed norm-challenging information, their implicit norms about heavier women were more negative, and their evaluations of their own photographs that were slightly altered to appear larger were more negative. In addition, we observed that the norm-challenging intervention was able to break the relation between appearance satisfaction and women's weight, such that heavier women felt more positive about their weight and overall appearance. These results have important implications for theories on the nature and formation of norms and have implications for the development and maintenance of eating disorders.

G128

AFFECT AND SOCIAL JUDGMENT: THE ROLE OF SALIENCE AND RELEVANCE OF AFFECTIVE INFORMATION

Franois Ric¹, ¹*University of Poitiers* – Four studies examine whether affective feelings are a necessary cause for the occurrence of the effects of affective states on social judgments. A first study has shown that the effects of mood on the use of stereotypes could be reproduced by the simple fact of having asked the participants to complete the task as would a happy (vs. a sad) person. Participants who answered as a happy person would relied more on stereotypes in their judgments than people who answered as a sad person would. A second set of studies, we used three different means in order to manipulate participants beliefs concerning their own current affective state. In all three studies, participants who were led to believe that they were happy relied more on stereotypes in their judgments than participants who were led to believe they were sad. As expected, these effects were found to be moderated by the perception of the reliability of the (bogus) affective measures. That is, the effects of affective states were reproduced only among the participants who believed that the test assessed their current affective state in a reliable way, perceived reliability being either measured (Study 3) or manipulated (Study 4). Moreover, these effects were found to be independent of participants' current feelings. Taken together, these findings suggest that affective state could impact people judgment because this information is salient and perceived as relevant for the task at hand.

G129

MEMORY FOR MORMONS: CONTEXTUAL DETERMINANTS OF IN-GROUP BIAS FOR A PERCEPTUALLY AMBIGUOUS GROUP

James V. Garrett¹, Nicholas O. Rule¹, Nalini Ambady¹; ¹*Tufts University* – The preferential allocation of attention and memory to the ingroup (outgroup homogeneity) is one of the most replicated effects in the psychological literature. But in nearly all cases, these effects have been observed only for natural and artificial groups that are perceptually obvious. The current work therefore explored the effect of outgroup homogeneity for a group that is perceptually ambiguous and whose salience varies according to geographical context: Mormons versus non-Mormons. In three studies, we observed the role of context in mediating ingroup memory effects. In Study 1, both Mormon and non-Mormon participants completed the experiment in a Mormon-dominated environment (Salt Lake City, Utah). The participants were simply shown 40 grayscale headshots – (unbeknownst to the participants, half of the faces were Mormon, half were not). They were then shown 80 faces and asked which faces they had seen in part 1. Both Mormon and non-Mormon participants showed preferential memory for their ingroup following the incidental encoding. In Study 2, non-Mormon participants in a Mormon-scarce environment (Medford, Massachusetts) showed no ingroup memory benefit (when completing the identical incidental-

encoding paradigm), despite their ability to accurately categorize Mormon and non-Mormon targets. Finally, in Study 3, non-Mormon participants in a Mormon-scarce environment (Medford, Massachusetts) showed an ingroup memory preference following exposure to an unobtrusive prime (in which they read and rated two newspaper articles about Mormons in an ostensibly unrelated task). Together these findings suggest that context and intergroup contact may play an important role in the determination of ingroup advantages and outgroup homogeneity.

G130

SOCIOSEXUALITY AND SOCIAL PERCEPTION: UNRESTRICTED SOCIOSEXUAL ORIENTATION FACILITATES SENSITIVITY TO FEMALE FACIAL CUES

Donald Sacco¹, Kurt Hugenberg¹, Jon Sefcek¹; ¹*Miami University* – According to Life History Theory (LHT; Kaplan & Gangestad, 2005), individuals must decide how best to allocate resources and energy to goals related to reproduction and survival. One common metric of reproductive investment is the individual difference variable of sociosexuality; that is, some individuals are sexually unrestricted, preferring many sexual partners and requiring little relationship commitment whereas other persons are sexually restricted, preferring fewer partners and greater relationship investment (Simpson & Gangestad, 1991). Across two experiments we tested the hypothesis that sexually unrestricted perceivers would be more perceptually sensitive to female facial cues implying 1) genetic fitness (symmetry) and 2) approachability (genuine versus deceptive smiles), compared to sexually restricted participants. In Study 1, individuals viewed faces of male and female targets that varied in facial symmetry with results indicating that sexually unrestricted persons rated symmetric female targets as significantly more attractive, compared to other targets, than did sexually restricted participants. Study 2 had participants view video clips of men and women displaying genuine (Duchenne) and deceptive smiles and found that sexually unrestricted participants were significantly better able to discriminate between these smiles than were sexually restricted persons. Collectively, these results extend past research indicating that men and women are more sensitive to the facial characteristics of female, as opposed to male targets (Becker, Kenrick, Guerin, & Maner, 2005), specifically by showing that this is true for both static (symmetry) and dynamic (facial expressions) female facial cues and only for perceivers with a sexually unrestricted disposition.

G131

THE UNFOLDING OF ATTACHMENT-RELATED DYNAMICS IN EVERYDAY LIFE: AFFECTIVE REACTIVITY TO INTERPERSONAL EVENTS INVOLVING DIFFERENT PARTNERS

Gentiana Sadikaj¹, Debbie S. Moskowitz¹, David C. Zuroff¹; ¹*McGill University* – The influence of attachment orientation on affective reactivity to perceptions of others was examined during daily interactions. It was hypothesized that (1) highly anxious participants, who use hyperactivating affect-regulating strategies, would be more reactive to their perceived partner's communal (agreeable-quarrelsome) behavior than participants low on anxious attachment; (2) highly avoidant participants, who use deactivating affect-regulating strategies, would be less reactive to their perceived partner's positive behavior than participants low on avoidant attachment. To test these hypotheses, 113 working adults collected event-contingent recorded data for interpersonal events during each day of a 20-day period. Information about affect, perceptions of the interacting partner's behavior, and the relationship with the interaction partner was collected for each event. Within-person analysis indicated that participants experienced a reduction in their negative affect as they perceived their interacting partner behaving warmer towards them. The between-person analysis revealed that the reduction in negative affect was greater for high attachment anxious participants as compared to low anxiously attachment individuals. Furthermore, this reduction was greater for interactions involving a romantic partner than other partners. In contrast, greater warmth perceived in the partner was associated with less

reduction in negative affect of highly avoidant participants than low avoidant participants. This reduction in negative affect was even less for highly avoidant participants when they were interacting with their romantic partner than another partner. These findings demonstrate differential use of affect regulation-strategies in daily interpersonal interactions by individuals with different attachment orientations and demonstrate the sensitivity of these strategies to kind of partner.

G132

A CROSS CULTURAL INVESTIGATION OF INTERPERSONAL PERSONALITY PERCEPTION

J.M. Sarracino¹, J. C. Biesanz¹;
¹*University of British Columbia* – We examined two aspects of accuracy in interpersonal perception - the statistical measurement of accuracy, and the variation of accuracy across culture. We proposed a model for assessing accuracy, an extension of Cronbach's componential model, which allows for the comparison of differential and stereotype accuracy between groups. Following Heine and Renshaw (2002), we hypothesized that there would be greater differential accuracy among Japanese than among Americans consistent with research suggesting that Japanese self-assessments should harmonize with peer assessments. Japanese and American participants were recruited from close-knit university based organizations and groups of five people rated each other and themselves on several personality traits of varying levels of desirability. Our results did not support the original hypothesis, showing the opposite of the expected trend, with self-other agreement being higher in the North American sample. Examination of peer consensus reveals no difference between differential accuracy and consensus in the American sample, but a significant difference between the two measures in the Japanese sample, with consensus being higher. Extreme self-criticism in the Japanese sample appears to account for the high agreement among the peer ratings and low agreement between the peer and self-ratings.

G133

CONTAGIOUS RESOURCE DEPLETION? SPREADING EFFECTS OF EVALUATIVE CONCERNS VERSUS IMPRESSION FORMATION IN DYADIC SOCIAL INTERACTION

Stacey J Sasaki¹, Jacquie D Vorauer¹;
¹*University of Manitoba* – First meeting situations can be strenuous. This may especially be the case in intergroup interaction where individuals are often concerned with how they are coming across. Such evaluative concerns can lead to a variety of negative effects (Vorauer, 2006). Because evaluative concerns involve self-focus, adopting an other-focus may provide a useful alternative. Specifically, trying to form an impression of an interaction partner may lead to a more positive exchange. In a preliminary study involving only intragroup interaction, an impression formation mindset reduced feelings of depletion following the exchange relative to evaluative concerns. A second study replicated and extended this finding across both intragroup and intergroup interaction and with the inclusion of a no-instruction control condition. Pairs of individuals with a European or Asian ethnic background engaged in a short get-acquainted interaction. Prior to this, one member of each pair was told to either find out what the other participant thinks of you (evaluative concern) or find out what the other participant is like (impression formation). Results confirmed that individuals in the impression formation condition were less depleted following the exchange in comparison to those in the evaluative concern and control conditions. Additionally, these individuals reported less frustration and increased effort to learn about the other. Importantly, the effects of the mindsets appeared to be contagious in that they applied equally to those given the mindset and their partners. These findings suggest that adopting an impression formation mindset may provide a valuable antidote to evaluative concerns in first meeting situations.

G134

LOOKING GOOD FOR THEIR AGE? PERCEPTIONS OF ANTI-AGING ACTIONS

Alexander M. Schoemann¹, Nyla R. Branscombe¹;
¹*University of Kansas* – Youth is valued in American culture and older people are targets of discrimination. To avoid such consequences, increasing numbers of older adults attempt to look younger. We examine how older adults who attempt to look younger are evaluated. Two studies investigated young adults' perceptions of older adults who attempt to look younger. We hypothesized that these older adults threaten the distinctiveness of young adults' social identity and will be therefore perceived negatively. Study 1 manipulated passing actions (attempting to look young or not) and gender of a target older adult. Young adult participants disliked a target who attempted to look young regardless of gender, and this effect was moderated by age group identification with a stronger effect among high identifiers. There were no effects of target gender. Study 2 manipulated target age to examine whether responses to individuals attempting to look younger were specific to older adults or if they generalize to middle aged targets. A middle-aged target who attempts to look younger should also be a threat to the distinctiveness of young adults' social identities and could be disliked more than an elderly target. Young adult participants negatively evaluated targets who attempted to look young compared to targets who did not. This effect was moderated by target age and group identification, with the strongest effect for high identifiers and the passing middle-aged target. Young adults dislike older adults who attempt to look younger because these older adults may threaten the distinctiveness of young adults' social identity.

G135

ESTIMATING THE CONTRIBUTION OF AUTOMATIC AND CONTROLLED PROCESSES TO SPONTANEOUSLY INFERRED TRAITS

John Skowronski¹, Randy McCarthy¹;
¹*Northern Illinois University* – On observing the behavior of another person, a perceiver will often infer that the other possesses a certain personality trait. For example, a perceiver might observe that Amanda was the only student in the class of 100 people who got an A on the Calculus exam and infer from that observation that Amanda is smart. Much of the time such inference-making occurs automatically and without effort. Consequently, perceivers may extract this dispositional knowledge from the behavior of others, even if such knowledge is not consciously accessible to perceivers. The researchers designed an experiment based on the Process Dissociation Procedure. This allows us to estimate the contribution of automatic and controlled processes to such inferences. Participants were exposed to photographs of people accompanied by a self-descriptive behavior. These behaviors all implied that the actors had a certain personality trait. Past research has shown that the implied trait word becomes associated with the actor. In subsequent tasks, we measured the participants' associations with the implied traits and the actors. In one task, the presence of the photograph should enhance their ability to make actor-trait associations. In another task, the participants tried to inhibit their association between actors and traits. If an association appears whether the participant is trying to make an association or inhibit such associations, it is thought to be automatic; that is, outside of their conscious control.

G136

NONCONSCIOUS TONE OF VOICE MIMICRY AS A VEHICLE FOR SELF-FULFILLING PROPHECIES: WHEN MIMICRY CAN LEAD TO EXPECTANCY CONFIRMATION

Katie Rachelle Smith¹, Darcy A. Reich¹, Mario P. Casa de Calvo², Jessica Lakin³;
¹*Texas Tech University,* ²*Texas A&M University-Kingsville,* ³*Drew University* – Nonconscious behavioral mimicry occurs when people inadvertently imitate the postures, gestures, mannerisms, vocal information and other behaviors of their interaction partners. Such mimicry has been shown to enhance rapport and lead to positive interpersonal outcomes. The current study examined whether

mimicry could occur for negative behaviors of an interaction partner, and the possible implications of such mimicry. If mimicry of negative behaviors can occur, in addition to mimicry of positive behaviors, then nonconscious behavioral mimicry could be a process by which one person's expectations leads to another person's expectancy-consistent behavior (e.g., self-fulfilling prophecies). Because interpersonal expectancies can be positive or negative, we examined whether mimicry of positive and negative behaviors of an interaction partner would occur, and whether that mimicry would enhance behavioral confirmation. Using a realistic simulated phone interview paradigm, interviewer tone of voice was manipulated using voice recordings. All 82 applicant participants received the same questions, but they were randomly assigned to one of three interviewer tone of voice conditions: positive, neutral, or negative. Applicants' answers to the interview questions were recorded and coded by objective judges, who were blind to condition. Separate judges evaluated tone of voice and interview performance. Evidence of both behavioral mimicry and expectancy-consistent overall performance by applicants was found, and further mediational analyses will be discussed. The findings suggest that nonconscious behavioral mimicry may not be limited to situations involving positive or neutral behaviors, nor is it always associated with positive outcomes.

G137

SCARED OF BEING MORALLY INFECTED: GERM CONCERNS LEAD TO THE AVOIDANCE OF IMMORAL PEOPLE *Hyunjin*

Song¹, Norbert Schwarz¹; ¹University of Michigan – Metaphors of contagion are used in different content domains, including health and morality. We test whether their activation in one domain affects judgments and intentions in the other domain: would people who thought about health contagion avoid contact with immoral others. Participants (N = 25) rated their willingness to engage in different forms of contact with inmates either before or after they read a purportedly unrelated text about how germs are transferred. Based on pretest (N = 15) data, the items included forms of contact that were perceived as unlikely to influence one's mind (e.g., using a prisoner's artwork as a screen saver) as well as contacts that were seen as having that potential (e.g., e-mail exchange). As predicted, priming contagion concerns in the health domain reduced participants' willingness to engage in forms of contact that could infect their minds (e.g., email exchange); their willingness to engage in other forms of contact, on the other hand, was not affected. Ongoing work addresses the bidirectionality of this effect and its likely moderators.

G138

UNDERGRADUATES' PERCEPTIONS OF THE DESIRABILITY OF SPECIFIC PERSONALITY TRAITS AND BODY TYPES *Tammy*

Sonnentag¹, Natalie Brown¹, Mark Barnett¹, Jennifer Livengood¹, Rachel Witham¹; ¹Kansas State University – Personality traits and body type are attraction-relevant domains that have been well-researched as independent constructs. However, little research attention has been given to the relationship between these domains while examining how accurate individuals are in identifying what members of the opposite-sex find attractive. Further, research on body type preference has focused primarily on the thin-to-fat body type dimension rather than the masculine body type dimension in males (i.e., unmuscular-to-muscular) and feminine body type dimension in females (i.e., uncurvaceous-to-curvaceous). The present study addressed these limitations of prior research on attraction. A total of 153 undergraduates (77 males, 76 females) rated the extent to which they (a) possess traditionally masculine and feminine traits, (b) perceive themselves as having particular body types (on both the thin-to-fat and sex-linked dimensions), (c) perceive different traits and body types as desirable in a date, and (d) believe members of the opposite-sex perceive different traits and body types as desirable in a date. Males' and females' perceptions of what members of the opposite sex find desirable in a date were more accurate when rating femininity and thin-to-fat body types than when rating

masculinity and sex-linked body types. With regard to the latter ratings, for example, (a) males expected females to desire a more muscular date than they actually preferred and (b) females expected males to desire a more curvaceous date than they actually preferred. In addition, the more masculine and muscular the males rated themselves, the more desirable they expected these characteristics to be to females. Similarly, the more feminine and curvaceous the females rated themselves, the more desirable they expected these characteristics to be to males. The implications of the present findings and directions for future research will be addressed.

G139

UNDERSTANDING THE WHY, WHAT, AND HOW OF AN OBSERVED ACTION: AN FMRI STUDY OF ACTION IDENTIFICATION

Robert Spunt¹, Ajay Satpute¹, Matthew Lieberman¹; ¹University of California, Los Angeles – Although social neuroscientists have made considerable progress investigating the neurocognitive mechanisms that underlie the ability to understand the actions of others (Rizzolatti & Craighero, 2004; Lieberman, 2007), no study to date has examined the processes that allow individuals to linguistically identify actions in their natural context. Action Identification Theory (Vallacher & Wegner, 1987) proposes that such identifications are hierarchically ordered, with higher levels describing why or with what effect an action is performed, and lower levels describing how an action is performed. In the present study, we used functional magnetic resonance imaging to explore the neural correlates of this action hierarchy by having participants watch video clips of a male actor performing everyday actions in their natural setting. For each clip, participants were asked to identify what he is doing (e.g., He is turning on a television), why he is doing it (e.g., He is bored), and how he is doing it (e.g., He is pressing the button). As level of identification increased, regional activity increased in areas thought to support mentalizing (dorsomedial prefrontal and posterior cingulate cortices), empathy (ventromedial prefrontal cortex), and the use of social knowledge (temporal poles); as level decreased, regional activity increased in a single area thought to support the representation of body form and motion (extrastriate cortex). These results support the proposition that high level action understanding is a largely constructive, inferential process that allows us to see beyond mere body parts and peer into the mind and meaning behind the action.

G140

PERSONALITY TRAITS AND THE PERCEPTION OF OTHERS

Shannon Stark¹, Dustin Wood¹, William Fleeson¹; ¹Wake Forest University – Past research on perceiver effects (individual differences in how one generally perceives others) has been limited to documenting the phenomenon of assumed similarity; the tendency for people to see levels of others' personality traits as similar to their own. In the current study, we provide evidence for relationships between self-perceptions and perceiver effects beyond mere assumed similarity. Specifically, we hypothesized that some traits may relate to a more global positive or negative perception of others. For instance, agreeable people may not see others simply as they see themselves (i.e., as agreeable), but may see others more positively across multiple traits (e.g., as extraverted, conscientious, emotionally stable, and open to experience). In Study 1, we assessed perceiver effects explicitly by asking 308 college students to rate the personality of the average student at their school. In Study 2, we assessed perceiver effects more indirectly by asking 190 college students to rate the personalities of randomly-selected people they had observed interacting with others through a one-way mirror. In both studies, as hypothesized, we found that individuals with higher levels of agreeableness were more likely to rate others positively across all Big Five dimensions. Additionally, higher scores on personality disorder scales, including narcissism (characterized by a highly positive self-view), predicted more negative perceptions of others on multiple traits. Our results clearly demonstrate that there is more to understanding

perceiver effects than simply assumed similarity, and that increased knowledge of perceiver effects could foster better understanding of variation in normal and clinical personality traits.

G141

JUST HOW SURE ARE YOU? A PRELIMINARY INVESTIGATION OF THE ACCURACY OF PERCEPTIONS OF PARTNER INFIDELITY Valerie G. Starratt¹, Emily J. Miner², Danielle Popp², Todd K. Shackelford²; ¹Nova Southeastern University, ²Florida Atlantic University – Investigations of infidelity frequently use perceptions of one's partner's infidelities in lieu of partner-reports of their own actual infidelities. However, no research has investigated the accuracy of perceptions of partner infidelity. Knowing the accuracy with which individuals can perceive their partner's sexual infidelities (their partner had sexual intercourse with someone else) and emotional infidelities (their partner fell in love with someone else) may have implications for future intimate relationship research. We present preliminary correlation analyses from 45 married couples investigating the accuracy of men's and women's perceptions of their partner's past and likely future sexual and emotional infidelities. The results indicate that: (1) Men and women perceive accurately their partner's past sexual and emotional infidelities, and future sexual infidelities, but not their partner's future emotional infidelities; (2) men are better at perceiving women's sexual infidelities than women's emotional infidelities; and (3) women are better at perceiving men's future sexual infidelities than men's future emotional infidelities, but are equally accurate in their perceptions of men's past sexual and emotional infidelities.

G142

THE PUZZLE OF JOKING: DISENTANGLING THE COGNITIVE AND AFFECTIVE COMPONENTS OF HUMOROUS DISTRACTION Madelijn Strick¹, Rob Holland¹, Rick Van Baaren¹, Ad Van Knippenberg¹; ¹Radboud University Nijmegen – It is a well-known fact that using humor in communications can have ironic effects. On the one hand, humorous messages as a whole gain more attention than non-humorous messages. However, selective attention to the humorous elements of a message may go at the expense of attention to less humorous information. Two experiments investigated why humor distracts attention from non-humorous information in its vicinity. The two basic components of humor processing comprise (1) cognitive demands due to incongruity-resolution, and (2) positive affect. We disentangled the contributions of cognitive demands and positive affect in humor on distraction based on the notions that (a) both cognitive demands and positive affect have been identified as possible sources of distraction, and (b) these two factors were always confounded in previous research on humor and distraction. In an evaluative conditioning paradigm, neutral products were consistently paired with humorous stimuli, whereas other products were paired with stimuli that were either (1) equally demanding but neutral (2) equally positive but undemanding (3) undemanding and neutral. The results showed that cognitive demands reduced product recognition, whereas positivity had no effect on product recognition. These findings suggest that the cognitive demands of humor, not the positive affect it evokes, underlie the distraction effect. An additional finding was that the pairing with positive stimuli enhanced attitudes and behavioral preferences towards products, irrespective of cognitive demands. In conclusion, humor distracts attention from items in its vicinity due to cognitive demands, but simultaneously enhances their appeal in terms of evaluations and behavioral preferences.

G143

BLACK AMERICANS AND KOREANS FAVOR WHITES WHO LOOK LIKE THEM Michael A. Strom¹, Leslie A. Zebrowitz¹, Shunan Zhang¹, P. M. Bronstad¹, Hoon Koo Lee²; ¹Brandeis University, ²Yonsei University – Two studies revealed that race-related appearance qualities contribute to stereotyping by Black Americans and Koreans, groups that

have been largely ignored in research focusing on White American judges. Consistent with the feature-trait association (FTA) hypothesis (Blair, Judd, Sadler, & Jenkins, 2002), Black as well as White Americans were more likely to apply positive Black stereotypes to more African-looking White or Black faces, and Black judges also showed greater liking for more African-looking White faces. Also, both Koreans and White Americans were more likely to apply positive Asian stereotypes to more Asian-looking White or Korean faces. These effects were sometimes mediated by variations in the familiarity of more racially prototypical faces, consistent with the familiar face overgeneralization (FFO) hypothesis (Zebrowitz, Bronstad, & Lee, 2007). Additional support for FFO was provided by positive effects of familiarity on first impressions of faces that did not vary in race, even when controlling important appearance qualities.

G144

PREDICTORS OF INFORMATION AVOIDANCE Kate Sweeny¹, Wendi Malone²; ¹University of California, Riverside, ²University of Florida – Although information can provide numerous benefits, people often opt to remain ignorant. We define information avoidance as any behavior designed to prevent or delay the acquisition of potentially unwanted information. The Information Avoidance Model proposes that unwanted information has both costs and benefits and that people weigh these costs and benefits to determine whether they are likely to experience greater regret over seeking or avoiding the information (Sweeny et al., under review). We examined the predictors of information avoidance in three studies. Participants in Study 1 read a scenario and reported whether they would seek or avoid information in a romantic partner's private email. Results revealed that potential for gain from the information and anticipated regret over seeking vs. avoiding the information predicted intentions to avoid information. In Study 2, participants recalled times when they avoided and sought information and reported their thoughts when making those decisions. Results once again revealed that potential for gain and anticipated regret predicted information avoidance, as did the likelihood that the information would be bad, perceived control over the information, and perceived coping ability. Finally, participants in Study 3 had an opportunity to either seek or avoid information about others' opinions of their attractiveness. Results were consistent with the findings in Study 2. Taken together, these studies provide strong support for the predictions of the Information Avoidance Model and suggest that judgments about the information itself and anticipated regret over the decision to seek vs. avoid work together to predict information avoidance.

G145

SOME LIKE IT HOT (SOMETIMES): THE EFFECTS OF WARM AND COLD DESCRIPTORS ON OBJECT PERCEPTION Lauren Szczurek¹, Jesse Chandler², Norbert Schwarz²; ¹Stanford University, ²University of Michigan – Temperature is often used to describe sociality. Individuals described as warm are perceived as more popular, sociable, and humorous than those who are described as cold. In two studies we examine the extent to which these descriptors influence perceptions of objects. We find that the use of warm and cold descriptors is sufficient to bring to mind their metaphorical associations, and affects both preferences for how an object is used and willingness to replace an object, even when the warm and cold terms describe features of the object that are irrelevant to the decision at hand. In study 1, 80 participants read brief descriptions of a notebook and then rated the notebook for desirability in school and personal use. Notebooks were identically colored, but the color was either described as warm or cold. Notebooks perceived as warm were preferred for personal use, and notebooks perceived as cold were preferred for school use. In study 2, 77 participants answered questions about their cars in an online survey. Participants were induced to either think of their car as alive or as a tool. The color of their car was then described as either warm or cold.

Participants who thought of their car as alive were less willing to replace cars that were perceived as warm than they were to replace cars that were perceived as cold. This research is of theoretical interest in identifying the boundary conditions of warm and cold descriptors. There may also be implications for consumer behavior and decision-making.

G146**DO OUR SUBJECTIVE INFERENCES BECOME REAL?: IMPRESSIONS ABOUT RESPONSES ARISING FROM THE SENSE OF UNWANTED TRANSPARENCY** Naoya Tabata¹; ¹University of Tsukuba

– The sense of unwanted transparency, the feeling that another person seemingly notices something about us that we would rather conceal (Tabata, 2007, 2008), is a subjective inference made during interpersonal communication. Responses arising from the sense of unwanted transparency are objective phenomena, and may give unnatural impressions and reveal our inner selves to others. Several studies have focused on responses arising from the sense of unwanted transparency (e.g., Tabata, 2008). However, there have been few studies investigating the impressions about the responses arising from the sense of unwanted transparency. Two experiments were conducted to identify responses evoking unnatural impressions. It was expected that nonverbal responses reflecting a heightened level of arousal and seemingly deceptive verbal responses would be related to the unnatural impression when the sense of unwanted transparency is aroused. In Experiment 1, five observers were asked to see the videotape recorded in Tabata (2008) and judge the participants' responses arising from the sense of unwanted transparency. In Experiment 2, based on Tabata (2008), both nonverbal and verbal responses that were characteristic in arousing the sense of unwanted transparency were manipulated in the videotaped conversation. Participants (n = 80) were asked to see the videotape and judge the confederate's impressions. As expected, unnatural impressions were heightened by nonverbal responses such as longer silences, averting the gaze, and increased self-touching. However, seemingly deceptive verbal responses were only related to the dubious impressions of the statements.

G147**THE PUNISHMENT ENOUGH EFFECT** David Tannenbaum^{1,2}, Eric D. Knowles¹; ¹University of California, Irvine, ²Kellogg School of Management, Northwestern University

– A consistent finding in the attribution of blame literature is that more severe transgressions elicit more severe punishments. Even when the underlying act is held constant, the magnitude of the resulting harm has been shown to positively influence the severity of the punishment. This robust outcome bias is generally thought to be mediated by feelings of anger (i.e., the outrage heuristic). Here we report several studies that show an exception to the outcome bias effect in scenarios where an act of negligence harms a victim but also indirectly greatly harms the transgressor (e.g. when a mother accidentally leaves her infant in a locked car resulting in harm or death to the child). We call this the Punishment Enough effect. Our studies find that in these scenarios the punishment enough effect acts as a reverse version of the outcome bias effect: the more harmful the outcome, the less the desire to assign harsh punishment. Moreover, such a finding does not appear to be driven by the absence of anger; but rather by the competing emotion of pity towards the transgressor. Across several studies we explore mediators and boundary conditions to the Punishment Enough effect, helping to shed empirical light on the different theories of why (and when) we find it appropriate to punish.

G148**AN INVESTIGATION OF ATTRIBUTION PROCESS USING PARALLEL COMPETITION PARADIGM** Yuk-yue Tong¹; ¹Singapore Management University

– Research has shown that implicit theory of personality guides the way we understand other people's behavior. Compared to those who believe that personality is malleable

("incremental theorists"), people who believe in fixed personality traits ("entity theorists") have a higher tendency to infer trait from behaviors, are more likely to seek trait-related information when understanding others' behaviors, and are more likely to make global evaluative trait judgments on the basis of a small sample of behaviors. Extending on the idea that trait theorists are more likely to attribute the cause of behaviors to personality, this study aims at exploring more subtle difference in the attribution process using the paradigm of parallel competition (McKinstry, Dale, and Spivey, 2008). In each trial, participants clicked on a start box at the bottom of a computer screen. Afterwards, a recorded voice read a behavioral description and boxes labeled "Personality" and "Situation" appeared in the top right and top left regions of the screen. Participants moved the mouse to click on their chosen response box as quickly and accurately as possible to indicate their chosen attribution. The trajectory of participant's computer mouse from the Start box toward different response box provides an implicit measure of the level of uncertainty in the decision. As predicted, incremental theorists show more curvature and more variation in their trajectory than entity theorists, showing that incremental theorists are more discriminative in the attribution process.

G149**TWO UNIVERSALS: COMPETENCE, WARMTH VERSUS EVALUATION, POTENCY, AND ACTIVITY. ARE THEY REDUNDANT?** Elena Trifletti¹, Anna Pasin¹, Dora Capozza¹; ¹University of Padova, Italy

– In semantic differential research (Osgood, May, & Miron, 1975), three dimensions have been found: evaluation, potency, and activity. The three dimensions, corresponding to affective reactions to stimuli, are universal: they have been revealed in different cultural and linguistic contexts. Also competence and warmth, the two stereotypic attributes of the stereotype content model (Fiske, Cuddy, Glick, & Xu, 2002) are universal (Fiske, Cuddy, & Glick, 2006): they provide fundamental answers about competition and status, promoting survival. The aim of this study was to reveal whether the two universals are redundant or they refer to distinct reactions. Participants were 222 psychology students (University of Padova, Italy). Participants evaluated eight target groups on 11 semantic differential scales, representing the evaluation, potency and activity factors. Six traits, expressing competence, and six traits, expressing warmth, were also used. The eight target groups represented the four quadrants of the stereotype content model (two groups for quadrant; Durante, 2008). Confirmatory factor analysis was applied to the covariances between indicators of semantic differential factors and stereotypic dimensions. Covariances were computed considering both the variance due to target groups and that due to participants. Findings indicated the two universals are correlated, but distinct: warmth was highly correlated with evaluation ($f = .83, p < .001$); competence was highly correlated with potency ($f = .61, p < .001$) and activity ($f = .71, p < .001$), but less with evaluation ($f = .20, p < .001$). The links existing between the two types of universals will be discussed.

G150**THE NARRATIVE MODE IN IMPRESSION FORMATION AND DECISIONS TO HELP** Jerzy Trzebiski¹; ¹Warsaw School of Social Psychology

– Within a narrative mode a person is understood as a possessor of intentions which are related to problems emerging within a time space (Bruner, 1986). This mode of understanding has several implications. Our former studies suggest, that within a narrative /vs. neutral/ context a target person attracts more attention and is seen as more coherent and understandable, more realistic and distinct from others, and an observer feels more empathy and more easily identifies with the target (Trzebiski, 2005). The goal of our next studies was to inquire the character of processes underlying these narrative effects. The narrative mode was activated by priming procedure (creating a stories based on TAT-like material). It was contrasted with a non-narrative priming and no priming condition. After the priming, the subjects were provided with

information on a target person, in a CV form. After the narrative priming, in comparison to contrasting priming conditions, the RT of attributions made for the target person is faster for motive and action categories and slower for stereotype based categories. This pattern was confirmed, when the narrative mode was activated by a context information. Personal data was presented within the personal story vs. person's traits frame. It appears that a story context reduces the role of stereotypes and enhances the role of motive categories, in terms of RT of attributions. In another study, the narrative priming /vs. neutral priming or no priming/ of description of a target's misfortune facilitates emotional engagement and readiness to help. The results show nonconscious character of processes involved in the narrative-based understanding and decision making (Bargh, 2006).

G151

THE GAZE MAZE: WHEN SHARED ATTENTION LEADS TO SHARED INTENTION Anouk van der Weiden¹, Henk Aarts¹, Harm Veling¹; ¹Utrecht University – Recent research suggests that observing another person's eye-gaze shifts with regard to objects can influence object desirability in the observer, but it is unclear how different eye-gaze shift components (direct gaze of a person toward the observer, other person looking from observer to another object, and other person shifting gaze from object to observer) play a role in these effects. By systematically manipulating eye-gaze shifts, and including a no gaze control condition, we show that direct gaze followed by looking at an object decreases observer's object desirability, and that the full joint attention process (i.e., direct gaze, looking at the object and looking back) increases object desirability. These results provide new insight in the informational value of specific eye-gaze shifts, have implications for using eye-gaze direction as a social influence tool, and suggest that shared attention can lead to shared intentions.

G152

WHEN THINKING ABOUT AN ACQUAINTANCE FEELS RIGHT: THE EFFECT OF REGULATORY FIT ON TRUST Leigh Ann Vaughn¹, Audrey Harkness¹, Emily Clark¹; ¹Ithaca College – When assessing the likelihood that someone will behave in a trustworthy way, we might ask ourselves, How do I feel about this person? regarding his or her trustworthiness - especially if we do not already know the person well. If we feel right when we assess the likelihood that an acquaintance will behave in a trustworthy way, we might trust the person more than if we feel wrong. One source of rightness (wrongness) feelings is regulatory fit (nonfit) experiencing a good (poor) fit between one's regulatory focus and one's goal pursuit strategies; such feelings from an initial event should inform later, irrelevant trust judgments - of acquaintances - as long as attention is not drawn to the initial event as a source of these feelings. Two experiments provided support for these hypotheses. In both, participants identified a person they knew, completed a set of tasks irrelevant to the identified person - including a manipulation of regulatory fit - and rated the trustworthiness of the person they had identified. Participants in Experiment 1 were randomly assigned to identify someone they knew well or an acquaintance; only participants judging an acquaintance's trustworthiness showed a regulatory-fit effect on those judgments. All participants in Experiment 2 identified an acquaintance, and they were randomly assigned to conditions that did or did not draw their attention to the regulatory fit manipulation as a source of rightness feelings; only participants in the no attention conditions showed a regulatory-fit effect on trust judgments.

G153

POWER AND FACE RECOGNITION Nate Way¹, David Hamilton¹; ¹University of California Santa Barbara – Research has documented a cross-race facial recognition deficit, whereby individuals recognize own-race faces better than other-race faces. Various theoretical explanations of this phenomenon have been offered in the literature. The perceptual expertise

hypothesis emphasizes prior exposure to different races as a contributing factor, while the social-categorization explanation emphasizes cognitive mechanisms that may subserve intergroup face perception in the absence of prior relevant face exposure. Results from recent studies suggest that the cross-race facial recognition deficit may be the product of a more general cross-group facial recognition deficit that extends beyond the realm of race, wherein a perceiver uses relevant cues to classify a face as ingroup or outgroup. Extending this interpretation, we sought to explore how cues that are non-diagnostic of ingroup or outgroup membership, but are functionally relevant to a perceiver can impact face recognition. Specifically, we examined the hypothesis that presenting faces with an accompanying power cue, which indicated if the face belonged to an individual who controlled outcomes that were relevant to the perceiver, would impact face recognition. A Powerless or powerful cue accompanied a series of face presentations. Recognition ability for these faces was then tested. It was predicted that recognition rates would be better for powerful faces than for powerless faces. Results partially supported this prediction. These findings contribute to theoretical explanations of the cross-race facial recognition deficit and highlight one factor that may influence face recognition: perceptions of power.

G154

CRAFTING IMAGES OF OTHERS: THE ROLE OF CULTURE IN IMPRESSION MANAGEMENT Jason Weaver¹, Clelia Anna Mannino¹, Marti Hope Gonzales¹, Felix Danbold²; ¹University of Minnesota, ²University of California, Los Angeles – In daily interactions, we seek to present a certain image of ourselves and to adapt our behavior accordingly. Although individuals' efforts at impression management have been examined, little research has explored how people assist close others in creating and maintaining desired impressions. Moreover, no published research has addressed the influence of cultural differences on this process. The present study seeks to fill these voids in the existing literature by examining how people prepare close others to interact with someone of a different culture. Participants (N = 156 university students) completed an online questionnaire to describe a situation in which they introduced two close others (targets) of differing cultural backgrounds. In addition, participants rated themselves and the targets on ethnic group affiliation (the importance and salience of ethnicity and culture in individuals' lives), acculturation, and bicultural identity. As predicted, when targets differed in their levels of ethnic group affiliation, participants mentioned culture more frequently when preparing targets for the introduction. Thus, when people seek to manage the impressions of others, their perceptions of ethnic group affiliation influence the content of preparatory behaviors. This study provides the first examination of culture's role in how people assist others in creating and maintaining a desired impression, an issue of particular importance in our increasingly multicultural society.

G155

MORTALITY SALIENCE AND PERCEPTIONS OF PEOPLE LIVING WITH AIDS: A BOGUS PIPELINE STUDY Kristin S. Weibust¹, Carol T. Miller¹; ¹University of Vermont – According to terror management theory, when reminded of death, people strive to uphold the values of their cultures, resulting in derogation of people who threaten their cultural worldviews. However, when tolerance is valued within the culture, upholding cultural worldviews results in increased tolerance for out-group members following mortality salience. For example, we previously found that mortality salience increased tolerant participants' favorability toward a person with AIDS. In the current study we examined whether mortality salience increases true tolerance or the desire to appear tolerant. After being reminded of death or another aversive event, college students completed a measure of liking for a target with AIDS while connected to physiological recording devices that they believed could detect lies (bogus-pipeline condition) or that they believed were being used to measure their physiological responses to

research participation (control condition). Results showed that among participants with relatively negative attitudes toward homosexuals, mortality salience increased favorability for a target with AIDS, as we found in our prior research, but only in the control condition. When relatively intolerant participants believed that we could detect dishonest responses, those who were reminded of death indicated less favorable attitudes toward a target with AIDS than did their counterparts who were not reminded of death. These results suggest that for intolerant people in tolerant societies, mortality salience may increase the desire to appear tolerant.

G156

FURTHER DIFFERENTIATION BETWEEN STT AND STI PROCESSES: WHEN REPETITION STRENGTHENS PERCEPTIONS

Brett M. Wells¹, Randy J. McCarthy¹, John J. Skowronski¹; ¹Northern Illinois University – Recently, much research has focused on the differentiation between spontaneous trait transference (STT; a misattribution process in which informants are judged by perceivers to possess the traits that informants describe in others) and spontaneous trait inference (STI; an attribution process in which perceivers infer traits from the behaviors of actors, and do so spontaneously at the time the behavior is encountered). Two studies furthered this line of research by examining whether STT and STI effects can be gradually established and strengthened via trait-repetition. To this end, informants and actors were paired with 1, 5, or 10 behavioral statements that implied the same trait. The first study measured trait recall via a savings-in-relearning paradigm, and the second study measured trait ratings of the targets. In both studies, STI effects were larger than STT effects, replicating past findings. Trait repetition effects emerged for both STT and STI conditions when recalling traits (Study 1), however repetition effects were much more pronounced for the STI condition. Most interesting, trait repetition effects only emerged for STI conditions when making trait ratings (Study 2). Such results give further evidence for the associative basis of STT and attributional basis of STI. Furthermore, such results give caution to the use of trait ratings for measuring STT effects. Implications and benefits of this research are discussed, as well as possible directions for future research.

G157

RECOGNITION FOR EXPRESSIVE AND NEUTRAL FACES

John Paul Wilson¹; ¹Miami University – This research examined the potential relationship between target facial expression and subsequent target identity recognition. Past research indicates that when asked to rate happy and angry faces on intelligence, expression intensity, and size of target nose, individuals display significantly greater memory for face identities of happy, as opposed to angry expressive targets (D'Argembeau & Van der Linden, 2007). The goal of the current study was to 1) explore the effect of explicit memory instructions on identity recognition of expressive faces and 2) determine the role of expression valence on identity recognition by including neutrally expressive targets. 79 introductory psychology students were shown a series angry, happy, and neutrally expressive faces and instructed to attend to the faces for a later recognition task. Following a filler task, participants saw the previously displayed faces interspersed with an equivalent number of distracter faces and asked to indicate whether each face was previously seen or was a new face. Using the sensitivity parameter of *d*, which simultaneously accounts for hits and false alarms (greater scores indicating enhanced sensitivity in determining whether faces were old or new), results indicated that participants were significantly better at recognizing the identities of angry and happy faces compared to neutrally expressive faces. Contrary to past research, recognition memory did not differ based on whether targets were happy or angry. Future research would benefit by determining the precise relationship between encoding instructions and identity memory for expressive and

neutral targets as well as determine precise mechanisms for such memory effects.

G158

INDIVIDUAL DIFFERENCES IN PERCEPTIONS OF POTENTIAL SEXUAL PARTNERS: THE EFFECTS OF GENDER, SEX MOTIVES AND SOCIOSEXUAL ORIENTATION

Kristina Wilson¹, Megan A. O'Grady¹, Jennifer J. Harman¹; ¹Colorado State University – Implicit personality theories (IPTs), or beliefs about characteristics that tend to go together, may be important in perceptions of HIV risk (Williams et al., 1992) as these perceptions often predict preventative sexual behaviors. Gender, sex motives and willingness to engage in uncommitted sex are also known to predict sexual risk behavior. The current study investigated how IPTs and personality characteristics of the perceiver influence risk perceptions of a potential sexual partner. It was hypothesized that providing more positive pieces of information, that are irrelevant to actual sexual risk status, would lead to lower perceptions of the target's sexual risk. Perceiver characteristics such as being male, endorsing enhancement sex motives and unrestricted sociosexual orientations were also predicted to lead to lower ratings of perceived risk. Participants (*n* = 273) were randomly assigned to view one of three standardized MySpace profiles that varied based on the amount of positive pieces of information presented about the target person (0, 3, or 9). Participants completed the Sex Motives Scale (Cooper, Shapiro, & Powers, 1998) and the Sociosexual Orientation Inventory (Simpson & Gangestad, 1991). Perceived risk was measured by 8 items assessing perceptions of HIV/STI risk, likelihood of risk communication and likelihood of condom use with the person in the profile (*r* = .77; Agocha & Cooper, 1999). Final analyses supported all of our predictions. Overall, findings indicated that sexual risk perception is influenced by information about the target and by characteristics of the perceiver, and both factors should be considered in future studies.

G159

INDIVIDUAL DIFFERENCES AND SUBCHANCE PERCEPTION: ANXIETY, DEFENSIVENESS, AND THE MISIDENTIFICATION OF PLEASANT WORDS

E. Samuel Winer¹; ¹University of Illinois at Chicago – Subchance perception, i.e., the systematic misidentification of subliminal stimuli, has been previously shown to occur depending on the cognitive strategy of the perceiver. Less is known, however, about the extent to which individual differences determine below chance findings. Winer, Newman, & Snodgrass (2008) recently found that high-anxious, low-defensive individuals identified subliminally presented unpleasant words more accurately than pleasant words. Moreover, high-anxious, low-defensive individuals were found to identify unpleasant words at a rate above chance, and to identify pleasant words at a rate below chance. Due to the novelty of the high-anxious, low-defensive subchance finding, a replication was conducted to determine the reliability of the effect. In the present study, a two-alternative forced-choice subliminal identification task comprised of pleasant and unpleasant words was given to 42 high-anxious, low-defensive participants pre-selected by their performance on measures of anxiety and defensiveness. It was hypothesized that these individuals would more accurately identify unpleasant words than pleasant words. Furthermore, it was hypothesized that they would identify pleasant words at a rate below chance, and unpleasant words at a rate above chance. As predicted, results revealed a main effect of semantic content, such that unpleasant words were identified more accurately than pleasant words. In addition, as predicted, high-anxious, low-defensive individuals identified pleasant words at a rate below chance. Unpleasant words were identified above chance, though not at a significant rate. The current findings replicate the previously novel finding presented by Winer and colleagues. High-anxious, low-defensive individuals reliably inhibit pleasant information before it reaches consciousness.

G160

ATTRIBUTION BIAS IN CULTURAL COMPARISON: DISPOSITIONAL VERSUS SITUATIONAL ATTRIBUTION IN SOUTH KOREA AND GERMANY A. Zo-Rong Wucherpfennig¹, Henrik Singmann¹, A. Timur Sevincer¹, Karl Wegscheider²; ¹University of Hamburg, ²University Medical Center Hamburg-Eppendorf – Past research found that people from different cultures differ in the way they explain behavior (Nisbett, Peng, Choi, & Norenzayan, 2001): Whereas Westerners tend to focus stronger on dispositional factors (e.g., the personality), Asians tend to consider situational factors stronger (e.g., social norms) in their explanations. Hence, a dispositional bias seems to be typical for individualistic, western countries and a reduced dispositional bias in attribution seems to be typical for collectivistic, Asian countries. However, in most of the studies the USA represented Western countries, and Japan represented Asian countries. This might lead to criticism that findings of single countries are over-generalised to a cultural dichotomy of West versus East. Therefore, we find it necessary to include additional countries in cross-cultural studies. Specifically, we studied differences in attribution between 125 German and 118 Korean undergraduate students. Participants read four scenarios and judged the causal locus of the protagonist's behavior for each scenario. Random effects ANOVA (hierarchical linear modelling) showed the expected differences: Germans focused stronger on dispositional factors, Koreans considered situational factors stronger. This study replicates the same pattern as precedent studies between Western and Asian countries and shows that these findings are not limited to specific countries.

G161

REPENTANCE, IS IT OPTION OR NECESSITY? : THE EFFECT OF THE POST-CRIMINAL BEHAVIOR ON THE JUDGMENT ABOUT A CRIME Sangyeon Yoon¹, Jae Cho¹, Min Han¹; ¹Korea University – The past studies have shown that post-criminal behavior such as repentance has an effect on the judgment about the crime. Then, if the agent does nothing to reflect on his crime, how people will judge him? The present study assumed that when people judge the criminal, they expect for repentance regardless of the sentence by the judge. Therefore, if the agent does not express his regret for the crime, people tend to judge the agent severely. Participants (N=99) were randomly assigned to one of the two types of scenarios, each describing agent's criminal behavior and post-criminal behavior. One of the scenarios showed that the agent reflects on his crime by self-sacrifice, while the other scenario told that the agent doesn't reflect on his crime at all. The participants were asked to rate the level of punishment, wrongness, and blame for the criminal behavior and the post-criminal behavior respectively. The results indicated that doing penance after one's crime makes the assessment lenient. On the other hand, doing nothing to reflect on one's crime makes the judgment more severe. Implications are considered that people expect for agent to do something after his criminal behavior. Thus, if you have committed a crime, it would be better to reflect on it in order to, at least, avoid the additive blame.

G162

FAMILIARITY DIFFERENTIALLY AFFECTS ATTENTION ALLOCATION TO THREATENING AND NEUTRAL STIMULI Steven G. Young¹, Heather M. Claypool¹; ¹Miami University – Some have argued that the experience of familiarity while encountering a stimulus signals that it has been encountered previously with no harmful consequences. Others have argued that the experience of familiarity is intrinsically pleasant. Both notions have been offered to explain the mere-exposure (ME) effect, the finding that familiar stimuli are preferred relative to novel stimuli. The current research combines these ideas to test the effects of familiarity on selective attention to threatening and neutral stimuli. We predicted that negative stimuli, which initially capture attention (Ohman, 2002), are attended to less following ME because familiarity is a safety cue. Conversely, neutral stimuli should be attended to more following ME

because familiarity elicits positivity, and positive stimuli capture attention (Maner et al., 2003). Twenty-one participants were initially exposed to either 8 angry or neutral faces, each for 1,000ms. Next, participants completed a dot-probe task. Each trial paired novel and familiar faces displaying the same emotion. After 500ms, a probe appeared on either the familiar or novel face, and reaction times to locate the probe were measured (faster reactions indicate the probe appeared on the face already capturing attention). A 2 (status: familiar, novel) x 2 (emotion: angry, neutral) ANOVA revealed a significant interaction ($p=.001$). Simple effects tests confirmed that for angry faces participants were faster to locate the probe when it appeared on novel compared to familiar faces ($p<.05$), whereas for neutral faces, the opposite pattern emerged ($p<.05$). Thus, ME to faces differentially directs attention depending on initial stimulus threat.

G163

MANAGING CONFLICT: TRUST, ATTRIBUTIONS, AND CONFLICT STYLE Joel R. Young¹; ¹University of Waterloo – Attributions are critical for understanding the impact of conflict, and trust is vital in the role of attributions. Furthermore, conflict is an increasing problem within organizations. The current research examined the relationship between trust, attributions, and conflict within an organizational setting. Participants were staff from the University of Waterloo who responded to a series of online questionnaires. Trust levels between participants and target individuals were related to attributions. Closer relationships and greater social frequency was associated with higher levels of trust. Attributions were related to conflict styles, but only through trust as a mediator.

G164

THE PERVASIVE AND UNEXPECTED ROLE OF SYMBOLS IN PRIMING JUDGMENT: WHO THEY PRIME AND WHAT THEY PRIME Adam L. Alter¹, Virginia S. Y. Kwan¹; ¹Princeton University – In four studies we showed the pervasive effect that symbols exert on human judgment, and identify boundary conditions that limit both who they influence and the types of judgments they influence. Moreover, we found that symbols prime concepts more powerfully than semantically-identical words. In Study 1, participants expected previously successful financial stocks to experience a change in performance when approached by an experimenter wearing a t-shirt imprinted with a Yin-Yang symbol. The effect was weaker when the experimenter wore a shirt imprinted with the word Yin-Yang, and weaker again when the t-shirt was blank. We replicated this effect in Study 2, where a Swastika symbol primed participants to judge a mildly aggressive target as more aggressive than did participants exposed to the word Swastika, who in turn assigned higher aggression rating than did control participants. In Study 3, Christians responded more honestly to a series of social desirability questions when exposed to a piece of jewelry depicting a crucifix than when exposed to a written description of the jewelry including the word crucifix, or a semantically neutral piece of jewelry. The effect was absent amongst non-Christians. Finally, in Study 4, participants who were exposed to the Yin-Yang symbol expected Democratic primary candidates to create more change if elected to office than when exposed to the word Yin-Yang or to a control symbol. The Yin-Yang did not influence ratings of Republican candidates. Studies 3 and 4 therefore suggest that not all participants and targets are uniformly influenced by a semantically-laden symbol.

G165

SOCIO-ECOLOGICAL MODERATORS OF THE RELATIONSHIP BETWEEN ATTRACTIVENESS AND WELL-BEING Stephanie L. Anderson^{1,3}, Victoria C. Plaut², Glenn Adams¹; ¹University of Kansas, ²University of Georgia, ³Central Community College – Previous research has documented the impact of attractiveness on life outcomes. However, this effect may vary depending on the socio-ecological context: particularly,

the extent to which local realities afford individual choice in the construction and maintenance of relationship. Attractiveness may impact life outcomes most in settings that promote voluntaristic-independent constructions of relationship as the product of personal choice, but impact life outcomes least in settings that promote embedded-interdependent constructions of relationship as an environmental affordance. In previous research, we investigated this hypothesis by comparing (a) the relationship between attractiveness and self-reported outcomes and (b) expectations about attractive and unattractive targets among participants in West African and North American settings. In the present study, we examine the impact of a different socio-ecological domain—urban-rural background—on the relationship between attractiveness (operationalized as waist-to-hip ratio) and well-being among women in a large, nationally representative survey. Results revealed the hypothesized moderating effect of background on the relationship between attractiveness and well-being such that the relationship was strong among women from urban backgrounds (associated with voluntaristic-independent constructions of relationship) but absent among women from rural backgrounds (associated with embedded-interdependent constructions of relationship). This effect was mediated by social relations, such that attractiveness predicted better well-being in urban (but not rural) settings because it was associated with better social relations in urban (but not rural) settings. Results suggest that the association between attractiveness and well-being is not "just" natural, but instead is a product of particular socio-ecological contexts and associated constructions of relationship.

G166

AMBIGUOUS ACTIONS FOSTER MORAL DOUBLE STANDARDS: SOCIAL GROUP MATCHING BIASES JUDGMENTS OF HYPOCRISY IN OTHERS. *Jamie Barden¹, Derek Rucker², Richard Petty³, Kimberly Morrison³; ¹Howard University, ²Kellogg School of Management, Northwestern University, ³Ohio State University*—The nature of moral judgment is to distinguish right from wrong based on a person's actions. For example, someone who speaks publicly against drunk driving only to then get drunk at a party and crash into a tree is clearly a hypocrite. However, hypocrisy becomes more ambiguous simply by reversing the order (Barden, Rucker & Petty, 2005), so the speech follows the accident. Ambiguity has been shown to foster race-based bias in evaluations of job applicants (Dovidio & Gaertner, 2000). In the area of moral judgments, group-based bias has been found on evaluations of fairness (Valdesolo & Desteno, 2007), but little is known about the conditions that foster such bias or the mechanism responsible. In the current three studies, participants judged targets who matched their own group membership as less hypocritical than targets from other groups, but only in the more ambiguous reversed order. Matching effects were observed based on gender group and political party, using the drunk driving scenario and a scenario where a politician accepts donations from special interests. In the critical Study 3, matching occurred in the ambiguous reversed order, but not in the clearly hypocritical conventional order or in a clearly non-hypocritical condition, where the target statement (supporting local businesses) was unrelated to the behavior. Thus, a double standard for the moral judgments of hypocrisy manifested itself only when target actions were ambiguous.

G167

PEER SOCIALIZATION INFLUENCES ON ADOLESCENT SOCIAL DOMINANCE ORIENTATION *Jennifer Riedl Cross¹, Kathryn L. Fletcher¹; ¹Ball State University*—In this study of 9th-12th graders, N=516, subjects identified the adolescent crowds (i.e., Jocks, Farmers, Band Kids, etc.) to which they believed they belonged. Three-quarters of respondents claimed membership in multiple crowds, making a single crowd assignment unsuitable. Cluster analysis of crowd memberships identified 8 clusters. Cluster members were compared on their social dominance orientation (SDO) scores. Male members of crowd clusters that were Just

Normal or that had many members in the Smart Kids/Nerd crowd were significantly lower in SDO than male members of crowd clusters that had no or very few members in the Smart Kids/Nerd crowd. Female members of the same crowd clusters did not differ in SDO. The study provides evidence of school social environment factors in the development of a preference for inequality among social groups.

G168

COGNITION LOVES COMPANY: COLLABORATIVE IMPRESSION FORMATION AND RECALL *Margarida Garrido^{1,2}, Leonel Garcia-Marques³, David Hamilton⁴, Mario Ferreira³; ¹ISCTE-Lisbon University Institute, ²CIS-Centro de Investigao e Intervenao Social, ³University of Lisbon-Faculdade de Psicologia e Cincias da Educao, ⁴University Of California, Santa Barbara*—We extend the socially situated cognition approach by giving way to the possibility that the cognitive processes underlying impression formation and person memory can sometimes occur in a collaborative, distributed manner. In two experiments participants formed impressions of a target from a list of the target's behaviors. In exp.1, groups of 3 participants either formed impressions individually or collaboratively (by being asked to comment on each of the presented items). At test, the same groups recalled the items individually or collaboratively. Non-collaborative groups performed better than collaborative recall groups. This effect disappeared when impressions were formed collaboratively. Additionally, comments that reflected elaborated processing lead to higher recall than comments that reflected simple trait-encoding. In exp.2, participants were specifically asked to compare behavior items, encode them in traits or anticipate what would happen next. Participants in non-collaborative groups used the three comment categories whereas each participant in collaborative groups used a single specific category. All participants were then asked to individually recall the items. Participants in collaborative groups who were asked to anticipate (base line condition) recalled more items themselves when they heard another group member comparing it with other items than when the other group member simply encoded the behavior in terms of the trait it implicated. Thus more elaborated processing leads to better recall even when elaborative encoding and recall are performed by different persons suggesting that impression formation and recall can be socially distributed processes.

G169

FLUENCY AND CATEGORICAL FLEXIBILITY IN THE ATTRACTIVENESS OF AVERAGE FACES. *Jamin Halberstadt¹, Piotr Winkielman²; ¹University of Otago, ²University of California, San Diego*—Category prototypes are almost always more attractive than more unusual exemplars - the beauty in averageness effect. Being the most easily classifiable members of their category, prototypes are also particularly fluent, which accounts for part of their appeal. However, social stimuli in particular are multiply categorizable, and same person can be a very typical member of one group, and at the same time a very atypical member of another. If processing fluency contribute to the appeal of typical faces, but typicality is category-relative, then how easily a stimulus can be processed, and in turn how attractive it is, will depend on the category within which it is judged. We show this effect in averaged (morphed) faces: by implicitly changing the group to which such faces belong, we neutralized their otherwise robust attractiveness and show that the change is explainable by the faces' disfluency. The results have implication for the beauty-in-averageness effect, and for the relationships among categorization, fluency, and affect.

G170

THE THERMOMETER OF SOCIAL RELATIONS: MAPPING SOCIAL PROXIMITY ON TEMPERATURE *Hans Ijzerman¹, Gn Semin¹; ¹Utrecht University*—Holding warm feelings towards someone and giving someone the cold shoulder both indicate different levels of social proximity. In the current research, we show effects that go beyond

these metaphors we live by (Lakoff & Johnson, 1999). In three experiments, we show how warmer conditions induce (1) higher social proximity, (2) more concrete language use, and (3) a more relational focus as compared to colder conditions. Different temperature conditions were created by either handing participants warm or cold beverages (Experiment 1) or placing them in warm or cold ambient conditions (within comfortable ranges, Experiments 2 and 3). These studies corroborate recent findings from (embodied) cognition and go beyond Lakoff and Johnson's (1999) original proposal. Our studies show the systemic interdependence between language, perception, and social proximity; namely, how environmentally induced conditions shape not only language use, but also perception and the construal of social relationships.

G171

HOW TO BECOME LESS JUDGMENTAL: THE EFFECT OF THINKING ABOUT THE JUDGED PERSON'S CIRCUMSTANCES

Selin Kesebir¹, Lijuan Wang², Jonathan Haidt¹; ¹University of Virginia, ²University of Notre Dame – We report the results of an intervention study that aimed to make people less judgmental and more forgiving. For ten days, participants carried a booklet with them and filled out a log when they negatively judged another person. We manipulated participants' cognitions after they recorded the event that led to their judgment, and after they rated how bad the judged person was. In the intervention condition, participants were asked to write about other situational factors that may have led the judged person to do what she did. In the control condition, participants wrote what else they thought or felt about the event that resulted in their negative evaluation. After the manipulation, participants rated again how bad the judged person was. We found that participants in the intervention condition showed on average a drop in the harshness of their judgments whereas participants in the control condition did not. Religiosity and higher initial levels of well-being were associated with decreases in the harshness of one's judgments in the second evaluation. The findings indicate that considering situational factors may lead to a less judgmental outlook on other people.

G172

COMMITTED TO HONESTY: IMPACT OF HONESTY ON THE BEHAVIOUR OF MANAGERS AND INVESTORS

Nicolas A. J. Berkowitsch¹, Carmen Tanner¹, Rajna Gibson², Alexander Wagner²; ¹University of Zurich, ²Swiss Banking Institute, University of Zurich – Conventional economic theories assume that people are opportunists and behave honestly only insofar as it is in their material self-interest. In contrast, the approach of the sacred or protected values (Tetlock et al., 2000; Tanner & Medin, 2004) maintains that some people feel committed to honesty and keep telling the truth even though they may forego gains. This research examines the influences of honesty on the behaviour of managers and investors. Experiment 1 was designed to examine whether opportunistic and not opportunistic CEOs (i.e., people who treat honesty as a binding value) behave differently when telling the truth is costly or not costly. Subjects had to imagine themselves in the role of a CEO and were faced with choices between deceiving and not deceiving. Experiment 2 examined the role of perceived committed honesty on investment decisions and readiness to forgo opportunities to profit. Subjects had to imagine they were in the role of an investor who has to decide in which of two companies he or she wants to invest. They were provided with descriptions of two companies based upon they had to infer which of the CEOs was more committed to honesty. The findings revealed that non-opportunistic CEOs were somewhat less sensitive to costs of telling the truth than opportunistic CEOs (Exp1). Furthermore, investors (Exp2) were more likely to invest into CEOs who were perceived to be committed to honesty and thus willing to forego opportunities to profit. The results suggest that unselfish honesty might be economically significant.

G173

ACTING VERSUS FEELING AS A GROUP MEMBER: IS MERE CATEGORIZATION SUFFICIENT TO PRODUCE THE INTERINDIVIDUAL-INTERGROUP DISCONTINUITY EFFECT?

Robert Boehm¹, Klaus Rothermund¹, Oliver Kirchkamp¹; ¹Friedrich-Schiller-University Jena – Relations between groups are more competitive than relations between individuals during mixed-motive games (e.g. Insko et al., 1987). Research of the last two decades has not stopped demonstrating the robustness and reliability of the interindividual-intergroup discontinuity effect (e.g. review by Wildschut & Insko, 2007). So far, it has been doubted that mere categorization is enough to produce such a behavioral difference of interindividual and intergroup behavior (Drigotas, Insko, & Schopler, 1998). However, recent studies have shown that perceived categorization mediates the effect (Wolf, Insko, Kirchner, & Wildschut, 2008) and research on the group discussion effect indicates that intragroup discussion can induce group identity and increase ingroup cooperation (Brewer & Kramer, 1986; Dawes, McTavish & Shaklee, 1977). The type of interaction (intergroup vs. interindividual) was always confounded with identity salience (group identity vs. personal identity) in prior studies. The goal of our studies was to manipulate interaction type and identity salience orthogonally. Therefore, ninety-eight participants took part in a computer-mediated interaction game without discussion. They played an Ultimatum Game either as groups (3:3) or as individuals (1:1). Additionally, we manipulated whether participants' personal identity (random assignment of interaction partners) or group identity (minimal group assignment) was salient. We found a main effect of the identity manipulation (more competitive decisions if social identity was salient) but no main effect or interaction effect of the interaction type (intergroup vs. interindividual) indicating that mere categorization is sufficient to produce the discontinuity effect.

G174

GROUP VERSUS INDIVIDUAL RATIONALITY ATTAINMENT: ARE THREE HEADS BETTER THAN ONE?

Eileen Chou¹, Katherine Phillips¹, Margaret McConnell², Rosemarie Nagel³, Charles Plott²; ¹Northwestern University, ²California Institute of Technology, ³Universitat Pompeu Fabra – Modern corporations increasingly entrust groups to make executive decisions; yet there is little consensus on whether groups make more rational decisions than individuals (Hill, 1982). Using an economic game, we validate groups' superior performance and pinpoint the psychological and cognitive processes that drive groups rationality attainment. This paper contributes in two ways. First, we demonstrate that groups perform indistinguishably from the demanding truth wins norm. Second, we contrast the influence of intragroup and intergroup competitions and find that both elements are essential in groups' superiority over individuals. The elevated cognitive arousal fueled by intragroup processes and the heightened competitiveness fueled by intergroup processes increases the ability of groups to attain rationality more often than individuals. Method. We administered a one-shot two-person beauty contest game to over 500 participants either individually or in three-person groups. The beauty contest game is an economic paradigm where participants compete against each other by choosing a number, given a mathematical winning rule. The equilibrium of the game shows that the person choosing the lower number will always win. This paradigm deviates from the typical group performance tasks used in social psychology in that it provides a distinct equilibrium for measuring group versus individual performance. Result. We find that the desire to defend one's image and identity within the group motivates individuals to exert more cognitive effort, while the desire to outperform other groups elicits more strategic behaviors. This paper demonstrates that groups indeed make more rational decisions than individuals.

G175**ARE YOU LIBERAL ENOUGH TO BE A DEMOCRAT? HOW GROUP THREAT SITUATIONS INFLUENCE EVALUATIONS OF UNDESIRABLE INGROUP MEMBERS**

Elizabeth Collins¹, Charlene Christie²; ¹Indiana University, Bloomington, ²State University of New York College at Oneonta – We examined how threatening situations influence evaluations of relatively undesirable ingroup members. This study focused on U.S. political parties, with the undesirable ingroup member being either an incompetent person with a strong party affiliation or a competent person who did not endorse key party issues. We hypothesized that evaluations would depend on the type of threat: an internal threat (i.e., outgroup members were infiltrating and changing the tenor of the party), would cause people to ostracize anyone who did not strongly endorse key party issues; whereas an external threat (i.e., outgroup may defeat the ingroup in the next election), would cause people to be more accepting of undesirable group members to maximize their numbers for the struggle. A no threat control condition was also included. Analyses revealed the expected significant interaction, but only among Democrats. Democratic participants were more accepting of the incompetent target when a group threat was made salient but ostracized the competent target when an internal threat was highlighted. This suggests that the context of intergroup relations must be considered when examining evaluations of ingroup members. The way individual qualifications (e.g., whether their membership will benefit the group or how well they fit with the ingroup) influence our evaluations, depends on external factors, such as how well your group is currently doing.

G176**LOW STATUS COMPENSATION THEORY AND THE JUSTICE PREFERENCE SCALE**

James Davis¹, P. J. Henry^{1,2}; ¹DePaul University, ²University of Bielefeld – Low-Status Compensation Theory (Henry, 2008) suggests that members of lower-status groups use a variety of strategies to compensate for negative information they receive throughout their life as a result of their low-status group membership. One potential strategy may be a greater demand for procedural justice. A 20 item scale was created to assess justice preferences and demonstrate that procedural justice is more important for lower-status group members compared to their higher-status counterparts. The Justice Preference Scale (JPS) consists of a series of situations for which there is both a distributive and procedural justice oriented outcome. Participants must decide what is more important to them, receiving distributions of resources or receiving fair procedures. Two studies provide evidence for the validity of the Justice Preference Scale and demonstrate that procedural justice is more important for lower-status compared to higher-status group members. Study 1 shows that the justice preference scale is significantly correlated with other more direct measures of procedural and distributive justice and that lower-status group members will favor procedural justice over distributive justice relative to higher-status group members. Study 2 replicates Study 1, but also demonstrates that manipulated group-based status causes greater procedural justice preferences. The results are contextualized within the broader theory of low-status compensation, and point to the possible role procedural justice may play as a means of self-protection for low-status group members.

G177**USE-IT-OR-LOSE-IT: FOLLOWERS REACTIONS ON LEADER'S SELF-INTERESTED BEHAVIOR.**

Stijn Decoster¹, Jeroen Stouten¹; ¹University of Leuven – Leaders are expected to be responsible for a company's resources. Yet, research shows that leaders don't always act in the interest of their organization and group members seem to tolerate such behavior. What factors contribute to such tolerance of self-interested leaders? If an organization pursues a use-it-or-lose-it policy, allocations must be spent by the end of the year or they will be lost. Moreover, if resources are not used in a year, they may be reduced the following year, this in contrast to fixed-budget policies. Would group members react

differently if leaders overuse resources at the expense of the company relative to the group? A vignette study addressed how group members reacted in groups with either a use-it-or-lose-it or a fixed-budget strategy when the leader used the money either for self-interested reasons (at the expense of the group), or to benefit the group (at the expense of the company). In the use-it-or-lose-it condition, group members' perceptions of fairness and their inclination to support the leader wasn't influenced by whether the leader acted against the group or the company. In fact, they were evenly likely to support the leader. In the fixed-budget condition they were less likely to support the leader if he acted against the group in contrast to against the company. These results suggest that group members tolerate self-interested leaders dependent on the group's resource policy and whether it hurts the group or not. Interestingly, leaders who hurt the company relative to the group tend to be tolerated overall.

G178**AN UNDERDOG AND PROUD OF IT: CONSEQUENCES OF CHOOSING THE LOW-STATUS GROUP**

Judy Eaton¹, Melissa Hillman²; ¹Wilfrid Laurier University - Brantford Campus, ²McMaster University – It is often assumed that belonging to a high-status group is a more desirable alternative than belonging to a low-status group. Some individuals, however, deliberately choose to belong to low-status or marginalized groups. The purpose of this research was to examine the consequences of belonging to a low-status group when one has a choice of joining the group. Because those who choose their low status cannot blame external or uncontrollable causes for their situation, we predicted that these individuals would respond more defensively to failure feedback regarding their individual and group performance than those who did not choose their low status. In this 2 (choice: yes, no) x 2 (status: high, low) experimental design, participants were randomly assigned to a condition in which they were either assigned to or allowed to choose a high- or low-status group. They were then asked to complete a task, at which they were informed that they did not perform well. Ingroup identification, attitudes toward their own group and the other group, responsibility for performance, and perseverance on an impossible task were assessed. Results indicated that those who had a choice of which group to join responded more defensively to failure feedback than those who did not have a choice, particularly those in the low-status group.

G179**SOCIAL INFLUENCE IN THE CONTEXT OF A COMPLEX SOCIAL SYSTEM: A STUDY OF MINORITY SCIENCE STUDENT INTEGRATION INTO THE SCIENTIFIC COMMUNITY**

Mica Estrada-Hollenbeck¹, Anna Woodcock², Paul Hernandez³, P. Wesley Schultz¹; ¹California State University San Marcos, ²Purdue University, ³University of Connecticut – According to Kelman (1958, 2006), there are three social influence process - compliance, identification and internalization - which each predict a distinct way in which a person is oriented to a social system. Compliance occurs when a person obeys the system's rules in order to gain rewards and approval (and/or avoid penalties and disapproval). Identification occurs when a person's identity includes a role in that social system. Finally, internalization reflects an orientation to system values that the individual personally shares (Kelman, 2006, p. 11). Thus, a person may be linked to the social system through adopting the rules, roles, and/or values of the social system. The social influence process will vary depending upon the person's orientation to the social system. To test the theory's efficacy, we analyzed data from a national study of 1365 minority science students. The goal was to assess if rule, role and value orientations uniquely predict minority students' long-term commitment to pursue a scientific career. Results from a series of simultaneous regression analysis strongly indicate that rule orientation predicts the intention to pursue a scientific career. However, when you add identification as a scientist and internalization of values, rule orientation becomes a poor predictor of intention. We conclude that

while obeying the rules of the social system is important, identity and endorsement of the values of the social system indicates a stronger integration into the social system and are thus, stronger unique predictors of successful social influence occurring in the context of a complex social system.

G180

CELL PHONE CONVERSATIONS IN PUBLIC: OBSERVERS' RESPONSES TO A NORM BREAK Kimberley Ghany¹, Stew Clark¹, Jessie Martin¹, Mike Spinelli¹, Bethany Fisackerley², Beth A. Pontari¹; ¹Furman University, ²University of Florida – Despite the importance of the study of norms in social psychology and the influence norms have on behavior (e.g., Kallgren, Reno, & Cialdini, 2000), few studies have examined how norm breaks affect those who observe them. We hypothesized that people who observed the norm break of public cell phone use would react with frustration and anger, but would use the norm break as a means to externalize performance. In same sex groups of three to six, 108 students (61 females, 47 males) completed challenging puzzles under time limits. While doing so, they experienced one of the following conditions: (1) norm break - while posing as one of the participants in the room, a confederate answered his/her cell phone and had an intimate and audible conversation that lasted nearly three minutes, (2) distraction - a student passing by the testing room had the same scripted cell phone conversation and could be heard but not seen, or (3) control condition (no cell phone conversation occurred). Participants in the norm break and distraction conditions took less responsibility for their answers to the puzzles and were more confident about their performance than the control condition. Surprisingly, participants' frustration levels were not affected by the norm break, and males expressed more anger in the control than the two other conditions. Results are discussed in terms of how norm breaks may function similarly to other excuses for performance and how public cell phone use may be becoming more of a norm than a norm break.

G181

COMPLIMENTS AND COMPLIANCE: THE ROLE OF ADHERENCE TO A PERSONAL NORM OF RECIPROCITY Naomi K. Grant¹, Leandre R. Fabrigar², Heidi C. Lim²; ¹Mount Royal College, Calgary, Alberta, ²Queen's University, Kingston, Ontario – Compliments have long been assumed to be an effective compliance strategy, but surprisingly, no direct empirical evidence supports such a claim. Two studies investigated the effects of compliments on compliance and a possible mechanism (i.e., reciprocity) underlying this relationship. In Study 1, individual differences in adherence to the reciprocity norm were measured. Participants (N = 119) received either a compliment or a neutral comment from a confederate, who later asked participants for a favor. Liking for the confederate was measured. The compliment condition produced greater compliance than the control condition. Interestingly, individuals who were high in personal reciprocity reported greater liking as a result of compliments, but complied less, than individuals who were low in personal reciprocity. Study 2 employed a computer-mediated-communication paradigm. Participants (N = 270) who were high or low in personal reciprocity received a compliment, a neutral comment, or an insult electronically, ostensibly from a fellow participant who later asked for a favor. Order of liking and compliance measures was counterbalanced. Results showed that compliments increased compliance relative to the control and insult conditions. A compliment by reciprocity by order interaction also occurred. As in Study 1, compliments increased compliance more for individuals who were high in reciprocity compared to those who were low, but only when liking was made salient through completion of the liking measure. When liking was not made salient, compliments were equally effective for high and low reciprocity individuals. Implications of these results for traditional explanations of compliment effects are discussed.

G182

GROUP IDENTIFICATION AS A MULTIDIMENSIONAL CONSTRUCT: IMPLICATIONS FOR GROUP-SERVING BEHAVIOR Nir Halevy¹, Lilach Sagiv², Sonia Roccas³, Yael Litvin²; ¹Kellogg School of Management, Northwestern University, ²School of Business Administration, The Hebrew University of Jerusalem, ³Psychology, The Open University – Psychology shares with other basic and applied disciplines an interest in understanding how people can be motivated to contribute to their groups, organizations, and societies. Group identification has been shown to be an important precursor of group-serving behavior. As the volume of research on multidimensional models of group identification continues to grow, it becomes clearer that a full understanding of the effects of group identification on group-serving behaviors necessitates a separate consideration of different modes of group identification. This research reports the results of four empirical studies which sought to identify the dimension of identification that accounts best for the effect of group identification on group-serving behaviors. Drawing on multiple literatures, including social psychology, management, political science and experimental economics, as well as on a recent multidimensional conceptualization of group identification, we formulated and tested the hypothesis that commitment predicts group-serving behaviors better than any other mode of group identification. Consistent with the interdisciplinary nature of our investigation, we tested our hypothesis in four different settings. Our results, which were replicated across the different settings, show that commitment leads to good citizenship - an active, involved, group-enhancing citizenship - in groups, organizations, labor unions, and nations.

G183

HOW A GROUP IS FORGIVEN. THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON A CORPORATE CRIME CASE. Koichi Hioki¹; ¹Kobe University, Graduate School of Business Administration – The purpose of the present study was to investigate the effects of Corporate Social Responsibility (CSR) on collective intentionality and responsibility. Previous study (Hioki & Karasawa, 2008) suggests that when a group member committed a wrongdoing relevant to the primary goal of the group, people assume that the whole group intentionally committed the wrongdoing particularly when the group was highly entitative. However, some companies are encouraged employees doing good conducts as CSR. Then in some corporate criminal case, the wrongdoing conflicts with the group policy. We hypothesized that, because of the moral principles of group member mismatches with that of the group, a group with CSR would appear to be less intentional and responsible than a group without CSR when a group member committed a crime. To test this hypothesis, 63 undergraduate students read a scenario depicted a corporate crime case. Half of scenario was depicted a corporate with CSR, the other half depicted a corporate without CSR. Participants were then asked to rate collective intentionality and responsibility of the company concerning the incident. As hypothesized, the results showed that a corporate with CSR was regarded less responsible than a corporate without CSR. However there is no effect of CSR on intentionality. We concluded that the CSR was not a direct clue of attribution of responsibility, but the CSR was use as an excuse to reduce the responsibility of group. The effects of group entitativity on the perception of collective intentionality and responsibility are also discussed.

G184

LANGUAGE AND LEADERSHIP EFFECTIVENESS Ewa Kacewicz¹, James W. Pennebaker¹; ¹University of Texas at Austin – The purpose of this study was to examine the language associated with leadership effectiveness. Previous research suggests that flexibility is an important component of leadership effectiveness. Additionally, research on audience framing suggests that argument framing should change depending on the audience. Thus we predict that flexibility in language

across audiences will predict higher leadership effectiveness. The current study examined recordings of professors in their lectures to either undergraduate ($n = 12$) or graduate classes ($n = 17$). The first ten minutes of each recording was transcribed and analyzed using text analysis software, LIWC. Preliminary results suggest that different linguistic variables are associated with high course instructor surveys (CIS). Use of articles in undergraduate classes (a, an, the) was associated with lower CIS. Use of social words (talk, they) was associated with higher CIS. In graduate classes, use of discrepancy words (i.e. should, could) was marginally associated with lower CIS. This suggests that different word use is associated with instructor ratings in undergraduate versus graduate classes. Undergraduate students seem to prefer less concrete references, as denoted by the articles, and a more social professor than graduate students. Graduate students prefer the professor to express less recommendations and possibilities, as denoted by use of discrepancy words. Results imply that professors who teach to both undergrad and grad students must be flexible in order to teach in the styles that represent leadership effectiveness in changing contexts. More broadly, this suggests that effective leadership is associated with flexibility in language across contexts.

G185

PROCEDURAL FAIRNESS: ONE PERSON-ONE VOTE VS. DISTRIBUTABLE VOTING SYSTEMS *Neda Kerimi¹, Henry Montgomery¹, Girts Dimdins²; ¹Stockholm University, ²Stockholm School of Economics in Riga*—Many researchers have pointed out the necessity for the modern democracy to consider voter stakes and how fair a voting system is perceived. Therefore in two different experiments, which differed in voting issues, 138 participants voted according to three different voting systems in a simulated referendum. In system A and B, participants had ten and respectively 100 votes for ten contemporary political issues and where told they were free to distribute the votes as they wished. In the most extreme case, a participant could abstain from voting on nine issues and cast 10/100 votes on only one issue, thus emphasizing how important an issue was for her. In system C, the voter could only vote or abstain from voting. After each system, participants rated and gave explanations of how fair and satisfying each system appealed to them. In a follow up study the same participants were approached with the group voting results (not knowing which results corresponded to which system) and were asked which system that represented their opinions. Results show that the outcome of an election does not change depending on system but people do use the opportunity to distribute the votes and also find these systems to be more representative and fair. Even though participants themselves used the opportunity to distribute the votes, they raised concerns of others misusing the system. Also distributable systems made participants to become active voters, since they had to think how important an issue was for them before they distributed their votes.

G186

INFORMATION SAMPLING AND GROUP DECISION QUALITY: THE EFFECTS OF AN EXTENDED ADVOCACY DECISION PROCEDURE AND PROCESS ACCOUNTABILITY *Rudolf Kerschreiter¹, Alissa Ulrich¹; ¹Ludwig-Maximilians-University Munich, Germany*—Group discussions tend to center on information that was known by all members prior to discussion (shared information) at the expense of information known by only 1 member (unshared information). This sampling bias is associated with suboptimal group decisions, if the shared information implies a suboptimal alternative. In such situations (called hidden profiles), the correct solution can not be discovered on the basis of the members' individual information set and can only be identified by pooling and integrating the members' unshared information. Previous research on the use of an advocacy decision procedure had shown that such a procedure reduces the sampling bias in favour of shared information compared unstructured discussion. However, even over four consecutive trials the advocacy procedure did

not improve group decision quality in the hidden profile tasks used. We reasoned that in order to improve decision quality, group members need to elaborate the exchanged information and integrate it into the decision. Therefore, we conducted an experiment in which three-person groups worked on a hidden profile task with three alternatives and examined the effects of an (1) advocacy decision procedure which was supplemented by an individual reflection phase and (2) process accountability on group decision quality. As expected, our extended advocacy decision procedure improved decision quality (compared to unstructured discussion). Process accountability did not further improve decision quality when groups already employed the extended advocacy procedure. The beneficial effect of the advocacy procedure on decision quality was mediated by greater discussion intensity.

G187

THE MODERATING ROLE OF AUTHORITARIANISM AND GROUP MEMBERSHIP ON THE REPENTANCE-FORGIVENESS PROCESS *Careen Khoury¹, C. Ward Struthers¹, Alexander G. Santelli¹, Zdravko Marjanovic¹; ¹York University*—Although research reliably demonstrates a positive relation between repentance and forgiveness (Exline & Baumeister, 2000), a growing body of research shows that this relation can be moderated by certain variables (Santelli, Struthers, & Eaton, in press). The primary purpose of this research was to examine the moderating role of one intrapersonal factor, namely Right Wing Authoritarianism (RWA) (Altemeyer, 1996) and one intergroup factor, namely the transgressor's group membership (Tajfel, 1982) on the repentance -> forgiveness process. A secondary purpose of this research was to examine the mediating role of feeling similar to the transgressor in explaining why authoritarianism and group membership moderate the repentance-forgiveness relation. Using a quasi-experiment design with repentance and the transgressor's group membership as the experimental variables, we predicted and showed a significant 3-way interaction between repentance, authoritarianism, and group membership on forgiveness. Specifically, transgressors who were considered to be out-group members and who offered repentance, were more likely to be forgiven by authoritarian victims than non-repentant out-group transgressors. When transgressors were considered to be in-group members and offered repentance, however, authoritarian victims were ironically less likely to forgive them suggesting a black-sheep effect (Marques, Yzerbyt, & Leyens, 1988), and more likely to forgive non-repentant in-group transgressors suggesting an in-group favoritism effect (Brewer, 1979). Results also showed that the extent to which authoritarians perceive themselves to be similar to the transgressor mediated the interaction among repentance, authoritarianism, and group membership on forgiveness. These results clarify the repentance-forgiveness relation, the moderators influencing it, and the mechanisms underlying it.

G188

WINNERS AND LOSERS: ATTRIBUTION AND GROUP DYNAMICS AMONG ELITE LEVEL FIELD HOCKEY PLAYERS *James Lambdon¹, Ian Smith^{1,2}, Peary Brug¹; ¹St. Mary's University College, ²University of Chichester*—A review of motivational literature established that previous studies investigating the role of attribution within sport may have been too narrow in their focus (Biddle et al, 2001), with most concentrating on ascriptions made in a self-referent nature. In addition, traditional aspects of group dynamics within sport have been studied as separate entities; however attributions do not occur in isolation (Rees et al. 2005). The present study was conducted to address this imbalance by providing a detailed account of team-referent attributions within a competitive sporting environment. Using opposing teams in a scheduled competitive field hockey match, team-referent attributions were examined with regard to performance (i.e., winning or losing), team dynamics (e.g. group cohesion and leadership) and self-efficacy. In support of previous research into team-referent attributions (e.g.,

Greenlees et al., 2005), the results demonstrated that winning teams were found to make more internal and stable attributions. In addition, the findings also found 1) team-referent attributions to have a strong relationship with both collective and self efficacy; 2) stability to be the most important dimension of team-referent attributions; and 3) self-efficacy to be the strongest predictor of team-referent attributions. The latter result is consistent with theoretical findings of Bandura (1986) and Weiner (1985) who suggest a link between self-efficacy and attributions. The findings are presented in terms of comparisons between winning and losing teams, and discussed in terms of their theoretical importance to future research and investigation into social psychology within sport.

G189

SOCIAL PSYCHOLOGY, SOCIAL ENERGY, AND THE SUPER BOWL Nicholas Larkin¹, Donnah Canavan¹, Kristen McKeon Whittle¹, Jessica Rigglin¹; ¹Boston College – ‘Social Energy’ occurs when two or more people feel interested in and intrinsically motivated toward an object of shared interest and each other (Canavan, 2002). Research has shown that when in high social energy, people not only enjoy each other’s company more, but also will work harder, persevere, choose difficult tasks, and even perform better (Keck, 2003). In 2002 excitement swept over Boston and confusion consumed the experts, as the underdog New England Patriots won their first super bowl title. By 2005 the Patriots, once considered by the experts to be an ‘average team with average players’ had baffled the experts by posting three super bowl wins in four years. Did social energy play a significant role in these outstanding performances by an ostensibly average team? We hypothesized that in the National Football League, when a team performed better than predicted, that social energy would be a factor an explanatory factor. To test this hypothesis we obtained information on NFL teams in 2004: (1) a social energy measure obtained by detailed coding of head coaches’ press conferences, (2) experts’ performance predictions, and (3) percentage of games won. Our results revealed that coaches of higher performing teams kept their teams intrinsically motivated and interested by delivering a higher ratio of positive to negative social energy statements. The coaches also avoided expressions of uncontrolled affect, inappropriate praise, and extrinsic motivation. These preliminary findings indicate that coach behavior is important in generating and maintaining the social energy that facilitates outstanding team performance.

G190

TAKING ACTION AGAINST DISCRIMINATION: DOES IT HELP OR HINDER WELL-BEING? Mindi D. Foster¹, Kim Matheson², Hymie Anisman²; ¹Wilfrid Laurier University, ²Carleton University – A common finding in the intergroup literature is that victims of discrimination are more likely to accept unfair treatment than to take action against it. When victims do take action, it is most often low risk, private actions that do not involve a public declaration of discontent. Consistent with resource mobilization theory this may be because taking public action without the necessary psycho-social resources may serve as an additional stressor, and therefore, reduce well-being. At the same time however, group consciousness theories suggest taking action can enhance well-being by empowering victims (e.g., Take Back the Night marches). However, while intergroup theories have examined factors that predict action, little is known about how taking action affects victims’ well-being. This research therefore examined the conditions under which public actions against discrimination may benefit or detriment well-being. Study 1, a large community online study (N=458) showed that among those perceiving discrimination to be pervasive, taking public action increased happiness, decreased unhappiness and anger directed inward. Study 2, an online month-long diary study (N = 102) showed that among those perceiving pervasive discrimination, the effect of public action on well-being depended on the type of action. Those using indirect or educational confrontation showed decreases in positive affect and

mastery, while those who confronted the perpetrator in anger showed increases in life satisfaction over time.

G191

WE ARE STILL BETTER THAN THEM: A LONGITUDINAL FIELD STUDY OF THREAT-INDUCED INGROUP FAVOURITISM DURING A MERGER Ilka H. Gleibs¹; ¹University of Exeter, School of Psychology – Organisational change poses threat to the existence of the involved groups and members social identity. More precisely, a social comparison that is triggered in a merger situation will often threaten the pre-merger identity of both groups (Branscombe et al., 1999). The subordinate group is threatened by a potential loss of the pre-merger identity, whereas the dominant group fears having the pre-merger identity devaluated. In response to this threat members of both groups may increase ingroup favouritism (Jetten, et al., 1997; Ullrich, et al., 2006) Consequently, we examine how the impact of predictors for ingroup favouritism and a positive attitude towards the merger depends on organisational dominance during a merger. By conducting a longitudinal field study over the course of a university merger, the focus of this paper lies on the developmental and dynamic aspect of social identity processes and the test of directional hypotheses in an applied setting. Based on a cross-lagged regression approach, it was shown that pre-merger identification increased favouritism, but ingroup favouritism at Time 1 also increased pre-merger identification at Time 2. Moreover, ingroup favouritism was related to a negative attitude towards the merger. Contact with the merger partner revealed lagged effects reducing ingroup favouritism and these were stronger for members of the dominant organisation than for those of the subordinate one. These results confirm that issues of identity change and compatibility are crucial aspects in understanding merger adjustment and support and that these work differently for members of dominant and subordinate organisations

G192

FOUR CARDINAL COLLECTIVES IN THE UNITED STATES Ian Hansen¹; ¹John Jay College of Criminal Justice – When considering collective and individual norms, a puzzling finding (Allik & Realo, 2004) is that U.S. states that are higher in collective civic participation are lower in "kin and clan" collectivism. Two other inversely related collectives are liberal collective action (union density) and conservative collective action (% of state population voting Republican). I find that these two dimensions of civic vs. kin-and-clan and collective left vs. collective right are empirically orthogonal. I also find that these distinct ways of organizing collective society have distinct implications for valued social outcomes. States that are higher on collective civic participation have a higher quality of life. States that have higher collective union density have better reputations for civil liberty. As distinct as these four cardinal collectives are, they all have one thing in common--they all declined steadily in the United States over the latter half of the 20th Century (Putnam, 2000), implying a culturally recent intensification of all forms of individualism. International data on civic participation, sociological collectivism, union density, conservative voting, quality of life and civil liberty is more complex, but also illustrates the plural ways of being collective, and the worldwide trend of increasing individualism. I discuss the implications of these findings for the constructs of individualism and collectivism, and the choices facing contemporary societies.

G193

FAMILIARITY AND INGROUP PERCEPTIONS: PREVIOUS MERE EXPOSURE MAKES OTHERS SEEM LIKE ONE OF US Meghan K. Housley¹, Heather M. Claypool¹, Kurt Hugenberg¹, Michael J. Bernstein¹; ¹Miami University, Oxford, OH – Inspired by the vast literature on mere exposure showing that familiar targets are perceived more favorably than are unfamiliar targets, we investigated the hypothesis that previous mere exposure to racial ingroup and outgroup members might increase perceptions that they are ingroup members on a different, superordinate

dimension. In the first set of experiments, White university students initially viewed pictures of White targets. Participants were later shown familiar and novel targets and were charged with the task of identifying which of the targets were also university students (i.e., school ingroup members). Consistent with our predictions, familiar targets were identified as ingroup members more frequently than were the unfamiliar targets, and this effect was replicated three times, using a variety of measurement techniques. In a subsequent experiment, White university students viewed pictures of White and Black targets. Later they were shown same-race picture pairs, in which one target was familiar and the other was not. Participants indicated which of the two targets they believed was a university student. We predicted and found that the familiar target was identified as the ingroup member in each pair at greater than chance levels, and that this was equally true for White and Black targets. Thus, these findings suggest that previous mere exposure to a target enhances ingroup perceptions and does so equally strongly for racial ingroup and outgroup members. Implications of these results for the literatures on mere exposure and intergroup relations will be discussed.

G194

MANAGING ONE'S GROUP IMAGE - DYNAMICS OF GROUP-BASED SELF-ESTEEM AND THREAT Sarah Elisabeth Martiny¹, Thomas Kessler²; ¹Friedrich-Schiller-University Jena, Germany, ²University of Exeter, UK – Social identity theory postulates that group members are motivated to maintain or enhance positive distinctiveness of their ingroup compared to outgroups on relevant dimensions. We postulate that the higher a group member's group-based self-esteem, the more they expect positive feedback from their environment. Whenever they receive negative feedback a discrepancy occurs, which triggers identity management strategies (IMS). However, there are situations when group members are not able to deploy an IMS; because, as we hypothesize, the deployment of identity management strategies needs cognitive resources. Inhibiting the use of IMS should lead to a decrease in group-based self-esteem and an increase in negative emotions. These assumptions were tested in three studies. Study 1 showed that group members high in group-based self-esteem did need more cognitive resources when they were confronted with threat compared to group members low in group-based self-esteem. In Study 2a and 2b we inhibited the use of IMS by implementing cognitive load, using different operationalizations of cognitive load. The predicted three way interaction between pretest group-based self-esteem, threat, and cognitive load was found on negative emotions. When participants received threat and worked under cognitive load the higher their group-based self-esteem was, the angrier they felt. However, in both studies there was neither a two nor a three way interaction for posttest group-based self-esteem.

G196

SHAPING THE TRIADIC SOCIAL NETWORK WITH EMOTIONAL SOCIAL TALK Kim Peters¹; ¹University of Exeter – Kim Peters and Yoshihisa Kashima. Our daily communication about the other individuals or groups in our social environment is our primary source of social information and, therefore, plays an important role in the formation, maintenance, and transformation of social networks. In particular, any instance of such social talk instantiates a triadic social network between three actors: the communicator, their audience and the social target. The shape of this triadic social network is likely to be determined by the communicator and their audience's emotional responses towards the target of the social talk. In particular, we propose that when communicators and their audience share an emotional response towards a target, their interpersonal relationship is strengthened while their relationship with the target takes the structure implied by the appraisals and action tendencies associated with the specific emotion. We tested this hypothesis in three studies. Using questionnaire measures, Studies 1 (N = 96) and 2 (N = 104) found that

when communicators and audiences shared an emotional response to the target, they felt more closely bonded, although some emotions, such as admiration, facilitated bonding more than others, like anger, fear or disgust. At the same time, their relationship with the target was structured by the specific emotion (assessed via target-directed action tendencies). Study 3 (N = 88) provided a behavioral replication of these findings with a two-player one-shot trust game. Together, these studies reveal that our everyday communication about social targets plays a central role in shaping new and existing social networks, especially when this talk arouses emotion.

G197

THE BRIGHT SIDE OF A DEADLY SIN: WHEN IT IS BETTER TO ENVY THAN TO ADMIRE Niels van de Ven¹, Marcel Zeelenberg¹; ¹Tilburg University – Envy is the painful emotion caused by the good fortune of others. Earlier research found that two different types of envy exist, namely benign and malicious envy. The motivational goal of envy is to level the difference with the superior other; but for benign envy this is accomplished by trying to pull oneself up to the level of the envied person, and for malicious envy by trying to pull down the envied person. Given that research on social comparisons found that upward social comparisons only stimulate better performance if they trigger some frustration in the outperformed person, we made the counterintuitive prediction that when one is benignly envious of a person subsequent performance would be increased, while if one admires someone this does not influence performance. Over the three studies we used two different manipulations of the emotion, and two dependent variables (planned number of hours study hours and the score on the Remote Associates Task that measures parts of intelligence and creativity). In all studies we indeed find that benignly envious participants plan to work harder and actually perform better than those who admired someone. So although admiration feels pleasant, it does not stimulate subsequent performance. In contrast, the frustrating feeling of benign envy does. The current findings have important implications for research on envy, social comparisons, role models, and economic and work performance.

G198

WHEN AND WHY DO WE OSTRACIZE? TO PUNISH BURDEN-SOME GROUP MEMBERS James Wirth¹, Eric Wesselmann¹, Kipling Williams¹, John Pryor², Glenn Reeder²; ¹Purdue University, ²Illinois State University – Ostracism – being excluded and ignored – is a ubiquitous, painful phenomenon (Williams, 2001; 2007). We sought to understand when and why ostracism occurs. Research from ethology (e.g., Goodall, 1986), anthropology (see Williams, 2001), evolutionary psychology (Kurzban & Leary, 2001), and social psychology (Williams, 1997) suggest groups use ostracism to control burdensome members by punishing them. We hypothesized participants would punish a burdensome individual by ostracizing them. In Study 1, participants played a virtual online ball-toss game, Cyberball, with two virtual confederates. We manipulated how long a confederate took to decide to throw the ball; normal and two levels of slow (8 or 16 seconds). We also manipulated whether the game would end after a preset number of tosses or time. A slow player in the toss condition would be burdensome due to delaying the game's completion while a slow player in the time condition would not. There was no difference in participant's ball tossing behavior between the normal and 8 second delay conditions; differences emerged in the 16 second delay conditions. Participants ostracized the confederate taking 16 seconds more in the toss compared to the time condition. Participants tolerated confederates taking 8 seconds to decide to throw. In Study 2 we investigated burden and ostracism in a larger context by replicating Crandall et al.'s (2002) work investigating prejudice towards 105 social groups. We added questions investigating perceived burden and acceptability of ostracizing. Perceived burden was significantly correlated to acceptability of ostracizing and expressing prejudice towards a member of the social group.

G199

COUNTERFACTUAL THINKING AS MAGICAL THINKING: WHEN WHAT HAPPENS TOMORROW MAKES TODAY SEEM PRE-DETERMINED

Matthew J. Lindberg¹, Keith D. Markman¹; ¹Ohio University – Fate, destiny, and purpose are concepts that individuals use to make sense of unfolding events. It is not uncommon to hear religious and secular individuals alike lament that it just wasn't meant to be or that things happen for a reason. It is posited here that unexpected outcomes arouse an aversive tension-state of uncertainty that leads individuals to search for strands of meaning and purpose. In the present research, it was hypothesized that the consideration of counterfactual alternatives – imagined alternatives to reality – may be a critical mechanism whereby individuals reduce uncertainty elicited by unexpected outcomes (Galinsky, Liljenquist, Kray, & Roese, 2005). The dual consideration of an unexpected outcome and a counterfactual that appears to explain the unexpected outcome may trigger a reverse causality process that imbues an event with meaning and purpose. In the present studies, it was hypothesized that exposure to a counterfactual scenario would spontaneously elicit magical thinking. Evidence that participants in the counterfactual condition engaged in more magical thinking than participants in the control condition was obtained through content analysis of participants' written reactions (Study 1), as well as dependent measures designed to tap perceptions of predetermination, fate, and meaning (Study 2). A powerful implication of this work, and one that may be buttressed by ongoing research, is that the effect of counterfactual thinking on magical thinking may transcend individual differences and idiosyncratic beliefs in the existence versus non-existence of a major deity.

G200

THE ROLE OF THOUGHT DIAGNOSTICITY IN BEHAVIOR PRIMING

Chris Loersch¹, B. Keith Payne²; ¹Ohio State University, ²University of North Carolina, Chapel Hill – Past research has suggested that priming causes a person's behavior to automatically assimilate to any behavior-relevant stimuli. The current work provides evidence that behavior is not invariantly affected by such primes. Instead, participants' actions are more likely to be affected by accessible information when it is viewed as diagnostic for later decisions regarding how to behave. In this study, participants were subliminally primed with either competition or cooperation related words. While being primed with these stimuli, participants also saw nonsensical letter and number strings of varying size, color, and duration. Critically, participants were led to believe that these stimuli would either a) distract them and make it very hard to form any thoughts (thus making the thoughts that did occur especially diagnostic for later decisions regarding how to behave) or b) directly cause them to have thoughts related to the presented stimuli (thus making any thoughts that occurred non-diagnostic because they may have been produced by an external factor). We then measured the relative competitiveness of participants' behavior in an Ultimatum game. As predicted, the primes only affected subsequent behavior when participants felt that their thoughts were highly diagnostic for later decisions. When these thoughts may have been produced by our experimental procedure, the exact same priming stimuli had no effect.

G201

DYSFUNCTIONAL COUNTERFACTUAL THINKING: IMPEDIMENTS TO LEARNING BY EXPERIENCE

John Petrocelli¹, Catherine Seta¹, John Seta²; ¹Wake Forest University, ²University of North Carolina at Greensboro – Much attention has been directed at understanding the functions and consequences of counterfactual thinking. Thinking about alternatives to reality have been shown to influence several cognitive biases, plans, mood-states, and task persistence. Surprisingly little research has investigated how counterfactual thinking influences learning from experience, even though it is likely that people spontaneously generate counterfactuals in the course of this type of

learning. Counterfactuals are likely to be generated when people experience negative events and failure feedback is a typical aspect of learning from experience. What, if anything, is the consequence of mentally stimulating such alternatives to reality on the ability of people to learn? Two studies investigated this issue. Participants in both studies evaluated which of two stocks would be likely to increase on a month-by-month basis. Study 1 (n = 65) was correlational and measured the spontaneous thoughts generated on each trial. Study 2 (n = 57) manipulated the salience of counterfactuals by explicitly asking participants to generate counterfactuals (or not); need for cognition was also measured. Study 1 found that counterfactual thought frequency is associated with the ease of learning the rule underlying the stock-market task. Study 2 provided experimental evidence that counterfactual generation interferes with learning and that generating counterfactuals is especially harmful for persons with high-need-for-cognition. The first demonstration of a dysfunctional role of counterfactual thinking on learning from experience has important applied and theoretical implications. Results are discussed in light of functional theories of counterfactual thinking.

G202

IMPLICATIONS OF ANALYTICAL MIND-SET ACTIVATION FOR INTUITION-BASED PERFORMANCE

Shannon Pinegar¹, Dan Lassiter¹, Keith Markman¹; ¹Ohio University – Decision-making research typically examines analytical thinking and intuition separately. In contrast, the present research examined whether the instantiation of an analytical mind-set undermines performance on an intuition-based performance task. Past research on intuition-based performance (e.g., Meulemans & Van der Linden, 1997) has employed an implicit learning paradigm in order to teach participants an artificial grammar system. When later tested on this grammar system, participants are told to use their gut feelings (i.e., rely on intuition). Although participants typically cannot explicitly describe the rules of the grammar system following exposure to the system, they still demonstrate an ability to identify grammatically correct letter strings above chance levels. In the present research, participants either performed an analytical task (answering questions from the quantitative section of the GRE), or were placed in either a positive, negative, or neutral (i.e., control) mood-state prior to presentation of the grammar system. Consistent with predictions, only those participants who completed the GRE questions were subsequently unable to identify grammatically correct letter strings above chance levels. Thus, the instantiation of an analytical mindset undermined subsequent performance on a task that relies on intuition. In all, it would be fruitful for future research to examine how task performance is affected by the simultaneous activation of analytical and intuitive mind-sets.

G203

EXPECT TO FIND A DISCREPANCY BETWEEN DESCRIPTION AND EXPERIENCE BASED DECISION MAKING: BIASED SAMPLING AS AN EXPLANATION.

Tim Rakow¹, Kali Demes¹, Ben Newell²; ¹University of Essex, ²School of Psychology, University of New South Wales – When making a choice about how to act in a given situation, social or otherwise, the favourability of each course of action appears to be influenced by the way in which an individual acquires information about potential outcomes. Specifically, in this study we investigated a discrepancy between choices based on past experience and choices based on objective descriptions of outcomes. Our aim was to determine whether this discrepancy is best explained by biased sampling in experience based decision making or a bias towards recent observations. Our data (six experimental conditions, N = 240) indicates that biased sampling provides the more powerful explanation of the two. Participants had to make a series of choices between two options with varying monetary outcomes. They learnt about each option by either freely viewing a sample of outcomes or by reading a description of the

objective outcome probabilities (original paradigm). Using a yoked design, we presented information about the samples that these participants had actually experienced to subsequent participants, in either an experience or descriptive format. When option descriptions matched the probabilities of the actual experienced samples, the original description-experience discrepancy disappeared. Additionally, working memory capacity was shown to be related to the amount of pre-decisional information acquired by those able to freely sample but did not predict the presence or magnitude of any recency effects. Finally, our data suggested that the way in which information about outcomes is presented may be linked to individual differences in risk aversion; this will be discussed.

G204

POWER, SOCIAL ORIENTATION, AND COMPLEX DECISION MAKING Breagin Riley¹; ¹Northwestern University – Complex decisions are difficult to make for many reasons (e.g. cognitive resources, time, etc.). When making these types of decisions, people often consult sources (e.g. advisors, magazines, etc.) that can screen options based on various parameters. In this research, I examine how people's perceptions of their own power affect their social orientation and how this orientation affects their likelihood of seeking and accepting advice from sources with more or less of a social presence (e.g. advisor and magazine, respectively) when making complex decisions. I suggest that people with different perceptions of their own power prefer certain types of interactions. Specifically, because people who have a lower sense of power tend to empathize easily, focus on others in social situations, and cooperate in negotiations, I categorize them as oriented toward others and argue that they will prefer more of a social presence when being advised. In contrast, because people who have a higher sense of power tend to have difficulty empathizing, focus on themselves in social situations, and fight for their own interests in negotiations, I categorize them as oriented toward themselves and argue that they will prefer less of a social presence. Lastly, I argue that people are more likely to follow quality advice when it is obtained in a manner consistent with their social orientation. Three experimental studies support these hypotheses by providing statistically significant evidence that participants are likely to make suboptimal decisions when being advised in a manner that is inconsistent with their social orientation.

G205

SEEING THINGS AS THEY REALLY ARE NOT : THE IMPACT OF UNCONSCIOUS MOTIVATED DISTORTION ON JUDGMENT Blanka Rip¹, Edward Orehek², Arie W. Kruglanski²; ¹Universit du Qubec Montral, ²University of Maryland, College Park – The present research explores the interplay of motivated distortion and unconscious thought processes. Previous research on motivated distortion suggests that distortion in line with a previously primed background goal occurs when people have sufficient cognitive resources to distort information about which they are asked to make a judgment (Chen & Kruglanski, 2006). Previous research on unconscious thought processes suggests that people make better decisions when thinking unconsciously about complex matters than when thinking consciously because the unconscious is more effective at integrating large amounts of information (Dijksterhuis, 2004; Dijksterhuis & Nordgren, 2006). Combining these findings, we hypothesized that motivationally congruent distortion would be more pronounced when people think unconsciously than when they think consciously presumably because the unconscious is better at integrating all types of information, including motivational. To test this hypothesis, we employed a 1 (background goal) x 2 (conscious, unconscious thought) experimental design and measured the extent to which people distort the presented information in line with the active background motivation. Results are discussed in terms of their implications for day-to-day, as well as, political decision-making.

G206

UNCONSCIOUS THOUGHT AND THE DEVELOPMENT OF IMPLICIT PREFERENCES Aukje Sjoerdsma¹, Ap Dijksterhuis¹, Rick B. van Baaren¹; ¹Behavioural Science Institute, Radboud University Nijmegen – Research has shown that unconscious thought (Dijksterhuis & Nordgren, 2006) improves the quality of complex decisions, as judged from a normative, but also subjective perspective (Dijksterhuis et al, 2006; Dijksterhuis & van Olden, 2006). However, up to now, preferences have been measured explicitly in unconscious thought research. The role of unconscious thought in the development of implicit preferences remains unclear. Investigating this process is important, as it can tell us more about how exactly unconscious thought works. In the present research, we address this question by examining whether unconscious thought improves the quality of implicit preferences as well. In three studies, participants were presented with information about 4 (study 1 & 3) or 6 (study 2) hypothetical roommates. The roommates were described by positive or negative attributes in such a way that one roommate represented the best, and one roommate represented the worst option. After (a) a period of unconscious thinking, (b) a period of conscious thinking or (c) immediately, participants' implicit and explicit preferences were measured. As expected, unconscious thinkers showed an implicit preference for the best roommate. Conscious thinkers showed a similar preference, but this preference disappeared with more complexity (study 2). In the immediate condition, a preference was absent. Moreover, only unconscious thinkers showed a significant positive correlation between their implicit and explicit preferences (study 3). The conclusion is that unconscious thought helps to develop implicit preferences, and that after a period of unconscious thought the correspondence between implicit and explicit preferences is increased.

G207

NEGATIVE AFFECT AS A TRIGGER OF COUNTERFACTUAL THINKING Rachel Smallman¹, Neal Roesse¹; ¹University of Illinois, Urbana-Champaign – People often ponder what might have been, usually mentally undoing a failed situation. But what triggers us to focus on these alternatives and their seemingly more successful situational outcomes? One possibility is that the negative affect inherent in unpleasant occurrences may itself activate counterfactual thinking. From a functional perspective, negative affect is an adaptive signal that something is wrong and should activate corrective cognitive and behavioral processes. Accordingly, if counterfactual thinking is correctively beneficial, then it should be differentially activated in response to negative affect, relative to neutral or positive affect. The present research investigates the link between negative affect and counterfactual thinking. Study 1 tests whether an immediate burst of negative affect activates counterfactual thinking. Using sequential priming, individuals completed a lexical decision task (positive, negative, and non-words), with response time (RT) to a subsequent counterfactual or control statement as the dependent variable. Results indicated that negative words facilitated counterfactual thinking compared to both positive and non-words. This pattern was limited to counterfactual statements; RTs to control statements were unaffected. Study 2 examines whether a more prolonged negative mood state also facilitates counterfactual thinking. Individuals watched a mood-inducing movie clip (neutral or negative), followed by a counterfactual and control statement RT task. Results showed that negative mood did not facilitate counterfactual thinking, relative to neutral mood. Using a relatively unobtrusive response time measure, these studies show that immediate negative affect, but not prolonged negative mood, activates counterfactual thinking. Together, this further clarifies the relationship between affect and counterfactual thinking.

G208

THINK COLLECTIVELY: EVIDENCE OF THE COLLECTIVE UNCONSCIOUS

Paul A. Story¹, ¹Auburn University at Montgomery—Recent work on the unconscious suggests that its processing ability is significantly more capable at handling complex decision tasks than conscious processes. Studies in which individuals have been kept cognitively busy before making a complex decision find that these individuals make better decisions compared to those who thought consciously. The current work examines how these decision-making schemes affect group decisions. In two studies, in which the difficulty of the task varied, individuals viewed a large amount of apartments attributes and rated the apartments directly after viewing them or after engaging in conscious or unconscious thought. Individuals then engaged in a group discussion to see how these decision-making schemes affected how the group would select and rate the apartments. Results showed that individuals who engaged in unconscious thought before group discussion led to the group selecting the better apartment across both studies. Individuals who engaged in conscious thought however only helped the group select the better apartment when the task was easy. The pattern reversed when the group rated the apartments instead of choosing an apartment. Individuals who engaged in conscious thought before group discussion helped groups differentiate more between the attractive and unattractive apartment in both studies. Groups in the unconscious thought condition only differentiated between the attractive and unattractive apartment when the task was easy. The results suggest that group judgment differs significantly from group choice. Implications about how thought processes effect group decision-schemes are discussed.

G209

COUNTERFACTUAL THINKING AND IMAGERY PERSPECTIVE: CHANGING POINT OF VIEW CHANGES THOUGHTS ABOUT WHAT MIGHT HAVE BEEN

Greta Valenti¹, Lisa K. Libby¹, ¹Ohio State University—Whether it's a decision as important as whether to go to graduate school or as mundane as where to go for dinner, we regularly generate thoughts about what might have been had we acted differently. Imagining alternative realities is called counterfactual thinking (Kahneman & Tversky, 1982), and the types of counterfactual thoughts we have in response to life events influence our current emotions and our future behaviors (Epstude & Roese, 2008). The present research investigates how the visual perspective (own first-person vs. observer's third-person) that people use to picture a life event influences the types of counterfactuals they generate about that event. Participants were either instructed to use the first-person or the third-person perspective to picture a past instance in which they let a desirable opportunity pass them by. Then they responded to the prompt, If only ____, by generating counterfactual circumstances in which they would have taken action. Content analysis revealed that the visual perspective people used to picture the incident influenced the type of counterfactuals they generated: a higher proportion of counterfactuals involved changes to the self than to external circumstances when people pictured the event from the third-person rather than the first-person perspective. Thus, imagery perspective can shape counterfactual thinking. Given the consequences of counterfactual thoughts for judgment, emotion, mindset, intentions and motivation (Epstude & Roese, 2008), the present findings suggest a mechanism whereby imagery perspective may influence a variety of reactions to thinking about life events.

G210

UNCERTAINTY ORIENTATION AND INFORMATION SEARCH PATTERNS IN PUBLIC GOOD DILEMMAS

Xiaojing Xu¹, Craig D. Parks¹, ¹Washington State University—Though it has been acknowledged and reflected in researches that most social dilemma situations can involve a great deal of uncertainty, few studies address how people self-select/reject information that can help resolve uncertainties about the

dilemma. Uncertainty orientation is a personality construct proposed by Sorrentino and his colleagues. People characterized as uncertainty oriented (UOs) are motivated by uncertainty and attempt to learn more about the situation so as to determine the best course of action; certainty oriented individuals (COs), however, are unmotivated by uncertainty, and prefer to just learn how to behave in such situations. In this study, a public good dilemma task was designed such that every participant could freely access both prescriptive and explanatory information before making a final decision by opening different links of a website. The dilemma task either did or did not contain uncertainty. The links each participant opened, the time spent on each link, and their final decisions were recorded. It was hypothesized that UOs would open more links on, and spend more time with, explanatory information when the task contained uncertainty, while COs would do so when the task contained certainty. This result lent some justification to the thought of promoting people's cooperation behavior in social dilemmas by knowing their uncertainty orientations and manipulating the ways of presenting information.

G211

THE RELATIONSHIP BETWEEN MATH ANXIETY, SUPERSTITIOUS BELIEFS, AND PERSONAL FINANCIAL DECISION-MAKING

Jason R. Young¹, Justin Greenfield¹, Matthew Alhonte¹, ¹Hunter College-CUNY—Increasingly, research suggests that decision-making is often more susceptible to the influence of heuristic beliefs and emotions than to systematic, rational evaluations. The present study explored two key psychological influences on decision-making about personal finances by college students. Using a survey that assessed levels of math anxiety, superstitious thinking, and attention to personal financial accounts (e.g., reviewing credit card statements), it was predicted that math anxiety would trigger both an aversion to systematic thinking about consumer spending, as well as an increased reliance upon superstitious beliefs that lead to ineffective solutions to financial problems. More specifically, it was expected, and found, that those individuals with higher levels of math anxiety and superstitious beliefs were far less likely to routinely monitor their spending through such actions as balancing their checkbook. In addition, these participants indicated a greater variety of spending concerns and credit problems. Implications of these findings for both understanding the current prevalence of credit problems in the U.S. and developing potential solutions to increase attention toward (and reduce avoidance of) personal financial issues are discussed.

G212

HOW STORE COUPONS SHAPE ATTENTION, PRODUCT MEM-**ORY, AND STORE IMPRESSIONS**

Charles Y. Z. Zhang¹, Norbert Schwarz^{1,2,3}, ¹Ross School of Business, University of Michigan, ²University of Michigan, ³Institute for Social Research, University of Michigan—Coupons are a widely used tool of sales promotion and numerous studies have examined their impact on consumer behavior. While most of the available research focused on product or brand coupons, retailers may use generic coupons to attract customers to their stores. Consumers perceive identical dollar discounts as more valuable when the percentage saved is high (\$5 off \$10) rather than low (\$5 off \$50). To pursue higher perceived benefit, they may therefore focus on items close to a coupon's face value when browsing a store. On theoretical grounds, it is likely that store coupons influence what customers attend to once they are in the store. Through an experiment based on an online store where item price range from \$6 to \$35, we find that subjects receiving an unrestricted \$5-off coupon prior to browsing the store recall more low-priced items relative to no-coupon controls. This observation indicates that they paid more attention to lower priced items, resulting in differential memory and price related judgments. This bias was further reflected in estimates of the store's price structure and evaluations of the variety offered in different product categories. Our findings provide first evidence that coupons channel consumers' attention with downstream effects on store

impressions. Unfortunately, these impressions may be more important in the long run than any short-term sales increase. Ongoing studies extend this work to different coupon types and assess click stream data.

G213

ALTERNATIVES, ATTRIBUTES, EPISTEMIC MOTIVATIONS AND CHOICE: WHEN AND TO WHOM MORE INFORMATION HAS DETRIMENTAL CONSEQUENCES?

Adi Amit¹, Lilach Sagio¹; ¹The Hebrew University of Jerusalem – People make decisions more easily and confidently choosing from few (rather than many) alternatives (Iyengar & Lepper, 2000). Expanding this research we examine how difficulty and confidence with a decision are affected by (a) the number of alternatives; (b) the number of attributes describing each alternative; and (c) individual differences in epistemic motivations. In study 1, participants reported their NFCC and were then presented with either few or many cell-phones, each described by either few or many attributes. Findings reveal that participants with high NFCC experienced greater overload in making a decision with many (rather than few) alternatives and/or many (rather than few) attributes. Low NFCC participants experience neither overload effects. Study 2 experimentally manipulated the epistemic motivation of openness to experience versus conservation. Participants in both conditions were asked to choose a digital-camera from an assortment of either few or many cameras, described by either few or many attributes. Participants in the "conservation" condition, but not those in the openness condition, experienced greater overload when faced with many (rather than few) alternatives and/or attributes. Study 3 simulated purchase behavior and showed a significant interaction effect of motivation and information: Under the conservation condition, participants who were provided with limited information (few alternatives; few attributes) attended a camera store more than those who received more information. Taken together, our findings indicate that not only the number of alternatives but also number of attributes should be considered. They furthermore show that epistemic motivation affect susceptibility to the detrimental overload effects.

G214

INDIVIDUAL DIFFERENCES IN SELF-CONFIDENCE VERSUS DOUBT PREDICTS THE USE OF THOUGHTS IN JUDGMENT

Kenneth G. DeMarree¹, Pablo Briol², Richard E. Petty³; ¹Texas Tech University, ²Universidad Autnoma de Madrid, ³Ohio State University – Research on the self-validation hypothesis (Petty, Briol, & Tormala, 2002) indicates that a person's thoughts are used in forming their judgments to the extent that they are seen as valid. When people view their thoughts as valid (i.e., hold them confidently), they use their thoughts to make subsequent judgments but when they view their thoughts as invalid (i.e., doubt them), they do not use their thoughts. While previous research has examined situational factors affecting thought confidence, this research seeks to identify stable individual differences in the use of thoughts. We identify two potential variables– self-esteem level and self-confidence level. Across several studies we manipulated the content of participants' thoughts by having them generate their own arguments in favor of or in opposition to a proposal or by having them read strong or weak arguments regarding the proposal and then had them report their attitudes or behavioral intentions. We found that people high in self-confidence made judgments consistent with the direction of their thoughts whereas people low in self-confidence do not, controlling for any effects involving self-esteem. Self-confidence level was assessed using a wide range of strategies, including confidence in global and specific self-evaluations, judgmental self-doubt, and trait self-confidence, with consistent patterns found across measures. Furthermore, we show that the effects are limited to people who engage in careful thought (i.e., those high in need for cognition) and the impact of these individual differences on subsequent judgments is partially mediated by the amount of confidence that people associate with their thoughts.

G215

ALLOCATING HUMANITARIAN AID: LAY THEORIES ABOUT

WEIGHTING OF SCOPE AND AFFECT *Michaela Huber¹, Leaf Van Boven¹; ¹University of Colorado, Boulder* – Prior research on charitable giving shows that people typically rely on their affective reaction and that they neglect information about the scope of humanitarian crises. We propose that people have lay theories about the relative weighting of affect and scope information such that they think the latter is relatively more important information. Reminding people of their lay theories results in increased weighting of scope information according to their own lay theories about the relative weightings of those types of information. In two studies, participants allocated money to two different humanitarian crises. We measured the intensity of participants' affective reactions to both crises and their estimates about how many people died in each crisis. In Study 1, some participants thought about the influence of affect and death estimates on allocation decisions before making allocations. Consequently, the weight of affect decreased and the weight of deadliness estimates increased when predicting participants' allocation decisions. In Study 2, we asked some participants more broadly to think about what information they should use when allocating money. Simply thinking broadly about what should influence the allocation resulted in neither increased weighting of scope nor decreased weighting of affect. However, reminding people of their own beliefs about the weighting of scope information and affective information results in increased weighting of scope and decreased weighting of affect when allocating monetary aid to mitigate humanitarian suffering.

G216

MORALITY SHIFTING

Bernhard Leidner¹, Emanuele Castano¹; ¹New School for Social Research – Building on theory and research on moral disengagement strategies (Bandura, 1986) and moral exclusion (Opatow, 1990; Staub, 1987), a theory is laid out that explains what exactly it is moral disengagement strategies do – which is to shift moral principles – and in how far it is possible to actually disengage from morality or to exclude others from moral boundaries – arguing that, in all but the most extreme and pathological cases, people neither disengage from morality nor do they exclude others from morality but they rather adopt a morality that suits them and is unfavorable to others, subjecting the others to the adopted morality. A first empirical study investigated whether moral disengagement strategies in the context of intergroup violence observed in previous research (e.g., Leidner, Castano, Slawuta, & Giner-Sorolla, under review) can in fact be understood as proxies of morality shifting. Based on our theory, it was hypothesized that individuals can use different morality systems such as harm/care, justice, purity, or collective egoism to interpret events, instead of simply suspending a moral judgment or applying a morality principle. After confronting U.S. participants with atrocities committed either by their own ingroup or by an outgroup, we observed a shift in the morality system that was applied to the situation. In the ingroup-atrocity condition, people adopted a morality of collective egoism, whereas participants in the outgroup-atrocity condition used primarily principles of harm/care and justice. Ingroup glorification moderated the observed effects. The link between moral disengagement strategies and morality shifting will be discussed.

G217

CHARACTERISTICS OF PAST AND FUTURE SPSP JOB APPLICANTS

Helen Lee Lin¹, Greg Preuss², Megan A. O'Grady³, Sonia K. Kang⁴, Jennifer Pattershall^{5,6}; ¹SPSP Graduate Student Committee, ²University of Houston, ³Ohio University, ⁴Colorado State University, ⁵University of Toronto, ⁶University of Arkansas – While on the job market, SPSP members often compete for the same open positions. However, they may have minimal access to information about how their research and teaching experiences compare to those of other applicants. In order to evaluate the needs of graduate students who are nearing the job market, and to improve

Graduate Student Committee program offerings, we surveyed 183 SPSP members (70% female, 89% Caucasian) who were either within two years of graduating (47%) or who were within the first five years of their post-graduate career (53%). Respondents completed an anonymous online survey about their current publications, teaching experience, funding secured, job opportunities, and other employment variables. They ranged from 24-51 years old ($M = 29.57$ $SD = 5.25$) and represented 9 countries (87% from the United States). The respondents classified themselves as social/personality psychologists (45%), social/personality graduate students (50%), and graduate students from other disciplines (5%). Our poster will showcase data about publications, teaching, and job searches in relation to the job market. These findings provide a snapshot of SPSP job applicants and their job market experiences and will help graduate students make better-informed decisions regarding their future career paths, prior to entering the job market, while tempering their expectations with realism. The information may also guide individuals who provide professional development services to graduate students in planning initiatives for the future.

G218

WHEN PICKING SIDES BECOMES PHYSICAL: HOW AFFORDANCES DRIVE PREFERENCES – IF WE PAY ATTENTION TO OUR BODY

*Nina Regenber*¹, *Gn Semin*²; ¹VU University Amsterdam, ²Utrecht University – Every situation has an affordance structure, which allows for particular actions in that situation (Gibson, 1979). More specifically, the physical features of a situation make some actions more likely than others. In two experiments, we tested whether participants would use the physical affordance structure of a situation to choose between two alternatives, even if the structural features of the situation were not actually relevant to the alternatives themselves. Participants imagined that they were about to start a table-tennis match with a friend and were asked to pick a side of the table-tennis table. We manipulated the physical affordance structure by telling participants to imagine themselves at a certain position in the scene (i.e., in front of the table-tennis table, behind it or without instruction) and which hand they were to play with (right vs. left). We hypothesized – and found – that the situations differentially afford choosing one side over the other because of the perceived ease of getting to the chosen position. For example, when facing the center of the table-tennis table and playing with one's right hand, going to the right feels more intuitive than going to the left, whereas when playing with one's left hand, going to the left feels better. Furthermore, a novel finding for embodied cognition research was that the probability of choosing the afforded side depended on participants' self-reported importance of their bodily appearance and on the extent to which they generally pay attention to bodily cues.

G219

STATE OF THE SCIENCE: A CONTENT ANALYSIS OF SOCIAL PSYCHOLOGY TEXTBOOKS

*Joseph Schueller*¹, *Sarah Kunkel*², *Muellerleile Paige*²; ¹University Of Wisconsin - Stevens Point, ²Marshall University – Title: State of the science: A content analysis of social psychology textbooks. Authors: (1) Joseph N. Schueller (unaffiliated), (2) Sarah Kunkel (unaffiliated), (3) Paige Muellerleile (Marshall University). Introductory social psychology courses are an important means by which students can begin to understand the power of the situation on people's behavior, and textbooks are a vital part of learning outcomes. The purpose of the present effort was to determine the extent to which the state of the science in social psychology is reflected in coverage in current social psychological textbooks. Specifically, we were interested in determining whether textbook coverage of topics is determined by (a) effect size, because more text may be devoted larger effects, (b) standard deviation, because more text may be devoted to highly variable effects, and/or (c) literature size, because more text may be devoted to topics that received more research attention. Using the list of meta-analytic results compiled by Richard, Bond & Stokes-Zoota (2003), we content-analyzed

the extent to which 262 independent hypotheses in social psychology were described in 7 randomly-selected survey texts. The amount of coverage devoted to each hypothesis in each text was correlated with the corresponding meta-analytic effect size, standard deviation, and number of studies presented in the Richard et al. (2003) article. Meta-analytic combinations of the correlations across books indicate that none of these three possibilities (effect size, average $r = .07$, $p = .77$; variability, average $r = .11$, $p = .35$; and literature size, average $r = .13$, $p = .09$) adequately explain the extent to which topics are covered in introductory texts. Implications for the dissemination of scientific results are discussed.

Author Index

A

- aanhetRot, M* 254
Aarts, H 357, 438
Abad, N 355
Abbey, A 421
Abdou, CM 335
Abeyta, A 159
Abizaid, A 351
Acevedo, B 257
Acitelli, LK 23, 281
Acker, M 335
Ackerman, J 35, 76, 405
Ackerman, JM 349, 374
Ackerman, RA 257
Acosta, K 321
Adam, EK 207
Adam, H 230
Adams Jr., RB 415
Adams, G 47, 125, 157, 391, 404, 440
Adams, H 279
Adams, Jr., RB 198, 429
Adams, RB 75, 76
Adjali, I 321
Adler, JM 43
Afful, S 159
Agerstrm, J 405
Agnew, C 138
Agnew, CR 290
Agocha, VB 117
Agthe, M 231
Aguilar, LJ 152
Aguilar, MA 212
Aharoni, E 296
Ahern-Seronde, JL 209
Ahn, S 355
Aiba, M 257
Aiken, L 351
Aiken, LS 243, 351
Aikman, A 347
Akalis, S 24
Akert, RM 209
Akinola, M 209
Albarracin, D 419
Albertson, DN 325
Albino, AW 278
Alexander, MB 364
Alexander, S 303
Alfonsi, G 257
Algoe, S 293
Alhonte, M 450
Alibhai, A 288
Alibhai, AM 296
Alicke, M 137, 417, 432
Alicke, MD 418, 432
Allemand, M 209
Allen, AB 89, 209
Allison, J 152
Allison, S 355
Aloni, M 258
Alony, R 405
Alquist, J 387
Alt, A 418
Alter, AL 440
Altstoetter-Gleich, C 386
Amano, Y 147
Ambady, N 33, 57, 76, 140, 433
Ambrona, T 303
Ames, D 33
Amiot, CE 135, 160
Amit, A 451
Amodio, D 165
Amodio, DM 32, 192, 193, 303
Anagnostou, E 254
Anand, S 305
Ananias, DK 110
Anderson, A 235
Anderson, C 101, 102
Anderson, JE 231
Anderson, K 347
Anderson, KE 114
Anderson, SL 440
Andreychik, MR 159
Andrighetto, L 159
Andrzejewski, S 160
Angela, A 203
Angelo, KM 231
Angle, J 305
Anik, L 258
Anisman, H 136, 242, 290, 327, 336, 338, 351, 353, 354, 446
Anson, JM 335
Anusic, I 210
Aobayashi, T 107
Apfelbaum, EP 56, 57
App, B 405
Appelt, KC 355
Appleby, PR 78, 110
Arai, T 231
Arayata, CJ 292
Arbuckle, N 376
Ariely, D 34, 63, 105, 130, 387
Arifovic, J 172
Arkin, R 109
Arkin, RM 129
Arms-Chavez, CJ 160
Armstrong, H 214
Arndt, J 128, 133, 264, 339
Arndt, JE 232
Arnold, K 130
Arnold, KB 355, 370
Aron, A 105, 257, 286, 287, 289, 295, 354
Aronson, J 56, 57
Arriaga, XB 84, 85, 262, 299
Art, A 180
Arthur, JR 135
Arthur, S 160
Asai, N 160
Asano, R 258
Ashburn-Nardo, L 188, 203, 204
Ashdown, B 392
Ashish, D 210
Ashton, M 155
Ashton-James, CE 37, 38
Aspelmeier, JE 356
Athenstaedt, U 210
Aubin, RM 135, 160
Auger, E 161
Ault, L 107
Austers, I 336
Avilla, R 17, 161
Avramova, YR 232
Ayduk, O 363

B

- Baas, M* 94, 95
Babbitt, LG 210
Baddeley, J 229, 232
Bagger, J 124
Bailis, DS 213, 383
Bair, A 17, 161, 193
Bakdash, JZ 310
Baker, L 258
Baker-Demaray, T 352
Balcatis, E 110, 307
Baldwin, AS 336
Baldwin, MW 170
Banaji, MR 118
Banerji, I 388
Banfield, JC 161
Barber, JM 210
Barber, LL 259
Barden, J 197, 311, 441
Bargh, J 35, 405
Bargh, JA 14, 74, 81, 357, 374, 383, 424
Barlett, C 299, 301
Barnes, CD 327
Barnes, K 386
Barnes-Truelove, H 413
Barnett, DM 435
Barnett, MA 228
Barry, H 406
Bartell, D 259
Bartels, J 356
Bartels, R 229
Bartholow, B 177, 413
Bartholow, BD 186
Bartowski, W 73
Bartsch, R 307
Bartz, J 254
Baruch, AT 211
Barwick, A 406
Basanez, T 161
Bastle, RM 107
Bates, VM 146, 259
Batson, CD 244
Batson, D 154
Batto, LL 269
Bauer, J 376
Bauer, JJ 43, 44
Bauer, M 265, 356
Baucher, A 340
Baumann, J 232
Baumeister, DR 344
Baumeister, R 372
Baumeister, RF 14, 54, 55, 74, 132, 297, 386, 387
Baumert, A 232
Bazzini, D 406
Bck, E 406
Bckstrm, M 180, 305, 406
Beall, AC 377
Bean, M 161
Bearden, A 152
Beasley, M 162
Beason-Held, LL 256
Beaton, A 162
Beatson, RM 326
Beauchamp, A 168
Beaudry, SG 286
Beaulieu-Pelletier, G 278
Beck, LA 293

Author Index

- Becker, DV 76, 349
Becker, E 333
Beckstead, J 412
Beer, A 406
Beer, JS 77, 116
Beevers, C 118, 232
Beevers, CG 80
Belcher, A 259
Belcher, AJ 270
Belding, J 356, 359
Belk, R 53, 54
Bellezza, FS 425
Bembenek, AF 162
Bemis, J 273, 288
Bench, S 252
Benet-Martinez, V 395, 399
Benet-Martinez, V 393
Benkendorf, DL 140
Bennet, J 159
Bennett, CL 181
Benton, J 56
Ben-Zeev, A 424
Bequette, A 292
Berenson, K 216, 264
Berger, CC 357
Berger, JA 103
Bergeron, C 160
Bergsieker, HB 162
Berkman, ET 76, 77
Berkowitsch, NAJ 442
Berlin, A 162
Bermeo, J 279
Bernstein, MJ 446
Berry Mendez, W 14, 62
Berry, J 388
Berry-Mendes, W 149
Berson, Y 360
Berthold, A 186
Bertrams, A 376
Bestrom, P 137
Betts, KR 259
Betz, D 140
Bharth, G 107
Biernat, M 14, 64, 99, 168, 196, 391
Biesanz, JC 409, 421, 434
Bijleveld, E 357
Bilali, R 163
Binning, K 163
Birch Fraughton, T 357
Birnbaum, GE 55
Birnie, C 260
Biswas-Diener, R 388
Bizer, GY 305
Bjorklund, F 180, 305, 405, 406
Blackhart, GC 374
Blackwell, KC 211
Blair, IV 182
Blake, A 211
Blalock, D 268
Blanch, D 163
Blanch, DC 271
Blanco, S 172
Blankenship, K 407
Blascovich, J 34, 255, 314, 377, 397
Blascovich, JJ 358
Blatz, C 163
Blayney, J 368
Blenner, JA 306
Bless, H 366, 411
Blincoe, S 407
Blodorn, A 58, 164
Blomann, F 366
Bloodhart, B 141
Bloom, P 307
Boag, E 164
Boasso, A 164
Boccatto, G 159
Bodenhausen, GV 200, 206, 356
Boehm, JK 388
Boehm, R 442
Bohner, G 186
Boker, SM 72
Bolger, N 34, 84, 152, 264, 283
Bolton, AG 296
Bombay, A 336
Bonacossa, A 164
Bond, MH 51
Bono, JE 360
Book, AS 229
Boon, SD 288, 296
Booth, M 123
Borcsok, S 319
Borofsky, L 70
Bos, MW 407
Bosson, J 141, 301
Bottenberg, K 418
Bottoms, BL 322
Bouchard, R 318
Boucher, EM 211
Boucher, HC 108
Bourgeois, ML 213
Bowen, KM 305
Bower, R 361
Boxer, P 314, 413
Boyce, AS 164
Boynton, M 152
Bradfield, EK 357
Bragger, JD 175
Bramfeld, KD 233
Branch, O 301
Brandt, M 165
Brannan, D 349, 388
Brannon, T 46, 47, 204
Brannon, TS 47
Branscombe, N 152
Branscombe, NR 112, 127, 434
Brase, GL 340
Braslavsky, A 416
Bratanova, B 326
Braun, KL 233
Breen, AB 306
Brescoll, V 204
Breugelmans, SM 250
Briñol, P 101
Briol, P 331, 451
Briones, LR 171
Broady, EF 74
Brodish, A 165
Broeders, R 136
Bronstad, PM 436
Brook, A 39, 40
Brooke, J 165
Brooks, B 412
Brotto, LA 390
Brower, G 336
Brown, A 296
Brown, C 362
Brown, CM 108
Brown, ER 141
Brown, J 43
Brown, JD 52
Brown, L 257
Brown, LM 394
Brown, M 30, 197
Brown, N 435
Brown, ND 228
Brown, RP 124, 327
Brown, S 30
Bruce, JW 212
Brucks, M 306
Brug, P 108, 131, 432, 445
Bruininks, P 231, 233
Brumbaugh, CC 104
Brunell, AB 116, 260
Bryan, A 14, 106
Bryan, CJ 336
Brynteson, N 162
Buchtel, EE 407
Buck, D 169
Buck, N 370
Buckingham, DJ 121
Buckingham, J 113
Buckley, J 337
Bucolo, D 296, 300
Buddie, AM 219
Buffardi, L 185
Buffardi, LE 44, 45
Buhbe, A 101
Buhmester, M 108
Bui, K 165
Bui-Wrzosinska, L 73
Buller, AA 322, 337
Bullock, M 260, 291
Bunyan, D 68
Bunyan, DP 358
Buote, VM 141
Burgess, H 146
Burgin, C 130
Burgin, CJ 36, 306
Burk, N 223
Burkley, M 283, 326
Burnaford, R 141, 301
Burnbaum, GE 54
Burnette, J 355
Burnette, JL 125
Burns, M 187, 191
Burns, S 283
Burris, C 284
Burris, CT 109
Burson, A 109
Burton, C 139
Burette, R 92
Bush, AL 260, 263, 352
Bushman, B 122, 240
Bushman, BJ 45, 323
Buss, D 269
Busseri, M 284
Busseri, MA 338, 371, 408
Butchko, MS 174
Butler, E 71, 151, 280
Butler, EA 72
Butler, FA 261
Butler, S 109, 332
Butner, J 72
Buturovic, Z 408
Butz, D 307
Butz, DA 93, 94, 174
Butzer, B 261
Buunk, AP 359, 427
Byrd, S 144
-
- C**
Cabalfin, K 261
Caballero, A 234, 303, 304, 316, 337
Cacioppo, J 24
Cacioppo, JT 348
Cahill, K 138
Cahill, MJ 261
Cai, H 51, 52
Cain, T 233
Cairns, D 300
Calder, BJ 239
Caldwell, AE 239
Caleo, S 141
Calitri, R 166
Callery, W 343
Calmfors, L 315
Calogero, R 337
Cambron, MJ 23
Cameron, CD 166
Cameron, J 153, 388
Cameron, JJ 67, 68, 128
Cameron, JS 63

- Cameron, L 337
 Campbell, K 261
 Campbell, L 27, 261, 276, 280, 287
 Campbell, MB 142
 Campbell, SD 166
 Campbell, WK 45
 Campos, J 249
 Canavan, D 446
 Canevello, A 30, 271, 369
 Canli, T 59
 Cannon, PR 234
 Canterberry, M 261
 Caouette, J 234
 Capezza, NM 85, 262
 Capozza, D 159, 166, 398, 437
 Caprariello, PA 262
 Carboneau, N 358
 Carey, B 106
 Carey, J 212
 Carlson, CR 382
 Carlson, E 408
 Carnelley, K 262
 Carnelley, KB 164
 Carpentier, J 109
 Carpinella, C 172
 Carr, PB 166
 Carranza, E 132
 Carrasco, AM 287
 Carrera, P 234, 303, 304, 316, 337
 Carroll, D 173
 Carroll, M 225, 346
 Carroll, P 109
 Carson, AS 337
 Carter, EC 338
 Carter, SR 277
 Carter, TJ 99, 102, 103
 Carter-Sowell, AR 262
 Carton, A 381
 Carton, AD 408
 Carver, CS 66, 379
 Casa de Calvo, MP 409, 434
 Casad, BJ 142, 184, 189, 298
 Casciani, HK 263
 Castano, E 164, 451
 Castillo, C 227
 Caston, AT 234
 Catalino, LI 212
 Catherine, S 277
 Cathey, C 172
 Catran, E 245
 Cavallo, JV 67, 68
 Cemalcilar, Z 212
 Cerban, B 346
 Cerully, JL 234
 Cervone, D 402
 Cesario, J 81, 358
 Chagigiorgis, H 346
 Chamberlin, E 227
 Chan, E 159, 235
 Chan, J 372
 Chan, M 409
 Chance, RC 212
 Chandler, J 110, 436
 Chang, EC 314, 422
 Chang, K 52
 Chang-Schneider, C 263
 Chao, MM 102, 103
 Chaplin, W 254
 Chapman, G 378
 Chapman, H 235
 Chapple, S 168
 Chase, J 142
 Chase-Lansdale, PL 207
 Chasse, BM 142
 Chasteen, AL 181, 194, 213
 Chatterjee, A 105
 Chaturvedi, S 372, 374
 Chaudoir, S 341
 Chaudoir, SR 79, 137
 Chavanon, M-L 59
 Chavez, G 18, 167
 Chavez, HL 409
 Cheek, JM 209, 213
 Chen, C 70
 Chen, FF 156
 Chen, JM 235
 Chen, S 23, 196, 270
 Cheng, CM 429
 Cheng, C-Y 41
 Cheng, JT 235
 Chenier, T 101
 Cheon, BK 389
 Cheryan, S 184
 Cheung, R 167, 189
 Chiao, J 69
 Chiao, JY 69, 70, 389
 Chim, L 389
 Chin, C 167
 Chiocchio, F 362
 Chipperfield, J 377
 Chipperfield, JG 213
 Chiu, C-Y 41
 Cho, J 167, 440
 Cho, JH 394
 Cho, LI 213
 Choi, D-W 213
 Choi, E 263
 Choi, J 82
 Choi, K 400
 Choi, S 338
 Chollette, V 14, 106
 Choma, BL 338, 408
 Chou, E 442
 Chow, R 157
 Christenfeld, N 242, 311
 Christensen, JL 78, 110
 Christensen, PN 214, 356
 Christie, C 142, 443
 Christie, K-L 338
 Chu, PS 389
 Chu, T 389
 Chua, LI 164
 Chua, SN 67, 358, 362
 Chuchmach, LP 213
 Chui, W 241
 Chunchi, L 51
 Chung, C 73, 152
 Chung, CK 400
 Cialdini, R 90
 Cialdini, RB 40, 365
 Ciarrochi, J 154
 Cikara, M 32
 Cingz-Ullu, B 390
 Clapper, AJ 263
 Clark, AE 409
 Clark, E 292, 438
 Clark, EM 260, 261, 291, 372
 Clark, JK 306, 322
 Clark, K 397
 Clark, L 77, 78
 Clark, M 273, 295
 Clark, MS 34, 293, 383
 Clark, S 112, 214, 444
 Clark, SE 336
 Clark, SL 110
 Clarkson, J 309, 410
 Clarkson, JJ 364
 Claypool, H 171
 Claypool, HM 440, 446
 Clayton, S 39, 40
 Clerkin, E 410
 Cleveland, C 255
 Clifton, R 345
 Clore, G 124
 Clore, GL 56, 326
 Coan, J 91, 92, 397
 Coffaro, F 235
 Cohen, A 241
 Cohen, AB 279, 421
 Cohen, D 394
 Cohen, GL 93
 Cohen, L 259
 Cohen, M 340
 Cohen, TR 297
 Cohn, E 339
 Cohn, ES 296, 300
 Coifman, K 216
 Cole, CL 179
 Cole, S 110, 359
 Coleman, PT 72, 73
 Collins, E 443
 Collins, N 34, 68
 Collins, R 156
 Collins, T 263
 Columb, C 167, 307
 Columb, CJ 174
 Colvin, CR 218
 Combs, D 410
 Combs, DJY 233, 244
 Conger, RD 92
 Connell, PM 306
 Conner, M 306
 Conner, T 214
 Conrey, FR 191
 Contreras, R 153
 Converse, BA 235
 Conway, M 132, 257
 Conway, P 410
 Cook, CL 410
 Cook, K 339
 Cook, S 147
 Cooper, D 339
 Cooper, H 377
 Cooper, J 367
 Cooper, M 133
 Cooper, ML 259, 278
 Cooper, R 236
 Corbett, M 142, 148
 Corenblum, BS 214
 Corker, KS 358
 Corneille, O 238, 240, 251, 322
 Correll, J 37, 38
 Corsbie-Massay, C 78, 110, 264
 Cosley, B 318, 358, 377
 Cosmides, L 251
 Costa, PT 256
 Costa, RS 411
 Costabile, K 411
 Costabile, KA 129
 Cotran, K 142
 Cotroneo, GW 425
 Cotter, KA 214
 Cottrell, CA 89, 90, 194, 410
 Coutinho, SA 245
 Covarrubias, R 18, 339
 Covault, J 214
 Cox, C 32
 Cox, CR 264
 Cox, WTL 168
 Cox-Fuenzalida, E 126
 Coy, A 340
 Cozzolino, PJ 416
 Craig, M 204
 Craig, T 168
 Crandall, C 318
 Crandall, CS 93, 94
 Crawford, JT 215
 Crawford, M 148
 Creighton, LA 168
 Crescioni, AW 132
 Crew, CM 18, 264
 Cribbie, RA 154
 Crimin, LA 215
 Crisp, R 198, 313, 417, 426
 Crisp, RJ 128, 320

Author Index

- Critcher, C 65
Critcher, CR 66
Crites, Jr., SL 325
Crocker, J 30, 40, 109, 112, 122, 271, 369
Crockett, E 264
Cronin, T 152
Cross, J 318
Cross, JR 441
Cross, S 251, 293, 390
Cross, SE 217, 304
Cuadra, R 359
Cuellar, J 254
Cumming, E 410
Cundiff, JL 168
Cunningham, WA 32, 309, 330
Cuperman, R 215
Curry, R 327
Curtin, L 146
Custers, R 66, 67, 357
Cutrona, CE 91, 92
Cwir, D 110
Czenna, S 411
Czopp, A 193
Czopp, AM 202, 204
Czopp, PhD, A 167
-
- D**
Dahl, D 55
Daibo, I 117, 258, 283, 324, 332
Dailey, RK 320
DalCin, S 307
Dalley, S 359
Dalsky, D 390
Damisch, L 85, 86
Danaher, K 168
Danbold, F 438
Daniels, E 282
Daniels, J 268
Daniels, JR 70, 71
Daniels, L 345, 377
Danielson, AM 290
Dannenberg, LA 215
Danube, CL 265
Dapretto, M 70
Darby, R 265
Darley, J 99, 100
Darnon, C 379
Darwent, KM 411
Dasgupta, N 88, 97, 182, 198, 417
Daubman, KA 265
Daugherty, JR 187, 340
Daughters, S 352
Dautoff, RJ 209
David, B 236
Davidson, M 107
Davidson, PSR 416
Davies, PG 181, 190
Davis, B 265
Davis, EL 252
Davis, HP 139
Davis, J 339, 340, 443
Davis, JL 327
Davis, M 99
Davis, P 390
Dawson, E 204
Day, M 340
De Cremer, D 115
De Dreu, CKW 95
De Houwer, J 266, 384
de la Sablonnere, R 109, 116, 161, 320
de Leeuw, R 382
de Vries, M 251
de Waal-Andrews, W 111
Dean, KK 265
DeAngelo, L 86
DeBono, A 266
Dechense, M 423
Decoster, S 443
Degner, J 169
DeHaan, C 412
DeHart, T 370
Deitz-Bales, N 215
Del Torre, G 139
Della Porta, MD 340
Delong, T 148
Delton, A 251, 253
Delvaux, E 254
Delville, Y 224, 299
DeMarree, KG 451
Demes, K 448
Denger, L 207
Denrell, J 425
Denson, T 88
Denzler, M 301
Derakshan, N 25, 26
Dere, J 390
Derrick, JL 266
DeSoto, C 236
DeSteno, D 88, 232, 254
Detweiler-Bedell, B 340
Detweiler-Bedell, J 340
Deutsch, M 73
Deveau, V 288
Devenport, LD 327
Devine, PG 24, 82, 168, 196
Deviyanti 331
Devos, T 97, 98
DeWall, CN 132, 245, 386
Dewitte, M 266
DeYoung, CG 59
Di Leone, BAL 204, 265
Dial, C 118
Diamond, BJ 169
Diamond, L 71
Diamond, LM 72
Diaz, MA 189
Diaz, P 111
Dickerson, S 349
Dickerson, SS 241
DiDonato, TE 111
Diekman, A 366
Diekman, AB 141
Diener, E 245
Dietrich, D 266
DiFonzo, N 412
Dijksterhuis, A 407, 449
Dillard, A 341
Dimdins, G 315, 412, 445
Dislich, F 386
Ditlmann, R 341
Ditlmann, RK 183
Ditto, PH 334
Dodge, T 341
Doerr, C 169
Dohke, R 412
Donahue, EG 359, 371
Donaldson, YV 267, 327
Dondi, LW 153
Donnellan, MB 87, 257, 301
Dornisch, M 343
Dosta, J 298
Dotson, LA 341
Douglas, K 359
Dovidio, J 14, 15, 24, 44, 64
Dovidio, JF 25, 83, 320, 391, 429
Dowd, K 412
Downey, G 127, 139, 152, 216, 264, 379
Doyle, DM 267
Dremonas, V 150
Drury, BJ 82, 169
Duarte, J 18, 236
Duell, B 413
Dukes, KN 170
Dunham, Y 170, 197
Dunn, E 83
Dunn, EW 380
Dunning, D 66
Dupond, K 123
Durante, KM 254
Dursun, S 267
Dweck, C 59, 184
Dweck, CS 66, 133, 206
Dwyer, PC 360
Dyczewski, E 413
Dyer, L 413
Dzindolet, K 337
-
- E**
Eagly, AH 144
Eakin, L 360
Earnshaw, V 341
Easton, JA 267
Eastwick, PW 34, 294
Eaton, D 275
Eaton, J 443
Eberhardt, J 82, 184
Eberhardt, JL 32, 47, 83, 178, 190
Eberhart, A 111
Eberle, J 135
Eccles, J 46, 165
Eccleston, C 195
Eccleston, CP 26, 183
Eckstein Jackson, L 215
Eddington, KM 78
Edkins, VA 404
Edlund, JE 177, 245, 268
Edmondson, D 137, 223
Edmondson, E 342
Edwards, J 342
Edwards, JD 413
Efferon, DA 302
Egan, LC 307
Ehrlinger, J 167, 174, 307
Eibach, R 140, 307
Eibach, RP 183
Eidelman, S 94, 142, 377
Eifler, J 298
Ein-Dor, T 298
Eisenberger, N 187
Eisenberger, NI 47, 48, 273
Eisenstadt, D 373
Eldred-Skemp, N 340
Elek, J 307
Elfenbein, HA 241
Eliezer, D 149, 170
Elizaga, RA 360
Ell, S 358
Ellard, J 152
Elliot, A 283
Elliot, AJ 221, 362, 367, 373, 385
Ellsworth, PC 253
Eloul, L 114
Elsayegh, N 307
Emms, A 151
Emory, J 170
Eng, JS 49
Engelhardt, C 413
Engelman, S 170
Engeln-Maddox, R 267
English, T 49
Eno, CA 143
Enock, P 237
Epley, N 99, 235
Epstude, K 28, 414
Epton, T 112
Ersner-Hershfield, H 336
Esaiasson, P 406
Estrada, M-J 216
Estrada-Hollenbeck, M 443

- Etchison, S 170
 Etzel, EN 236
 Eubanks, AC 360
 Evans, A 201, 216
 Evans, AT 306
 Evans, C 171
 Evans, D 360
 Evans, K 294
 Evers, C 69
 Ewell, P 325, 342
 Ewing Lee, E 143
 Eyal, T 420
 Eyssel, F 414
-
- F**
 Fabrigar, L 319
 Fabrigar, LR 155, 168, 319, 322, 325, 332, 444
 Fagerlin, A 341
 Fahrer, B 418
 Falces, C 101
 Falcioni, MS 356
 Falk, E 308
 Falvo, R 159
 Fanciullo, J 153
 Farrell, CA 174
 Farrow, CV 128
 Farsides, T 403
 Fazio, R 431
 Fazio, RH 310, 419
 Federico, CM 28, 29
 Fehr, B 271
 Fein, S 314
 Feinberg, M 302
 Feldman Barrett, L 14, 62, 237, 242
 Feldman, RS 229
 Fellows, M 157
 Ferguson, M 126, 416
 Ferguson, MA 112
 Ferguson, MJ 81, 102, 103, 309
 Ferguson, Y 361
 Fernandes, M 128
 Fernandez, NC 361
 Ferreira, M 61, 441
 Ferrer, E 71
 Fessel, F 414
 Festekjian, A 171
 Feygina, I 39, 40
 Fiedorowicz, L 413
 Fife-Schaw, C 155
 Figen, K 414
 Fillo, J 143
 Filson Moses, J 414
 Fincham, FD 132, 276
 Fincher, CL 39
 Findley, MB 268
 Finkel, E 34
 Finkel, EJ 84, 85, 139, 294
 Finnegan, H 153
 Fisackerley, B 444
 Fischer, A 68, 69
 Fischer, R 90
 Fishbach, A 81, 82
 Fishbein, M 289
 Fisher, A 292
 Fisher, H 257, 295
 Fiske, ST 14, 32, 62, 145, 162, 206
 Fitch, KE 54
 Fitzgerald, K 342
 Fitzroy, S 57
 Fitzsimons, G 66, 358, 374
 Fitzsimons, GM 67, 68, 231, 362, 367
 Fivecoat, HC 286
 Fleck, B 346
 Fleeson, W 45, 46, 372, 435
 Fletcher, KL 441
 Flett, GL 379
 Flores, S 252
 Floyd, A 354
 Flynn, FJ 157, 303
 Follenfant, A 171
 Fong, GT 343
 Fong, K 298
 Fonseca, R 415
 Forbes, C 32
 Forbes, CE 78, 79
 Ford, B 361
 Forehand, M 305
 Forrin, ND 236
 Fortune, JL 343
 Foster, J 44, 362
 Foster, MD 446
 Fotuhi, O 343
 Fouts, G 296
 Fowler, SL 75, 361, 384
 Fox, AB 415
 Frankel, R 163
 Franklin Jr., RG 415, 429
 Franks, B 415
 Franz, H 127
 Franzese, A 268
 Frazier, DPA 288
 Frazier, P 273
 Frederick, D 268, 282
 Fredrickson, B 236
 Fredrickson, BL 212, 248, 255
 Freedman, J 421
 Freeman, HD 76, 77
 Freeman, J 18
 Freeman, JB 75, 76
 Freeman, N 266, 361
 Freitas, A 112
 Freitas, AL 110
 Fridlund, AJ 296
 Friedman, R 202
 Friesen, J 172
 Friesen, JP 362
 Frings, D 255
 Frost, D 171
 Frost, RO 53, 54
 Frster, J 215, 415, 426
 Fryberg, SA 133, 339
 Frye, N 343
 Fryer, JW 362
 Fu, A 392
 Fuchslocher, A 311
 Fugere, MA 172
 Fuglestad, PT 362
 Fugre, M 180
 Fuhrman, L 216
 Fujita, K 370, 380, 411, 420
 Fujiwara, E 232, 416
 Fukukura, J 416
 Fulford, D 66, 379
 Fuligni, AJ 70
 Fuller, E 188
 Funder, D 81, 226
 Funder, DC 213, 222
 Furneaux, H 214
 Furr, RM 408
-
- G**
 Gable, P 94, 95
 Gable, PA 42
 Gable, SL 270
 Gaertner, L 51, 52, 215, 244
 Gaertner, S 320
 Gaetan, V 112
 Gailliot, M 35
 Galak, J 60
 Galinsky, A 41
 Galinsky, AD 41, 86, 101, 200, 387
 Gallagher, P 416
 Gangestad, S 35
 Gangestad, SW 80
 Gangi, C 343
 Ganzenmuller, J 254
 Gao, Z 176
 Garcia Marques, T 286
 Garcia, AL 172
 Garcia, C 298
 Garcia, J 112
 Garcia-Marques, L 61, 62, 207, 411, 441
 Gardner, WL 275
 Garey, S 113, 121
 Garnier, CD 189
 Garrett, JV 433
 Garrido, M 441
 Garris, C 216
 Gasper, K 131, 233, 251
 Gaucher, DM 237
 Gaudios, FR 308
 Gawrilow, C 385
 Gawronski, B 50, 119, 125, 289, 334, 410
 Ge, W 156
 Gebauer, JE 113
 Gediman, D 152
 Geeraert, N 416
 Geers, AL 74, 75, 361, 384
 Geiger, T 268
 Gemmell, D 169
 Gendron, M 237
 Gentile, BC 113
 Gentile, DA 351
 Gerbasi, M 113
 Gercek Swing, B 390
 Gere, J 269
 Gerend, MA 308
 Gerrard, M 343, 346, 354, 375
 Gerrits, T 321
 Gervais, W 172
 Ghany, K 444
 Ghavami, N 18, 172, 203
 Giamo, L 19
 Giamo, LS 172
 Gianaros, P 47, 48
 Gibb, ZG 297
 Gibbons, FX 346, 351, 369, 375
 Gibbons, J 392
 Gibson, R 442
 Gigure, B 237
 Gilbert, D 28, 382
 Gilbert, DT 28
 Gill, JL 217
 Gill, MJ 159
 Gill, R 173
 Gillath, O 154, 261, 263, 295
 Gillis, R 380
 Gilljam, M 406
 Gilovich, T 86
 Gilts, C 217
 Giner-Sorolla, R 244, 252
 Ginges, J 245
 Giovannini, D 201
 Girken, E 281
 Gitter, SA 297
 Gladding, R 114
 Glazier, E 80
 Gleason, KA 83
 Gleibs, IH 446
 Glick, P 145
 Gluszek, A 391
 Gnedko, N 370
 Gobeil, S 135
 Gocowska, M 417
 Godes, O 391
 Godfrey, RD 336
 Godoy, C 78
 Goel, S 314
 Goerzig, A 173
 Goetz, A 295

Author Index

- Goetz, AT 259, 267
Goetz, C 269
Goff, J 44, 362
Goff, PA 47, 204
Goforth, E 417
Gohm, CL 240
Goins, L 269
Goldberg, L 155
Goldenberg, J 316, 339
Goldenberg, JL 364
Goldman, B 114
Goldsmith, R 40
Goldstein, MK 353
Goldstein, NJ 39, 40
Gollwitzer, M 232, 297, 300
Gollwitzer, PM 309, 385
Gomez, A 173
Gomez, C 182, 417
Gomez, HL 269
Gomez, SC 327
Gonsalkorale, K 262
Gonzaga, G 287
Gonzales, J 279
Gonzales, MH 116, 438
Gonzalez, A 347
Gonzalez, R 95, 138, 238
Gonzalez-Vallejo, C 425
Good, JJ 173
Goodell, KL 269
Goodfriend, W 85
Goodwin, S 160
Goodwin, SA 188, 203, 204, 365
Goplen, J 167, 174, 307
Gorchoff, S 269
Gordon, A 274
Gordon, AM 270
Gordon, E 417
Gordon, M 362
Gordon, RA 107, 174
Gore, JS 217, 401
Goren, MJ 174
Gorka, S 352
Gorman, JL 25, 174
Gosling, S 106
Gosling, SD 53
Gosnell, CL 270
Goss, RJ 308
Goto, N 237
Gowgiel, A 344
Graber, E 259
Graber, EC 270
Grace, J 344
Graham, A 40
Graham, J 64
Graham, LT 270
Graham, SM 276
Grahe, J 344
Granillo, MT 271
Grant, NK 444
Grant, S 172
Graser, A 185
Gratz, KL 289
Graupmann, DV 130
Graupmann, V 334, 398
Gravano, J 311
Gray, D 418
Gray, K 271
Graziano, W 212
Graziano, WG 207, 218
Greco, A 217
Green, J 217, 340
Green, JD 25, 26, 210, 330
Green, M 187
Green, MC 263
Greenberg, J 114, 133, 139, 316
Greenberg, MS 295
Greene, E 172
Greenfield, J 450
Greenwald, A 305
Greenwald, AG 14, 23, 153
Greetham, D 321
Gregg, AP 111, 113
Greifeneder, R 411, 418
Grenier, S 362
Grhn, D 238
Grice, J 111
Gries, P 396
Gries, PH 126
Griffin, D 419
Griffo, R 218
Grimes, JO 213
Grimm, LR 363
Griskevicius, V 35, 40
Grling, T 221
Groeneveld, JL 418
Gross, J 49, 302
Gross, JJ 49, 72
Gross, JK 344
Grossmann, I 237
Grosvenor, M 298
Grubbs, S 344
Gruenisen, A 123
Grynberg, D 238, 240
Gschwendner, T 386
Guadagno, R 317
Guadagno, RE 143, 223
Guarino, M 279
Guenther, CL 418
Guglielmo, S 418
Guillaume, EM 218
Guindon, A 363
Guinn Sellers, J 59, 60
Guinote, A 382
Gunaydin, G 363
Gungor, SG 391
Guo, T 391, 394, 401
Gustafsson, M 175, 315
Gutiérrez, AS 19
Gutierrez, AS 175
Gutsell, JN 238
Guyll, M 322, 337
Guzman, AM 390
-
- ## H
- Haas, BW 59
Haas, HA 114
Habashi, MM 218
Hack, TE 175
Hackathorn, J 260, 291, 392
Hackney, A 271
Haddock, G 179, 328
Haecker, C 143
Haefner, M 100
Hagiwara, N 175
Hagley, AM 260
Hai, K 345
Haidt, J 55, 64, 442
Haines, EL 175
Haines, EL 169
Haji, R 419
Halberstadt, J 101, 441
Hale, P 142
Halevy, N 444
Halim, ML 19, 141, 176
Hall, DL 176
Hall, J 160, 163
Hall, JA 271
Hall, JL 238
Hall, KL 14, 106
Haltom, K 383
Ham, J 419
Hamamura, T 392
Hambrook, DW 431
Hamedani, M 392
Hamel, AM 150
Hamill, PhD, S 145
Hamilton, D 438, 441
Hamilton, DL 61, 62
Hamilton, JG 19, 345
Hamilton, LD 224
Hammig, S 238
Hammond, RR 356
Han, HA 419
Han, M 167, 382, 392, 440
Han, S 69, 70
Han, SY 382
Handley, IM 308
Hanita, K 176
Hannover, B 354
Hansen, I 206, 446
Hansen, K 33
Harackiewicz, JM 379, 391
Harada, C 363, 407
Harasymchuk, C 271
Harber, KD 24, 25, 174, 413
Hardin, DP 228
Hardin, Ph.D., C 167, 189
Hardison, EO 114
Hardy, C 36
Hardy, TK 272
Harkins, S 346
Harkness, A 438
Harman, JJ 430, 439
Harmon-Jones, C 239
Harmon-Jones, E 42, 95, 239
Harris, BL 272
Harris, CR 235, 265
Harris, M 164, 216
Harris, MJ 407
Harris, P 112
Harris, PR 419
Harris, R 299, 301
Harris, SG 114
Harrison, HL 239
Harrison, P 205
Hart, CM 115
Hart, J 297, 313
Hart, K 342
Hart, KE 225, 346, 350
Hart, S 232
Hart, W 419
Hartnett, JL 239
Harton, HC 181, 297, 330
Harvey, AB 345
Harvey, R 159, 392
Harvey, S 56
Hartwin, MJ 79
Hasegawa, M 300
Hashimoto, H 91
Hashimoto, T 392
Haslam, N 149, 399, 425
Haslam, SA 255
Hassin, R 81, 241
Hassin, RR 81, 103
Hatanaka, M 345
Hatfield, E 277, 283
Hawkins, CB 176
Hawkinson, KE 197
Hawkey, LC 348
Hawley, P 299
Hawley, PH 145, 302
Hayashi, K 283
Haynes, T 345, 377
Hayward, RD 177
Hazlett, A 364
Heaven, P 154
Heflick, NA 364
Heider, J 422
Heider, JD 177, 310, 318
Heilman, M 141
Heilman, ME 176
Heimerdinger, SR 259
Heine, S 42, 392
Heine, SJ 36, 37
Helweg-Larsen, M 346
Helzer, EG 309

- Henderson, C 376
 Henderson, M 115, 368
 Hendrix, K 309
 Heng, L 177
 Henning, J 317
 Henrich, J 235
 Henriquez, M 319
 Henry, PJ 443
 Henry, E 177
 Henry, EA 186
 Henry, P 109
 Henthorn, CN 177
 Heppner, W 230
 Hermann, A 115
 Hernandez, P 178, 443
 Hertz, R 268
 Hetey, RC 178
 Hewitt, LD 332
 Hewstone, M 173
 Hibbard, S 225, 346
 Hicks, J 128, 218
 Hicks, JA 43
 Higgins, ET 355, 367, 379, 380, 381, 415
 Higgins, T 137
 Higuchi, O 350
 Hill, G 386
 Hill, K 218
 Hill, SE 254
 Hillard, AL 178
 Hillman, M 443
 Hilmert, CJ 222, 276
 Hinman, NG 256
 Hinshaw, SP 186
 Hinsz, V 118, 312
 Hinsz, VB 259, 290, 420
 Hioki, K 393, 444
 Hirschberger, G 298
 Hirsh, JB 59, 60, 223, 255
 Hirt, E 134, 366
 Hirt, ER 364, 365
 Hitlan, RT 272
 Hladkyj, S 377
 Ho, AK 178
 Hodara, OA 219
 Hodges, S 83, 425
 Hodges, SD 84, 122, 129, 282, 367
 Hodgins, H 388
 Hoekstra, S 254
 Hoffman, E 295
 Hofmann, W 386
 Hogan, CM 157
 Hogg, M 198
 Hogg, MA 120, 126, 320, 364
 Hogle, AL 115
 Hohman, ZP 364
 Holden, GW 299
 Holland, A 188
 Holland, R 251, 436
 Holland, RW 95, 134
 Hollander, E 254
 Holleran, S 352
 Holleran, SE 420
 Holley, S 294
 Holmberg, D 272
 Holmes, J 26, 358, 427
 Holmes, JG 27, 67, 68, 237
 Holovics, MA 116
 Holtzman, NS 219
 Hong, Y-Y 103
 Hong, YY 396
 Hong, Y-y 184
 Hood, K 19
 Hoover, AE 365
 Hoover, GM 420
 Horgan, TG 271
 Horiuchi, Y 300
 Horn, E 223
 Horowitz, LM 27
 Hortaçu, A 34
 Horton, RS 210
 Houlihan, AE 346
 Housley, MK 446
 Houssais, S 420
 Houston, R 331
 Hovey, PhD, J 167
 Howell Ph.D., R 225
 Howell, C 403
 Howell, R 403
 Howell, RT 230, 386
 Howerton, DM 179
 Howland, M 272, 288
 Hoyle, R 133
 Hoyle, RH 357
 Hoyt, C 125
 Hoyt, CL 150
 Hoyt, M 86
 Hranek, C 285
 Hsee, C 28
 Huang, J 35
 Huber, D 101
 Huber, I 365
 Huber, M 451
 Huberdeau, M-E 116
 Huenger, T 309
 Hugenberg, K 433, 446
 Huggon, W 421
 Hughes, BL 116
 Huh, E 60
 Hull, J 147
 Human, LJ 421
 Humrichouse, J 239
 Hunger, JM 116
 Hunsinger, M 198
 Hunt, AM 309
 Hunt, J 179
 Huntington, AS 179
 Hur, T 263, 288, 338, 347, 355, 374
 Hurley, SF 148
 Hurling, B 321
 Hurst, J 255
 Hurst, JE 358
 Hussey, H 346
 Hutcherson, C 302
 Hutchings, PB 179
 Hutter, R 173
 Hutter, RRC 179
 Huynh, Q-L 393
 Hynie, M 247
-
- I**
 Ianni, P 346
 Ickes, W 83, 215
 Igarashi, T 403
 Ijzerman, H 441
 Ikeda, K 288
 Ikegami, T 281
 Ikemi, M 399
 Imada, T 392, 393
 Impett, EA 54, 55
 Inagaki, TK 273
 Inamasu, K 288
 Inbar, Y 56
 Inman, M 256
 Inoa, G 344
 Insko, CA 297
 Inumiya, Y 392
 Inzlicht, M 60, 227, 238, 255, 384
 Iredale, W 36
 Ireland, ME 421
 Isaac, MS 239
 Isaacowitz, D 248, 250
 Isas, L 393
 Ishii, K 143, 147, 393
 Ito, K 393, 398, 402
 Ito, TA 88
 Iuzzini, J 172, 180
 Iwaki, YK 132
 Iyengar, SS 132
 Iyer, A 88, 89
-
- J**
 Jackie, R 154
 Jackson, D 129, 135
 Jackson, JJ 219
 Jackson, LE 244
 Jackson, M 46, 47
 Jacobs, L 349
 Jacobson, JA 211, 235, 376
 Jacobson, RP 365
 Jacoby, J 273
 Jacques-Tiura, AJ 421
 Jacquot, C 219
 Jaffa, M 240
 James, JC 143
 Jamieson, J 346
 Janoff-Bulman, R 190, 224, 329
 Janssen, J 365
 Jaremka, L 67, 68
 Javidani, S 219
 Jeffery, RW 336, 362
 Jenkins, K 283
 Jennings, JR 295
 Jensen, K 214
 Jensen-Campbell, LA 83, 269, 347
 Jerónimo, R 61
 Jetten, J 132, 255
 Ji, L-J 391, 394, 396, 401
 Jia, L 365, 366
 Jo, KH 394
 Job, V 365
 Jobe, AE 217
 John, O 269
 John, OP 49
 Johnsen, I 32
 Johnsen, IR 309, 330
 Johnson, A 167
 Johnson, BT 134, 347
 Johnson, C 386
 Johnson, JF 310
 Johnson, K 148
 Johnson, KA 421
 Johnson, KL 75
 Johnson, MK 165, 302
 Johnson, SE 138
 Johnson, SJ 144
 Johnson, SL 66, 379
 Johnston, A 366
 Joireman, J 413
 Jonas, E 130, 314, 334, 398
 Jonas, KJ 207
 Jones, CRM 310
 Jones, D 273, 284, 422
 Jones, EE 205
 Jones, J 126, 180
 Jones, JM 166, 170, 255
 Jones, K 197
 Jones, LL 116
 Jones, M 147
 Jones, NP 78
 Jones, SM 180
 Jones, V 47
 Jones, VD 92, 93
 Jones, WH 282
 Joormann, J 234
 Jordan, J 63
 Joseph, J 394
 Joseph, JE 244
 Joseph, TD 144
 Josepha, R 220
 Josepha, RA 80, 224

Author Index

- Joshi, P 236
Joshi, PD 181
Jost, J 40
Jost, JT 29, 58, 64, 65, 367
Jostmann, NB 387
Joy, S 359
Joy, JA 310
Jrgensen, 180
Ju, T 383
Judd, CM 429
Jurman, C 273
Jussim, L 233
-
- K**
Kacewicz, E 444
Kahn, K 181
Kaier, EE 201
Kaighobadi, F 274
Kaiser, C 82, 145, 202
Kaiser, CR 82, 169
Kallen, RW 117
Kam, CC 51
Kamada, A 399
Kamble, S 390
Kameyama, A 274
Kammrath, L 217, 284
Kane, H 34
Kane, J 240
Kang, J 264
Kang, S 14
Kang, S-J 274
Kang, SK 181, 213, 451
Kaphingst, KA 377
Kaplan, RL 252
Kaplar, M 274
Kappes, A 366
Karantzas, G 295
Karasawa, K 147, 304, 383
Karasawa, M 160, 237, 388, 401
Karino, W 357
Karmali, F 83, 181
Karney, BR 91, 280
Karpen, S 366
Karpen, SC 365
Karpinski, A 189, 306, 309, 345
Karremans, J 378
Kasabian, AS 189
Kasagi, Y 117
Kashima, ES 403
Kashima, Y 326, 403
Kashy, DA 27, 175, 257
Kasle, S 352
Kassam, K 28
Kassam, KS 28
Kassel, J 227, 249
Kasser, Ph.D., T 224
Kast, C 181
Katsuya, N 274
Katz, HE 182
- Kaufman, G 117
Kawada, CCK 81
Kawakami, K 82, 83, 181, 191, 274, 371, 384
Kawakami, N 422
Kay, A 42, 161
Kay, AC 42, 231, 324, 367
Kaysen, D 368
Kblitz, AR 423
Keith, DM 414
Keller, J 366, 432
Kelley, NJ 298
Kelley, T 107
Kelly, E 422
Kelly, H 14, 64
Kelly, JR 205, 331
Kelly, K 381
Kelly, KM 268, 408
Keltner, D 244, 246, 302
Kemmelmeyer, M 114, 177, 219, 409
Kemp, J 390
Kendall, M 422
Kendrick, RV 310, 319
Kennedy, LA 314, 422
Kenny, DA 98
Kenrick, AC 182
Kenrick, D 36, 75, 76
Kenrick, DT 279, 349
Kensinger, EA 243
Kenworthy, JB 116, 180
Kerimi, N 445
Kernis, M 114, 230, 390
Kerschreiter, R 445
Kerwyn, N 429
Kesebir, S 442
Kessler, T 186, 447
Ketelaar, T 366
Keysar, B 99, 235
Khoo, BLZ 117
Khoury, C 247, 380, 445
Kiefer, AK 79
Kier, CA 230
Kilduff, GJ 101, 102
Killen, M 56, 57
Kim, D 235
Kim, H 184, 389, 393
Kim, HS 35, 38, 39, 395, 400
Kim, JS 218, 274, 291
Kim, S 392
Kim, U 403
Kim, Y 14, 106, 347
Kim, Y-H 394
Kimble, C 138, 376
Kimbler, K 349
Kimmel, S 395
Kim-jo, T 394, 395
Kinal, M 152
King, C-A 182, 417
King, L 128, 218
- King, LA 43
King, M 310
Kingsbury, J 347
Kinias, Z 393
Kinon, MD 182
Kinsey, KM 423
Kirchkamp, O 442
Kirkland, KL 140
Kita, S 176
Kitabayashi, N 298
Kitayama, S 38, 39, 124, 392, 393, 395, 399, 400, 401, 403
Kitchens, MB 240
Kito, M 275, 282, 426
Kiviniemi, M 14, 106
Klapwijk, A 27
Klein, O 146
Klein, S 253
Klein, W 14, 106
Klein, WMP 74, 234
Kleyman, K 219
Kling, KC 46
Knack, JM 347
Knee, CR 138, 260, 290, 431
Knobe, J 166
Knoepfler, CA 395
Knoll, RW 256
Knowles, ED 437
Knowles, ML 275
Ko, D 61
Ko, DM 395
Kobayashi, T 288
Koblitz, A 143
Koch, E 423
Koch, S 94, 95
Kodaira, H 223
Koehler, DJ 350
Koenig, AM 144
Koenig, B 252, 366
Koestner, R 121, 275, 327
Kok, BE 255
Komarraju, M 118, 360
Komiya, A 395
Komori, M 311
Konrath, S 238, 240, 313
Koo, M 118
Koon-Magnin, S 156
Koopmann, B 241
Kopetz, C 352, 423
Kopp, B 311
Korn, M 264
Korn, MS 294
Koslov, K 424
Kostek, JA 174
Kotter-Grhn, D 238
Kramer, A 220, 249
Kramer, ADI 348
Kranzler, H 214
Kraus, MW 23
- Krauss, R 152
Krawczyk, AL 390
Kraynak, LR 183
Kressel, L 424
Kristin, H 134
Krizan, Z 44, 45, 225
Krochik, M 367
Kron, A 241
Krosnick, JA 14, 23, 29, 305
Kross, E 120, 237
Krueger, J 216
Krueger, JI 111
Krueger, R 14, 64
Krueger, RF 45, 46
Kruglanski, AW 449
Kruglanski, AW 423
Krumdick, ND 311
Krummey, G 292
Kruschke, JK 190
Kubota, J 88
Kuehnen, U 100
Kugler, K 73
Kugler, MB 367
Kühnen, U 101
Kukiyama, K 223
Kulik, JA 133
Kumagai, T 424
Kumashiro, M 275
Kumiko, T 275
Kumkale, GT 154
Kunkel, S 452
Kunstman, J 167, 183, 307
Kunstman, JW 169, 174
Kuppens, P 227, 252
Kurtz, JL 396
Kusumi, T 395
Kuwayama, E 241
Kvasnicka, LR 276
Kwan, L 396
Kwan, VSY 440
Kwang, T 118
Kyoto University, YU 403
-
- L**
Laber, E 110
LaBouff, J 302
Lachance, C 377
Lachowicz, M 183
Lackenbauer, SD 276
Ladbury, J 118, 312
LaFrance, M 429
Lafreniere, M-AK 359, 371
Lagac, M 320
Lagunes, P 341
Laham, S 424
Lake, VKB 302
Lakin, J 434
Lakin, JL 118
Lalonde, R 419

- Lalonde, RN 237, 390
 Lam, N 102
 Lam, S 241, 349
 Lamanna, J 193
 Lambdon, J 131, 445
 Lambert, A 317, 323
 Lambert, NM 132, 276
 Lamm, C 83, 84
 Lammers, J 334
 LaMunyon, CW 259
 Landau, MJ 127, 133
 Lane, S 154
 Lang, FR 293
 Langer, T 311
 Langlois, A-S 160
 Lanska, M 424
 Larkin, N 446
 Larsen, B 311
 Larsen, J 246
 Larsen, JT 305, 319
 Lassiter, D 448
 Lassiter, GD 425
 Lau, G 119
 Laughinghouse, T 370
 Laukka, P 241
 Laurenceau, J-P 71, 72, 259, 270
 Laurent, SM 367
 Laurin, K 42, 367
 Laursen, B 280
 Lavelle, LA 348
 Lavergne, KJ 312
 Lavigne, GL 276, 362
 Law, AT 348
 Law, RW 276
 Law, W 367
 Laws, VL 119
 Lcke, B 186
 Le Mens, G 425
 Le, B 264, 294, 396
 Le, Y-C 277
 Leader, T 183
 Leander, NP 368
 Leary, K 277
 Leary, MR 89, 209, 216
 Leavitt, J 242
 LeBel, E 119
 Leblanc, J 162
 Lecours, S 278
 Leddy, C 139
 Leder, S 277
 LeDuc, J 368
 Lee, A 396
 Lee, AY 369
 Lee, E 277
 Lee, EA 184
 Lee, F 115, 149, 368
 Lee, H 397
 Lee, HK 436
 Lee, I-C 144
 Lee, JR 281
 Lee, JY 142, 189, 298
 Lee, K 155, 184, 241
 Lee, L 184, 189
 Lee, SL 396
 Lee, TL 145
 Leeson, P 154
 LeFeve, DN 372
 Legg, AM 278
 Lehmilller, JJ 278
 Lehnart, J 46
 Leidner, B 19, 245, 451
 Leippe, MR 373
 Lejuez, CW 352
 Lemay, E 294, 295
 Lemm, K 368
 Lench, H 252
 Leonard, D 184
 Leonard, DJ 20
 Lerouge, D 232
 Leslie, LM 162
 Lessard, J 70, 278
 Letzring, TD 425
 Leu, J 202
 Leung, A 230
 Leung, AK 41, 90, 91
 Levenson, R 294
 Lever, J 268, 282
 Levesque, M 428
 Levesque-Bristol, C 368
 Levine, C 184
 Levine, CS 83
 Levine, LJ 252
 Levitt, A 278
 Levy, S 194, 279
 Lewandowski Jr., G 138
 Lewandowski Jr., GW 294
 Lewis, K 425
 Lewis, R 253
 Li, E 54
 Li, NP 254
 Li, YJ 279
 Liao, B 308
 Libby, L 117, 125
 Libby, LK 272, 450
 Liberman, B 185
 Liberman, N 147, 323, 324, 405
 Lickel, B 88
 Lieberman, M 308, 435
 Lieberman, MD 70, 77
 Liebovitch, L 72, 73
 Liening, S 80, 220
 Lim, B.A, L 145
 Lim, HC 444
 Lim, J 251
 Lim, N 119
 Limke, A 112, 132
 Limke, DA 215
 Lin, HL 14, 138, 260, 290, 451
 Lin, P 188
 Lin, S 235
 Linardatos, L 279
 Lincoln, PE 120
 Lindberg, MJ 425, 448
 Lindenberger, U 285
 Lindgren, K 368
 Lindholm, T 406
 Lindner, NM 185
 Lindquist, KA 242
 Lingler, JH 295
 Linnenbrink-Garcia, E 375
 Lisjak, M 369
 Litt, D 341, 369
 Little, TD 302
 Litvack, AD 369
 Litvin, Y 444
 Liu, B 334
 Liu, MY 369
 Livengood, J 435
 Livengood, JL 228
 Liviatan, I 279
 Livingston, R 82
 Livingston, RW 82
 Llamas, SE 142
 Lobel, M 279, 345
 Locker, L 271
 Lockwood, P 265, 343
 Lodi-Smith, J 43
 Loersch, C 448
 Loewenstein, G 61
 Logel, C 163, 185
 Lomore, C 272
 London, B 279
 Long, AE 131, 185
 Longua, J 370
 Lonsbary, C 63, 64
 Lopez, A 97
 Lord, CG 327
 Lorenz, FO 91, 92, 257
 Loseman, A 96
 Losier, G 121
 Loughnan, S 425
 Lovejoy, CM 370
 Loving, T 264
 Loving, TJ 80
 Lowe, R 120
 Lowery Zacchilli, T 281
 Lpez, A 397
 Lpez-Prez, B 303
 Lu, X 397
 Lucas, GM 52, 312
 Lucas, RE 60, 61
 Lucas, T 303
 Luchies, LB 139
 Luchkiw, TK 318
 Ludtke, R 352
 Ludwig, A 172
 Ludwig, C 236
 Luerssen, A 120
 Luethcke, C 217
 Luevano, VX 279
 Lukaszewski, A 80
 Luminet, O 238, 240
 Lun, J 397
 Lupien, S 130
 Lupien, SP 355, 370
 Lust, S 177
 Lust, SA 186
 Lybarger, J 312
 Lydon, J 280
 Lydon, JE 260, 279, 373
 Lynch, S 123
 Lynn, JT 145
 Lyubomirsky, S 340, 388
-
- M**
 Ma, C 397
 Ma, JE 135, 426
 MacArthur, J 280
 MacDonald, T 246, 280
 MacDonald, TK 227
 MacDougall, BL 319
 MacGregor, K 370
 Machunsky, M 205
 Mackie, D 184
 Mackie, DM 193, 235, 243, 247
 Macrae, CN 61
 Maddox, KB 170
 Maddox, S 114
 Maddox, WT 363
 Maddux, W 41, 400
 Maddux, WW 41
 Madon, S 322, 337, 351
 Magee, JC 101, 102, 370
 Magnan, R 312
 Maguire, A 313
 Magun-Jackson, S 356
 Mahajan, N 120
 Maier, MA 373
 Main, J 292
 Maisel, N 91
 Maitner, A 426
 Majka, EA 220, 305
 Majkovic, A-L 313
 Major, B 149, 170
 Major, BN 195, 200
 Makoto, N 275
 Malahy, LW 145
 Malanchuk, O 165, 186
 Maldonado, J 172
 Malinak, J 183
 Malka, A 28, 29
 Malle, BF 418, 427, 428
 Mallett, R 205
 Malone, W 436
 Malone, WA 220
 Maner, J 35, 231

Author Index

- Maner, JK 80
Mangels, J 379
Maniaci, MR 220
Mann, C 313
Mann, H 369, 371
Mann, NH 274
Mann, S 282, 426
Mann, T 383
Mannino, CA 138, 398, 438
Mapes, R 371
Maphis, L 146
Marcelin, ML 176
Marchal, C 146
Marekwica, M 186
Marguc, J 426
Mari, S 398
Marion, D 280
Marjanovic, Z 154, 445
Markey, C 153, 269
Markey, P 153
Markman, AB 363
Markman, K 413, 448
Markman, KD 360, 448
Markova, T 320
Markowitz, EM 427
Markus, B 230
Markus, HR 47, 392
Marques, SR 280
Marsh, KL 70, 373
Marshall, S 20, 46, 83
Marshall, SR 47
Marszalek, KG 427
Marta, E 398
Martens, A 314
Martens, JP 313
Martin, AL 245
Martin, D 197
Martin, J 277, 386, 444
Martin, L 130
Martin, LL 36, 306
Martinez, AG 20, 186, 244
Martinez, R 154
Martini, TS 371
Martiny, SE 447
Martire, LM 295
Martz, D 146, 406
Maruskin, LA 221
Marx, DM 78, 79, 187
Masicampo, E 344
Masicampo, EJ 372
Mason, AE 348
Mason, W 314
Massar, K 427
Masten, C 187
Masten, CL 70
Master, A 372
Masuda, T 393, 398, 402
Mata, J 203
Mataczynski, L 29
Mather, RD 217, 427
Mathes, EW 408
Matheson, K 136, 173, 242, 267, 290, 327, 336, 338, 351, 353, 354, 446
Mathews, MA 303
Matschke, C 121
Matsui, Y 345
Matthews, L 164
Mattingly, BA 260, 261, 291, 294, 372
Mauss, IB 234
Maxfield, M 139
Mayo, R 130
Mazar, N 63
Mazzocco, P 187, 201
McAdams, DP 44, 228
McAllister, D 372
McCabe, K 372
McCall, C 34, 314, 377, 397
McCann, D 384
McCarthy, R 434
McCarthy, RJ 439
McCaslin, MJ 187
McCaul, KD 423
McClellan, J 427
McClure, KJ 373
McConnell, AR 37, 108, 198
McConnell, M 442
McCoy, SK 93, 94, 151, 318, 358, 377
McCrea, SM 317
McCrudden, MC 78
McCulloch, K 81
McCulloch, KC 81
McCullough, M 211
McCullough, ME 99, 100, 427
McDaniel, M 221
McDonald, LR 352
McElhaney, L 187, 191
McElwee, RO 121
McFarland, PN 187
McFaul, A 314
McGill, R 82
McGraw, P 240
McGreary, J 118
McGregor, I 42, 96, 227, 255, 369
McIlwain, D 300
McIntosh, DN 318, 348, 405
McIntosh, W 271
McIntyre, KP 127, 373
McIntyre, RB 188, 429
McKenzie, J 245
McKeon Whittle, K 446
McKibbin, WF 146, 259
McLemore, KA 188
McManus, JL 198
McNulty, J 258
McNulty, JK 280, 287, 291
McPherson, S 188
McQueary, S 146
Mead, N 387
Meers, K 254
Mehl, M 352
Mehl, MR 420
Meier, BP 52
Meier, E 398
Meijers, MHC 428
Meinzer, C 121
Meiran, N 245
Melissa, F 315
Meltzer, AL 280
Melwani, S 102
Mendes, W 424
Mendes, WB 195, 200, 209
Mendoza, SA 303
Mendoza-Denton, R 186, 196
Menezes, D 102
Meredith, M 103
Merritt, A 314
Merriweather, T 185
Mescher, KL 43
Mesquita, B 388
Messervey, D 394
Metz, M 335
Meyer, A 143
Meyer, D 253
Meyers, S 281
Meyois, T 60
Miao, F 396, 397
Miao, FF 398
Miceli, PM 314, 422
Michael, S 315
Michael, W 315
Michaels, J 73
Michaud, K 242
Miele, DB 37, 38
Mikolsky, K 418
Mikulincer, M 52, 53, 65
Milbury, K 281
Milford, LR 146
Miller, D 152
Miller, C 121
Miller, CT 438
Miller, D 253
Miller, DT 63, 139, 302
Miller, J 85, 299
Miller, K 126
Miller, LC 77, 78, 110
Miller, M 298
Miller, N 88, 199
Miller, R 147
Miller, RS 281
Miller, S 35
Miller, SL 80
Milligan, M 349
Milliken, FJ 102
Milosevic, A 225, 346
Milyavskaya, M 121, 327
Minarik, T 155
Miner, EJ 147, 436
Miquelon, P 362
Miron-Shatz, T 245
Misra, T 44
Mistler, SA 315
Mitchell, AA 144
Mitchell, JP 98, 99
Mitchinson, A 73
Miura, E 221
Miyamoto, Y 391, 395, 402
Miyazaki, G 281
Miller, P 335, 365
Miller, PA 136
Mochon, D 105
Moeller, B 124
Moeller, S 122
Moeller, SK 242
Mohr, C 349, 388, 402
Molden, D 369
Molden, DC 52, 312, 364
Molina, C 172
Molina, LE 315
Molinsky, A 431
Moller, AC 373
Molnar, D 284
Monin, B 63, 333
Monin, JK 295
Monks, S 122
Monroe, AE 428
Monteith, M 160, 312, 332
Monteith, MJ 175
Montgomery, H 221, 315, 445
Montgomery, W 221
Montgomery-Butler, C 340
Montoya, RM 192
Moon, A 389
Moons, W 184
Moons, WG 235, 243
Moorer, A 139
Moors, AC 169
Morewedge, C 382
Morewedge, CK 28, 60, 120
Morf, CC 44, 45
Morgan, GS 316
Morgan, L 262
Mori, T 428
Morio, H 51
Morris, K 204
Morris, KA 188, 203
Morris, R 255
Morris, W 281
Morrison, K 441
Morrison, KR 139
Morrison, M 316
Morrow, J 248
Morrow-Lucas, BA 121

- Morry, MM 275, 282, 426
 Morse, P 428
 Morsella, E 127, 321, 357, 424
 Mortazavi, S 388
 Mortensen, CR 349, 365
 Moscovich, A 383
 Moscovitch, DA 42
 Moser, SE 243
 Moskowicz, DS 433
 Moskowicz, J 381
 Mosley, J 169
 Moss-Racusin, C 148, 205
 Motoyoshi, T 329
 Motyka, K 330
 Motyl, M 156, 297, 316, 360
 Motyl, MS 156, 321, 329
 Mueller, JS 102
 Muellerleile, P 148
 Mukerji, CE 295
 Mullen, E 63, 157
 Müller, P 96
 Müller, PA 96
 Mullins, P 368
 Mumford, MD 327
 Mummendey, A 186
 Munhall, KG 168
 Munro, GD 246
 Muoz, D 234, 303, 304, 316, 337
 Murata, K 176, 199, 241, 311, 316, 412
 Muraven, M 266, 361
 Murayama, K 317
 Murnighan, JK 52, 63
 Murphy, C 349
 Murphy, M 92, 112
 Murphy, MC 92
 Murphy, NA 271
 Murray, CB 171, 182
 Murray, S 258
 Murray, SL 27, 67, 266, 272, 277, 419
 Murugesan, V 243
 Musallam, N 73
 Muscanell, N 317
 Muscanell, NL 223
 Muscatell, KA 243
 Mussweiler, T 28, 86
 Muzikante, I 336
 Muzzy, A 189
 Mycek Zoccola, P 349
 Myers, AL 317
 Myers, EM 122
 Myers, HF 335
 Myers, JE 282
 Myers, MW 122
-
- N**
 Na, J 399
- Nadolny, D 374
 Nagel, R 442
 Najdowski, CJ 322
 Nakajima, M 363, 407
 Nakawaki, B 189
 Nalbone, DP 317
 Namkoong, J 355
 Namkoong, JE 374
 Napier, JL 28, 29
 Narayanan, J 374
 Nash, K 227, 255, 369
 Nash, KA 42, 96
 Natwick, A 282
 Naudot, V 73
 Naufel, K 356, 359
 Naufel, KZ 278
 Naumann, LP 33
 Naus, MJ 263, 352
 Nave, C 226
 Nave, CS 222
 Naydenova, I 282
 Neal, D 376
 Neff, KD 123
 Neff, LA 74
 Neighbors, C 368
 Nelissen, RMA 428
 Nelson, AJ 429
 Nelson, BC 374
 Nelson, LD 60
 Nemeroff, CJ 86
 Neuberg, S 192
 Neuberg, SL 162, 182, 315, 349
 Neufeld, SL 243
 Newall, NE 213
 Newell, B 448
 Newell, EE 318, 358
 Newell, KE 318
 Newheiser, A-K 391, 429
 Newman, LC 222
 Newman, LS 25, 26
 Newman, ML 299
 Newton, AT 318, 348
 Neyer, FJ 45, 46, 293
 Nezlak, JB 285
 Ng, K 248
 Nguyen, A-MD 399
 Nguyen, DV 330
 Nhan, D 398
 Nichols, AL 89
 Nichols, G 152
 Nickell, GS 420
 Nicol, A 222
 Nielsen, JH 306
 Nier, J 189
 Nierman, A 318
 Niesta Kayser, D 283
 Nihlawi, R 179
 Nijstad, BA 95
 Niles, A 282
- Ning Chua, S 275
 Nissan, T 147
 Noakes, ES 136
 Nocera, C 405
 Nocera, CC 374
 Noda, M 375
 Nodera, A 147
 Noel, S 167, 189
 Noftle, EE 45, 46
 Noguchi, K 399
 Noll, NE 189
 Noor, H 310
 Noordewier, MK 123
 Norasakkunkit, V 403
 Norem, JK 213
 Norenzayan, A 172, 407
 Norris, JI 319
 Norris, M 319
 Norton, M 105, 386
 Norton, MI 57, 258
 Nosek, B 132
 Nosek, BA 50, 102, 103, 176, 185, 310
 Nov, O 360
 Novak, S 280
 Novemsky, N 28
 Nowak, A 72, 73
 Nshiura, M 283
 Ntoumanis, N 375
 Numazaki, M 143, 147
 Nunes, AP 429
 Nurra, C 123
 Nussbaum, AD 65, 66, 204
-
- O**
 O'Brien, C 108
 O'Brien, CC 429
 O'Brien, K 349
 O'Brien, LT 164
 O'Grady, MA 430, 439, 451
 O'Hara, RE 375
 O'Keefe, PA 375
 O'Loughlin, RE 375
 O'Mara, EM 244
 O'Brien, LT 58
 O'Connor, J 370
 O'Grady, M 14
 O'Grady, MA 23
 Oberleitner, DE 188, 429
 Obodaru, O 222
 Oceja, L 234, 303, 304, 316
 Oceja, LV 337
 Ochsner, K 83, 84
 Ode, S 222, 242
 Odenthal, G 385
 Oettingen, G 246, 309, 366, 381, 385, 406
 Ohtaka, M 304
 Oikawa, H 350
- Oikawa, M 26, 130, 350
 Oishi, S 53, 118, 396, 397, 398
 Ojanen, T 302
 Okdie, BM 223
 Okiebisu, S 189
 Okimoto, T 304
 Okumara, T 51
 Olatunji, BO 236
 Oleson, KC 123
 Olivola, CY 33, 34
 Ollom, J 162
 Olson, K 105
 Olson, KR 105
 Olson, M 310, 313
 Olson, MA 179, 310, 319, 332
 Oltmanns, TF 104
 Omoto, AM 53
 Onuki, M 393
 Oppenheimer, DM 98
 Oravec, Z 252
 Orbell, S 376
 Orehek, E 66, 423, 449
 Oria, MM 274, 291
 Osborne, D 20, 190
 Osborne, RE 319
 Oshio, A 223
 Oshii-Ojuri, MF 136
 Osterman, LL 124
 Otterson, M 266
 Ouellette, DM 430
 Overbeck, JR 101, 102
 Overbeek, G 378
 Overstreet, N 20
 Overstreet, NM 430
 Overup, CS 148
 Oxford, CP 321
 Oyserman, D 123
 Ozer, D 81
 Ozer, DJ 382, 383
 Ozlem, A 120
-
- P**
 Packer, DJ 124, 194, 213, 330
 Paddock, EL 124
 Pagano, I 155
 Pahl, S 376
 Paige, M 452
 Paik, JS 319
 Pals Lilgendahl, J 45, 46
 Pankhania, K 207
 Pansu, P 123
 Pantoja, S 254
 Paolucci Callahan, M 148
 Pappas, J 124
 Papps, F 141
 Paprocki, C 34, 283
 Pardo, J 152
 Paredes, SM 190
 Park, B 38, 131, 429

Author Index

- Park, C 223
Park, H 400, 401
PARK, J 400
Park, J 124
Park, J-h 399
Park, L 114
Park, LE 78, 79, 328
Park, M 156
Park, S 44, 376
Park, Y 355
Parker, J 343
Parker, JS 283
Parker, M 190
Parks, C 188, 329
Parks, CD 450
Parmley, M 430
Parthasarathy, N 430
Pascoe, A 376
Pascoe, E 350
Pasin, A 166, 437
Passey, J 376
Pasupathi, M 43
Patall, EA 377
Patel, S 164
Pateron, JL 283
Pattershall, J 14, 23, 142, 377, 451
Patterson, M 431
Pauker, K 56, 57
Paulhus, D 212, 273
Paulhus, DL 390
Paull, K 197
Paulus, PB 430
Pavey, L 334
Pawluk, K 284
Payne, BK 448
Payne, K 50, 166
Payne, R 227
Peach, J 185, 432
Peach, JM 190, 402
Peak, S 355
Pearlmutter, A 341
Pearson, AR 25
Peck, S 165
Pedersen, W 263
Pedersen, WC 164, 298
Peery, D 206
Peetz, J 284
Peker, M 320
Pekrun, R 246, 377
Pelletier, L 381
Pelletier, LG 286, 312
Peng, K 396, 397
Pennebaker, J 152, 157, 229, 232
Pennebaker, JW 106, 400, 421, 444
Penner, AJ 202
Penner, LA 320
Penton-Voak, I 236
Peplau, LA 148
Percy, EJ 190
Perea, E 35
Perilloux, C 254
Perkins, A 221
Perozzo, C 320
Perrier, C 284
Perrin, J 244
Perrino, AL 380
Perry, R 345, 377
Perry, RP 213
Persky, S 377
Peruche, BM 191
Perugini, M 321
Perunovic, E 51
Perunovic, M 284
Perunovic, WQE 431
Peters, K 125, 326, 447
Peterson, JB 223, 363
Petrican, R 284
Petrocelli, J 412, 448
Petrocelli, JV 191
Pettersson, E 223
Petty, K 431
Petty, R 15, 44, 441
Petty, RE 14, 23, 101, 187, 305, 311, 323, 324, 325, 331, 451
Pfeifer, J 69
Pfeifer, JH 70
Pfent, A 125
Pfisterer, BC 230
Phelan, J 148, 205
Phelan, JE 51
Philippe, FL 278
Phillips, A 285
Phillips, K 442
Phillips, LA 378
Phillips, ND 425
Phillips, NL 404
Phills, C 369
Phills, CE 191, 247
Pickering, M 187, 191
Pickett, CL 261
Pickett, K 125
Pierucci, S 146
Pietri, E 431
Pietromonaco, PR 229
Piff, PK 186, 244
Pinard Saint-Pierre, F 320
Pinegar, S 448
Pinel, EC 185, 215
Pinkus, RT 67
Pinter, B 26, 191
Pintus, A 201
Pirlott, A 192
Pitman, FA 409
Pitman, JV 409
Pitpitan, E 341
Pitpitan, EV 206
Pittinsky, T 193
Pittinsky, TL 192
Pizarro, D 385
Pizarro, DA 55, 56
Plant, A 167, 168, 307
Plant, AEA 94
Plant, EA 169, 174, 183, 191
Platt, B 432
Plaut, VC 174, 401, 440
Plott, C 442
Pocnic, AJ 350
Poganutree, D 397
Poirier, K 151
Pollack, JM 125
Polman, E 125
Pond Lacey, H 61
Pond, Jr., RS 285
Pontari, BA 89, 444
Poon, CSK 350
Popp, D 148, 274, 280, 436
Popp, PhD, D 142
Porcereli, JH 320
Porter, RD 155
Porter, S 126
Portley, RM 276
Portnoy, D 152, 378
Potanina, PV 192
Poulin, M 30
Powell, CAJ 233, 244
Pozzebon, J 155
Pratt-Hyatt, JS 82, 192
Pratto, F 200
Preciado, M 20
Preciado, MA 148
Prentice, D 113
Prentice, M 224
Prescott, JJ 110
Preston, SD 53, 54
Preuss, G 14, 451
Preuss, GS 432
Prewitt-Freilino, JL 126
Price, L 272
Proffitt, DR 310
Pronk, T 378
Proujansky, RA 426
Proulx, T 37, 42
Pruessner, J 76
Pruessner, JC 77
Pruitt, E-R 126
Pryor, J 447
Przybylski, A 378
Purdie-Vaughns, V 97, 140, 165, 183, 397
Pyszczyński, T 139, 297, 298, 316, 321, 329, 335
Quirin, M 76, 77
-
- ## R
- Radakovich, M 129
Radhakrishnan, P 256
Rafaeli, E 216
Raftery, JN 305
Raines, CR 136
Rakow, T 448
Ram, D 285
Rameson, L 308
Ramirez-Esparza, N 400
Ramos, T 61, 62
Ramsey, LR 192
Ranby, KW 351
Randles, D 378
Randolph-Seng, B 126
Ranganath, KA 50
Rangel, U 432
Ransom, M 181, 432
Ransom, S 155
Rasinski, H 193
Raspopov, K 351
Rast, III, DE 126
Ratcliff, J 193
Ratcliff, J 299
Ratner, KG 193
Rattan, A 206
Rauch, SM 127, 373
Rauers, A 285
Ray, D 247
Ray, DG 193
Ray, R 69, 70
Raymond, E 162
Rcke, C 238
Read, S 77
Read, SJ 78, 110
Rebellon, C 296, 300
Rector, J 206
Reddy, KS 127
Reed, A 340
Reed, CL 405
Reed, JT 262
Reeder, G 447
Reedy, M 214
Reese, G 207
Reevy, G 149
Refling, EJ 432
Regenberg, N 452
Reich, D 126
Reich, DA 427, 434
Reid, A 351
Reimann, M 105
Reimer, R 343
Reimer, RA 351
Reinecke, J 186
Reinhard, M-A 96
Reinhold, S 371
Reis, HT 87, 131, 220, 262

- Reiss, AL 59
 Reisz, L 193
 Remedios, J 194, 213
 Rempala, D 379
 Renge, V 336
 Reoch, J 121
 Resnick, SM 256
 Revelle, W 224
 Reyna, C 165, 188, 333
 Reynolds, C 149, 425
 Reynolds, E 352
 Reysen, S 127
 Rheinschmidt, ML 138
 Rhodes, N 150
 Rholes, WS 292, 293
 Ric, F 171, 433
 Ricard, NC 286
 Richard, NT 194
 Richards, DAR 194
 Richardson, MJ 70, 71
 Richeson, J 161
 Richeson, JA 38, 138, 207
 Richetin, J 321
 Rick, D 315
 Riddle, TA 127
 Rieck, H 202
 Rieck, HM 82
 Riediger, M 285, 387
 Riela, S 286, 287
 Rigby, T 321
 Riggan, J 446
 Riggio, H 172
 Riley, B 449
 Rip, B 449
 Risen, JL 85, 86
 Rivera, G 339
 Rivera, LM 119, 190
 Rivera, LO 160
 Rivers, JJ 80, 224
 Roach, A 146
 Roach, AR 155
 Robbins, M 352
 Robello1, G 224
 Roberts, BW 87
 Roberts, M 343
 Roberts, T-A 360
 Robertson, J 340
 Robertson, T 253
 Robins, RW 87
 Robinson, AY 142
 Robinson, KJ 128
 Robinson, MD 52, 222, 242
 Robinson, R 352
 Robles, T 157
 Roccas, S 444
 Rocheleau, C 406
 Rocheleau, CA 321
 Rock, MS 224
 Rockney, A 374
 Rodden, JM 286
 Rodeheffer, C 299, 301
 Rodrigues, D 286
 Rodriguez Mosquera, PM 403
 Rodriguez, S 379
 Rodriguez, AJ 420
 Rodzon, K 225
 Roese, N 316, 449
 Roese, NJ 414
 Roets, A 259
 Rojas, A 169
 Romero Canyas, R 379
 Romero-Canyas, R 127, 139
 Ronay, R 286
 Roney, JR 80
 Rooney, AN 420
 Rose, JP 225
 Rosen, NO 155
 Rosen, RK 379
 Rosenberg, E 261
 Rosenthal, HES 128, 150
 Rosenthal, L 194, 279
 Rosenthal, R 336
 Rosenthal, S 192
 Rosip, JC 271
 Ross, D 412
 Ross, L 336
 Ross, M 128, 129, 161, 340
 Roter, D 163
 Rothermund, K 442
 Rothman, A 229
 Rothman, AJ 53, 336, 362
 Rothmund, T 232, 300
 Rothschild, Z 316
 Rothschild, ZK 177, 321
 Rouby, A 35
 Rounding, K 225
 Rowatt, WC 302
 Rowe, A 236, 262
 Rozek, C 379
 Rozin, P 55, 56
 Ruback, B 156
 Ruben, M 292
 Rubin, H 287
 Rubin, M 320
 Ruby, MB 380
 Rucker, D 441
 Rucker, DD 324
 Rudman, L 148, 205
 Rudman, LA 50, 51
 Rudolph, A 140
 Rule, NO 33, 76, 433
 Runnion, BM 308
 Ruscher, JB 164
 Russell, AM 21
 Russell, AMT 206
 Russell, DW 217
 Russell, PS 244
 Russell, VM 287
 Rutchick, A 195
 Ruthig, J 345
 Ruthig, JC 213, 352
 Rutland, A 56, 57
 Rutt, JJ 361
 Ryan, CS 178
 Ryan, J 356
 Ryan, L 32
 Ryan, R 378, 388
 Rydell, R 37
 Rydell, RJ 193
 Ryder, AG 390
-
- S**
 Sacco, D 433
 Sacharin, V 94, 95
 Sackett, AM 364
 Sadava, S 284
 Sadava, SW 338, 408
 Sadeh, N 219
 Sadikaj, G 433
 Sadler, M 177
 Sado, M 300
 Saenz, D 111
 Sagarin, BJ 144, 245, 268
 Sagiv, L 444, 451
 Said, CP 32
 Sakamoto, A 300
 Sakamoto, S 274
 Sakamoto, Y 195
 Saleem, M 21, 195
 Salerno, JM 322
 Salgado, S 304
 Salovey, P 295
 Salt, CE 155
 Salter, PS 46, 47
 Salvatore, J 207
 Sanchez, D 167
 Sanchez, DT 173
 Sanders, M 115, 149
 Sanna, LJ 314, 422
 Sansone, C 357
 Santelli, AG 191, 247, 380, 445
 Santoro, M 225
 Santos, LR 307
 Santos, S 207
 Santuzzi, AM 418
 Sapphire-Bernstein, S 245
 Saroglou, V 322
 Sarracino, JM 434
 Sasaki, JY 400
 Sasaki, K 147
 Sasaki, SJ 434
 Sasota, J 187, 380
 Sassenberg, K 121, 273
 Sato, K 128
 Sato, T 322
 Satpute, A 435
 Saucier, DA 151, 187, 191, 198, 389
 Sauls, JS 186
 Sauls, S 413
 Saunders, B 195
 Savitsky, K 98, 99, 314
 Sawicki, V 322
 Sawyer, PJ 195
 Sbarra, DA 71, 277, 338, 348
 Scerra, M 292
 Schaefer, LM 400
 Schatten, HT 265
 Scherer, C 226
 Scherer, CR 177
 Scherer, L 317, 323
 Scherr, KC 322
 Schimmack, U 136, 210, 226, 269
 Schipper, L 146
 Schlegel, R 128, 218
 Schlenker, B 298
 Schmader, T 32, 79, 151
 Schmeichel, B 314
 Schmeichel, BJ 25, 26, 239
 Schmid Mast, M 271
 Schmidt, JE 382
 Schmiedek, F 285, 387
 Schmillen, RAA 322
 Schmitt, M 386
 Schnall, S 55, 56, 234
 Schneider, L 226
 Schnitker, SA 226
 Schoemann, AM 434
 Scholer, AA 380
 Scholz, J 282, 426
 Schott, JP 323
 Schrage, SM 379
 Schrder-Ab, M 140
 Schreer, GE 337
 Schroeder, DA 99, 162, 289, 423
 Schryer, CE 128
 Schtz, A 140
 Schueller, J 452
 Schug, J 90, 91
 Schul, Y 130, 241
 Schuldt, JP 323
 Schuller, DR 342
 Schultheiss, OC 24, 238
 Schultz, J 149
 Schultz, PW 178, 212, 443
 Schulz, R 295
 Schumann, K 129, 161
 Schurtz, D 245
 Schurtz, DR 233
 Schwab, N 129
 Schwarz, N 435, 436, 450
 Scott, LR 278
 Scott, T 207
 Sears, D 203, 243
 Sechrist, G 149

Author Index

- Sechrist, GB 146, 333
Seddon, EL 150
Sedikides, C 14, 26, 52, 74, 113, 115
Sedlovskaya, A 140
See, YHM 117, 323
Seele, T 418
Seery, M 130
Seery, MD 355, 370
Sefcek, J 433
Seger, C 196
Segerstrom, S 146, 360
Segerstrom, SC 74, 75, 155, 382
Sehnert, S 381, 415
Seidel, SD 287
Seidman, G 185
Sekaquaptewa, D 140, 192
Selbo-Bruns, A 54
Selcuk, E 295
Sell, A 251
Selterman, D 287
Semin, G 441, 452
Semin, GR 409
Sengupta, A 321
Sengupta, J 55
Seo, E 347
Seo, JY 54
Seppala, E 302
Serra, R 381
Sesko, AK 196
Seta, C 448
Seta, J 448
Setrakian, H 287
Settles, IH 192
Sevincer, AT 381, 401, 440
Seyffert, BA 287
Shackelford, T 295
Shackelford, TK 146, 147, 259, 267, 274, 436
Shaffer, M 325
Shah, JY 176, 368
Shallcross, S 272
Shallcross, SL 288
Shane, C 327
Shapira, O 323
Shapiro, J 36
Shapiro, JR 182
Shariff, A 64, 172
Shariff, AF 65
Sharp, C 129
Sharp, E 381
Sharp, EC 312
Sharp, LB 196
Sharpley, J 109
Shaver, P 65
Shaver, PR 53, 65
Shaw Taylor, L 196
Shaw, MP 97
Shedlosky-Shoemaker, R 129
Sheets, L 24
Sheikh, H 245
Sheldon, K 31, 355
Sheldon, KM 361
Shelly, R 181
Shelton, JN 25, 200, 207
Shepherd, S 324
Sheppard, KE 288
Shepperd, JA 220
Sheppes, G 245
Sherman, D 34, 68, 343
Sherman, DK 35
Sherman, GD 55, 56
Sherman, J 411
Sherman, JW 87, 190
Sherman, R 226
Sherman, RA 213, 222
Sherman, SJ 190
Shestiyuk, A 47, 48
Shidell, ML 156
Shidlovski, D 130
Shields, SA 249
Shier, A 335
Shimizu, H 324
Shimizu, M 130, 355, 370
Shimura, M 288
Shin, H 156
Shin, J 288
Shiota, MN 243, 250
Shirako, A 230
Shirk, S 36, 130
Shirk, SD 306
Shmueli, D 361, 381
Shoda, Y 202
Shook, N 247, 431
Shoots-Reinhard, BL 324
Shpizaizen, A 324
Shrira, I 399
Shrout, P 34, 154
Shu, L 382
Sias, T 308
Siaw, SN 344
Sidanius, J 58, 59, 178
Siemionko, M 21
Sierra-Otero, G 400
Sijtsema, JJ 302
Sikstrm, S 175
Silverstein, KM 201
Silvia, PJ 245
Simmons, CR 236
Simmons, J 28
Simmons, Z 80
Simon, S 150, 193
Simpson, DJA 288
Simpson, J 14, 26, 64, 273
Simpson, JA 27, 55, 274, 291, 292, 293
Sims, TL 353
Sin, N 340
Sinclair, HC 280, 288
Singh, T 350
Singmann, H 401, 440
Siodmok, S 410
Sittenthaler, MS 130
Sjoerdsma, A 449
Skitka, L 316
Skorek, M 197
Skowronski, J 434
Skowronski, JJ 239, 439
Slabu, L 382
Slatcher, R 157
Slawuta, P 197
Slepian, ML 130
Sloan, LR 197, 262
Slotter, EB 84, 85
Smallman, R 449
Smith LeBeau, L 131
Smith, AL 375
Smith, B 107, 221
Smith, C 342
Smith, CV 124, 270, 325
Smith, D 30, 61, 341
Smith, E 184, 196
Smith, ER 193, 235, 247, 249
Smith, I 131, 445
Smith, JA 38, 131, 429
Smith, JL 197, 201
Smith, KR 434
Smith, PK 387
Smith, R 337
Smith, RH 233, 244
Smith, SJ 198, 389
Smith, SM 131, 325
Smith, T 313
Smoak, ND 150
Smyth, F 132
Smyth, J 350
Smyth, JM 130
Snyder, CM 289
Snyder, M 52, 53, 218, 360, 398, 414
Snzycer, D 251
Soberman, H 354
Soenke, M 289
Solberg Nes, L 382
Solomon, S 73, 139, 206
Sommer, KL 140
Sommers, SR 57, 210
Song, H 435
Song, KJ 382
Sonnentag, T 435
Sonnentag, TL 228
Soorya, L 254
Sowa, MJ 156
Spahn, K 205
Sparks, P 334
Speciale, M 319
Spence, M 321
Spencer, S 65, 119
Spencer, SJ 65, 110, 185, 190, 204, 403, 432
Spina, R 391, 401
Spinelli, M 444
Spoth, R 322, 337
Sprrle, M 231
Spunt, R 435
Squires, EC 132
Sritharan, R 289
Srivastava, S 14, 62, 63, 103, 104
Stadler, G 283
Stadler, T 34
Stager, P 69, 246
Stansbury, JA 246
Stanton, SJ 23, 24
Stapel, D 334, 386
Stapel, DA 36, 37, 100, 123, 232
Stark, E 325
Stark, S 435
Starratt, VG 147, 259, 274, 436
Starzyk, K 422
Stashny, B 246
Stathi, S 198
Staub, E 96, 97
Stauner, N 382
Stavlt, U 315
Steele, C 59, 112
Steele, CM 93, 166
Steele, J 157, 161, 193
Steele, JS 71
Steffel, M 98
Steffens, M 207
Steger, M 31
Steger, MF 31
Stein, N 388
Stein, R 383
Steinman, S 325
Steketee, G 54
Stellar, JE 246
Stemmler Philipps, G 59
Stenstrom, D 88
Stephens, EJ 246
Stephenson, ME 132
Stermer, P 326
Stevens, S 361
Stevenson, MC 322
Stevenson, MT 198
Stillman, TF 132
Stimson, TS 382, 383
Stinson, D 237
Stinson, DA 68
St-Louis, AC 226
Stock, M 369
Stock, ML 326, 354
Stone, E 214
Stone, J 151, 361
Storbeck, J 326
Story, AL 14, 24
Story, PA 450

- Stout, J 198
 Stouten, J 443
 Strack, F 403
 Strahan, E 141
 Strain, LM 198
 Stratton, J 199
 Strauman, T 268
 Strauman, TJ 77, 78
 Strawwinska, U 135
 Strick, M 436
 Strohminger, N 253
 Strom, MA 436
 Strong, G 289
 Strosser, G 199
 Strube, MJ 219, 222
 Struthers, CW 154, 191, 247, 380, 445
 Stukas, AA 326
 Stupak, N 412
 Stupnisky, R 377
 Styer, WL 418
 Su, C 247
 Suga, S 401
 Suh, E 119
 Suh, EM 397, 400
 Sullivan, B 249
 Sullivan, S 73
 Sunbay, Z 390
 Suppes, A 132
 Sutcliffe, R 368
 Sutherland, A 423
 Sutin, AR 256
 Sutton, M 150
 Sutton, R 337, 359
 Sutton, RM 58
 Sutton-Teague, L 179
 Suzuki, K 300
 Swann, Jr., WB 108, 263
 Swann, W 118
 Swann, WB 87
 Swanson, A 99
 Sweeny, K 233, 436
 Swim, JK 184
 Sy, T 395
 Szczurek, L 436
 Sze, JA 241
-
- T**
 Tabak, BA 427
 Tabata, N 437
 Tabri, N 132
 Tadmor, CT 41
 Tadooka, Y 199
 Taha, SA 353
 Takabayashi, K 147
 Takagi, O 401
 Takahashi, N 326
 Takai, J 353
 Takehashi, H 383
- Takemura, K 199
 Talebi, M 327
 Tamashiro, S 342
 Tamborski, M 327
 Tamir, M 68, 308, 361
 Tan, JY 200, 347
 Tannenbaum, D 437
 Tanner, C 442
 Tarrant, M 166
 Tashiro, T 31
 Tate, C 267, 327
 Tatko, A 281
 Taylor, CA 327
 Taylor, DM 133, 161, 234, 310
 Taylor, G 327
 Taylor, SE 35
 Teachman, B 325, 410
 Teachman, BA 370
 Telzer, E 187
 Templeton, J 328
 Tennen, H 214
 Tenney, ER 103, 104
 Teper, R 227
 Teresa, G-M 415
 Terman, AW 247
 Terrell, M 114
 Terrizzi, Jr., J 247
 Terry, M 300
 Terzino, KA 304
 Thacher, TM 383
 Thalmann, T 384
 Theran, SA 213
 Thogersen-Ntoumani, C 375
 Thoman, D 357
 Thomas, R 432
 Thompson, IM 80
 Thompson, R 328
 Thompson, S 122, 227
 Thorisdottir, H 28, 29
 Thornhill, R 38, 39
 Thrash, TM 221
 Tice, DM 297
 Tillman, L 172
 Timmermans, T 227
 Tipsord, J 104, 129
 Tobias, M 346
 Tobin, S 292
 Todd, AR 38, 200
 Todorov, A 34
 Toguchi, Y 401
 Tolin, DF 54
 Tomaka, J 122
 Tomiyama, AJ 383
 Tong, EMW 117
 Tong, Y-y 437
 Tooby, J 251
 Toosi, N 140
 Topper, S 52
 Torchetti, L 45
- Tormala, Z 309, 410
 Tormala, ZL 100, 101
 Tost, J 366, 384
 Townsend, SSM 195, 200
 Toyosawa, J 328
 Tracy, JL 38, 87, 235, 313
 Tracy, L 340
 Tracy, T 14, 64
 Trail, T 25
 Trail, TE 200
 Tran, JK 318
 Tran, S 151
 Traut-Mattausch, DE 130
 Trawalter, S 138, 207
 Treadway, JR 401
 Trexler, E 114
 Trifiletti, E 159, 437
 Trinkner, R 296, 300
 Tripathi, R 402
 Troisi, JD 328
 Troop-Gordon, W 143
 Trope, Y 279
 Truelove, H 329
 Trzebiska, E 247
 Trzebiski, J 437
 Tsai, F-F 248
 Tsai, J 114
 Tsai, JL 68, 69, 241, 353, 389
 Tsai, Y-L 293
 Tsang, J 99
 Tsapelas, I 295
 Tsuchiya, K 329, 363, 407
 Tucker Smith, C 50
 Tucker, M 234
 Tuerlinckx, F 252, 254
 Tugade, MM 135, 248, 426
 Tulbure, B 325
 Tull, MT 289
 Tullett, A 384
 Turan, B 26, 27
 Turkheimer, E 104, 223
 Turner, LC 227
 Turner, R 201
 Twenge, JM 113
 Tybur, J 35
 Tyler, TR 58, 93, 94
 Tymchyn, K 292
 Tzschatzsch, A 164
-
- U**
 Ubben, K 281
 Ubel, P 341
 Ubel, PA 60, 61
 Uchida, Y 253, 388, 402
 Ugglia, R 407
 Uhlmann, E 204
 Ukonu, N 142
 Uleman, J 156
 Uleman, JS 420, 424
- Ullibbarri, M 345
 Ulloa, E 345
 Ulrich, A 445
 Unagami, T 353
 Unzueta, MM 175
 Usborne, E 133
 Usher, M 26
 Uskul, A 390
 Uskul, AK 38, 39
 Usoof-Thowfeek, R 329
 Utt, A 201
 Uyekubo, S 185
 Uysal, A 138, 260, 290
 Uziel, L 387
-
- V**
 Vaca Jr., RA 322
 Vacharkulksemsuk, T 21, 248
 Vail, K 156
 Vail III, KE 156, 321, 329, 335
 Vail, K 316
 Valenti, G 450
 Valerio, C 281
 Vallacher, R 135
 Vallacher, RR 72, 73
 Vallerand, RJ 226, 276, 358, 359, 362, 371
 Van Baaren, R 436
 van Baaren, RB 449
 Van Bavel, J 32
 Van Bavel, JJ 330
 Van Boven, L 240, 451
 Van Camp, D 197
 Van Cappellen, P 322
 Van Coillie, H 254
 van de Ven, N 447
 Van den Bos, K 335
 van den Bos, K 36, 96, 136, 419, 424
 van der Toorn, J 58
 van der Weiden, A 438
 Van Deursen, M 127
 van Egmond, M 101
 Van Gundy, K 296, 300
 van Honk, J 80
 van Kleef, GA 426
 Van Knippenberg, A 436
 van Knippenberg, A 95, 134
 Van Lange, P 26
 Van Lange, PAM 27
 Van Mechelen, I 227, 254
 Van Tongeren, DR 26, 330
 Van Vugt, M 35, 36
 vanDellen, M 133
 Vandello, J 141
 Vandello, JA 84, 85
 VanderDrift, L 138
 VanderDrift, LE 290
 Varnum, M 330

Author Index

- Vartanian, LR 201
Vasquez, EA 298
Vasquez, N 384
Vasquez, NA 219
Vaughn, LA 438
Vaux, AC 360
Vazire, S 33, 103, 104
Veenstra, R 302
Veilleux, J 227
Velting, H 438
Ventis, L 247
Verduyn, P 254
Verkuyten, M 108
Vermulst, A 378
Verona, E 219
Vescio, T 148
Vescio, TK 14, 62, 63, 141, 168, 265
Vess, M 133
Vezzali, L 166, 201
Viar, M 370
Vicary, AM 353
Vigneault, NA 155
Vipond, J 319
Visser, B 155
Visser, PS 220, 305
Voci, A 173
Vogt, J 384
Vohs, KD 54, 55, 386
Vollhardt, J 330
Volpato, C 398
von Hippel, B 286
VonWaldner, K 240
Vorauer, J 195
Vorauer, JD 434
Vosgerau, J 60
-
- W**
- Wachs, FL 142
Wacker, J 59
Wadian, TW 330
Wadlinger, H 248
Wagaman, J 201
Wagener, D 418
Wager, TD 47, 48
Waggoner, AS 249
Wagner, A 442
Wagner, BC 331
Wagner, D 205
Wagner, G 387
Wagner, J 293
Wakebe, T 322
Walden, N 202
Walders, K 412
Walker, I 162
Wallace, D 312
Wallace, DM 290, 420
Wallace, H 217
Walle, E 249
- Walsh, J 128
Walther, E 205, 311, 334
Walton, G 97
Walton, GM 92, 93, 185, 204
Walzer, AS 202
Wan, C 90, 91
Wang, C 52
Wang, H 402
Wang, J 202
Wang, L 302, 442
Wang, M 402
Wang, X 327
Wang, Y-C 293
Wanic, RA 133
Warburton, W 300
Ward, D 111
Ward, TB 223
Wardle, M 249
Warner, LR 249
Warner, R 346
Warren, C 156
Warren, M 249
Wassersug, R 80
Wasylkiw, L 151
Watabe, M 395
Waters, H 217
Watson, D 239, 406
Watts, A 133
Watts, D 314
Way, N 438
Wayment, HA 249
Wayne, SC 290
Waytz, A 23, 24
Weary, G 134, 411
Weaver, J 141, 301, 414, 438
Weaver, K 260
Webb, F 30
Webb, T 112
Weber, J 127
Webster, GD 354
Webster, RJ 151, 187, 191, 331
Wefald, A 228
Wegener, DT 306, 322, 332
Wegner, DM 271
Wegscheider, K 440
Wehrli, C 111
Weibust, KS 438
Weidler, DJ 291
Weinstein, N 388, 412
Weisberg, YJ 55, 116, 274, 291
Weise, DR 321
Weiss, LJ 114
Weisz, C 331
Wellman, JA 75, 361, 384
Wellman, JD 151, 318, 358, 377
Wells, BM 439
Welten, SCM 250
Wendt, S 349, 402
Wennekers, AM 134
- Wenner, C 291
Wenzel, M 304
Werhun, CD 202
Werner, M 246
Werth, L 403
Wesner, KA 291
Wesselmann, E 447
Wesselmann, ED 331
West, T 24, 25
West, TV 25, 98
Westen, D 14, 23
Westmaas, L 354
Westmoreland, M 292
Wheatley, K 284
Wheeler, SC 102, 103, 139
Whitchurch, E 291
Whitchurch, ER 396
White, A 134
White, AC 134
Whitehead, J 151
Whitley Jr., BE 331
Whitson, JA 85, 86
Whittington, EJ 69
Whitworth, AR 291
Wichman, AL 134
Wickham, R 292
Wickrama, KAS 92
Widman, L 332
Wieber, F 385
Wiese, S 135
Wieselquist, J 292
Wigboldus, D 378
Wiist, B 249
Wijn, R 335
Wilburn, G 197
Wildschut, T 191
Wiley, TRA 322
Wilford, MM 354
Wilken, B 402
Wilkiewicz, L 319
Wilkins, C 202
Wilkins, CL 82
Wilkowski, BM 52, 242
Willard, J 322
Willer, R 302
Williams, A 157
Williams, AJ 310
Williams, C 146
Williams, EF 385
Williams, K 114, 447
Williams, KD 70, 71, 262, 348
Williams, LA 254
Williams, T 314
Williams, WH 255
Williamson, JL 207
Wilson, A 51, 141
Wilson, CL 292
Wilson, J 271
Wilson, JP 439
- Wilson, K 291, 292, 430, 439
Wilson, LE 357
Wilson, M 332
Wilson, T 225, 291, 346, 382
Wilson, TD 28
Wilt, J 224, 228
Winer, ES 439
Winkelman, P 100, 101, 441
Winslow, MP 203
Winter, A 374
Winterheld, HA 293
Wirth, J 447
Witcher, BS 228
Witham, R 435
Witham, RY 228
Witt, EA 301
Witteman, C 251
Wittig, M 203
Witvliet, Cv 256
Wlaschin, J 229
Wohl, M 338, 353
Wohl, MJA 132
Wojda, M 197
Wood, D 103, 104, 435
Wood, JK 325, 332
Wood, JV 68, 69, 110, 115, 237, 400
Wood, W 376
Woodard, T 229
Woodcock, A 178, 332, 443
Worth, NC 229
Wright, B 288
Wright, DW 261
Wright, R 349
Wright, SC 172, 194
Wrzus, C 293
Wu, T-F 293
Wucherpennig, A Z-R 440
Wyland, CL 135
-
- X**
- Xing, C 250
Xu, X 354, 450
-
- Y**
- Yakkundi, AV 135
Yamagami, M 135
Yamagishi, T 91
Yamaguchi, S 51
Yampolsky, MA 135, 160
Yang, H 250
Yang, S 250
Yang, W 396
Yap, SCY 136
Yaouz, H 36
Ye, Y 385
Yee, C 203
Yeh, H-H 293

- Yen, TY* 123
Yeung, WH 250
Yi, D 338
Yoder, M 107
Yogeeswaran, K 97, 182, 417
Yokoyama, H 332
Yoo, SH 295
Yoon, S 167, 440
Yoshida, E 190, 204, 402
Yoshida, F 221, 231, 422
Yoshida, T 329, 333, 363, 407
Yoshizawa, H 363, 407
Yost, CM 372
Young, AF 333
Young, J 303
Young, JR 440, 450
Young, N 298
Young, R 247

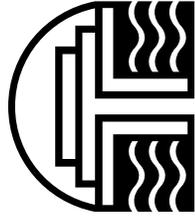
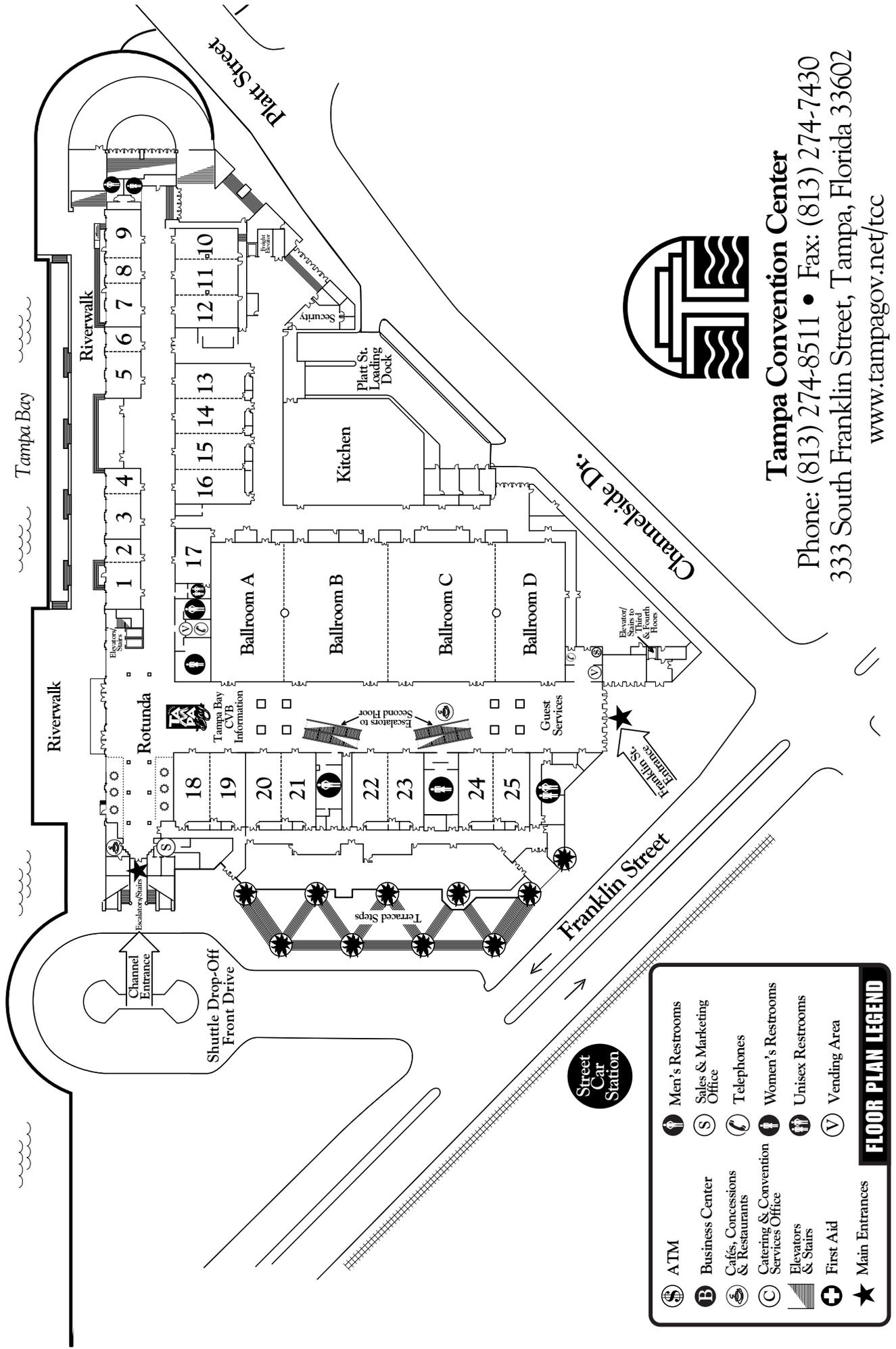
Young, SG 440
Yow, WQ 372
Ysseldyk, R 136, 327
Yufik, T 296
Yuki, H 250
Yuki, M 128, 199, 403
Yuo, S 333

Z
Zahn, I 385
Zajac, LE 74
Zaki, J 83, 84
Zander-Music, L 354
Zanna, MP 190, 403, 432
Zanotti, DC 198
Zárate, MA 97
Zarnoth, P 136

Zawadzki, MJ 249, 251
Zebel, S 252
Zebrowitz, LA 436
Zeelenberg, M 250, 447
Zeigler-Hill, V 122
Zelenski, J 225
Zell, E 137
Zelt, S 418
Zhang, CX 51
Zhang, CYZ 450
Zhang, F 430
Zhang, L 137
Zhang, M 251
Zhang, S 137, 436
Zhang, W 338, 392
Zhang, Z 394
Zhou, X 51
Ziebell, L 354

Ziegler, M 230
Zielke, DJ 222, 276
Zikmund-Fisher, B 341
Zimbler, MS 229
Zimmerman, S 81
Zimmerman, J 333
Zink, C 80
Zinkernagel, A 386
Zirkel, S 92, 93
Zitek, EM 333
Zoccola, PM 241
Zou, X 137
Zrate, MA 160
Zuckerman, M 375
Zuroff, DC 433
Zyzniewski, LE 303

Tampa Convention Center First Floor Meeting Space



Tampa Convention Center

Phone: (813) 274-8511 • Fax: (813) 274-7430
 333 South Franklin Street, Tampa, Florida 33602
www.tampagov.net/tcc

FLOOR PLAN LEGEND	
	ATM
	Men's Restrooms
	Sales & Marketing Office
	Business Center
	Cafés, Concessions & Restaurants
	Telephones
	Catering & Convention Services Office
	Women's Restrooms
	Elevators & Stairs
	Unisex Restrooms
	First Aid
	Vending Area
	Main Entrances