The 6th Annual Meeting of the
Society of Personality and Social Psychology

We are excited to welcome you to New Orleans and the 6th Annual meeting of SPSP. This year's meeting boasts the largest and most diverse program ever offered, including more than 50 invited and referred symposia, talks, and workshops on a wide range of topics, as well as over 1000 posters. We are particularly excited to be in New Orleans, with its tradition of fine cuisine, live music, and distinctive architecture.

This year's program begins Thursday evening at 5:30 with an exciting opening session. Following introductory comments and awards, with SPSP president, Margaret Clark, presiding, three of our most distinguished and creative minds - Hazel Markus, Walter Mischel, and Dan Wegner -- will discuss what they see as the future of social and personality psychology in the decade ahead. A reception (with cash bar and light appetizers) and poster session will follow.

Programming runs from 8:00 a.m. to 7:00 p.m. on both Friday and Saturday. Among the many excellent offerings, you may choose to hear invited addresses by Margaret Clark, Harrison Gough, Mark Snyder, Robert Zajonc, and Phil Zimbardo. Symposia cover a wide range of contemporary and enduring issues in social/personality psychology, including the biological bases of personality and social behavior, intraindividual and social processes in self-regulation, implicit cognition and motives, creativity, close relationships, and intergroup phenomena, to name but a few. In addition, there will be 7 poster sessions, featuring more than 1000 posters presented by our best and brightest. As in past years, box lunches will be available during the midday poster sessions to facilitate good attendance and lively discussion for which poster sessions at SPSP meetings have become known.

This year's meeting also offers a number of special events and workshops. The Diversity and Training Committee and the Graduate Student Committee will sponsor several worthwhile social and professional events that are open to all. This year's program also features five separate workshops and presentations by granting agencies, both public and private. Finally, we are happy to announce that the Saturday night jam session will return to SPSP this year. This is a not-to-be-missed opportunity to share your talents, as well as learn about the hidden talents of your colleagues. Given the very full and exciting program, we think you'll have a tough time seeing any of New Orleans!

We would also like to thank our colleagues on the SPSP Convention Committee, Tim Strauman and Steve Harkins, for their important contributions to staging this year's meeting, as well as Harry Reis and David Dunning for their assistance and support throughout. Special thanks also go to the members of the program committee, including C.Y. Chiu, Justin Kruger, Eva Pomerantz, Brent Roberts, and Neal Roese, who helped to assemble this outstanding program, and to Randy Gordon, who organized the jam session. Finally, we are grateful to Tara Miller Events for expert handling of aspects of the meeting about which we are blissfully ignorant.

We hope your time in New Orleans is fun, stimulating, and educational.

Lynne Cooper
University of Missouri
Chair, 2005 SPSP Convention Committee

Ed Diener
University of Illinois
Chair, 2005 SPSP Program Committee

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Meeting Planning Staff
Tara Miller   Joan Carole
Shauney Wilson   Alison McFerrin
Kathleen McFerrin

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Schedule of Events

Thursday, January 20, 2005

8:00 am-
4:00 pm
Pre-Conferences
Attitudes, Careers, Cultural Psychology
Developmental Perspectives on Stereotyping and
Prejudice, Evolutionary Psychology, Group &
Intergroup Processes, Justice, Personal
Relationships, Personality, Self and Identity, Social
Cognition, Social Cognitive Neuroscience,
Teaching Social and Personality Psychology

8:00 am –
6:30 pm
Exhibits Set up
Napoleon Room

3:30 –
7:45 pm
Pre-Registration Check-In and
On-Site Registration
Napoleon Foyer

5:30 –
7:00 pm
Opening Session
WELCOME AND AWARDS:
Margaret Clark, President of SPSP, Carnegie-
Mellon University
THE FUTURE OF PERSONALITY AND SOCIAL
PSYCHOLOGY:
Walter Mischel, Columbia University
Alternative Futures for Our Science
Hazel Markus, Stanford University
Branding Social Psychology
Daniel Wegner, Harvard University
The Next Big Thing
Grand Ballroom C

6:30 –
8:30 pm
Exhibits Open
Napoleon Room

7:00 –
8:00 pm
Welcome Reception
Napoleon Room

7:00 –
8:30 pm
Poster Session A
Napoleon Room

Friday, January 21, 2005

7:30 am –
4:15 pm
Pre-Registration Check-In and
On-Site Registration
Napoleon Foyer

8:00 –
9:30 am
SPSP Training Committee Meeting
Chair: Yuichi Shoda, University of Washington
Open meeting. Anyone with interests, concerns,
and suggestions for training in social and
personality psychology is invited to attend.
Refreshments will be served.
Maurepas Room

8:30 am –
7:00 pm
Exhibits Open
Napoleon Room

8:30 –
9:00 am
Continental Breakfast
Napoleon Room

8:30 –
10:00 am
Poster Session B
Napoleon Room

10:00 –
10:15 am
Coffee Break
Napoleon Room

10:15 –
11:15 am
Presidential Address
Margaret Clark, Carnegie-Mellon University
Relationship Quality: The Importance of Focus of
Attention
Grand Ballroom C

10:15 –
11:30 am
Symposia Session A

GOING BEYOND SELF-REPORTS IN PERSONAL-
ITY ASSESSMENT
Chair: Matthias Mehl, University of Arizona
Discussant: Oliver John, University of California,
Berkeley
Speakers: Peter Borkenau, Matthias Mehl, Rainer
Banse
Grand Ballroom A

NEW DIRECTIONS IN APPRAISAL THEORY OF
EMOTIONS
Chair: Phoebe Ellsworth, University of Michigan
Speakers: Craig A. Smith, Eddie Tong, Deborah A.
Small, Ira Roseman
Grand Ballroom B

REPUTATION MATTERS: NEW RESEARCH ON AN
AGE-OLD CONCERN
Chair: Simine Vazire, The University of Texas at
Austin
Discussant: Robert Hogan, Hogan Assessment Sys-
tems
Speakers: Simine Vazire, Dean Keith Simonton,
Delroy L. Paulhus
Grand Ballroom D

OTHER MINDS? HOW PEOPLE PERCEIVE NON-
HUMAN AGENTS
Chair: Tanya L. Chartrand, Fuqua School of Busi-
ness, Duke University
Discussant: Tanya L. Chartrand, Fuqua School of
Business, Duke University
Speakers: Nicholas Epley, Sherry Turkle, Carey K.
Morewedge, Virginia S. Y. Kwan
Grand Ballroom E

11:30 am –
12:30 pm
Box Lunch Served
Napoleon Room

11:30 am – 1:00 pm	**Poster Session C** *Napoleon Room*
11:30 am – 1:00 pm	**Graduate Student Mentoring Luncheon** Sponsored by SPSP Graduate Student Committee and the SPSP Training Committee Hosted by Brandon Stewart, Ohio State University *Napoleon Room*
1:15 – 2:15 pm	**Block Award Address** **Harrison Gough**, University of California at Berkeley, Emeritus Predicting Positive Life Outcomes *Grand Ballroom E*
1:15 – 2:30 pm	**Symposia Session B** **SOCIAL PERCEPTION AT THE NEURAL LEVEL** **Chairs:** Reginald B. Adams, Jr. and Nalini Ambady, Tufts University **Speakers:** C. Neil Macrae, Reginald B. Adams, Jr., Heather L. Gordon, Brad Duchaine *Grand Ballroom A* **PSYCHOLOGICAL BASIS OF IDEOLOGY AND SYSTEM JUSTIFICATION** **Chair:** John T. Jost, New York University **Speakers:** Johannes Keller, Ran Hassin, Alain Van Hiel, Sam Gosling *Grand Ballroom B* **CONFLICT IN MATING RELATIONSHIPS: FROM FIRST-TIME INTERCOURSE THROUGH THE AFTERMATH OF THE BREAKUP** **Chair:** David M. Buss, University of Texas, Austin **Speakers:** Anne K. Gordon, Steven W. Gangestad, Martie G. Haselton, David M. Buss *Grand Ballroom C* **PSYCHOLOGICAL PERSPECTIVES ON ECONOMIC CHOICE** **Chair:** David Dunning, Cornell University **Speakers:** Sheena S. Iyengar, Christopher Hsee, David Dunning, Roxana M. Gonzalez *Grand Ballroom D* **THE EXPERIENCE AND REGULATION OF REGRET** **Chairs:** Marcel Zeelenberg, Tilburg University, Neal J. Roese, University of Illinois **Speakers:** Adam D. Galinsky, Neal J. Roese, Orit Tykocinski, Marcel Zeelenberg, Thomas Gilovich *Bayside Room* **FUNDING SESSION: THE JOHN TEMPLETON FOUNDATION** **Arthur J. Schwartz**, Vice President Research and Programs in the Human Sciences *Borgne Room*
2:30 – 2:45 pm	**Coffee Break** *Napoleon Room*

2:45 – 4:00 pm	**Symposia Session C** **UPDATING THE CLASSICS: HOW THE BRAIN INFORMS OUR UNDERSTANDING OF CLASSIC SOCIAL PSYCHOLOGICAL PHENOMENA** **Chair:** Matthew Lieberman, University of California, Los Angeles **Speakers:** Jason P. Mitchell, Lasana T. Harris, C. Neil Macrae, Matthew D. Lieberman *Grand Ballroom A* **PSYCHOLOGICAL DISTANCE AND SOCIAL JUDGMENT** **Chairs:** Kentaro Fujita and Yaacov Trope, New York University **Speakers:** Nira Liberman, Alexander Todorov, Antonio Freitas, Kentaro Fujita *Grand Ballroom B* **COMPARING CONSCIOUS AND UNCONSCIOUS PROCESSES** **Chair:** Ap Dijksterhuis, University of Amsterdam **Speakers:** John A. Bargh, Ap Dijksterhuis, Jonathan W. Schooler, Daniel M. Wegner *Grand Ballroom C* **EMOTION-RELATED ABILITIES AND SOCIAL FUNCTIONING** **Chairs:** Marc Brackett and Peter Salovey, Yale University **Speakers:** Lisa Feldman Barrett, Susan Rivers, Zorana Ivcevic, Susan A. David, Paulo Lopes *Grand Ballroom D* **METACOGNITION AND SOCIAL JUDGMENT** **Chair:** Richard Petty, Ohio State University **Discussant:** Arie Kruglanski, University of Maryland **Speakers:** Zakary Tormala, Ian Skurnik, Rebecca Norwick, Pablo Briñol *Grand Ballroom E* **NIMH UPDATE: IMPLICATIONS OF THE REORGANIZATION FOR THE FUNDING OF PERSONALITY AND SOCIAL PSYCHOLOGISTS** **Speakers:** Ellen Stover, Director, Division of AIDS & Health & Behavior Research and Wayne Fenton, Director, Division of Adult Translational Research & Treatment Development *Bayside Room* **TRAINING COMMITTEE - TRANSITIONS THROUGHOUT A CAREER** **Chair:** Stephen Drigotas, Johns Hopkins University **Speakers:** Eli Finkel, R. Chris Fraley, Laura A. King, James W. Pennebaker, Sharon Brehm *Napoleon D*

4:15 – 5:30 pm	**Symposia Session D**
	FRONTIERS IN FORGIVENESS RESEARCH
	Chairs: Ryan P. Brown, The University of Oklahoma and Michael Wohl, Carleton University
	Discussant: Michael Mccullough, University of Miami
	Speakers: Michael Wohl, Ryan P. Brown, Charlotte V.O. Witvliet, Julie Juola Exline
	Grand Ballroom A
	CREATIVE THINKING AND COGNITIVE FREEZING: DOES CULTURE PROMOTE BOTH? IF SO, WHEN AND HOW?
	Chairs: Ka-Yee Leung and Chi-Yue Chiu, University of Illinois, Urbana-Champaign
	Discussant: Arie W. Kruglanski, University of Maryland
	Speakers: Susannah B. F. Paletz, Ka-Yee Leung, Melody Chao, James Liu
	Grand Ballroom B
	SOCIAL REGULATION ACROSS THE STAGES OF SOCIAL INTERACTION
	Chair: Jennifer S. Beer, University of California, Davis
	Discussant: E. Tory Higgins, Columbia University
	Speakers: Serena Chen, Jennifer S. Beer, Bill Swann, Daniel Molden
	Grand Ballroom C
	UNDERSTANDING THE ORIGINS OF SOCIAL COGNITION: INSIGHTS FROM DEVELOPMENTAL AND NEUROSCIENCE APPROACHES
	Chairs: Joan Y. Chiao, Harvard University and Nalini Ambady, Tufts University
	Speakers: Rebecca R. Saxe, Essi Viding, James Blair, Joan Y. Chiao, Alan P. Fiske
	Grand Ballroom D
	IMPLICIT SOCIAL INFLUENCE
	Chairs: Emily Pronin, Princeton University and Geoffrey Cohen, Yale University
	Speakers: Gráinne M. Fitzsimons, Brian S. Lowery, Emily Pronin, Geoffrey Cohen
	Grand Ballroom E
	SOCIAL PSYCHOLOGY THEORY AND HEALTH BEHAVIOR: HOW THEORY INFORMS PRACTICE AND PRACTICE SHAPES THEORY
	Chairs: Robert Croyle, National Cancer Institute and Kevin McCaul, North Dakota State University
	Discussant: Peter Salovey, Yale University
	Speakers: Meg Gerrard, William Klein, Jamie Arndt, Alexander Rothman
	Bayside Room
5:30 – 7:00 pm	**Poster Session D with Social Hour** *Napoleon Room*

Saturday, January 22, 2005

8:00 am – 3:00 pm	**Pre-Registration Check-In and On-Site Registration** *Napoleon Foyer*
8:00 – 10:00 am	**Advocacy Training Workshop - Sponsored by the SPSP Training Committee** **Heather Kelly, Steven J. Breckler, and Karen Studwell**, American Psychological Association *Cornet Room*
	Center for Scientific Review, National Institute of Health Workshop Elements of a Successful NIH Grant Application: Peer Review Perspectives. **Michael Micklin**, Chief, Risk, Prevention, & Health Behavior Integrated Review Group *Waterbury Ballroom*
8:30 am – 7:00 pm	**Exhibits Open** *Napoleon Room*
8:30 – 9:00 am	**Continental Breakfast** *Napoleon Room*
8:30 – 10:00 am	**Poster Session E** *Napoleon Room*
10:00 – 10:15 am	**Coffee Break** *Napoleon Room*
10:15 – 11:30 am	**Symposia Session E & Invited Session**
	INVITED SESSION
	Chair: Ed Diener, University of Illinois
	Robert Zajonc, Stanford University I Like Ice Cream More Than I Do: The Psychology of Preferences
	Phillip Zimbardo, Stanford University Understanding the Evil of Good People: A Situational Analysis of Perpetrators, at Home and Abroad *Rhythms Ballroom*
	THE ACCURACY OF INTERPERSONAL JUDGMENT
	Chair: David C. Funder, University of California, Riverside
	Discussant: David C. Funder, University of California, Riverside
	Speakers: Hillary A. Elfenbein, Jeremy Biesanz, Peter Borkenau, Tera D. Letzring *Gallery Room*

INTEGRATING DEVELOPMENTAL AND SOCIAL PSYCHOLOGICAL RESEARCH ON INTERGROUP BIAS
Chairs: Sheri R. Levy, SUNY Stony Brook and Adam Rutland, University of Kent
Speakers: Andrew Scott Baron, Dominic Abrams, Sheri Levy, Barry Corenblum, Adam Rutland
Maurepas Room

MOTIVATION IN COMPARISON PROCESSES
Chairs: Keith D. Markman, Ohio University and William M. P. Klein, University of Pittsburgh
Speakers: Keith D. Markman, Gabriele Oettingen, Anne E. Wilson, Diederik Stapel, Justin T. Buckingham
Bayside Room

ISSUES IN SOCIAL MOTIVATION: BUILDING ON JACK BREHM'S CONTRIBUTIONS TO PSYCHOLOGY
Chairs: Rex A. Wright, University of Alabama at Birmingham and Jeff Greenberg, University of Arizona
Speakers: Joel Cooper, Eddie Harmon-Jones, Robert A. Wicklund, Paul J. Silvia, Sheldon Solomon
Waterbury Ballroom

FEDERAL FUNDING FOR SOCIAL AND PERSONALITY RESEARCH
Chair: Amber Story, National Science Foundation
Borgne Room

11:30 am – 12:30 pm	**Box Lunch Served** *Napoleon Room*
11:30 am – 1:00 pm	**Poster Session F** *Napoleon Room*
11:30 am – 1:00 pm	**Graduate Student Roundtable** Hosted by the SPSP Graduate Student Committee President: Michele Schlehofer, Claremont Graduate University *Maurepas Room*
11:30 am – 1:00 pm	**GASP Coffee Hour** *Cornet Room*
1:15 – 2:15 pm	**Campbell Award Address** **Mark Snyder**, University of Minnesota Individuals, Groups, and Society: The Psychology of Social Action *Waterbury Room*
1:15 – 2:30 pm	**Symposia Session F**

INDIVIDUAL DIFFERENCES IN AFFECT REGULATION
Chairs: Maya Tamir and James J. Gross, Stanford University
Discussant: Gerald L. Clore, University of Virginia
Speakers: E. Tory Higgins, Maya Tamir, Phillip R. Shaver, Matthias Siemer
Gallery Room

THE SOCIAL FACE: SOCIAL PERCEIVERS, FACES PERCEIVED
Chairs: Kimberly A. Quinn, University of Birmingham and Kurt Hugenberg, Miami University
Speakers: Nalini Ambady, Kurt Hugenberg, Kimberly A. Quinn, Leslie A. Zebrowitz
Borgne Room

THE SOCIAL COGNITION OF POWER: NONCONSCIOUS PROCESSES
Chair: Pamela K. Smith. University of Amsterdam
Discussant: Serena Chen, University of California, Berkeley
Speakers: Stephanie A. Goodwin, Adam D. Galinsky, Pamela K. Smith, Larissa Z. Tiedens
Bayside Room

THE ROLE OF CHOICE IN EVERYDAY LIFE
Chair: Kathleen Vohs, University of British Columbia
Speakers: Sheena Iyengar, Alexander Chernev, Kathleen Vohs, Barry Schwartz
Rhythms Ballroom

2:30 – 2:45 pm	**Coffee Break** *Napoleon Room*
2:45 – 4:00 pm	**Symposia Session G**

IMPLICIT MOTIVATIONS TO CONTROL STEREOTYPING, PREJUDICE, AND DISCRIMINATION
Chairs: Jack Glaser, University of California, Berkeley and Goldman School of Public Policy and Eric D. Knowles, Stanford University
Speakers: E. Ashby Plant, Eric D. Knowles, Gordon B. Moskowitz
Gallery Room

ATTACHMENT AND COGNITION: INDIVIDUAL DIFFERENCES IN INFORMATION PROCESSING
Chairs: Omri Gillath and Robin S. Edelstein, University of California, Davis
Discussant: Mario Mikulincer, Bar-Ilan University
Speakers: R. Chris Fraley, Omri Gillath, Robin S. Edelstein, Carol L. Wilson, Angelina R. Sutin
Waterbury Ballroom

NEW DIRECTIONS IN IMPLICIT MOTIVATION
Chairs: Melissa J. Ferguson, Cornell University and Ayelet Fishbach, The University of Chicago
Discussant: John A. Bargh, Yale University
Speakers: Melissa J. Ferguson, Ayelet Fishbach, Arie W. Kruglanski, Henk Aarts, James Y. Shah
Bayside Room

SOCIAL COMPARISONS UNDER THREAT: CONSEQUENCES FOR BEHAVIOR, SELF-EVALUATIONS, AND HEALTH

Chairs: David M. Marx and Diederik A. Stapel, University of Groningen

Speakers: Penelope Lockwood, Wendy Berry Mendes, Hart Blanton, David M. Marx

Borgne Room

CONTEXTUALIZED IDENTITIES: INTEGRATING SELF-IN-CONTEXT TO TRADITIONAL ISSUES IN PERSONALITY PSYCHOLOGY

Chair: Brent W. Roberts, University of Illinois

Speakers: Stephen C. Peck, Dustin Wood, Richard M. Ryan, Danny Heller

Maurepas Room

FOR BETTER OR WORSE: THE INFLUENCE OF CLOSE RELATIONSHIPS ON HEALTH

Chairs: Jennifer J. Harman, University of Connecticut and Heather Patrick, Baylor College of Medicine

Discussant: Harry Reis, University of Rochester

Speakers: John T. Cacioppo, Jennifer J. Harman, Heather Patrick, Niall Bolger

Rhythms Ballroom

4:00 – 6:00 pm	**Diversity Awards Reception** Co-hosted by SPSP and the APA Minority Fellowship committee Everyone Welcome *Maurepas Room*

4:15 – 5:30 pm

Symposia Session H

COGNITIVE AND BEHAVIORAL CONSEQUENCES OF POWER

Chairs: Markus Brauer, CNRS and University of Clermont-Ferrand, France and Richard Bourhis, University of Quebec at Montreal

Discussant: Richard Bourhis, University of Quebec at Montreal,

Speakers: Thomas Schubert, Joe C. Magee, Markus Brauer, Jennifer R. Overbeck

Gallery Room

DESCRIBING, DEFINING, AND DEFENDING "-AMERICAN": UNDERSTANDING THE RELATIONSHIP BETWEEN AMERICAN AND ETHNIC IDENTITY

Chairs: Sapna Cheryan and Benoit Monin, Stanford University

Speakers: Yuen Huo, Sapna Cheryan, Thierry Devos, Verónica Benet-Martínez

Bayside Room

WHAT IS AN IMPLICIT ATTITUDE?

Chair: Bertram Gawronski, Northwestern University

Discussant: Norbert Schwarz, University of Michigan

Speakers: Brian Nosek, Roland Deutsch, Bertram Gawronski, Keith Payne

Borgne Room

THE VERTICALITY OF AFFECT: METAPHOR-CONSISTENT RELATIONS IN PERSONALITY, COGNITION, AND MEMORY

Chairs: Gerald L. Clore, University of Virginia and Michael D. Robinson, North Dakota State University

Discussant: Gerald L. Clore, University of Virginia

Speakers: Brian P. Meier, Simone Schnall, L. Elizabeth Crawford, Michael D. Robinson, Gerald L. Clore

Waterbury Ballroom

HOW CAN NEUROSCIENCE DATA INFORM SOCIAL PSYCHOLOGICAL THEORIES ABOUT THE SELF, PERSON PERCEPTION, AND EMOTION?

Chair: Kevin Ochsner, Columbia University

Speakers: Naomi I. Eisenberger, William A. Cunningham, Tor Wager, Kevin Ochsner

Maurepas Room

COPING WITH OSTRACISM AND SOCIAL REJECTION

Chair: Jean M. Twenge, San Diego State University

Speakers: Kipling D. Williams, Cynthia L. Pickett, Roy F. Baumeister, Jean M. Twenge

Rhythms Ballroom

5:30 – 7:00 pm	**Poster Session G with Social Hour** *Napoleon Room*
8:00 pm – 1:00 am	**Jam Session** *Gallery Room*

Poster Schedule

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. Please note that any posters not removed by "take-down complete" time will be discarded.

Poster Session	Date & Time	Set-up Begins	Session Begins	Session Ends	Take-down Complete
A	Thursday 1/20/05	4:30 pm	7:00 pm	8:30 pm	9:00 pm
B	Friday 1/21/05	8:00 am	8:30 am	10:00 am	11:15 am
C	Friday 1/21/05	11:15 am	11:30 am	1:00 pm	4:00 pm
D	Friday 1/21/05	4:00 pm	5:30 pm	7:00 pm	7:30 pm
E	Saturday 1/22/05	8:00 am	8:30 am	10:00 am	11:15 am
F	Saturday 1/22/05	11:15 am	11:30 am	1:00 pm	4:00 pm
G	Saturday 1/22/05	4:00 pm	5:30 pm	7:00 pm	7:30 pm

Room Locator

Room Name	Room Location
Bayside Room	4th Floor
Borgne Room	3rd Floor
Cornet Room	8th Floor
Gallery Room	Lobby
Grand Ballrooms A-E	5th Floor
Maurepas Room	3rd Floor
Napoleon Room	3rd Floor
Rhythms Ballroom	2nd Floor
Waterbury Ballroom	2nd Floor

SPSP Exhibitors

Allyn & Bacon

Blackwell Publishing

Cambridge University Press

Guilford Publications

Houghton Mifflin Company

Lawrence Erlbaum Associates

McGraw-Hill Higher Education

Oxford University Press

Prentice Hall

Psychology Press

Sage Publications

Wadsworth, Thomson

W.W. Norton & Company

SPSP Diversity Fund Award Recipients

Laura Naumann was born and raised in Houston, Texas. She graduated with a BA in psychology from the University of Texas at Austin in 2003. An NSF Graduate Fellowship Research Award recipient, Laura is currently a second-year PhD student at UC-Berkeley working with Oliver John and Kaiping Peng. She is a proud member of UC-Berkeley's Diversity Student Alliance and SPSP's GLBT Alliance in Social and Personality Psychology. Her research interests include examining personality and self-perception processes across ethnic groups. After completion of her PhD, Laura plans to teach and mentor students in personality and social psychology at a major research university.

Lasana Harris is currently a second year student in the Social Psychology program at Princeton University. A native of Trinidad and Tobago, Lasana obtained his Bachelor of Science degree from Howard University in 2003. His research focuses primarily on impression formation, affect, and attribution in hopes of better understanding the mechanisms of racism, prejudice and general social biases. Under the guidance of his primary advisor Dr. Susan Fiske, and secondary advisors Nicole Shelton and Alex Todorov, he utilizes the tools of neuroscience, as well as classic experimental methodologies to address his research questions. Lasana hopes to continue to grapple with these issues in a faculty position upon the completion of his Ph.D.
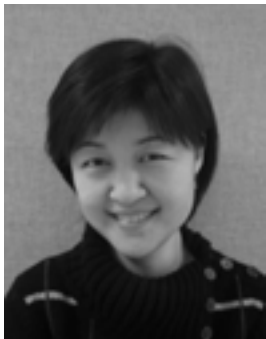
Yuri Miyamoto completed his BA and MA degrees at Kyoto University, Japan. He currently a fourth year Ph.D. student in social psychology at the University of Michigan. He has been exploring cultural differences in cognition, communication and emotion. With his advisors, Prof. Norbert Schwarz and Prof. Shinobu Kitayama, he is currently investigating cultural differences in the influence of facial/bodily feedback. He is also examining the nature of mixed emotion from a cross-cultural perspective with Prof. Phoebe Ellsworth. In addition to such social processes, Yuri is working with Prof. Richard Nisbett to examine cultural differences in the townscape in order to explore the interplay between the perceptual environment and culturally specific patterns of attention. Yuri would like to pursue a position in teaching and research at a university and hope to contribute to a better understanding of the nature of the human mind by disentangling the nexus of culture and psychological processes.

Adam Fingerhut received his B.A. from Stanford University and is currently a fourth year doctoral student in Social Psychology at the University of California, Los Angeles. His research primarily addresses the intergroup dynamics between heterosexual and gay individuals, focusing on how heterosexuals perceive and respond to gay men and lesbians and on how gay men and lesbians negotiate their minority sexual identity in a majority heterosexual world. In collaboration with his advisor, Anne Peplau, he is currently examining the impact that affiliations with both majority-heterosexual and minority-gay communities have on stress exposure and mental health for gay men and lesbians. After completing his Ph.D., Adam plans to teach and research, passing the joys of social psychology and of critical thinking onto generations of future scholars.

Adrienne Carter was born and raised in the Hampton Roads region of Virginia. She received her undergraduate degree from the University of Virginia. Adrienne is working toward her Ph.D. at Purdue University in the area of social psychology. She is working with Dr. Kip Williams, her advisor, on a program of research that is designed to determine if individuals who are ostracized are more socially susceptible to a variety of influence attempts, including flattery, compliance techniques, and cult solicitations. Prior to her graduate studies, Adrienne worked as a sales representative for Thomson Learning College Textbook Publishing Company. Upon completion of her Ph.D., Adrienne's professional plan is to secure a tenure track, faculty position at a prominent, public university or private college. In her academic career, Adrienne intends to design and implement her own program of research, teach a variety of psychology courses, and offer mentorship to graduate students and other minorities interested in becoming Social Psychologists.

Amir Rosenmann was born on June 15, 1978, in Haifa, Israel. He completed his post-secondary education in the Israeli Project for Gifted Children, with honors. After attaining his BA in the University of Haifa Honors Program and Psychology department, he completed his MA degree in Social Psychology Suma Cum Laude. During his studies, he was involved with an outreach project for MSM in Northern Israel. He is now a doctoral student in the Social Psychology. In recent years, he was the recipient of the Wolf Award and Knesset Award for Outstanding Students, Israel's two most prestigious student awards. His research interests include gender relations in Israel, online sexuality, and social identity dynamics of sexual minority members. He coauthored several articles on these topics with Marilyn P. Safir. He appeared as a specialist in a prominent Israeli documentary series, and currently teaches an introductory course on the interface between sex, sexuality, and gender.

Anne M. Koenig was born in Iowa and received her B.S. from Iowa State University in 2001. She is currently a fourth-year graduate student in social psychology at Northwestern University. In general, Anne's research interests include prejudice, stereotypes, and gender issues. She is especially interested in the influence of nontraditional gender behaviors on perceivers' impressions. Along these lines, her dissertation will examine the main tenets of role incongruity theory of prejudice. Anne is currently collaborating with her advisor Dr. Alice H. Eagly on research investigating the origins of the content of stereotypes. In addition, Anne is working with Dr. Dan C. Molden on research exploring regulatory fit as a process of attitude formation. After finishing her Ph.D., Anne plans to pursue an academic career that allows her to continue her research and teach courses in the field of social psychology.
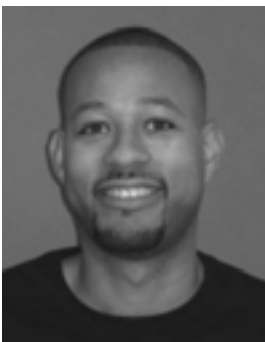
C. Lamonte Powell is currently a second-year graduate student in the Social Psychology Program at Georgia State University. He also holds a Master's of Public Health degree from Emory University in Behavioral Science and Health Education. His current research includes work in psychophysiological measurement and virtual reality equipment use in the study of social anxiety. He also has research interests in study of emotion and physiological correlates to psychological behaviors that are not easily observable. More specifically, Mr. Powell wishes to further explore how physiological measures can be used in conjunction with self-report to get a fuller picture of what one truly believes and how that person forms their attitudes. After completing his Ph.D., Mr. Powell's future goals include doing extensive research into this area and instructing others on the techniques he uses as a college professor. He also hopes that his research will aid others in the creation of programs that can reduce such negative social phenomena like prejudice and discrimination, as well as social anxiety as a result of prejudice and discrimination.

Charles R. Seger was born in Highland Heights, Kentucky. He received a B.S. in psychology from Northern Kentucky University in 2001. He is currently a second-year student in the Social Psychology Ph.D. program at Indiana University - Bloomington. Along with his advisor, Dr. Eliot Smith, Charles is examining the role of emotions in intergroup relations. Specifically, he is interested in how group identification and group-level emotions regulate intergroup and intragroup attitudes and behavior in political and racial domains. Upon completion of his Ph.D., Charles would like to obtain an academic position at a major research university.

Justin Park was born in Korea and immigrated to Canada at age 9. He received his B.Sc. from the University of Alberta and is currently working with Mark Schaller at the University of British Columbia. Justin has been investigating the role of evolved psychological mechanisms in contemporary social cognition. In one line of research, he has found that psychological responses that facilitate the avoidance of specific dangers may contribute to some forms of prejudice. In another line of research, he has been investigating the role of kin-recognition mechanisms in prosocial emotions and behavior. Upon completion of his Ph.D., Justin plans to continue conducting research on social cognition.

Naomi M. Hall was born and raised in Detroit, MI. She holds a Masters of Public Health degree in Maternal and Child Health from San Diego State University, and is currently a third-year doctoral student in the Social Psychology program at Claremont Graduate University in Claremont, CA. Her research interests include examining the sociocultural factors that contribute to sexual risk behavior and HIV/AIDS in the Black community. Currently Ms. Hall is investigating the wider social and environmental issues surrounding adult, heterosexual Black women and HIV sexual risk behavior such as the perception of available mates, perceived power, and cultural values in sexual relationships. In addition to her academic research, Ms. Hall is also a Senior Research Associate in the Center for AIDS Research, Education, and Services at Charles R. Drew University of Medicine and Science in Los Angeles, CA. After completing her Ph.D., Naomi plans to pursue an academic career in a setting that values teaching, mentoring, and community involvement.

Diana Sanchez was born in Manhattan, NY and raised in Cresskill, NJ. She received her B.A. at Bard College in Annandale, NY. She is currently in her fifth year of a joint doctoral program in Social Psychology and Women's Studies at the University of Michigan, Ann Arbor. Diana has two lines of research exploring: 1) the unique and common strategies multiracials and minority monoracials employ to protect psychological well-being and 2) the costs of adhering to gender norms in intimate relationships. As a Czechorican (Puerto-Rican/Czechoslovakian) who identifies as multiracial, Diana hopes to raise awareness of, and encourage research on, people of multiracial backgrounds. Upon completion of her degree in 2005, Diana intends to pursue a career in academia to continue her research and teaching interests in race, gender, and sexuality.

SPSP Diversity Program Overview

To increase the diversity of personality and social psychology, SPSP has created three programs to facilitate the career development of students who come from underrepresented groups. In addition, the Diversity Program has sponsored a number of relevant symposia and it will support more initiatives 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 see: http://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 2005 SPSP Conference. Of these applicants, 12 Award Recipients received up to $800.00 for travel expenses.

    Please see: http://www.spsp.org/divtrav.htm

3. One of the SPSP Diversity Funds newest initiatives encourages undergraduates to attend the SPSP conference. Qualified undergraduates can apply for registration awards that cover the cost of SPSP conference registration. Eligible students must be enrolled in an undergraduate program located within the SPSP conference host city and have completed at least one year in their undergraduate program.

    Please see: http://www.spsp.org/divreg.htm

The SPSP Diversity Committee would like to sincerely 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 your ideas for additional initiatives by contacting any of the 2004/2005 SPSP Diversity Committee members (Greg Herek, Tiffany Ito, and Michael Zarate).

SPSP thanks the following SPSP member textbook authors for approaching their publishers on behalf of the SPSP Diversity Fund: Elliot Aronson, Sharon Brehm, Marilynn Brewer, Bob Cialdini, Steve Fein, Susan Fiske, Sam Gaertner, Saul Kassin, Doug Kendrick, Diane Mackie, David Myers, Todd Nelson, Steve 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.

Symposia Abstracts

GOING BEYOND SELF-REPORTS IN PERSONALITY ASSESSMENT

Chair: *Matthias Mehl; University of Arizona*

Discussant: *Oliver John; University of California, Berkeley*

Summary: The importance of a multi-method approach to personality assessment is widely acknowledged. Yet, most research continues to rely heavily on a single method: self-reports. This symposium brings together three new alternative methods for assessing personality. The purpose of the talks is to demonstrate empirically how multi-method research can address questions that cannot be addressed using self-reports alone. In the first talk, Borkenau presents data from a large-scale project that show that measuring behavior in the lab under controlled conditions serves as a potential alternative to self-reports. He discusses how behavioral observation in the laboratory can be used to assess personality, predict future behavior, and conduct controlled studies of personality judgment. In the second talk, Mehl introduces the Electronically Activated Recorder (EAR) as a tool for assessing real-world person-environment interactions. Findings from three EAR-studies show that people differ reliably in the ways they select situations and interact with their environments and that – while critically affecting their reputation – people's habitual interactions styles and preferences are only moderately related to their self-reported personalities. In the third talk, Banse presents a series of studies that establish the construct validity of assessments of aggressiveness with the Implicit Association Test (IAT). Unaffected by substantial correlations between implicit and explicit measures, the IAT predicted multiple indicators of aggressive behavior over and above explicit measures. As discussant, John examines ways how these and other innovative methods can be incorporated into personality research and how multi-method assessments can further our understanding of personality.

ABSTRACTS

MEASURING BEHAVIOR IN THE LAB *Peter Borkenau; Martin-Luther University, Halle, Germany* – The most frequently used measures of personality are self-reports. These measures are easy to collect and internally consistent but face the problems of possible faking and that descriptions of the same target by different observers agree only moderately with each other. Moreover, the origin of this agreement is not well understood. My contribution focuses on measuring behavior in the lab under controlled conditions as a potential alternative to self-reports. Behavior observations in the lab may not always provide the highest correlation coefficients, but they allow to observe behaviors in conditions that occur rarely in everyday life (e.g., reactions to provocation). Moreover, they are extremely helpful for studying the sources of consensus and accuracy in perceptions of personality, and to study models of personality perception like Kenny's Weighted Average and Funder's Realistic Accuracy Model. This is because observations in the lab allow to control for: (a) information that is available to the individual observer, (b) information overlap between independent observers, and (c) communication among observers. Moreover, they allow to identify settings in which personality traits are particularly well to observe. This will be illustrated using data from the German Observational Study of Adult Twins. In this study, 600 participants were observed in 15 controlled conditions, and self-reports and peer reports were collected.

STUDYING NATURALISTIC PERSON-ENVIRONMENT INTERACTIONS: AN UNOBTRUSIVE OBSERVATION APPROACH *Matthias Mehl; University of Arizona* – Most personality psychologists share the understanding that it is critical to study person-situation interactions. Yet, surprisingly little is known about how individuals naturally select situations, and interact with their environments in the real world. We have recently introduced the Electronically Activated Recorder (EAR) as a research tool for sampling behavioral data in naturalistic settings. The EAR records 30-second snippets of ambient sounds in participants' immediate environments approximately every 12 minutes. The sampled sounds are coded for aspects of the participants' social environments (such as where and how they spent their days) as well as their natural conversations (such as the amount and type of social interactions they had). Participants' utterances captured by the EAR are transcribed and analyzed linguistically. The strength of the EAR lies in providing authentic records of participants' naturally occurring daily lives from the perspective of an unobtrusive observer. We now have data from three major EAR studies conducted over the past five years that show (a) that people differ immensely in the ways they select and interact with their environments, (b) that these individual differences are reliable over time and across contexts, (c) that personality self-reports provide only limited information about participants' preferences for certain social settings and (d) that people's habitual interaction styles and preferences have important social implications. Taken together the findings lay the psychometric foundation for a study of naturalistic person-situation interactions that offers a new look at basic conceptual questions in personality psychology.

THE IMPLICIT SELF-CONCEPT OF AGGRESSIVENESS PREDICTS AGGRESSIVE BEHAVIOR *Rainer Banse; University of York, UK* – The diagnostics of aggressiveness with explicit questionnaire methods is plagued by self-presentation concerns and perhaps also by individual differences in interpreting own behavior as aggressive. The talk presents a series of studies using different variants of the Implicit Association Test (IAT, Greenwald, McGhee, & Schwartz, 1998) adapted for assessing the implicit self-concept of aggressiveness. The reliability and validity of the IATs were assessed in field and laboratory studies. Substantial correlations between implicit and explicit measures of aggressiveness indicated convergent validity of the IATs. The construct validity of the IATs was further corroborated by the finding that social desirability moderated the relation between implicit aggressiveness and overtly expressed aggressiveness. Most importantly, the IAT predicted multiple indicators of aggressive behavior over and above explicit measures. Overall, an IAT-variant using behavior words as stimuli for the aggressive-peaceful dimension performed better than a variant using trait adjectives. The implications of these results for the assessment of personality with IAT-like methods are discussed.

NEW DIRECTIONS IN APPRAISAL THEORIES OF EMOTIONS

Chair: *Phoebe C. Ellsworth; University of Michigan*

Summary: Appraisal theories of emotion, postulating that emotions consist of patterns of environmental perceptions along certain specified dimensions (e.g., valence, agency, certainty, control) emerged about 20 years ago, and have had a major influence on the field. Recent developments focus on 1) the nature of the appraisal process, 2) the effects of emotions on future appraisals and behavior, and 3) the resolution of disputes among competing theories. Two papers in this symposium address the appraisal process. Smith & Kirby show that appraisals need not involve conscious deliberation, but can occur outside of conscious awareness through priming of peripheral or baseline conditions. Tong & Ellsworth show that the form of the relation between appraisals and emotions is neither a step-function, as implied by categorical theories of emotion) nor a linear function (as implied by simple dimensional theories), but an S-shaped function, with changes in appraisal more influential at intermediate levels than at high or low levels. A third paper addresses the consequences of emotions for future appraisals and behavior. Small & Lerner show that anger, with its appraisal of individual agency, leads to reduced support for welfare assistance, while sadness, with its appraisal of situational control, leads to increased support. The final paper shows how changes in the methods used to study appraisals and emotions can illuminate the determinants of socially consequential emotions. Roseman investigates appraisals leading to emotions that attack people or other targets (frustration, anger, and guilt) versus emotions of exclusion (disgust, contempt, shame).

PRIMING APPRAISALS: TESTING A DUAL-PROCESS MODEL OF EMOTION ELICITATION *Craig A. Smith, Leslie Kirby; Vanderbilt University* — Much of the existing research on appraisal theory has tested aspects of "structural models' of appraisal - models that specify the content of the cognitions responsible for eliciting various emotions. Much less has been done to examine the cognitive processes underlying these appraisals. We present two series of studies designed to contribute to the development and testing of a dual-process model of appraisal designed to describe these cognitive operations (Smith & Kirby, 2001). According to this model, in addition to sometimes occurring through a deliberate, effortful meaning analysis, emotion-eliciting appraisals can be evoked automatically and outside of focal awareness through processes of priming and spreading activation. The first series of studies examines the degree to which facial actions hypothesized to be associated with particular appraisal meanings (Smith, 1989) can prime those appraisals. For instance, using a Stroop interference paradigm, lowering the eyebrows into a frown was found to prime appraisals of goal obstacles, providing evidence for cross-modal priming as predicted by the process model. In the second series, the effects of priming appraisals of coping potential on emotion and performance during problem-solving tasks were explored. For instance, incidentally priming appraisals of low coping potential using a sentence completion task was associated with increased feelings of resignation, and a reduced likelihood of solving a difficult algebra word problem. Implications of the findings for the process models, and further issues to be explored in testing it will be discussed.

WHAT IS THE RELATIONSHIP BETWEEN APPRAISALS AND EMOTIONS -- LINEAR, CATEGORICAL, OR IN BETWEEN? *Eddie Tong, Phoebe C. Ellsworth; University of Michigan* — While relationships between emotions and appraisals have been widely documented, the exact structural models of such relationships have received no research attention. Previous theorizing implied two models: 1) A linear model, implying that every increment in an appraisal should correspond to an equal change in emotion (e.g., the more another is perceived as responsible for a negative event, the more anger is experienced) or 2) A step-function model, as implied by categorical theories of emotion, in which there is a threshold for change from one emotion to another (e.g., at some point another person is seen as responsible for the misfortune, and the emotion switches to anger). Our research shows that the relationship between appraisals and emotions conforms to an ogival S-shaped function, with changes at low or high levels of an appraisal having a much smaller influence than changes at intermediate levels. This curvilinear ogival structural model was verified over five different appraisals -- Pleasantness, Goal Attainment, Certainty, Control, and Agency, and over a wide range of emotions.

EMOTIONAL POLITICS: PERSONAL SADNESS AND ANGER SHAPE WELFARE PREFERENCES *Deborah A. Small [1], Jennifer S. Lerner[2]; [1]University of Pennslyvania, [2]Carnegie Mellon University* — From a consequentialist perspective, it would make sense if peoples' feeling about welfare recipients influenced their welfare policy preferences. It would make less sense, however, if "incidental" feelings (e.g., sadness or anger arising from some event in their personal lives) had effects on their policy preferences. In two studies, data revealed that incidental anger and sadness do in fact affect attitudes towards welfare policy in ways consistent with the appraisals associated with those emotions. Relative to neutral emotion, anger decreased the amount of welfare assistance participants were willing to provide, consistent with the appraisal of a welfare recipient as in control and responsible for her circumstances. Sadness increased it, consistent with the appraisal that circumstances, not the individual, are in control and responsible. Study 2 found that limiting participants' cognitive resources eliminated the difference between sadness and anger, implying that differences in depth of thought are associated with the appraisal tendency. These results illustrate the potent role that incidental emotions can play in shaping subsequent appraisals and decisions with policy consequences.

HOW DO I PERCEIVE THEE? THE APPRAISAL BASIS OF ATTACK AND EXCLUSION *Ira J. Roseman, Maria Misurac; Rutgers University, Camden* — Recent research distinguishes emotions that lead to attacking an object, another person, or the self (frustration, anger, and guilt) from emotions that move the emotion-evoking stimulus away (disgust, contempt, and shame). The literature suggests that it may make a difference which of these kinds of emotion is experienced. For example, some claim that shaming a child has more negative effects than inducing guilt, or that contempt towards one's spouse is more likely to lead to divorce than anger. But it has been difficult to identify the cognitions that influence which of these kinds of emotion will be felt; empirical support for theoretical proposals has often been weak. In our research, undergraduate participants recalled experiences in which they felt particular emotions, and they rated several possible appraisal determinants. Planned variation in emotion terminology and the wording of appraisal questions affected the results. For example, predictions were supported more when the meaning of "disgust" was clarified by defining it as "a feeling of being 'grossed out' by something." These findings suggest that prior research often has not adequately specified the particular appraisals and emotions about which participants should report. Overall, our research provides new evidence that appraising an emotion-evoking stimulus as an instrumental problem vs. an intrinsic problem (that is, perceiving blocked goals vs., undesirable traits) may be a crucial determinant of whether people feel frustration vs. disgust, anger vs. contempt, and guilt vs. shame.

REPUTATION MATTERS: NEW RESEARCH ON AN AGE-OLD CONCERN

Chair: *Simine Vazire; The University of Texas at Austin*

Discussant: *Robert Hogan; Hogan Assessment Systems*

Summary: Why does reputation matter? Considering the lengths people go to in order to protect their reputation, ranging from libel court cases to ebay reputation scores, it is evident that reputation is a major concern in everyday life. What others think of someone can influence that person's social status, employment opportunities, mating options, and even their chances of being elected to office. These talks will argue that reputational networks are a rich and unique source of information. An individual's reputation contains information that cannot easily be assessed using self-reports (e.g., humor, intelligence, narcissism). However, compared with the ubiquitous self-view, reputation has been overlooked as a research topic and neglected as an assessment tool. This symposium will demonstrate how reputational measures can be used to deepen our understanding of important concepts such as personality, eminence, and intelligence. In the first talk, Vazire et al. establish the legitimacy of reputation as a concept and demonstrate its use as a tool for assessing personality in such domains as depression and narcissism. Next, Simonton evaluates posthumous reputational measures of eminence; his research shows how reputational analyses provide a means of examining issues that could not be examined with other methods. Next, Paulhus shows that a reputational measure of intelligence has unique advantages over traditional conceptions of intelligence. As discussant, Hogan will pull together the main themes and, drawing on his own theory of reputation, will show how analyses of reputation can bring a fresh perspective to enduring questions in social and personality psychology.

ABSTRACTS

THE MULTIPLE FACES OF REPUTATION *Simine Vazire[1], Matthias Mehl[2], Jason Rentfrow[3], Sam Gosling[1]; [1]The University of Texas at Austin, [2]University of Arizona, [3]New York, New York* — A man has as many social selves as there are individuals who recognize him.- *William James* - Do people have a single reputation? Or, as James suggests, does reputation differ across social groups? Using data from 320 targets across three samples, we compared informant ratings from friends, romantic partners, parents, siblings, and co-workers with the targets' self-ratings and objective criterion measures of what the targets were actually like. We collected self and informant ratings of the Big Five personality traits, intelligence, narcissism, attractiveness, depression, well-being, and religiosity. We also collected objective measures of intelligence (IQ), narcissism (NPI scores), and attractiveness (strangers' ratings). Our analyses examined four questions: (1) Do people have similar reputations across different social groups (consensus)? (2) Does consensus among one's reputations predict well-being? (3) Are there systematic differences in how people are seen by different social groups? (4) Whose ratings are most accurate? Accuracy was measured by comparing the informants' ratings with self-reports (for depression, well-being, and religiosity) and with an objective criterion (for intelligence, narcissism, and attractiveness). Our results indicate that although there is some consensus, reputations do vary across social groups in meaningful ways. For example, people are viewed more positively by their parents than by any other group. Furthermore, different social groups are more accurate at judging different traits. For example, romantic partners are the best judges of

depression, whereas siblings are the best judges of narcissism. We discuss the implications of these findings for personality assessment, and for understanding the multi-faceted nature of reputation.

IS FAME FICKLE, FLEETING, FLUFF? THE RELIABILITY, STABILITY, AND VALIDITY OF INDIVIDUAL DIFFERENCES IN EMINENCE *Dean Keith Simonton; University of California, Davis* — In 1869 Francis Galton introduced posthumous reputation, or eminence, as an objective indicator of genius in diverse domains of creativity, leadership, and sports. Although many later differential psychologists have assessed exceptional achievement using this criterion, its status as a scientific measure might seem questionable. However, such assessments can be shown to satisfy three critical standards. First, composite measures consisting of multiple eminence indicators display impressive internal consistency reliability coefficients. In fact, latent variable models show that such measures are unidimensional even when the component items are highly heterogeneous. Second, eminence measures exhibit high stability over considerable periods of time. This temporal persistence is founded on a single stable factor rather than on autoregressive dependencies between consecutive evaluations. Third, reputational indicators are valid in the sense that they correlate in a meaningful manner with a wide range of behavioral, cognitive, motivational, and personality variables. Although the cross-sectional distribution of assessed eminence is more highly skewed than the corresponding correlates, the skew reflects the exaggeration of the interval scale in the upper tail rather than the distortion of the ordinal associations. Hence, individual differences in eminence have both psychometric merit and psychological interest.

A REPUTATIONAL THEORY OF INTELLIGENCE *Delroy L. Paulhus; University of British Columbia* — Current definitions of intelligence take one of two approaches. The psychometric tradition emphasizes the 'g' factor underlying performance measures of cognitive ability. In the competing view, multiple intelligences, theorists such as Gardner and Sternberg have expanded the concept beyond 'g' to include such components as practical, creative, kinesthetic and moral intelligence. Relatively unexplored is a reputational view of intelligence. By defining intelligence in terms of consensual observer perceptions, researchers can investigate what aspects of a person give rise to such perceptions. A clear advantage is that the definition then coincides with the way people apply the term in everyday life. Multiple and diverse perceivers can be aggregated to cancel out idiosyncratic biases. In short, the most useful definition of intelligence is the consistent global judgment of those who know you well. To explore this notion in two large samples, we administered a standard IQ test , self- and observer-ratings of intelligence, and a variety of other individual difference measures. Three judges, including two peers and one family member were aggregated to create a reputational measure. In both samples the self-perception, IQ test, and reputational measure intercorrelated in the .35 range (.50 after disattenuation). Of particular interest was the clarification of what qualities beyond 'g' generate perceptions of intelligence. After partialing out 'g', the reputation residual was correlated with the target's Conscientiousness and Openness as well as attractiveness. One might interpret these overlapping components as observers' misattributions. I prefer to see them as justifiably subsumed under a reputational conception of intelligence.

OTHER MINDS? HOW PEOPLE PERCEIVE NON-HUMAN AGENTS

Chair: *Tanya L. Chartrand; Fuqua School of Business, Duke University*

Discussant: *Tanya L. Chartrand; Fuqua School of Business, Duke University*

Summary: Research on agent perception in social psychology has typically focused upon person perception: how people perceive the self and other human agents. However, as Heider and Simmel (1944) demonstrated over 60 years ago, other humans are not the only targets that are perceived to be agents. Social psychologists have started to incorporate research from anthropology, computer science, as well as cognitive, comparative and developmental psychology, to better understand how humans anthropomorphize and assign agenthood to non-human targets (e.g. animals, supernatural agents, computers, corporations, and nature). This symposium presents and discusses recent research on affective, cognitive, and perceptual cues within the perceiver (Epley and Akalis; Turkle) and within the target (Turkle; Morewedge, Preston, and Wegner) that prompt anthropomorphism and agent detection. Kwan, Gosling, and John then examine the extent of anthropomorphism by comparing self-projection in persons' perceptions of their pets (anthropomorphism) with self-projection in persons' perceptions of other humans (assumed similarity).

ABSTRACTS

DETECTING VERSUS ENHANCING ANTHROPOMORPHIC AGENTS: THE DIVERGENT EFFECTS OF FEAR AND LONELINESS *Nicholas Epley[1], Scott Akalis[2]; [1]University of Chicago, [2]Harvard University* — Anthropomorphism is often considered to be both the tendency to detect human-like figures in ambiguous forms (e.g., faces in clouds), and the tendency to enhance human-like traits in existing, or presumably existing, agents (e.g., computers, pets, God). We suggest that these two forms are partly produced by divergent psychological mechanisms on the part of the perceiver (rather than simply on features of the object perceived), and can therefore be activated by different affective states. In particular, we argue that fear often serves as a signal of immediate threat in the environment—often from other humans—and should therefore increase the tendency to detect human-like agents in ambiguous forms. We argue that loneliness, in contrast, increases the desire to gain social support, thereby increasing the tendency to perceive supportive anthropomorphic traits in existing agents. Consistent with these hypotheses, dispositional loneliness was correlated with the perception of supportive anthropomorphic traits in one's pet, and those induced to feel lonely were more likely to describe their pet as supportive anthropomorphic agents. In another experiment, those primed with loneliness were more likely to believe in God, angels, and other supernatural agents than fear-primed or control participants. Fear-primed participants, in contrast, were more likely to perceive human-like agents in a series of ambiguous pictures. Although most research has focused on the object or target being perceived as a critical determinant of anthropomorphism, these results suggest that affective states of the perceiver may have important and varied effects as well.

RELATIONAL ARTIFACTS AND LIFE-PRACTICE SOCIABILITIES: WHAT "COUNTS" AS ALIVE-ENOUGH TO MATTER? *Sherry Turkle; MIT* — Children have opinions of what kinds of creatures are entitled to "count" as alive. Also important, is the development of a life-practice interactions. Observations of children with a range of "relational artifacts" - robotic creatures that are designed to convince the child that the object has inner emotional states that will be affected by the child's "social" behavior with it - point to the importance of these life practices, not only for how children ascribe notions of aliveness but to how children think about self and sociality in the nascent robotic culture. Children display perseverance in their efforts to communicate with robotic creatures, they find ways to explain and excuse the robots' failures to communicate with them. Children anthropomorphize the robots and see these robots as "sort of alive" because of their sociability and the perception of relationship with them. Despite disappointments and system failures, children preserve strong feelings of mutuality in relationship with the robots. Children actively resist viewing the robots as "transparent," that is, as understandable in terms of their underlying mechanisms. From the child's point of view in these interactions, acceptance of the caretaker role is the crucial step in creating life practice-interactions and thus a life-practice bond with an inanimate creature.

TIMESCALE BIAS: ANTHROPOTEMPOCENTRISM IN THE ASCRIPTION OF MENTAL STATES *Carey K. Morewedge, Jesse L. Preston, Daniel M. Wegner; Harvard University* — When inferring the beliefs and desires of other humans, people egocentrically use the self as reference point (Nickerson, 1999). Similarly, people may show a species-centric bias when judging the minds of non-humans. A series of experiments suggest that humans use the speed of a target's movement to infer the presence and abundance of mental states in both human and non-human targets. Participants in five studies exhibited a timescale bias in the ascription of targets' mental states. That is, participants were more likely to perceive human and non-human targets to possess mental states when those targets moved at speeds similar to the speed of human movement, than identical targets that moved at speeds faster or slower than human movement. In a field study (Study 1), movement speed better predicted participants' ascription of mental states to non-human targets than the targets' average brain weight. In Studies 2-5, we experimentally manipulated the apparent speed of various entities, and asked participants to make judgments of the underlying mental states of those entities. In Studies 2 and 3 each participant rated different human (Study 2) or non-human (Study 3) targets acting at various speeds. In Studies 4 and 5 participants rated one group of interacting targets (Study 4: geometric shapes) or a single target (Study 5: a purple blob) moving at one speed. Participants in all five studies preferentially endowed mental states (mind, beliefs, desires, intentions, and consciousness) upon targets that moved within a timescale similar to their own.

ANTHROPOMORPHISM AS SOCIAL PERCEPTION *Virginia S. Y. Kwan[1], Samuel D. Gosling[2], Oliver P. John[3]; [1]Princeton University, [2]University of Texas, Austin [3]University of California, Berkeley* — The specter of anthropomorphism bedevils attempts to study emotions, personality, and social processes in animals. Yet, few studies have examined empirically the extent of anthropomorphism in perceptions of animals. In a cross-species comparative study of interpersonal perception using both dogs and humans we examine whether perceptions of animals are particularly susceptible to inappropriate projections. Specifically, we compare human-to-animal projections (anthropomorphism) with human-to-human projections (assumed similarity). We present a series of componential analyses of perception ratings of 27 4-person groups of dogs and their owners assessed in a round-robin design. We examine four forms of anthropomorphism: (a) the egocentric anthropomorphism, which reflects the degree to which people see dogs as similar to themselves, (b) the homocentric anthropomorphism, which reflects the degree to which people see dogs as similar to humans in general, (c) the projec-

tion-of-the-self-onto-own-dog, which reflects the degree to which dog owners erroneously project themselves onto their dogs, and (d) the projected-associated anthropomorphism, which reflects the degree to which people erroneously project owner characteristics onto target dogs. The magnitude of these four forms of anthropomorphic projections is considerably smaller than the assumed similarity in interpersonal perception, suggesting that people do not project their self-views or their views of other people onto animals any more than they do to other humans. Indeed, projection seems to be a greater problem in judgments of humans than in judgments of animals.

Session B
Friday, 1:15 - 2:30 pm
Grand Ballroom A

SOCIAL PERCEPTION AT THE NEURAL LEVEL

Chairs: *Reginald B. Adams, Jr. and Nalini Ambady; Tufts University*

Summary: The human face is arguably the most richly informative and pervasive social stimulus we encounter in our daily lives. It communicates feeling, attention, and intention, as well as information relevant to group membership perception (e.g., gender) and impression formation (e.g., perceived dominance, intelligence). The human face conveys, in a very basic sense, who we are. Consequently, it is an essential tool in the diverse study of social perception while readily bridging the gap between social psychology and cognitive/affective neuroscience. In our first talk, Neil Macrae and Malia Mason will describe behavioral and neuroscientific evidence regarding the role of eye gaze behavior in social cognitive functioning; their work demonstrates that brain regions involved in the perception of intentional action are moderated by perceived social attention. Reginald Adams and Nalini Ambady will then address the combined influence of gaze direction and gender cues in emotion processing; their work reveals an important function of brain structures vital to mental state attribution (e.g., amygdala, superior temporal sulcus, and orbital frontal cortex). Heather L. Gordon will present behavioral and neuroimaging evidence examining person and emotion perception as a function of individual differences (i.e., trait psychopathy). Finally, Brad Duchaine and colleagues will present work on prosopagnosia, a disorder that impairs face recognition while often leaving intact other forms of social perception (e.g., emotional expression). The results of these studies address fundamental mechanisms driving social perception while also informing a basic understanding of the brain structures underlying such functioning, thereby demonstrating the mutual benefit of multi-disciplinary inquiry.

ABSTRACTS

ARE YOU LOOKING AT ME: THE EFFECTS OF GAZE DIRECTION ON SOCIAL COGNITION *C. Neil Macrae, Malia Mason; Dartmouth College* — Gaze is unquestionably a vital communicative channel through which social information is conveyed to conspecifics. Through gaze direction alone, we can readily gauge where someone's interest lies and predict how they will interact with the world. Combined with facial gestures (e.g., eyebrow furrows), gaze cues effectively and efficiently convey a range of subtle emotional and mental states. Paralleling the advances made by social psychologists are findings by neuroscientists suggesting that humans have a neural architecture dedicated explicitly to detecting and interpreting gaze cues. Precisely how we make sense of the messages contained in gaze cues and how patterns of gaze influence our understanding of others, however, remains open to empirical scrutiny. Given that gaze signals social engagement, we anticipated that patterns of gaze direction would influence: (1) attentional cueing, (2) person memory, (3) person construal, and (4) perceptions of intentionality. The results of a series of behavioral experiments confirmed these predictions. By influencing how we allocate our attention, gaze has lasting consequences on social information processing (e.g., person memory and person construal). Furthermore, results of an fMRI investigation suggest that brain regions involved in the perception of intentional action are moderated by perceived social attention. Posterior parietal areas previously implicated in both the generation of action and the simulation of another's actions are modulated by the direction of a target's social attention (i.e., 'towards' or 'away from' an object they are manipulating). We consider the role of gaze cues in social cognitive functioning.

THE ROLE OF GAZE AND GENDER IN EMOTION PERCEPTION *Reginald B. Adams, Jr., Nalini Ambady; Tufts University* — A single glance at the human face delivers information relevant to group membership, visual attention, and felt emotion. Recent behavioral and neuroscientific work has focused on these basic processes independent of one another. The current work examined the impact of combinations of these cues including gaze direction and gender when combined with the processing of threat-related emotional displays (e.g., anger and fear). Behavioral work is reported that demonstrates a link between gaze and gender information and emotion processing by gauging processing efficiency in a reaction time paradigm. Direct gaze facilitated the processing of anger displays, whereas averted gaze facilitated fear displays. Similarly male facial appearance facilitated the recognition of anger, whereas the same was true of female faces and fear. Next, using functional magnetic resonance imaging (fMRI) we crossed both gaze (direct versus averted) and gender (male versus female) with emotion (anger versus fear) and examined the impact of these combined social cues on a network of brain structures known to be important to social perception such as the amygdala. The amygdala is a brain structure known to be vital to the detection and processing of threat as well as to the development of Theory of Mind, or mental state attribution. Our findings revealed greater amygdala functioning in response to social cues such as gaze direction and gender when incongruent with the signal value of emotional expression (e.g., when averted gaze and anger). These findings contribute to our understanding of the mechanisms underlying social perception and brain functioning supporting it.

NFLUENCE OF TRAIT PSYCHOPATHY ON EMOTION AND PERSON PERCEPTION *Heather L. Gordon; Dartmouth College* — Psychopathy is a personality disorder associated with a constellation of affective, interpersonal and behavioral attributes (Cleckley, 1976). One hallmark of the psychopathic individual is difficulty in processing emotional information (Day & Wong, 1996). These difficulties extend into the processing of facial expressions (Blair et al., 2001). Research into the extent of these difficulties in the normal population has only just begun. Using a standard self-report measure of psychopathy (PPI; Lilienfeld & Andrews, 1996), participants within the normal population can be rated as relatively high or low in trait psychopathy. We have recently found that in the absence of behavioral differences, functional differences (as measured by fMRI) during a facial affect recognition task, specifically within regions of the limbic system and prefrontal cortex, are associated with one's possession of psychopathic personality traits (Gordon et al., 2004). None of these differences were found when the same participants were performing an identity discrimination task suggesting it is not simply a visual perception problem. In a larger-scale behavioral paradigm, we have also discovered that in a time-pressured situation, trait psychopathy is significantly predictive of longer reaction times and attenuated accuracy when performing a facial affect decoding task. It is important to emphasize that these differences were found within a non-clinical population, on individuals considered high functioning and socially success-

ful. These data suggest a difference in cognitive approach to person perception based on personality style and have implications for general social cognition.

PROSPAGNOSIA AND EVIDENCE FOR FACE-SPECIFIC MECHANISMS *Brad Duchaine[1], Galit Yovel[2], Edward Butterworth[3], Ken Nakayama[1]; [1]Harvard University, [2]Massachusettes Institute of Technology, [3]Vanderbilt University* – Face recognition is a critical ability for normal social interaction. Individuals with impairments in face recognition have serious social difficulties which often lead to anxiety, depression, and social isolation. We have little understanding of this condition yet recent research indicates that developmental cases of prosopagnosia are much more common than was previously thought. One of the most fundamental questions in prosopagnosia research remains unanswered: What is the nature of the impaired mechanisms? These mechanisms could be specialized for faces, for some more general division among object classes, or for visual recognition in general. There are five different hypotheses of prosopagnosia, and for results from a prosopagnosic to support a particular hypothesis of prosopagnosia, all of the alternative explanations must be ruled out. We have tested the predictions of all of the hypotheses of prosopagnosia in a developmental prosopagnosic. His behavioral results are inconsistent with all of the domain-general hypotheses of prosopagnosia but are consistent with the face-specific hypothesis. This account is further supported by fMRI and MEG results which found that, unlike normal subjects, he does not show typical responses to faces. Because this subject was unable to develop face recognition mechanisms yet developed normal object recognition mechanisms, his results also indicate that these mechanisms are created at least in part by specialized developmental processes. These results converge with other methods to indicate the existence of face-specific mechanisms, and so face recognition is one of the most well supported examples of a domain processed by mechanisms specialized for social interaction.

Session B
Friday, 1:15 - 2:30 pm
Grand Ballroom B

PSYCHOLOGICAL BASIS OF IDEOLOGY AND SYSTEM JUSTIFICATION

Chair: *John T. Jost; New York University*

Summary: After a disciplinary moratorium on politically controversial topics such as ideology, psychologists have renewed interest in the cognitive and motivational underpinnings of liberalism-conservatism and attitudes toward the societal status quo. In response to new political realities, a diverse, international group of researchers has begun to address traditional issues of ideology using creative, non-traditional means ranging from subliminal priming to the coding of physical environments and styles of self-presentation in face-to-face interaction and website content. Use of these methods sheds new light on the social, cognitive, and motivational dynamics underlying political attitudes and the ways in which people embrace conservatism and system justification on an unconscious as well as conscious level. Keller focuses on essentialist beliefs in genetic determinism and demonstrates that they fit into a broader network of ideological, system-justifying attitudes. Ferguson and Hassin provocatively find that priming a symbol of the prevailing social system (e.g., American or Israeli flags) activates semantically unrelated constructs that are opposite in valence to the prime (e.g., capitalism, greed, Christianity, and God). This suggests that people have mental representations of the sociopolitical system as a whole and that individual components of the system are networked in memory. Van Hiel and colleagues investigate individual differences in cognitive and affective needs and their consequences for right-wing attitudes, including racial intolerance. Gosling and colleagues provide converging evidence from sundry paradigms indicating that conservatives' greater needs for order and lesser needs for openness to experience are manifested in a wide range of personal and interpersonal domains.

ABSTRACTS

PSYCHOLOGICAL ESSENTIALISM AS A DISTINCT COMPONENT OF THE IDEOLOGICAL BELIEF SYSTEM *Johannes Keller; University of Mannheim* – Recently, psychological essentialism—laypeople's belief that social categories have an underlying nature—has re-emerged as a prominent concept in social-psychological theorizing. However, research on this concept is rather sparse. The work to be presented in this contribution was therefore designed to extend our knowledge of the causes and consequences of laypeople's essentialist beliefs. Building on theoretical ideas proposed by Jost, Glaser, Kruglanski, and Sulloway (2003) concerning the motives underlying belief formation and hypotheses proposed by Yzerbyt, Rocher, and Schadron (1997) with regard to the origins and consequences of essentialist beliefs, several studies have been conducted investigating the causes and correlates of a distinct form of essentialist beliefs: the belief in genetic determinism. The theoretical idea underlying this research holds that essentialist beliefs represent a distinct component of the belief system that is functionally related to basic needs. Specifically, it is argued that the formation and endorsement of essentialist beliefs is of service to existential needs (e.g., the need to buffer death anxiety), epistemic needs (e.g., the need for closure), and ideological needs (e.g., the need to justify the existing social order). Thus, essentialist beliefs are conceptualised as a specific element in the belief system that is involved in basic processes of motivated social cognition. Findings of a series of studies speak to the fact that psychological essentialism as expressed in the belief in genetic determinism is related to the basic mechanisms as outlined above. Moreover, it emerged that essentialist beliefs are related to the endorsement of stereotypes and prejudice.

THE AUTOMATICITY OF NATIONALIST IDEOLOGY *Ran Hassin[1], Melissa J. Ferguson[2]; [1]The Hebrew University, [2]Cornell University* – In an attempt to further develop a social cognitive perspective on ideology, recent research examined whether ideologies can be automatically activated by the perception of political symbols and then influence subsequent attitudes and judgment. Research from the United States and Israel suggests that knowledge associated with nationalist ideology becomes automatically activated in memory upon the perception of national symbols (e.g., flags) and influences opinions and attitudes concerning current political events and issues. Findings from the United States demonstrate that the type of knowledge that is activated in response to the perception of the American flag depends largely on the extent of the perceiver's exposure to the United States news media. Those who were classified as watching relatively more U.S. news reported more conservative attitudes and opinions about issues after they were subliminally primed with the American flag, compared to a control symbol. Those who were classified as watching relatively less news, however, become more liberal on issues when primed with the American flag versus a control symbol. Findings from Israel suggest similarly that ideological knowledge is automatically activated upon the subliminal perception of the Israeli flag, and leads to more ideology-consistent attitudes concerning current issues, such as the Israeli-Palestinian conflict. This work together suggests that ideological knowledge can be automatically activated and potentially influence people's attitudes, beliefs, and behavior.

EFFECTS OF EMOTIONS ON AUTHORITARIANISM AND RIGHT-WING IDEOLOGY *Alain Van Hiel, Ilse Cornelis, Arne Roets; Ghent University* — A vast amount of studies on authoritarianism revealed that authoritarianism is a powerful predictor of conservative beliefs and prejudice. However, most scholars would agree that Adorno et al. (1950) also stressed the importance of emotional factors – pathological and non-pathological - that give raise to the "authoritarianism syndrome." First, we tested whether individual differences in positive and negative emotions are related to authoritarianism. Second, we wanted to test the interaction between these individual differences variables and authoritarianism. The results revealed rather low correlations between negative emotions and authoritarianism, whereas this relationship was much stronger for positive emotions. A combination of a lack of positive emotions negative and a high level of authoritarianism produced the highest levels of racism. In conclusion, the lack of positive affect emerged as a more important factor than the presence of negative affect. These results are discussed with reference to the (often non-significant) relationship between authoritarianism and maladaptive personality. Moreover, we will argue that specific emotions like anxiety are likely to only marginally contribute in explaining authoritarianism-based prejudice. Avenues for future research on the role of emotions in authoritarianism are discussed.

EVERYDAY MANIFESTATIONS OF POLITICAL ATTITUDES *Sam Gosling, Jason Rentfrow, Simine Vazire; University of Texas at Austin* — By viewing political beliefs in terms of motivated social cognition, Jost et al (2003) showed that conservatives differ from liberals across a suite of personality traits, needs, and values. They showed, for example, that conservatives tend to be lower on openness to new experiences and have a higher need for order than do liberals. This talk will use the Jost et al. meta-analysis as a springboard from which to examine how the various traits, needs, and values of conservatives and liberals are manifested in everyday contexts. In particular, we examine conservative-liberal differences in the spaces in which people live and work, in their preferences for music, movies, books, and activities, and in the way they present themselves in face-to-face interactions and on their websites. For example, consistent with their lower openness to new experiences and the lower value they place on broad-mindedness and imaginativeness, conservative students' dorm rooms contained a narrower variety of books and music than did liberal students' dorm rooms. Moreover, the particular types of music and books were consistent with the political values of the occupant—liberals had a relatively high number of books on feminist and gay issues and were more likely to have blues, folk, rock, world, and reggae music in their collections. Consistent with their higher need for order, conservative students' rooms were more likely than liberals' rooms to have several calendars, spare stamps, and other organizational aids (e.g., in-trays). The findings illustrate the many contexts and media through which political beliefs are manifested.

Session B
Friday, 1:15 - 2:30 pm
Grand Ballroom C

CONFLICT IN MATING RELATIONSHIPS: FROM FIRST-TIME INTERCOURSE THROUGH THE AFTERMATH OF THE BREAKUP

Chair: *David M. Buss; University of Texas, Austin*

Summary: Conflict pervades human mating throughout the temporal duration of romantic relationships. Although conflict in mating is sometimes viewed as a symptom of pathology, specific evolutionary theories predict the circumstances in which conflicts will be pervasive. The four talks in this symposium examine various types of conflict throughout the temporal duration of mating relationships. Anne Gordon explores conflict early in mating relationships by combining social theories of counterfactual thinking with evolutionary models to predict sex differences in regret following first-time sexual intercourse. Steve Gangestad proposes and tests the novel theory that conflicts in mating relationships should be exacerbated during the most fertile phase of the ovulatory cycle, since the woman's and man's reproductive interests potentially depart maximally at this critical time. Martie Haselton, using Error Management Theory, predicts and empirically documents cognitive biases such as the conditions under which women and men over-estimate sexual interest in their partners from mating rivals. David Buss explores conflict during the ending and aftermath of mating relationships through a theory of triadic co-evolutionary conflict, and uses empirical studies of mate poaching, mate guarding, and stalking by former mates to test the theory. Taken together, the four presentations contribute to basic empirical knowledge about conflict in romantic relationships, provide novel theoretical advances in understanding sexual conflict, and yield potential avenues for ameliorating the more destructive forms of mating conflict.

ABSTRACTS

REGRET ABOUT FIRST-EVER SEXUAL INTERCOURSE *Anne K. Gordon; Bowling Green State University* — Human reproductive biology involves greater minimum obligatory investment in offspring for women than men. For this and other reasons (e.g., social reputation), sexual intercourse potentially carries greater risk and cost for women than men. Research on counterfactual thinking suggests that regret occurs when negative events are perceived as controllable and preventable. First-ever sexual intercourse is an important life event imbued with both of these critical elements. It happens only once, can be socially and reproductively consequential, and may occur under regrettable circumstances involving coercion, poor timing, or an undesirable partner. First-ever intercourse is thus a prime candidate for the potential experience of regret. We tested predictions from a model that combines the evolutionary and counterfactual thinking literatures. Hypotheses centered on sex differences in the degree of regret and the associated psychological and interpersonal experiences prior to and following first-ever intercourse. Two samples reported details about their first-ever intercourse experiences (N = 400). Questionnaires assessed participant and partner roles in initiating and forestalling the encounter, the extent to which social pressure, coercion, alcohol, and drugs were involved, primary reasons for the sexual episode, relationship with the partner before and after the event, the partner's mate value, emotional and sexual satisfaction, and the social consequences following the event. Results indicated that first-ever intercourse carried more emotional and relational significance and post-episode regret for females than males. However, females reported less regret when their experience involved a high-mate-value male partner. These and other findings will be discussed regarding their theoretical and applied implications.

SHIFTING MALE-FEMALE CONFLICTS OF INTERESTS ACROSS THE OVULATORY CYCLE *Steven W. Gangestad; University of New Mexico* — Among ancestral sources of conflicts of interest between members of mated pairs, both partners' interests in sex with persons other than the partner (extra-pair sex) were potentially important. Whereas one party's extra-pair sex could have been in his or her reproductive interests, it would have rarely been in the interests of that party's primary partner. Women could have used extra-pair sex to "upgrade" the genetic fitness of their offspring at the expense of their primary partners. In theory, this conflict of interest changes across the female ovulatory cycle. Women are fertile only during a brief period of their cycles and hence can obtain genetic benefits through extra-pair sex during this window; thus, they

may be most interested in extra-pair sex during this window. And, it is precisely during this brief window that women's extra-pair sex is most reproductively costly for their primary partners. This conflict may have led to female adaptations that enhanced their ability to seek extra-pair sex and male counter-adaptations that prevented their partners' extra-pair sex, which are expressed most strongly mid-cycle and thereby cause the dynamics of male-female relationships to change across the cycle. Three empirical studies assessed women's phase of the ovulatory cycle, their expressed mate preferences and sexual interests, and their observational reports of men's mate guarding behaviors. Findings provide support for theory that women's mate preferences and the intensity of their partner's mate guarding shift predictably across the ovulation cycle. These findings shed light on the mixed cooperative and conflictual nature of female-male relationships.

BIAS IN SEXUAL COMMUNICATION *Martie G. Haselton; University of California, Los Angeles* – Sexual communication is marked by some striking mistakes. Men, for example, appear to systematically over-estimate a woman's sexual interest on the basis of ambiguous signals such as a smile. Theoretically, these biases have been explained by invoking cognitive heuristics, biased effects of mass media images, and insufficient adjustment away from one's own intentions and desires. I describe an alternative account, Error Management Theory (EMT), to explain many systematic biases in sexual communication. EMT proposes that biased decision-making procedures will evolve whenever there is a recurrent asymmetry in the costs of false positive and false negative errors. Because women and men face somewhat different adaptive problems in the domain of mating, asymmetries in their error costs differ, and women and men should possess different, often conflicting biases. The sexual overperception bias in men, for example, is hypothesized to reduce the chances of missing reproductively beneficial sexual opportunities. This bias in men contrasts with a bias in women toward underestimating men's interest in forming committed relationships. Ancestrally, women and men both faced high costs of missing the sexual interest of rivals in their mates, and therefore a bias toward overestimating the sexual interest of rivals should be shared by the sexes. Evidence demonstrating these EMT effects and others will be presented from a series of 5 empirical studies using experimental and naturalistic survey methods. Discussion focuses on how these biases reflect ancestral conflicts between the sexes and a contemporaneous exacerbation of them.

CONFLICT DURING THE ENDING AND AFTERMATH OF MATING RELATIONSHIPS *David M. Buss; University of Texas, Austin* – Sexual conflict occurs during the ending and aftermath of mating relationships, especially when one person desires to terminate the relationship while the other wants to hold on. This paper tests predictions from a theory of triadic co-evolutionary conflicts that permeate the final stages of mating relationships. New empirical tests of the theory include studies of: (1) self-reported and partner-reported mate poaching strategies designed to drive a wedge between existing relationships in order to promote a breakup, (2) self-reported sexual infidelity as a strategy to exit an existing relationship, (3) partner-reported mate guarding strategies designed to inflict costs on a mate for signals of straying while simultaneously driving off mate poachers, and (4) victim-reported stalking of self and potential new suitors by a former mate during the aftermath of a breakup. Key results include: a high prevalence of mate poaching as a mating strategy, sex-linked predictors of the intensity of mate guarding behaviors, a surprising frequency of men's use of post-breakup stalking as a strategy for re-obtaining a former partner and interfering her future mating, and mate value discrepancies as a key predictor of the use of stalking. Discussion focuses on the role of dyadic and triadic conflicts surrounding relationship termination and their implications for co-evolutionary theories of sexual conflict.

PSYCHOLOGICAL PERSPECTIVES ON ECONOMIC CHOICE

Chair: *David Dunning; Cornell University*

Summary: Scholars in both economics and psychology increasingly recognize that a complete and accurate account of economic choice requires the incorporation of psychological theory, method, and variables. People do not always behave like "rational actors" driven solely by material self-interest, but instead make economic choices that are profoundly influenced by decision context, framing, norms, emotion, motivation, and self-image. As such, a new field of behavioral economics is burgeoning at the intersection between psychology and economics, examining classic economic problems with an eye toward integrating psychological insights. The four talks comprising this symposium illustrate research at this intersection. Each is a demonstration of how psychological perspectives can inform research on choice in the economic realm. Each also demonstrates in turn how economic problems, paradigms, and data can enrich psychological research. Iyengar shows how the range of choices available to people making real retirement decisions influences the plans they opt for. Hsee shows how the frame in which people choose future options differs importantly from the way they will experience those options, leading potentially to suboptimal choices. Dunning focuses on how a psychological analysis of trust behavior might explain why people trust others even when it is not in their economic interest to do so. Gonzalez demonstrates how anger leads people to make costly decisions in negotiation that they paradoxically are more satisfied with.

ABSTRACTS

ONE BY ONE: THE EFFECT OF ADDED CHOICES ON FINANCIAL DECISION MAKERS' HEURISTICS *Sheena S. Iyengar, Wei Jiang; Columbia University* – Recent studies by Iyengar and Lepper (2000) suggest that counter to rational theories of choice, the provision of more rather than fewer options inhibits choosers' likelihood to make a choice. Indeed, even when choosers are compelled to make a choice, the presence of more options decreases their subsequent outcome satisfaction. The current investigation expands upon this observed choice overload phenomenon, first by examining whether predictions of choice overload extend to consequential decision making contexts (e.g., retirement savings decisions) in which choosing not to choose would be suboptimal, and second by examining whether fear associated with choosing from large choice sets correlates to a preference for risk averse options. We drew upon an archival data set extracted from 401(k) financial decisions in the year 2001 incorporating almost 800,000 eligible employees from 647 companies, each offering plans including anywhere from 2 to 60 investment options. This data provided individual data as well as information on specific attributes for each plan program, allowing us to examine effects of increased choice on employees' participation rates and allocation decisions. Results show that for every 10 options added, participation rates dropped by an average of 2%. Among plan participants, every additional 10 options correlates to a 5.4% increase in money market and bond allocations and a 7-9% decrease in equity option allocations. Follow-up studies provide laboratory instantiations that further imply a positive correlation across multiple financial decision making domains between the presence of more options and the preference for risk-averse choices.

THE DISTINCTION BIAS: JOINT-VERSUS-SEPARATE EVALUATIONS AND MISPREDICTION OF HAPPINESS

Christopher K. Hsee, Jiao Zhang; University of Chicago Graduate School of Business – The present research identifies a new source of failure to make accurate affective predictions or make experientially optimal choices. When people make predictions or choices, they are often in the joint evaluation (JE) mode; they compare alternative scenarios or options. When people actually experience an event, they are often in the single evaluation (SE) mode; they are exposed to the focal event. Although experiencers may occasionally think of other options, in most cases they are closer to the SE mode than are predictors or choosers. Building on earlier research on JE/SE preference-reversals and evaluability (Hsee, 1996; Hsee et al. 1999), we propose that the "utility function" of the same attribute may vary systematically between JE and SE. We further propose that when people in JE make predictions or choices for events to be experienced in SE, they often resort to the JE function rather than the SE function, and consequently they will make systematic mispredictions and mischoices. We specify when people are most likely to make these mistakes, and report experiments that tested our hypothesis. This research contributes to literatures on experienced utility, affective forecasting, and happiness.

DO PEOPLE TRUST TOO MUCH OR TOO LITTLE? *David Dunning[1], Detlef Fetchenhauer[2]; [1]Cornell University, [2]University of Cologne* – Trust is an essential underpinning of successful social life, yet people should trust each other rarely—or never at all—according to traditional economic analysis. We conducted 5 studies exploring the psychological bases of trust, and in doing so examined whether people trust too much or too little. Participants chose between keeping a small amount of money ($5) or handing it over to an unknown person. If participants gave up the money, recipients obtained an inflated amount ($20), allowing them either to split the money with the first individual (i.e., give $10 back) or to keep everything for themselves. Participants proved unduly cynical, estimating on average that only 45% of their peers would split the money when 80% actually did so. Thus, people trusted too little: If they had known the actual rate of return, significantly more of them would have trusted the other person, given their stated tolerance for risk. However, we also saw evidence for a cross-cutting, potentially more important, phenomenon in which people trusted too much. Given their cynicism and their aversion to risk, only 35% of participants should have handed their money over according to traditional economic analysis, yet nearly 70% did so—even though many never thought they would see any money back. This "irrational" behavior was not motivated by concerns for the other person's welfare, nor by issues of equality, but rather appears tied to people's image of themselves as generous, positive, and pro-social individuals.

MAD, MEAN, AND MISTAKEN: THE EFFECTS OF ANGER ON STRATEGIC INTERACTIONS AND MONETARY OUTCOMES

Roxana M. Gonzalez, Jennifer S. Lerner, Don A. Moore, Linda C. Babcock; Carnegie Mellon University – In the stylized world of game theory, individuals interacting with others in competitive games are assumed to behave in a strategic fashion that maximizes their chances of obtaining desired outcomes. Recent developments in the nascent field of "behavioral game theory" have modified this picture somewhat, introducing realistic psychological considerations such as concern for relative payoffs and concern for fairness. One of the most recent developments has been to take account of the role played by emotions. Anger has been shown to differ from other negative emotions in distinct ways that hold implications for strategic social interactions, particularly those involving money. Anger triggers relatively greater perceptions of individual control and certainty, optimism about one's own future, tendency to process information heuristically, and tendency toward approach goals. Negotiations provide a useful context for examining anger in choices involving money. After participants received either anger-inducing or neutral feedback on

an essay, they prepared to negotiate with either the person whom they believed had critiqued their essay (Study 1) or a new person (Study 2 and 3). Relative to neutral emotion, anger significantly reduced participants' ability to accurately perceive the opposing parties' interests; interestingly, it also reduced the accuracy of participants' perceptions of their own interests. Despite reporting more satisfaction with their final pay-offs, angry participants actually obtained worse outcomes than neutral participants. Angry participants appear to have become so caught up in their anger that they lost track of the information they needed to ensure they negotiated a deal that benefited themselves.

Session B
Friday, 1:15 - 2:30 pm
Bayside Room

THE EXPERIENCE AND REGULATION OF REGRET

Chairs: *Marcel Zeelenberg[1], Neal J. Roese[2]; [1]Tilburg University, [2]University of Illinois*

Summary: Counterfactual emotions, such as regret and disappointment, are not only omnipresent, but also influence our social behavior and well-being. An explosion of recent research has connected feelings of regret to varied psychological consequences ranging from decision-making to health behaviors to psychological well-being. The research presented in this symposium embodies this range of topics, and further emphasizes the important role of regulatory and motivational processes in regret. New findings provide novel insights into the functional relevance of regret, disappointment, and counterfactual thinking.

ABSTRACTS

ACCEPTABLE ACTION: THE EFFECTS OF POWER, REGULATORY FOCUS, AND IDEOLOGY ON REGRETS OF ACTION AND INACTION *Adam D. Galinsky[1], Katie A. Liljenquis[1], Joe C. Magee[2]; [1]Northwestern University, [2]New York University* – According to norm theory (Kahneman & Miller, 1986), regret is the product of how normal or abnormal an event is. Actions tend to produce more regret because they are abnormal, that is, easier to imagine otherwise: it is typically easy to imagine not performing an action. In this way, inaction can be considered the default state of affairs and thus the norm. Conceptualizing the action-regret relationship in this manner raises the possibility that if action were to become the norm, it would become relatively less regretful. Indeed, when taking action is consistent with a person's specific orientation (i.e., the person is a risk seeker; Seta et al., 2001), people attribute more regret to inactions. We extended this reasoning by examining whether activating an action-orientation would lead individuals to perceive and feel less regret following actions. An action-orientation was measured or manipulated using three variables that affect the tendency toward action: power (powerful individuals tend take more action than powerless individuals [Galinsky, Gruenfeld, & Magee, 2003]), regulatory focus (promotion-focused people are oriented towards achieving their ideals and are more prone to make errors of commission whereas prevention-focused individuals are oriented towards avoiding negative outcomes and are prone to making errors of omission ([Crowe & Higgins, 1997])), and political ideology (liberals desire more government action, whereas conservatives prefer less government involvement). Across five experiments, we found that mind-sets geared towards an action-orientation attenuated the action-regret relationship. When action was considered the norm for behavior, actions were less likely to elicit regret.

WHAT WE REGRET MOST ... AND WHY *Neal J. Roese, Amy Summerville; University of Illinois* – Which domains in life produce the greatest potential for regret, and what features of those life domains explain why? Using a blend of archival and laboratory evidence, we show that greater opportunity within life domains increases regret intensity. This result is compatible with a range of recent research demonstrating that when opportunity is low (options foreclosed or limited) processes of rationalization are more active, thereby reducing regret. Study 1 was a meta-analysis of 11 previously published rankings of regrets within life domains; it revealed that people's top 6 biggest regrets in life center on (in descending order): education, career, romance, parenthood, the self, and leisure. Study 2a was a laboratory survey that ranked the biggest regrets of college students. In Study 2b, participants directed to focus on high opportunity life domains reported more intense regrets within those focusing on low opportunity domains. Moreover, the life domains deemed high in opportunity were more similar to those nominated by participants in Study 2a as containing their biggest regrets than those deemed low in opportunity. These results show that people's biggest regrets are a reflection of where in life they see their largest opportunities; that is, where they see tangible prospects for change, growth, and renewal.

HOW TO FIND COMFORT IN ACCEPTING THE "INEVITABLE". RETROACTIVE PESSIMISM, A DEFENSE MECHANISM FOR THE DISAPPOINTED. *Orit Tykocinski; Ben Gurion University* – Having failed to achieve a desired goal, people were found to change the perceived probabilities of relevant events, post-facto, so that in retrospect the disappointing reality appears almost inevitable. But in order to use "retroactive pessimism" and find comfort in concluding that "we never had a chance to succeed" we must inhibit upward counterfactual alternatives suggesting that success was in fact highly likely. Evidence for the hypothesized link between counterfactual inhibition and retroactive pessimism was found in three scenario experiments. Following a grave disappointment, participants generated less upward counterfactuals, and were less likely to use counterfactual target words in a word completion task, compared to those experiencing a mild disappointment. In the third experiment this inhibition process was demonstrated to be unique to situations in which the negative outcome resulted from uncontrollable rather than controllable events. This finding is consistent with the functional characterization of counterfactual thinking, as dwelling on events that we could not have controlled has no "preparatory" value. This experiment also illustrates that we may rely on different defense mechanisms in dealing with regrets and disappointments. Retroactive pessimism seems to be unique to dealing with disappointments.

MISERY LOVES COMPANY: HOW SHARING BAD DECISIONS MAY ATTENUATE REGRET. *Marcel Zeelenberg; Tilburg University* – Not winning a prize in a lottery, buying shares that go down rapidly, or not going to what ends up to be the last gig of the Rolling Stones; these are just a few instances of regrets that we may encounter in our daily life. Since there are a only a limited number of people that can win the lottery, invest in the right company or visit the Stones' last gig, regrets of this kind are shared by many. However, not much is known regarding the consequences of the fact that so many of our regrets are actually shared regrets. Does the fact that others suffer from the same misfortune comfort us and mitigate the regret, or is it the case that our regrets become amplified by this social aspect, in the sense that emotional experiences can be contagious and that we dwell together in our misfortune? What is the effect of the number of others with the same outcome on the intensity of the regret? In three scenario studies we examined this and found that others having made the same decision attenuates regret. The results are discussed in relation to theories about the social context on the experience of emotions and to theories about decision coordination as a regret avoiding strategy.

THE PERCEIVED LIKELIHOOD OF EVENTS THAT 'TEMPT FATE' *Thomas Gilovich; Cornell University* – Two established research findings point to a previously unexplored source of superstitious beliefs. First, vividly imagining a probabilistic event tends to make that event seem more likely to occur. Second, negative events pack a bigger hedonic punch than positive events of equal magnitude ("negativity dominance"). Together, these two findings suggest that because people may be drawn to think more about negative possibilities, they will tend to think that certain negative events are more likely to occur than either their positive counterparts or their true objective likelihood. Miller and Taylor, in an influential paper on counterfactual thinking, have explored one element of this phenomenon-how misguided actions generate greater regret than misguided inactions and hence lead to the belief that certain actions are more likely to lead to "ruin" than is actually the case. In this talk, I will generalize Miller and Taylor's analysis beyond the difference between actions and inactions and show how other determinants of what makes a hedonic experience better or worse can distort people's assessments of likelihood. In particular, I will present data showing that actions that "tempt fate" or outcomes that promote a sense of irony are experienced as particularly aversive, draw disproportionate attention in anticipation, and are seen as more likely to occur than is normatively justified.

Session C
Friday, 2:45 - 4:00 pm
Grand Ballroom A

UPDATING THE CLASSICS: HOW THE BRAIN INFORMS OUR UNDERSTANDING OF CLASSIC SOCIAL PSYCHOLOGICAL PHENOMENA

Chair: *Matthew Lieberman; University of California, Los Angeles*

Summary: Social cognition has a long history of combining the discovery of important social phenomena with the cognitive mechanisms that support and produce these phenomena. Social cognitive neuroscience research uses functional magnetic resonance imaging (fMRI) to add important tools in the search for more complete explanations of these social phenomena. In this symposium, we present fMRI data that revisit four classic social cognition phenomena in order to examine their neural bases. Just as cognitive measures inform our social psychological theories, neural measures indicate when cognitive and affective, controlled and automatic, and perceptual and motor processes should be included in these theories and, just as importantly, when they should not. Additionally, these measures help to demonstrate when a mental event is composed of multiple component processes and when seemingly different processes actually have a common core. First, Mitchell, Macrae, and Banaji return to one of the foundational social cognition paradigms, Hamilton's impression formation task, to examine the qualitatively different ways in which social and nonsocial information is encoded. Second, Harris and Fiske revisit Allport, the intellectual forefather to the social cognitive approach to stereotyping, providing neural evidence that stereotypes are divided along competence and warmth dimensions. Third, Macrae and colleagues examine Wegner's influential White Bears thought suppression phenomenon and present evidence establishing the neural separability of different cognitive components posited in Wegner's model. Finally, Lieberman, Eisenberger, and Crockett examine competing explanations for Bargh's already classic research on elderly primes promoting slower walking and other automatic behavior effects.

ABSTRACTS

DISSOCIABLE NEURAL SYSTEMS UNDERLYING IMPRESSION FORMATION *Jason P. Mitchell[1,2], C. Neil Macrae[1], Mahzarin Banaji[2]; [1]Dartmouth College, [2]Harvard University* – Some of the earliest work in the field that would become known as social cognition examined the cognitive changes brought about by processing information in a socially-relevant manner (Hastie and Kumar, 1979; Hamilton et al., 1980; Wyer et al., 1984). Much of this work used impression formation tasks, in which participants were either asked to use experimentally provided information to form an opinion about an unfamiliar target or simply to memorize the information. Across a large number of studies, impression formation tasks often produced memory performance that differed from nonsocial tasks both quantitatively (more accurate memory) and qualitatively (e.g., better memory for expectancy-inconsistent information). By and large, the cognitive theories proposed to explain these differences have suggested that social-cognitive processing prompts deeper, more elaborative encoding of the sort that generally supports episodic memory (e.g., generation of schemas). In a series of neuroimaging studies, we suggest that, although parsimonious, these models may have failed to consider the possibility that impression formation relies instead on processes specialized for social cognition and distinct from those supporting memory in other domains. By demonstrating a distinct 'neural signature' of social-cognitive processing, these results both (a) provide new insights into the cognitive mechanisms underlying the impression formation effects that were ubiquitous in early social cognition work and (b) suggest the 'specialness' of social cognition – that thinking about other people is fundamentally distinct from thinking about anything else in the world.

WHO IS WARM, COMPETENT, BOTH, OR NEITHER? HOW DOES THAT MAKE US FEEL? DIFFERENTIATING SOCIAL EMOTIONS IN THE BRAIN *Lasana T. Harris, Susan T. Fiske; Princeton University* – Allport defined prejudice as unambivalent antipathy, but he also contrasted prejudice against Jews (stereotypically smart but not warm) with prejudice against blacks (stereotypically warm but not smart). The Stereotype Content Model (Fiske et al., 2002) contrasts groups that are respected but disliked with those that are liked but disrespected, mixed on perceived warmth and competence, as well as groups stereotyped as high on both or low on both. The model states that different social groups elicit different emotions based on the interplay of perceived warmth and perceived competence. Two studies substantiate the SCM using functional imaging (fMRI) techniques. In Study 1, in the scanner, 12 participants were exposed to pretested photographs of different social groups in each of the model's four quadrants, as well as animate objects (animals) and inanimate objects. Participants then reported what emotion they felt toward the person, animal, or object in the photograph. Distinct neural signatures emerged, consistent with a priori predictions of basic emotion activations and more complex, social areas of the neocortex. Study 2 excluded the non-human stimuli, included a wider range of human stimuli, and measured self-reported affect at the end of each run. The SCM predicts and social groups receive distinct, complex, social emotions, not just general unambivalent antipathy.

BANISHING THE BEAR: THE NEURAL SUBSTRATES OF MENTAL CONTROL *C. Neil Macrae[1], Jason P. Mitchell[1,2], William Kelley[1], Carrie Wyland[1], Todd Heatherton[1]; [1]Dartmouth College, [2]Harvard University* – Using traditional self-report and behavioral measures, researchers have demonstrated that it is difficult to suppress unwanted thoughts and that, ironically, attempts to engage in suppression often leads to hyper-accessibility of the forbidden thought. Dan Wegner's influential model suggested that these ironic effects of thought suppression might arise from the operation of two independent processes. One process, the "monitor," is tonically recruited during thought suppression to check for the occurrence of the forbidden thought. However, by maintaining a representation of the to-be-avoided thought, this monitoring process is thought to result in an increase is occurrences of those thoughts. In contrast, a second process, the "operator," is transiently engaged only when a suppression failure occurs in order to re-engage cognitive control. We used a combination of event-related and blocked fMRI to provide initial evidence of a neural basis for both the monitor and operator. First, we observed a region of parietal cortex (previously implicated in studies of working memory) whose activity during attempts to suppress an unwanted thought mirrored the proposed characteristics of the monitor: activity in this region was tonically high and correlated with the number of ironic suppression failures. Second, we observed a region of anterior cingulate cortex (previously implicated in cognitive control) whose activity mirrored the proposed characteristics of the operator: this region was transiently activated following thought suppression failures and predicted the length of time preceding the next such failure. These results provide converging evidence in support of the Wegner dual-process model of thought suppression.

WHY DO ELDERLY PRIMES SLOW YOU DOWN? AN FMRI STUDY COMPARING IDEOMOTOR AND DISRUPTION ACCOUNTS OF AUTOMATIC BEHAVIOR. *Matthew D. Lieberman, Naomi I. Eisenberger, Molly J. Crockett; University of California, Los Angeles* – Bargh, Chen, and Burrows' (1996) discovery that priming words related to the concept "elderly" led participants to walk more slowly was an instant classic. Variants of this paradigm have demonstrated automatic behavior effects on walking speed, memory performance, cooperation, helping behavior, and being quiet in a library to name only a few. Still, little is known about the underlying mechanisms involved in producing these surprising effects. Ideomotor action, the notion that imagining an action potentiates the action, has been offered as an explanation, however, no data directly addresses this hypothesis. Given that it is unlikely that any actions are imagined during the elderly priming paradigm and that ideomotor explanations refer to imagining the exact behavior to be performed, this explanation may not ultimately account for this behavioral phenomenon. We replicated the "elderly-slow" effect in an fMRI study while recording brain activity during the priming period and measured walking speeds. No visual areas were activated by the primes, an effect that conflicts with the ideomotor account. Instead, activity in right ventrolateral prefrontal cortex (BA47), associated with negatively valenced language and inhibition processes, predicted slower walking speeds and decreased cerebellum activity, associated with leg motion, fully mediated this relationship between prefrontal activity and walking speed. Given that the linguistic primes used in the original and current study reflect the negative stereotype of the elderly in Western society, these results are consistent with Disruption Theory (Lieberman, 2003) and its hypothesis that linguistic processing of negative words and stereotypes disrupts various impulsive processes.

Session C
Friday, 2:45 - 4:00 pm
Grand Ballroom B

PSYCHOLOGICAL DISTANCE AND SOCIAL JUDGMENT

Chairs: *Kentaro Fujita, Yaacov Trope; New York University*

Summary: Psychologists have long recognized temporal, physical, interpersonal, and inter-group distance as important determinants of people's responses to social objects. Lacking, however, is integration of these "distances" within a unified theoretical framework. This symposium proposes that these diverse factors can be treated as a single dimension of psychological distance, with implications for personality and social psychology. These talks indicate that different psychological distance dimensions (1) are implicitly associated, (2) have similar effects

on social judgment, evaluation, and choice, and (3) have the same underlying mental construal processes. Importantly, they demonstrate that understanding distance-related construal processes can integrate and generate novel hypotheses for a wide range of seemingly unrelated areas of research. Liberman and Trope will review research indicating that various dimensions of psychological distance are implicitly associated, and affect evaluation and choice by changing mental construals of social objects. Todorov will present research that suggests that less likely events seem psychologically more distant, leading decision-makers to violate fundamental requirements of expectancy-value models of preference and choice. Freitas will present work suggesting that chronic individual differences in tendencies to adopt distal and proximal perspectives affect interpersonal and intergroup perception and behavior. Fujita will describe research indicating that changes in mental construal caused by psychological distancing affect resolution of self-control conflicts. Mischel will close by discussing the implications psychological distance has for self-regulation in the social context. Together, these talks highlight the explanatory and generative potential that characterizing psychological distance as a unifying principle has for diverse areas of personality and social psychology.

ABSTRACTS

PSYCHOLOGICAL DISTANCE *Nira Liberman[1], Yaacov Trope[2]; [1]Tel Aviv Unversity, [2]New York University* — Construal Level Theory proposes that distancing social stimuli on any psychological dimension (time, space, social, probability) has comparable effects on mental construal, prediction, and evaluation (Trope & Liberman, 2003). In support of this proposal, we review our studies on time perspective and point to existing and new evidence for similar effects of other distance dimensions. For example, our research has shown that distancing in time fosters more abstract, dispositional explanations of behavior (as opposed to concrete, situational explanations), paralleling past social psychological research showing that more socially distal actors (others vs. self, outgroup members vs. ingroup members; familiar others vs. less familiar others) are construed in terms of more abstract, dispositional characteristics. In addition, we propose that the different dimensions of distance are interrelated, such that distancing a stimulus on one dimension (e.g., making a target person seem more distant in space) makes it seem more distant on other dimensions (e.g., estimating the behavior of that person to occur at a more distant point in time).

PSYCHOLOGICAL DISTANCE, PROBABILITY, AND PREFERENCES *Alexander Todorov, Amir Goren; Princeton University* — Most decision models, e.g. expected utility and prospect theory, assume that probability and value of an outcome are independent. For example, if a person prefers outcome A to outcome B, the probability of obtaining the outcomes should be irrelevant to the preference ranking. However, we argue that probability of an outcome is a dimension of psychological distance and that it affects the construal of the outcome. Because unlikely outcomes are psychologically distant, their value is derived from high-level construal emphasizing superordinate, desirability features. In contrast, the value of likely or psychologically proximal outcomes is derived from low-level construal emphasizing subordinate, feasibility features. In three experiments, in line with predictions derived from Construal Level Theory (Trope & Lieberman, 2003), we demonstrate a violation of the independence assumption. We constructed highly desirable but less feasible outcomes (HDLF) and less desirable but highly feasible outcomes (LDHF) so that the former were preferred to the latter in a direct comparison, indicating that the feasibility features were easily dismissed. However, in separate evaluations whereas participants preferred HDLF to LDHF outcomes when the probability was low, the preference either reversed or participants were indifferent between the outcomes when the probability was high. Additional analyses indicated that when probability was low, ends-related superordinate features of the outcomes figured

most prominently in participants' decisions. When probability was high, means-related subordinate features were equally important in participants' decisions. The findings suggest that individuals' superordinate, primary concerns are more likely to guide preferences regarding low probability than high probability outcomes.

PERCEIVING SIMILARITY AMONG OTHERS AND BETWEEN OTHERS AND ONESELF: THE ROLE OF CHRONICALLY PERCEIVED DISTANCES BETWEEN ACTIONS AND AIMS *Antonio Freitas; State University of New York at Stony Brook* — People's chronic and idiosyncratic tendencies to represent action in relation to immediate experiences versus phenomenologically distal aims serve as an enduring determinant of psychological distance, with clear implications for numerous social phenomena. Social judgments of various types, for example, reflect one's focus upon characteristics unique to individuals or on commonalities individuals share. Perspective-taking and empathy thus require perceiving similarity between oneself and others, such that one envisions oneself in another's circumstances. Stereotyping and inferring homogeneity within outgroups analogously require perceiving similarity among members of particular social groups, such that group members are practically substitutable for one another. To help understand such phenomena, it is useful to note that, defined abstractly enough, the goals all people pursue are quite similar to one another. Accordingly, we reasoned that people chronically representing action in psychologically distant terms would be more likely to view themselves and others as sharing goals. Data from several studies supported this reasoning, demonstrating impacts on participants' (a) perceived similarity between themselves and others, fostering empathy and helping behavior, and (b) perceived homogeneity among social groups. These findings held when controlling statistically for ideological, motivational, and broad personality variables. Chronically viewing action in terms of psychologically distant endstates, then, appears to facilitate construing members of different groups as equivalent, almost interchangeable, such that one feels the pain of disadvantaged outgroup members as if it were one's own. The same view, however, by blurring social details, also relates to overlooking that which distinguishes individuals within social groups from one another.

PSYCHOLOGICAL DISTANCE AND SELF-CONTROL *Kentaro Fujita; New York University* — How individuals resolve self-control conflicts is a major area of study by psychologists, economists, and other social scientists. This talk presents research that suggests that the psychological distance from an object or event can influence self-control. Self-control problems are modeled as a conflict between high (primary, superordinate) and low (secondary, subordinate) level features of an event. For example, dieters presented with cake must consider both the sugar rush (low level feature) and the fattening calories (high level feature) in deciding whether to eat it. Self-control is the decision to act in a manner consistent with the high, not the low, level features of an event. A major determinant of how high and low level features are weighed in self-control decisions is the psychological distance of the event (Trope & Liberman, 2003). Whereas as psychologically proximal events lead to greater weighting of low level features by activating low level construals, psychologically distal events, by activating high level construals, lead to greater weighting of high level features and thus should also lead to enhanced self-control. Three experiments are presented to provide support for these assertions. In these studies, mental representations associated with distal (high level construals) and proximal events (low level construals) were experimentally induced. Self-control was then measured using three different measures: time-inconsistent preferences, physical stamina, and behavioral intentions. In all three experiments, high levels of construals led to greater self-control than low level construals. This indicates the psychological distance, through the activation of high level mental representations, can enhance self-control.

COMPARING CONSCIOUS AND UNCONSCIOUS PROCESSES

Chair: *Ap Dijksterhuis; University of Amsterdam*

Summary: In this symposium, the four speakers all discuss different psychological processes from the same perspective: What happens when we do something unconsciously and what happens when we do exactly the same thing with conscious guidance? What are the similarities and what are the differences? Whereas the main purpose of research on the unconscious has long been to demonstrate the ability of the unconscious to do things that were traditionally be assumed to take place consciously, in the current talks consciousness and the unconscious are explicitly compared. These comparisons yield interesting and sometimes counterintuitive findings. Bargh and McCulloch discuss the dynamics of conscious and unconscious goal pursuit and uncover new aspects of conscious goal pursuit by making explicit comparisons with unconscious goal pursuit. Dijksterhuis presents work about decision making and demonstrates that conscious thought leads to different (and often inferior) decisions relative to decisions made after "unconscious thought" (or the absence of conscious thought). Schooler and Lane similarly compare conscious and nonconscious thought and show that language based memory and retrieval processes are differentially affected by conscious and nonconscious thought. Finally, Wegner and Sparrow discuss research showing that unconscious influences on our behavior can be magnified or eliminated depending on whether and how relevant conscious thoughts are expressed during the process.

ABSTRACTS

UNINTENDED CONSEQUENCES OF INTENDED EVALUATIONS, OR WHAT UNCONSCIOUS GOAL OPERATION CAN TELL US ABOUT CONSCIOUS GOAL PURSUIT *John A. Bargh[1], K. C. McCulloch[2]; [1]Yale University, [2]New York University* — Research comparing conscious and unconscious goal pursuit has shown striking similarities in how they operate as well as the outcomes they produce. Many of the well-known features of conscious goal pursuit – such as persistence in the face of obstacles, and effects on subsequent mood and motivation strength -- have been obtained for unconscious goal pursuit as well. Here we argue that the reverse is also true – that we can learn new things about conscious goal pursuit from the study of how goals operate unconsciously. An analysis of the mechanics of unconscious goal operation suggests that once a goal is activated without intention (i.e., primed), its associated subgoals or "means" also become activated, to then be ready to operate on any goal-relevant stimuli that occur in the environment. We report studies that demonstrate this in the case of the impression formation goal. We then hypothesized that conscious goal pursuit may also be characterized by a readiness of the goal to operate upon any and all goal-relevant stimuli. In two further experiments, participants watched a videotape of a purported job interview with explicit instructions to assess the suitability of the applicant for the job in question. As predicted, participants also evaluated other people in the videotape besides the applicant as to their suitability for the job, without awareness of doing so. Consciously pursued goals appear to operate on any and all relevant information in the environment, whether or not the person intended to apply that particular processing goal to that particular information.

CONTRASTIVE PHENOMENOLOGY: PITTING CONSCIOUS THOUGHT AGAINST UNCONSCIOUS THOUGHT *Ap Dijksterhuis; University of Amsterdam* — When people are faced with tasks such as choosing between alternatives or forming accurate impressions of people, there are two ways to do this. First, after acquiring relevant information, one can consciously think about the task at hand. Second, again after acquiring relevant information, one can put the problem aside for a while and let the unconscious do the thinking (in lay terms "to sleep on it"). Although we intuitively know that unconscious thought is sometimes beneficial, most would argue that thorough conscious thought is the best way to deal with decisions such as whether to buy a house or not or whether to switch jobs or not. I challenge this notion. Consciousness has very limited capacity and suffers from a number of inherent biases, such as the tendency to prefer verbalizable information over nonverbalizable information, whereas the unconscious does not have these shortcomings. In various experiments, the results of conscious thought and unconscious thought were compared, and without exception, unconscious thought performed better: Decisions were better after unconscious thought than after conscious thought and impressions of people were more accurate after unconscious thought than after unconscious thought. Additional evidence will be presented that sheds light on exactly how and why unconscious thought is superior to conscious thought.

SKIMMING THE SURFACE: VERBAL OVERSHADOWING OF INSIGHT AND ANALOGICAL RETRIEVAL. *Jonathan W. Schooler[1], Sean M. Lane[2]; [1]University of Pittsburgh, [2]Louisiana State University* — One method for documenting the existence of non-reportable thought is to explore the impact of think-out loud. Demonstrations of "verbal overshadowing" resulting from thinking outloud provides strong evidence that critical cognitions were not available for verbal report, and thus implicates an important role for non-conscious thought. In this talk I first review previously published work demonstrating how thinking outloud impaired insight problem solving, while having no effect on logical reasoning. Additional protocol analyses provided evidence that these differential effects were due to relative differences in the reportablility of the steps associated with insight and non-insight problems. I will then describe recent research demonstrating how thinking out-loud can similarly disrupt the non-reportable processes associated with analogical retrieval. In these studies participants read a series of 16 short stories. Later, they were presented with eight test stories and indicated whether a story was an analogy of the prior stories they read. For each test story, one prior story shared the same deep structure, while another story shared only surface characteristics. Half of the participants completed the test while thinking aloud and half did not. In both experiments, verbalization participants were more likely to retrieve surface matches and less likely to retrieve true analogies than participants who did not verbalize their thoughts during the test. This talk will close with a discussion of the implications of this research for conceptualizing the nature of non-conscious thought and its relationship to language.

UNPRIMING: THE DEACTIVATION OF THOUGHTS THROUGH EXPRESSION *Daniel M. Wegner , Betsy Sparrow; Harvard University* — Every moment we are primed to think of many things—by our memories, surroundings, and the promptings of other people. The basic hypothesis of this research was that acting on such a prime would deactivate the prime in mind. To test this, we took advantage of the finding that the known answer to a question influences people's responses even when they are not trying to answer the question (Wegner, Fuller, & Sparrow, 2003). People who are paid to answer a series of simple yes-no questions as randomly as possible nonetheless answer them in a direction biased toward correctness (e.g., 57-80% correct, as compared with a 50% chance rate). We conducted 5 experiments in which people were asked to answer such items correctly before attempting to answer them randomly. Overall, it was found that such prior correct answering eliminated the knowledge bias on subsequent attempts at random answering—a sort of

"unpriming." The experiments found that merely expressing the answer surreptitiously to oneself was sufficient to eliminate the knowledge bias; that knowing the correct answer was given by another person was not enough to eliminate the bias; and that being reminded of the incorrect answer magnified the bias. These results suggest that expressing a thought can cancel its unwanted influence on subsequent behavior. Wegner, D. M., Fuller, V. A., & Sparrow, B. (2003). Clever hands: Uncontrolled intelligence in facilitated communication. Journal of Personality and Social Psychology, 85, 5-19.

Session C
Friday, 2:45 - 4:00 pm
Grand Ballroom D

EMOTION-RELATED ABILITIES AND SOCIAL FUNCTIONING

Chairs: *Marc Brackett and Peter Salovey; Yale University*

Summary: Over the last decade, the emotion-related abilities captured under the rubric of emotional intelligence (EI) have gained international media attention. Yet, with the publication of popular books, claims about the importance of EI have proliferated far ahead of the development of carefully designed measurement tools and studies of its validity. This symposium brings together researchers who have contributed to our knowledge about the importance of EI. These researchers have empirically tested the distinction between EI (using self-report and performance-based measures) and personality traits, and whether EI predicts important life outcomes, including prosocial and maladaptive behavior, psychological health, and workplace success, above and beyond personality traits and verbal intelligence. Feldman Barrett demonstrates that the ability to define emotion terms is related to other measures of cognitive ability, such as working memory. Rivers shows that an ability-based test predicts different social outcomes than a self-report measure. Ivcevic shows that EI is distinct from and a better predictor of social outcomes than a theoretically-related mental ability, emotional creativity, or the ability to experience and express original, appropriate, and authentic combinations of emotions. David identifies links between EI and psychological health. Her findings indicate that EI contributes unique variance to psychological symptomatology, trait anxiety, and depression. Finally, in a study of employees at a Fortune 400 company, Lopes shows that EI makes a significant contribution to explaining workplace success, such as promotions, status, and leadership potential. Together these talks suggest that EI, measured as a mental ability, predicts important criteria about a person's life.

ABSTRACTS

EMOTIONAL INTELLIGENCE AND UNDERSTANDING EMOTION. *Lisa Feldman Barrett; Boston College* — The concept of emotional intelligence has recently emerged as an area of intense interest, both in scientific and lay circles. Although different definitions of the concept abound, all hypothesize that the emotionally intelligent people have a rich emotion knowledge base. This knowledge includes the abstract cause of the experience, the meaning of the situation to the individual and his or her immediate goals, bodily sensations, expressive modes (i.e., display rules for expression), how the emotion functions interpersonally, and sequences of action to take to enhance or reduce the experience (i.e., plans of emotion management). Such an emotion database makes it possible for the individual to function effectively in a variety of social contexts. In this talk, I will present evidence that individuals who perform better on a force-choice categorization task of emotion knowledge score higher on a task-based measure of understanding emotions. Furthermore, these individuals also perform better on working memory capacity tasks, indicating that they may have enhanced fluid intelligence.

MEASUREMENT ISSUES IN EMOTIONAL INTELLIGENCE RESEARCH: PREDICTING SOCIAL OUTCOMES. *Susan Rivers; Skidmore College* — Emotional intelligence refers to an individual's capacity to reason about emotions and to process emotional information. More specifically, emotional intelligence is defined as the mental processes or skills involved in the: (a) recognition, (b) use, (c) understanding, and (d) management of one's own and others' emotional states to solve problems and regulate behavior. In three studies, two measurement tools of emotional intelligence are compared, an ability-based test (the Mayer-Salovey-Caruso Emotional Intelligence Test [MSCEIT]) and a self-report measure that assesses people's beliefs about these skills (the Self Report Emotional Intelligence Scale [SREIS]). In Studies 1 (N = 291) and 2 (N = 219) college students completed the MSCEIT and the SREIS. Results show that the two measures are weakly correlated. Study 3 examined whether ability and/or self-report measures predict prosocial and maladaptive behaviors. Participants (N = 321) completed the MSCEIT and the SREIS along with a self-report measure of social behavior. Results indicate that the MSCEIT is related to maladaptive patterns of behaviors among college students (e.g., alcohol use, violent behavior), while the SREIS is correlated with prosocial patterns of behavior (e.g., volunteering). In general, ability and self-report measures of emotional intelligence are weakly related and yield different measurements of the same person.

PSYCHOLOGICAL BENEFITS OF EMOTIONAL INTELLIGENCE AND EMOTIONAL CREATIVITY. *Zorana Ivcevic; University of New Hampshire* — Both emotional intelligence (EI) and emotional creativity require effective emotional responses, but tests of EI are scored using accuracy criteria, while tests of emotional creativity are scored using a criterion of originality. Furthermore, EI and emotional creativity are theoretically related, but distinct abilities that may provide different benefits for an individual. Theoretically, a certain level of EI is assumed to be necessary, but not sufficient for emotional creativity. For example, understanding emotions should be essential for experiencing and expressing authentic combinations of emotions. An empirical study supported the hypothesis that these two emotional abilities are related but distinct constructs. Understanding and managing emotions correlated with the preparation component of emotional creativity and fluency of responses on the Emotional Consequences test. EI was largely uncorrelated with aspects of emotional creativity that were related to originality in emotional experience. Finally, EI and emotional creativity predicted different outcomes; EI was negatively associated with social deviance and conflicting interpersonal relationships, especially in men, while emotional creativity was positively related to creative activity. In general, it appears that EI may be an important predictor of behaviors that require conforming to social rules and conventions, while emotional creativity may contribute to behavior requiring departure from the common experience.

THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND PSYCHOLOGICAL HEALTH. *Susan A. David; University of Melbourne, Victoria, Australia* — Despite suggestions that emotional intelligence abilities are important to psychological and social health, there is a paucity of research in this area. In particular, little is known about the relationship of emotional intelligence to psychological symptomatology, trait anxiety, and depression. In this study, 342 participants completed a performance measure of emotional intelligence, which assessed their ability to reason with and about emotions in four domains: the perception, understanding and management of emotions, and the use of emotions to facilitate thought. Criterion variables included self-reports of quality of life, trait anxiety, depression, general psychological symptomatology and distress. To assess whether emotional intelligence contributed independent variance in predicting these outcomes, participants also completed measures of the Big Five personality traits and cognitive

intelligence. Emotional intelligence was consistently inversely correlated with the criterion variables. Participants who fulfilled criteria for depression had significantly lower emotional intelligence scores than those who were not diagnosable. In addition, regression analyses indicated that emotional intelligence contributed independent variance to these outcomes relative to personality and cognitive intelligence. The relationship of emotional intelligence to psychological health is discussed, and the incremental contribution of emotional intelligence when compared with the Big Five and cognitive intelligence is presented. It is concluded that further research into emotional intelligence abilities, their role in psychological well-being, and the mechanisms underlying these relationships is warranted.

EMOTIONAL INTELLIGENCE AND WORKPLACE SUCCESS. *Paulo Lopes; University of Surrey, Guildford, UK* – The role of emotional intelligence in the workplace has attracted widespread corporate and academic interest. It has been theorized that emotional intelligence contributes to people's capacity to work effectively in teams, manage stress, and lead others, yet there is limited research supporting the predictive validity of emotional intelligence in the workplace. This study examines the relationship between emotional intelligence, assessed by a performance measure, and workplace outcomes among analysts and clerical employees (N = 44) from the finance department of a Fortune 400 insurance company. Individuals scoring highly on the Mayer-Salovey-Caruso Emotional Intelligence Test (MSCEIT) received greater merit increases and held higher company rank than their counterparts. They also received better peer and/or supervisor ratings of interpersonal facilitation, stress tolerance, and leadership potential than their counterparts. With few exceptions, these associations remained statistically significant after controlling for other predictors, including age, gender, education, verbal ability, the Big Five personality traits, trait affect, and emotional approach coping. These findings suggest that emotion-related abilities are associated with important workplace outcomes.

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Session C
Friday, 2:45 - 4:00 pm
Grand Ballroom E

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METACOGNITION AND SOCIAL JUDGMENT

Chair: *Richard Petty; Ohio State University*

Discussant: *Arie Kruglanski; University of Maryland*

Summary: Metacognition, or people's perceptions of and thoughts about their own thoughts and thought processes, has been the focus of considerable attention in social psychological research, particularly in the domains of attitudes and social judgment. The present symposium explores new directions in this research. In the first paper, demonstrates that when people resist persuasion, they can perceive this resistance and form attributional inferences about their own attitudes that have implications for attitude certainty. In the second paper, Skurnik explores metacognitive determinants of whether information is judged to be true or false. It is shown that repeating false information helps people remember it as false in the short term, but also makes it more familiar, which increases the chances of it being identified as true later on. In a third paper, Norwick and Epley examine the role of subjective experience and confidence in judgment and decision making. They find that people become less confident in their judgments when they perceive that it was difficult to formulate them, and that this effect has implications for decision making strategies. In the fourth paper, Briñol proposes the notion of higher order metacognition. It is suggested that in addition to having metacognitive experiences, people can also have metacognitive assessments of those experiences. These higher order metacognitions have implications for attitude change. Following the papers, Kruglanski will present an integrative framework for understanding the effects reported. Together, the papers in this symposium highlight the utility of metacognitive perspectives in research on attitude change and social judgment.

ABSTRACTS

PERCEIVING ONE'S OWN RESISTANCE TO PERSUASION *Zakary Tormala; Indiana University* – The present research explores a metacognitive framework for understanding resistance to persuasion. It is suggested that when people resist persuasive messages, they can perceive this resistance, infer that their initial attitudes must be correct, and thus become more certain of their initial attitudes. Several recent lines of research have demonstrated this effect. Consistent with the proposed framework, however, certainty is only increased when individuals actually perceive that they have resisted and believe their resistance is diagnostic with respect to the validity of the initial attitude (e.g., the persuasive attack was strong or its source was high in credibility). When resistance is perceived as nondiagnostic in this respect (e.g., the message was weak or its source was low in credibility), attitude certainty is unchanged. Importantly, these attitude certainty effects are shown to have implications for both resistance to subsequent persuasive attacks and the correspondence between attitudes and behavioral intentions. Furthermore, consistent with other recent research exploring the role of metacognition in persuasion, the present effects are revealed to be most likely to emerge under high information processing (i.e., high elaboration) conditions. In follow-up studies, we have found that under specifiable conditions attitude certainty can also be decreased following resistance to persuasion. In summary, the findings suggest that when people resist persuasion, they can perceive this resistance and form attribution-like inferences about their own attitudes that adjust for situational factors. These inferences are moderated by message recipients' motivation to think and attend to their own cognitive states and processes.

MAKING FALSE INFORMATION SEEM TRUE: A PARADOX OF REPETITION *Ian Skurnik; University of Toronto* – This research explores metacognitive influences on peoples' judgments about whether information is true or false. Specifically, when people remember that they have heard a piece of information before, but cannot recall the context in which they learned it, they often infer that the information is true, even if the information was originally identified as false. In three studies, people read information such as medical claims and financial headlines that were immediately identified as true or false. Repeated presentation of false information (vs. a single presentation) helped people remember that it was false, but only after a brief delay. However, after a week had passed, people were more likely to think that false information was true if it was initially repeated. This paradoxical effect is explained with a memory dissociation: after time passed, people still found the repeated information highly familiar, but the details of context had faded from mind. In such circumstances, people infer from their mental experiences (e.g., fluency, familiarity) that the information is likely to be true. People show this "illusion of truth" effect at high levels of confidence, in both memory and judgment tasks. The findings and conceptualization have implications for persuasion, the influence of memory on judgment, and applied concerns such as consumer fraud and censorship.

EXPERIENCE, CONFIDENCE, AND THE SELECTION OF HEURISTICS IN JUDGMENT *Rebecca Norwick[1], Nicholas Epley[2]; [1]Harvard University, [2]University of Chicago* – Human thought involves two mental systems—one fast and intuitive, and another slow and analytic that occasionally corrects the intuitive system. Such correction appears to be mediated, at least in part, by one's confidence in the output of their intuitive system. This research investigates the determinants of

such confidence judgments, and the importance of those determinants for the use of intuitive heuristics in judgment. Previous work has shown that the ease with which information comes to mind is a critical determinant of confidence, and we report two studies demonstrating that inferences about difficulty while generating information—independent of actual difficulty—can also influence confidence. In one study, participants who adopted a facial expression consistent with difficult thought (furrowing their brow) were less confident than those who made a control expression. Participants in a second study were less confident in their answers to general knowledge questions that were printed in degraded font type, thereby making them more difficult to read, compared to questions printed in normal font. These confidence differences disappeared when participants were subtly reminded of the source of their difficulty, undoing their tendency to misattribute their difficulty reading the questions to a lack of confidence in their responses. A final study investigated the role of such confidence judgments in the use of intuitive heuristics in judgment, and demonstrated that participants were less likely to utilize the representativeness heuristic when judging the likely graduate specialty of a stereotyped target while furrowing their brows than while making a control expression.

HIGHER ORDER SOCIAL META-COGNITION: THE MEANING OF SUBJECTIVE EXPERIENCES *Pablo Briñol; Universidad Autónoma de Madrid* – Meta-cognition refers to people's thoughts about their own thoughts. The present research examines the influence of thinking about meta-cognition. We explore whether people can trust or doubt their meta-cognitions and ask if these assessments might have implications for attitude change. For example, people can generate the same thoughts or process the same information with different degrees of ease or difficulty. Within the attitude change domain, this phenomenon has been examined primarily in terms of ease of retrieval. According to this notion, the easier it is to generate arguments in favor of an issue, the more favorable people's attitudes will be. Researchers in this area have assumed, at least implicitly, that the subjective experience of ease is interpreted by people as something good. That is, most of the work in this domain suggests that ease of processing is a positive experience or imparts positive value onto what one is thinking. In the present research we directly examine this assumption by varying the meaning associated with fluency, and we seek to explore the implications for persuasion. In a separate paradigm, we also examined the meaning associated with a different meta-cognition: thought-confidence. For example, participants who were induced to doubt their own uncertainty about what they were thinking were found to have more confidence than those who were lead to trust their own uncertainty. In sum, the present research suggests that it is important to consider not only the content of meta-cognition (e.g., subjective experience), but also the value associated with it.

Session D
Friday, 4:15 - 5:30 pm
Grand Ballroom A

FRONTIERS IN FORGIVENESS RESEARCH

Chairs: *Ryan P. Brown[1], Michael Wohl[2]; [1]The University of Oklahoma, [2]Carleton University*

Discussant: *Michael McCullough; University of Miami*

Summary: How people respond to hurts, betrayals, and offenses is a basic element of the human social experience. When someone transgresses against us, two of the most common emotions that we experience are anger and hostility. In this symposium, we highlight the psychological complexities involved in letting go of that anger and hostility through forgiveness. Over the past decade, the proliferation of experimental research on forgiveness has firmly entrenched the topic as a legitimate area of psychological investigation. In fact, the work of social and personality psychologists is leading to an expansion of our knowledge of what forgiveness is, and what its antecedents and consequences are. This symposium will bring together four researchers on the frontiers of exploration within this versatile and broad field. Their approaches to studying forgiveness are diverse and creative, making use of both correlational and experimental designs, self-report, behavioral, and physiological measures, and even a variety of definitions of the forgiveness construct. Specifically, Brown will discuss relational intimacy as a moderator of the effectiveness of apologies. The notion that humbling the self can promote forgiveness will be addressed by Exline. Wohl will examine forgiveness in an intergroup context. Finally, Witvliet will examine the process by which forgiveness influences both psychological and physiological health. At the conclusion of the symposium, Michael McCullough, one of the foremost figures in the field of forgiveness research, will discuss the presenters' contributions to the literature and the future direction of forgiveness research.

ABSTRACTS

UNDERSTANDING FORGIVENESS IN AN INTERGROUP CONTEXT *Michael Wohl; Carleton University* – Given the history of intergroup conflict that has plagued the human species and the prevalence of such conflict that exists today, forgiveness of transgressing outgroup members is a particularly important type of prosocial attitude to investigate. Despite the global significance of intergroup forgiveness, there is a paucity of empirical research on intergroup forgiveness. In this talk, I will discuss the process of forgiveness from an intergroup perspective and how it differs from our existing understanding of interpersonal forgiveness. Empirical evidence will demonstrate that group membership is a significant predictor in determining the probability that forgiveness will occur. Specifically, the impact of group membership for intergroup forgiveness will be discussed. I predicted and found that compared to reactions to an aggressor from the ingroup, perceivers were more likely to attribute the motive of group-interest to an outgroup member who displayed instrumental aggression. Partly as a result, perceivers were less forgiving of instrumental aggression by an outgroup member. In a subsequent set of studies, I examined mortality salience and empathy as factors that might influence forgiveness. Evidence that mortality salience increased forgiveness, but only if the aggressor was a member of the ingroup, was obtained. Importantly, persons high in trait empathy were more likely to forgive regardless of group membership. Discussion focuses on obstacles that are likely to be encountered on the road to reconciliation following intergroup aggression.

WHEN APOLOGIES FAIL: MEA CULPA AND THE INTIMACY EFFECT *Ryan P. Brown, April Phillips; The University of Oklahoma* – If to err is human, then an equally central element of the human experience must also be making amends for those errors. Without the ability to reconcile with those we have wronged – and to forgive those who have wronged us – human existence would quickly become a solitary experience, rather than a social one. Both common sense and past research suggest that one of the best ways to make amends is to apologize. But are all apologies created equal? Surely some apologies are better than others. Again, both common sense and research suggest that certain elements carry the potential to elevate some apologies over others. But what if the same apology is offered by two different people? The present studies examine whether a victim's relationship to his or her offender – specifically, the degree of relational closeness between the victim and offender – might moderate the utility of apologies. According to what we call the intimacy effect, only apologies offered by relatively close relationship partners (e.g., friends, family members, romantic partners) are likely to be effective in producing forgiveness. Three studies – using hypothetical

scenarios, a laboratory manipulation, and victims' accounts of real offense experiences – offer strong support for the intimacy effect hypothesis. Study 3 also demonstrates the role of perceived sincerity in mediating this effect. Discussion focuses on the role of motivated reasoning in close relationships and mis-predictions in social life.

FORGIVENESS AND PHYSIOLOGY: FOUR EXPERIMENTS HIGHLIGHT EMOTION CONNECTIONS *Charlotte V.O. Witvliet; Hope College* – Four forgiveness-related experiments measured continuous psychophysiological responses during imagery in repeated measures designs, counterbalancing condition orders across participants. In Study 1, victims' unforgiving offense ruminations and grudges prompted more negative and aroused emotion, less perceived control, and higher levels of corrugator (brow) EMG, skin conductance, heart rate, and blood pressure than did forgiving thoughts (i.e., empathy and forgiveness toward that same perpetrator). Study 2 found that perpetrators' imagery of forgiveness-seeking, receiving forgiveness, and reconciliation prompted more positive emotion ratings than did transgression ruminations or imagery of having forgiveness denied. Receiving forgiveness and reconciling were associated with less brow tension and greater zygomatic (cheek) EMG. Greater skin conductance responding suggested more emotional engagement during reconciliation than forgiveness or grudge imagery. In Study 3, receiving vs. not receiving an apology and restitution each promoted empathy, forgiveness, positive emotion, perceived control, and less negative emotion. A strong apology was associated with less heart rate acceleration, brow and eye muscle tension, and rate pressure product. Restitution was associated with less brow tension. Study 4 investigated the effects of three justice outcomes (no-justice, punitive-justice, restorative-justice) crossed with whether or not the victim forgave. Justice (especially restorative) and forgiveness increased positive prosocial emotion and reduced unforgiving motivations and emotion. When forgiveness was not granted vs. granted, heart rate and brow tension were more elevated, as was eye muscle tension (but only in the absence of justice). Without forgiveness, punitive (vs. no) justice lowered rate pressure products, and restorative (vs. punitive) justice lowered skin conductance levels.

NOT SO INNOCENT: CAN RECALLING OUR OWN OFFENSES PROMOTE FORGIVENESS? *Julie Juola Exline; Case Western Reserve University* – Do people forgive others more readily if they reflect on their own potential for wrongdoing? Three correlational studies revealed a consistent link: When faced with actual or hypothetical offenses by others, participants were more forgiving if they saw themselves capable of committing a morally similar offense. To build on these correlational studies, we conducted three experiments to see whether participants would show greater forgiveness toward offenders if they were asked to recall and describe similar offenses of their own. Presumably, recalling one's own comparable offenses should make other offenses more understandable, and it should also reduce a person's sense of moral superiority. Both processes should facilitate forgiveness. Results from all 3 studies suggested that recalling a similar offense of one's own often facilitated forgiveness. However, the effects were moderated by gender and the relative severity of one's own offense. Across all three studies, recalling one's own offense facilitated forgiveness in males but not in females. Also, increased forgiveness occurred only when participants recalled offenses that were at least as serious as those of the offender. Taken together, these results suggest that people may be more merciful toward offenders if they reflect on similar offenses of their own. However, this technique is likely to have an upper limit: If people truly cannot envision themselves doing something similar (as in the case of heinous or bizarre crimes), reflecting on their own (relatively minor) offenses is unlikely to facilitate forgiveness.

CREATIVE THINKING AND COGNITIVE FREEZING: DOES CULTURE PROMOTE BOTH? IF SO, WHEN AND HOW?

Chairs: *Ka-yee Leung, Chi-yue Chiu; University of Illinois, Urbana-Champaign*

Discussant: *Arie W. Kruglanski; University of Maryland*

Summary: As globalization accelerates, it becomes increasingly important for psychologists to understand how cultural and multicultural experiences influence thinking in different spheres of life. On the one hand, well-received knowledge may promote functional fixedness, and hence hinder creative thinking. On the other hand, expanding an existing idea through synthesizing seemingly unrelated cognitions may lead to creative conceptual expansion. As such, culture, being a set of well-received knowledge and meanings, provides cultural defaults both for reasoning and for defining what constitutes creativity. Accordingly, cultural experiences may lead to cognitive freezing. However, experiences with diverse cultures may help to place seemingly non-overlapping knowledge from different cultures in juxtaposition and hence facilitate creative conceptual expansion. The speakers of this symposium seek to explicate these seemingly contradictory cognitive effects of cultural knowledge in different domains (cultural representation of creativity, creative conceptual expansion, conflict mediation, sociopolitical changes) and from several diverse theoretical perspectives (cultural psychology, dynamic constructivism, goal systems theory, social representation theory), with the common goal of fostering creative theoretical synthesis on a research topic of foremost theoretical and practical significance in an increasingly globalized world.

ABSTRACTS

CULTURE AND TWO FUNDAMENTAL DIMENSIONS OF CREATIVITY. *Susannah B. F. Paletz; NASA Ames Research Center* – Culture can influence creativity in several ways. One is via implicit theories, or assumptions, that are made about creativity. This study examined whether novelty and appropriateness are equally important dimensions of creativity for East Asians and Americans. Over 450 undergraduates from Japan, China, and two U.S. locations participated. Using a scenario method, both novelty and appropriateness were important to conceptions of creativity for all participants; however, counter to previous literature and theorizing (e.g., Lubart, 1999), appropriateness was relatively more important for Americans and Japanese, and novelty more important for Chinese. When tested using an explicit attitude scale, one the other hand, novelty was most important for Americans. Also, there were significant interactions between country and the cultural values. Although for the attitude scale, East Asians in general found usefulness more important for creativity than Americans, conformity had a significant positive effect on usefulness – but primarily for the Americans. This study challenges many assumptions about culturally based attitudes toward creativity, suggesting both universalities and differences in implicit theories of creativity. The results have subtle but important implications for creativity testing and multicultural teams.

THE BROADENING OF INTELLECTUAL BANDWIDTH IN CREATIVE EXPANSION THROUGH MULTICULTURAL EXPERIENCES. *Ka-yee Leung; University of Illinois, Urbana-Champaign* – Recently, the psychology of multicultural experiences has received increased attention in personality and social psychology research. An important extension of this research is to identify some psychological benefits of multicultural experiences. In this presentation, I will examine the role of multicultural experiences in creative problem solving. Creativity can be improved through creative conceptual expansion, which involves extending the conceptual boundaries of an existing concept by synthesizing it with other seemingly irrelevant concepts. Globalization has created new opportunities for the acquisition of new cultural knowledge. As individuals with multicultural experiences sample and integrate ideas from diverse cultural sources, they may become more creative. To test this idea, we asked European American university students with different levels of multicultural experiences to expand a preliminary idea about happiness into an original and creative thesis. The results showed that participants with more extensive multicultural experiences had a greater tendency to sample ideas about happiness from foreign cultures (Middle Eastern and Far Eastern cultures) and incorporate these ideas into their thesis. Participants with more extensive multicultural experiences also scored higher on openness to experiences, and reported more creative behaviors. Together, the results showed that multicultural experiences would enhance creative synthesis from diverse cultures.

IS ADHERENCE TO CULTURAL KNOWLEDGE TRADITION ALWAYS ASSOCIATED WITH CLOSE-MINDEDNESS IN INFORMATION SEARCH? A CASE FOR MOTIVATED CULTURAL COGNITION. *Melody Chao; University of Illinois, Urbana-Champaign* – On the one hand, cultural knowledge traditions provide cognitive defaults to facilitate information processing. On the other hand, a highly accessible cultural default might cause individuals to close their mind to culturally unfamiliar information. In the present study, I applied the goal systems theory to examine cultural differences in information search in conflict resolution contexts. The findings underscore the role of chronic background motivation, culturally received goals, and situation-specific goals in predicting within and between culture variations in information search. Specifically, when placed in culturally familiar situations (relationship management for East Asians; retribution for European Americans), need for cognitive closure predicts the use of cultural defaults in information search (cognitive freezing). When placed in culturally unfamiliar situations (retribution for East Asians; relationship management for European Americans), need for cognitive closure predicts extensiveness of information search (cognitive seizing). When situational goals are made salient, cultural differences in information search disappear.

HOW THE PAST WEIGHS ON THE PRESENT: SOCIAL REPRESENTATIONS OF HISTORY AND THEIR ROLE IN IDENTITY POLITICS. *James Liu[1], Li-li Huang[2]; [1]Victoria University of Wellington, , [2]Tamkang University* – Socially shared representations of history are important carriers of culture. They play a significant part in creating, maintaining and changing a people's identity. Some historical representations are content rich and culture specific symbolic resources that can be mobilized to justify political positions or delimit group boundaries. They furnish concreteness (widely recognized people and events) and temporality, both of which are powerful tools for constructing narratives of identity with dynamic implications for action. The "charters" embedded in these historical representations condition nations with similar objective interests to adopt different political stances in dealing with current events, and can influence the perceived stability and legitimacy of the social order. They are also instrumental in determining social identity strategies for reacting to negative social comparisons, and can influence whether the relationship between national and ethnic identity is antagonistic or not. This perspective provides impor-

tant insight into how culture in the form of historical representations might buffer international influence, and sometimes closing of the collective mind to interethnic and intercultural influences.

Session D
Friday, 4:15 - 5:30 pm
Grand Ballroom C

SELF-REGULATION ACROSS THE STAGES OF SOCIAL INTERACTION

Chair: *Jennifer S. Beer; University of California, Davis*

Discussant: *E. Tory Higgins; Columbia University*

Summary: Self-regulation fundamentally involves modifying approach and avoidance in reference to a multitude of social standards, perceptions, and personal preferences. The talks in this symposium explore a variety of factors that impact regulation of approach and avoidance behaviors in interpersonal contexts. In particular, these talks examine how such regulation unfolds across various stages of social interaction, including seeking out social contacts, managing ongoing relationships, and interpreting previous social contacts. Chen first presents research showing that attachment anxiety is associated with paradoxical approach and avoidant tendencies in novel contexts. Beer then shows that construals of shyness can improve interpersonal regulation in novel social settings but may be associated with negative intrapersonal regulation in ongoing social contexts. Similarly, Swann finds that there are strong individual differences in verbalization set points implying that some individuals are forced to make a trade-off between interpersonal appropriateness during social interaction and overall emotional well-being. Molden then presents work examining the impact of regulatory orientations on how people explain their own and others' behaviors. Finally, Higgins will discuss the advantages of considering the presented papers from a three-level self-regulatory system perspective: direction of regulation, anticipated regulation, and strategic regulation.

ABSTRACTS

ATTACHMENT ANXIETY AND EXPLORATION: APPROACH- AND AVOIDANCE-RELATED CONSTRUALS OF NOVEL ACTIVITIES *Serena Chen, Ozlem Ayduk, Sara Gorchoff; University of California, Berkeley* – Attachment theory maintains that attachment and exploration are complementary systems; secure attachment fosters unhindered, authentic exploration of novel stimuli in the environment, whereas insecure attachment impedes such exploration (Bowlby, 1969). The attachment-exploration link has been well-established in infancy and early childhood (Ainsworth, Blehar, Waters, & Wall, 1978), and has begun to be examined in adulthood (Elliot & Reis, 2003). To elucidate the link between adult attachment and exploratory behavior, the present research assessed attachment differences in approach- and avoidance-related construals of 50 activities (e.g., travel to a foreign country, go on a blind date, ask a question during lecture). Participants rated these activities for their novelty, threat (avoidance-related construal), and the curiosity they elicit (approach-related construal), and completed the ECR-R attachment measure (Fraley, Waller, & Brennan, 2000). The results showed that highly anxious individuals construed novel activities as more threatening. At the same time, however, threatening activities elicited greater curiosity in them. Also, for the one activity that participants indicated they would least enjoy engaging in, those with high attachment anxiety consistently picked activities that they perceived as being both more threatening and curiosity-eliciting. Taken as a whole, the results

suggests that attachment anxiety is associated with conflicting exploration-relevant construals: highly anxious individuals view novel activities as threatening and avoid them, yet these very activities elicit greater curiosity in them. The implications of such conflicting approach and avoidance tendencies for ambivalence towards exploration will be discussed.

IMPLICIT THEORIES OF SHYNESS AND SOCIAL APPROACH

Jennifer S. Beer[1], Sanjay Srivastava[2]; [1]University of California, Davis, [2]University of Oregon – Shyness has often been associated with extreme social avoidance, particularly in novel social situations. Two studies of novel social interactions, a group-interaction study and a longitudinal study, were conducted to examine whether beliefs about the malleability of shyness would increase social approach. Results show that believing shyness can change is associated with a more approach-oriented social interaction style. For example, participants were more likely to engage in a self-disclosure task if they believed their shyness could improve. In the short term, the increased approach was associated with a more positive social-interaction experience (i.e., thinking others want to form friendships). In the long term, believing shyness can change is associated with negative effects on social adjustment after the first year of college (i.e., increased contingency of self-worth on social relationships).

THE BLIRT AND THE BOOMERANG: REACTIONS TO SET-POINT VIOLATIONS AMONG VERBAL INHIBITORS AND DISINHIBITORS.

Bill Swann, Pranj Mehta; University of Texas, Austin – We assumed that people have set points associated with their rates of verbalization (i.e., verbal approach tendencies). For this reason, when induced to speak more or less than their set points predispose them to speak, they work to restore their set points. In support of this notion, verbally disinhibited college students experienced more negative affect when compelled to remain silent rather than talk. In contrast, verbal inhibitors experienced more negative affect when compelled to speak. Further, when disinhibitors who had been silenced later had a chance to talk, they talked more than controls.

SELF-REGULATION AND SOCIAL INFERENCE: PROMOTION AND PREVENTION JUDGMENT STRATEGIES

Daniel Molden; Northwestern University – Research has long shown that people's self-regulatory orientations typically affect their inferences by creating preferences for particular kinds of judgment outcomes (e.g., conclusions that are self-flattering or self-serving). This talk explores a separate, but complementary, way in which such orientations can influence judgment and inference. In addition to creating outcome preferences, self-regulatory orientations also create preferences for the use of particular judgment strategies that "fit" these orientations. These strategic preferences may then also affect judgment processes above and beyond outcome preferences. I will present several studies that tested this by examining how promotion- versus prevention-focused self-regulatory orientations influence the social inferences people form of both their own and others' behaviors. A promotion focus was predicted to produce eager strategic preferences that revolve around identifying any behavioral interpretations that might be correct. A prevention focus was predicted to produce vigilant strategic preferences that revolve around eliminating any behavioral interpretations that might be incorrect. Thus, during social inference, a promotion focus was expected to lead people to consider more alternate interpretations for behavior than a prevention focus. Findings supported this and additionally showed that such strategic-preferences also influenced people's willingness to generalize from their social inferences when predicting future behavior. The implications of these results for the general role of self-regulatory orientations in social inference will be discussed.

Session D
Friday, 4:15 - 5:30 pm
Grand Ballroom D

UNDERSTANDING THE ORIGINS OF SOCIAL COGNITION: INSIGHTS FROM DEVELOPMENTAL AND NEUROSCIENCE APPROACHES

Chairs: *Joan Y. Chiao[1], Nalini Ambady[2]; [1]Harvard University, [2]Tufts University*

Summary: How do we know what other people think, feel and believe? What makes us behave good or bad to other people? How do we know how to act moral? What kinds of social relations do people engage in? How much of our understanding of social relationships is universal and innate? These are fundamental questions concerning the origins of everyday social cognition and behavior. This symposium highlights current, innovative research that integrates developmental and neuroscience approaches in order to uncover the origins of the basic building blocks of social cognition and behavior: theory of mind, morality and knowledge of social relationships. Saxe illuminates decades-old questions concerning the modularity of psychological mechanisms underlying our ability to know what others think, feel and believe through a series of functional neuroimaging studies. Blair addresses the question of how we come to behave morally and amorally to others also using functional neuroimaging. Viding examines the innateness of moral and amoral behavior by employing a twin-study approach. Chiao et. al investigates the neurobiological and ontological origins of social dominance relations employing fMRI, ERP and looking time measures. Finally, Fiske et. al study the neural and developmental bases of four fundamental kinds of social relations using behavioral and neuroimaging methods. By combining the study of when social cognition emerges during development and what kinds of neural mechanisms support these psychological processes, this research allows us to shed light on age-old questions concerning how much of everyday social cognition and behavior is innate and how much is shaped and learned through cultural learning.

ABSTRACTS

DISTINCT, SPECIALISED NEURAL SUBSTRATES FOR THEORY OF MIND

Rebecca R Saxe[1,2]; [1]Psychology Department, Harvard University, [2] Department of Brain and Cognitive Science, MIT – Evidence from developmental psychology suggests that understanding other minds constitutes a special domain of cognition with at least two components: an early-developing system for reasoning about goals, perceptions, and emotions, and a later-developing system for representing the contents of beliefs. Neuroimaging reinforces this view by providing evidence that distinct brain regions in adults are engaged for reasoning about belief contents, and for representing goals and actions. In the right temporo-parietal junction (RTPJ), BOLD activity increases selectively when subjects reason about the contents of beliefs. Our previous research established that the response of the RTPJ was high when subjects had to reason about another person^?s false belief, but not when subjects reasoned about mechanical causes, or the false contents of an out-dated photograph (Saxe and Kanwisher 2003). Also, the RTPJ response was equally low when subjects read descriptions of the physical appearance of a person, or of an inanimate object. In more recent work, we found that the RTPJ's response to the attribution of true beliefs was robust. However, in the absence of explicit mental state attribution, the RTPJ was not recruited for (1) processing socially relevant information about a person, e.g. social group membership, or (2) representing another person's tran-

sient experiential state, e.g. thirst, tiredness, heat. Taken together, these results suggest that BOLD activity in the RTPJ is a selective index of subject's Theory of Mind reasoning that is, of attribution of mental states. The RTPJ is functionally and anatomically distinct from the posterior STS region involved in representing action.

HERITABILITY OF CALLOUS-UNEMOTIONAL TRAITS AND ASSOCIATED COGNITIVE MARKERS IN CHILDREN

Essi Viding; Social Genetic and Developmental Psychiatry Centre, Institute of Psychiatry, King's College London — Psychopathy is an adult diagnosis and is comprised of both callous-unemotional (CU) personality traits and overt anti-social behaviour (AB) (Hart & Hare, 1997). One can also find children who exhibit CU traits in lieu with AB (Frick, 1998). This paper discusses how the twin research has contributed to our understanding of the aetiology and development of callous-unemotional (CU) personality traits. Recent research suggests that callous-unemotional (CU) personality traits are substantially heritable in adults (e.g. Bloningen et al., 2003). We have recently replicated this finding in 7-year-old twins (Viding et al., in press). More interestingly, when we divide twins with elevated levels of AB to CU+ (AB/CU+) and CU- (AB/CU-) groups we find strong genetic influence on antisocial behaviour in the former group (group heritability of 81%), but not in the latter (group heritability of 30%; Viding et al., in press). This finding supports the view that individuals with antisocial behaviour and CU traits form a distinct subtype with a biological predisposition to antisocial behaviour (Blair, 2003). Our ongoing research is probing this initial finding further and combines behaviour genetic and cognitive psychology methodologies. Both adult psychopaths and children with AB/CU+ perform poorly in moral-conventional distinction and emotion attribution tasks (Blair, 2003). We aim to use our twin sample to map the relative importance of genetic and environmental influences on the development of moral cognition and emotion attribution, both across the continuum and for twins with elevated levels of CU traits. Results from this research will be discussed in the latter part of the talk.

TYPICAL AND ATYPICAL MORALITY AND ITS NEURAL BASIS

James Blair; National Institutes of Mental Health — Emotional processes are thought to be fundamentally involved in moral socialization. Indeed, there have been suggestions that moral attitudes are affect based. In healthy individuals, the Implicit Association Test (IAT) has been widely used to reveal automatic affect-laden attitudes to social stimuli, even in circumstances where participants would rather conceal their responses. In the current paper, I will describe two studies. The first study employs a morality IAT to investigate the degree to which psychopathic individuals, as defined by the Hare Psychopathy Checklist Revised (PCL-R), demonstrate appropriate 'automatic' attitudes towards legal and illegal behaviors. The results indicated that psychopathic individuals show reduced automatic attitudes towards legal and illegal behaviors relative to comparison individuals. The second study adapts this IAT paradigm for use in event related functional Magnetic Resonance Imaging. This study specifically investigates the neural systems involved in the moral reasoning involved in this task and the extent to which these systems are modulated by the emotional salience of the moral transgressions. The neural systems identified in this study include the amygdala and ventrolateral prefrontal cortex. These results will be discussed with reference to the neuro-cognitive Integrated Emotion Systems model.

THE ORIGINS OF HUMAN SOCIAL HIERARCHY: INSIGHTS FROM DEVELOPMENTAL AND NEUROSCIENCE APPROACHES

Joan Y. Chiao[1], Reginald B. Adams[2], William T. Lowenthal[2], Peter Tse[3], Jennifer R. Richeson[3], [1]Nalini Ambady; [1]Harvard University, [2]Tufts University, Psychological and Brain Sciences, [3]Dartmouth College — Do humans have innate predispositions to socially organize in a hierarchical way? I will present findings from three studies that show how humans recognize who is socially dominant by decoding nonverbal cues and that this ability emerges early in development and is supported by specialized neural machinery. Humans recognize social dominance from aggression-related emotional expressions and facial postures that vary in eye gaze direction and vertical head orientation. Using event-related brain potentials (ERP) and functional magnetic resonance imaging (fMRI), we identified neural mechanisms underlying social dominance perception from these two kinds of facial cues. In study 1, seven males were scanned at 1.5T while viewing angry, fearful, dominant, submissive and neutral faces. Brain imaging results indicate that perceived dominance and submission from emotional expressions activates the medial prefrontal cortex and amygdala, respectively; perceiving facial postures of dominance and submission elicits greater activation in posterior superior temporal gyrus and lingual gyrus, areas previously implicated in social perception and biological motion processing. In study 2, ERPs were recorded in fourteen males using an identical task. Results suggest that perceived dominance from emotional expressions occurs early, approximately 100ms after stimulus onset, while social dominance perception from facial postures occurs later, approximately 200ms after stimulus onset. Finally, in study 3, we used looking time paradigms to examine whether or not 13-month old infants can recognize social dominance from nonverbal cues. Results from these studies suggest that social dominance recognition recruits two spatially and temporally distinct neural systems and this ability emerges early in development.

DEVELOPMENT OF CHILDREN'S UNDERSTANDING OF SOCIAL RELATIONSHIPS DEPICTED IN VIDEOS AND CARTOONS

Alan Page Fiske[1,3, 4], Patricia M. Greenfield[1,2] Jennifer H. Pfeifer[1,2], Hwee Cheei Lim[1,2] & Agnieszka Blazejko[1,2]; [1]FPR-UCLA Center for Culture, Brain, [2]UCLA Department of Psychology, [3]UCLA Department of Anthropology, [4]UCLA Center for Behavior, Evolution, and Culture — An fMRI study organized by Fiske (Iacoboni et al 2004) suggests that adults have a specialized brain system for understanding social relationships, distinct from the neural systems used to process individual persons or do non-relational cognition. Studies in progress aim to determine what neural systems children use to understand relationships, and how culture shapes children's and adults' interpretations of relationships. The present behavioral study aimed to determine when children understand representations of communal sharing (CS) and authority ranking (AR) relationships. Thirty-nine children aged 4 to 12 years watched short professionally produced videos of ordinary social interactions depicting either CS or AR relationships. Following each video clip, children were asked to select which one of two cartoon dyads best reflected the video actors' interactions, and then to explain their selection. After completing this task with 8 films, children were asked to sort the cartoons into two groups according to the type of relationship depicted. In this sorting task and the video-to-cartoon matching there was a main effect of age on number of correct responses. There was also a main effect of type of relationship: children over 6 gave more correct responses for CS videos than AR videos. Consistent understanding of CS (4/4 correct) was a developmental prerequisite for consistent understanding of AR. This study complements our research on the neurophysiology of CS relationships in rats and vervets, using MDMA ("Ecstasy"). Our ultimate aim is to understand how cultural, social, developmental, neuroanatomical, and neurophysiological processes shape and depend on each other.

IMPLICIT SOCIAL INFLUENCE

Chairs: *Emily Pronin[1], Geoffrey Cohen[2]; [1]Princeton University, [2]Yale University*

Summary: The study of social influence is at the heart of social psychology. In the words of Gordon Allport, social psychology is itself "an attempt to understand and explain how the thought, feeling and behavior of individuals is influenced by the actual, imagined or implied presence of others." Although social influence exerts a powerful role in shaping human thought and action, it often does so covertly. Other people (whether "actual, imagined, or implied") often influence us without our knowing it. The importance of implicit (i.e., nonconscious) processes in social influence is consistent with recent findings in the field of social psychology demonstrating the fundamental role of implicit primes and processes in guiding human thought, emotion, and action. The current symposium attempts to link modern concepts of implicit processes with classic research concerns about social influence. Our talks offer two related perspectives. The talks presented by Lowery and by Fitzsimons each offer a powerful demonstration of the role of implicit factors in social influence. Their studies show how implicit social influence affects displays of racial prejudice (Lowery) and self-regulation for goal pursuit (Fitzsimons). The talks presented by Cohen and by Pronin emphasize the surprising degree to which individuals claim invulnerability to social influence processes (particularly when these processes operate implicitly). Cohen documents people's blindness to social influence factors in shaping their political views. Pronin demonstrates the general tendency for people to deny the impact of social influence factors on their own behaviors even while readily recognizing such influences on other people's behaviors.

ABSTRACTS

IMPLICIT ROLE OF INTERPERSONAL RELATIONSHIPS IN SELF REGULATION *Gráinne M. Fitzsimons[1], James W. Shah[2]; [1]Stanford University, [2]Duke University* — Self regulation is typically studied from an individualistic perspective, whereby a person's pursuit of goals is thought to be controlled by his or her own abilities and characteristics. This research takes a social perspective, examining the role that other people play in influencing the individual's pursuit of goals. The overarching hypothesis of the current research is that cognitive representations of significant others serve a self regulatory function, aiding the self in preparing for goal pursuit. We have found that to the extent that individuals have created an automatic association between the mental representations of significant others and their goals, they are more successful at achieving their goals. Additionally, we propose that significant others who are in some way instrumental to the self's current goal achievement are viewed more positively than those who are not instrumental to goal achievement. Recent studies using priming methodologies provide evidence that an automatically activated goal will cause instrumental friends to be evaluated more positively and approached more readily than non-instrumental friends. Overall, the studies suggest that interpersonal relationships serve an important implicit function in self regulation.

SOCIAL TUNING OF AUTOMATIC ETHNIC ATTITUDES: THE ROLE OF RELATIONSHIP MOTIVATION *Brian S. Lowery[1], Stacey Sinclair[2], Curtis D. Hardin[3]; [1]Stanford University, [2]University of Virginia, [3]University of California, Los Angeles* — Although automatic attitudes are beyond conscious control we suggest that they are sensitive to social influence. Specifically, we suggest that individuals tune their automatic attitudes toward those of a social partner to create or maintain a desired social bond. In two experiments we show that manipulations of an experimenter's ostensible racial attitudes affect participants' automatic attitudes. In both experiments, ostensible attitudes of another social actor were manipulated by having an experimenter wear an anti-racism t-shirt or blank t-shirt while leading participants through the studies. In Experiment 1 we found that women were more likely to spontaneously tune, yielding lower automatic racial prejudice toward African Americans in the presence of a presumably anti-racist experimenter than a neutral experimenter. Consistent with the hypothesis that shifts toward a partner's attitudes are designed to create desired social bonds, measured liking for the experimenter mediated gender differences in responses to the experimenter's ostensible attitudes. In Experiment 2, we found that individuals exposed to a friendly experimenter spontaneously tuned more than individuals exposed to a rude experimenter; participants in the friendly experimenter condition exhibited lower automatic racial prejudice in the presence of an ostensibly anti-racist versus neutral experimenter.

ALONE IN A CROWD OF SHEEP: PERCEPTIONS OF SOCIAL INFLUENCE ON SELF VERSUS OTHERS *Emily Pronin[1], Jonah Berger[2], Sarah Molouki[1]; [1]Princeton University, [2]Stanford University* — Most people recognize the powerful impact that social influence exerts on human decisions and actions, whether these involve clothing preferences or political ones. The current research shows, however, that our recognition of the impact of social influence is limited to its influence on other people. Four studies show that people view others as more susceptible than themselves to various forms of social influence, all of which typically exert their impact somewhat implicitly (e.g., dressing like one's peers, adopting the values of admired others). These studies further show that even when one exhibits the same behavior as another person (e.g., buying a BMW, or going along with the positions of one's political party), one tends to attribute the other person's behavior more than one's own to the influence of conformity. One reason for the observed self–other asymmetry in perceptions, we show, is that people look to different information when judging their own versus others' conformity. When judging whether they have conformed in a particular action or decision, people look to their thoughts, motives, and intentions. When judging others, people look to those others' actions – and to the social prevalence of those actions. This divergence in information use leads people to underestimate their own susceptibility to social influence pressures, since such pressures normally exert themselves implicitly and are thus not detectable in thoughts and intentions.

DENIAL OF GROUP INFLUENCE *Geoffrey Cohen; Yale University* — A cherished conviction in Western societies is the belief that one's beliefs are based upon a rational analysis of factual evidence and informed by invariant moral principles. This line of research shows that people hold firm to this conviction even when their beliefs are demonstrably determined by social influence. The position of liberal and conservative partisans toward a welfare policy depended almost exclusively upon the putative position of their political party. This effect overwhelmed the impact both of the policy's liberal or conservative content and of participants' prior ideological beliefs. Moreover, much of the effect was driven by a tendency to appeal to different moral principles (e.g., individualism versus humanitarianism) as a function of whether one's political group was said to support or oppose the policy. In spite of this large conformity effect, participants denied having been influenced by their political party (even when social desirability pressures were minimized). And, while they persisted in the belief that they had based their position on an independent analysis of the facts, they expected their political adversaries and even allies to be predominantly influenced by conformity pressures. A supplementary study explores similar implicit social influence processes in the context of adolescent deviance and risk behavior.

SOCIAL PSYCHOLOGY THEORY AND HEALTH BEHAVIOR: HOW THEORY INFORMS PRACTICE AND PRACTICE SHAPES THEORY

Chairs: *Robert Croyle[1], Kevin McCaul[2]; [1]National Cancer Institute, [2]North Dakota State University*

Discussant: *Peter Salove; Yale*

Summary: Health behaviors are pervasive and have important influences on quality of life and mortality. Social psychologists have a long history of pursuing theoretical innovations that inform health psychology. Moreover, applying theoretical concepts to health behaviors can often change the way our theories work. The purpose of this symposium is to illustrate how various social psychological theories contribute to our understanding of the determinants of health behaviors and how these activities can, in turn, shape our theorizing. The session begins with a discussion of how images of others who do or do not engage in risk behaviors influences one's own health actions (Gerrard & Gibbons), and it is followed by a talk introducing deviation regulation theory, which also draws on social comparison but introduces unique predictions about the value of different reference groups (Blanton). The following two talks deal with how one defends the self-concept against health threats (Klein) and against thoughts of mortality (Arndt), with the latter talk linking death-related thoughts with health behaviors. The last presentation illustrates the critical role that applied work plays in the refinement of theory (Rothman), and the session ends with a discussion of themes running through the presentations (e.g., defensiveness; comparison to others) and of the opportunities that this burgeoning field affords for social psychologists (Salovey).

ABSTRACTS

SOCIAL COMPARISON PROCESSES AND HEALTH BEHAVIOR: DEMONSTRATING THE APPLICABILITY OF SOCIAL THEORY TO INTERVENTIONS *Meg Gerrard; Iowa State University* – Although longitudinal studies have linked social comparison processes with health outcomes, the emergence of effective interventions based on social comparison theory is a recent development. We present research on naturally occurring, health-related social comparison, and interventions based on this research. Study 1 addresses social comparison processes in smoking cessation groups. The data supported the hypothesis that psychological distancing from the image of the "typical" smoker -- decreased perceptions of similarity -- plays a critical role in cessation, i.e., those who distanced were more likely to quit. Study 2 is a test of the efficacy of encouraging social comparison to promote exercising. College students were instructed to consider and describe prototypical non-exercisers. Results indicated that systematic consideration of this prototype increased exercise at a four-week follow-up. Study 3 is a test of an intervention designed to delay initiation of drinking among African American youth by fostering psychological distancing from the prototypical drinker their age. Eleven year-old children participated in group activities designed to elicit negative characteristics of the "typical" child their age who drinks. At the 7 month follow-up, the control group had significantly increased their alcohol consumption, whereas the intervention group had significantly decreased theirs. Furthermore, this effect was mediated by change in prototypes. Overall, these studies demonstrate that images associated with health risk behaviors are malleable, and that

altering these images can be instrumental in altering behavior. Future research should explore the efficacy of other strategies for fostering social comparison as a tool in health behavior interventions.

SELF-AFFIRMATION AND THE PROCESSING OF THREATENING HEALTH INFORMATION *William Klein; University of Pittsburgh* – Recent studies suggest that having people engage in self-affirmation (e.g., reflecting on a cherished value or an event or skill that is a source of pride) causes them to be less resistant to threatening health information (Reed & Aspinwall, 1998; Sherman, Nelson, & Steele, 2000). However, other work suggests that self-affirmation may cause risk perceptions to be less associated with past behavior and future intentions (Klein, Blier, & Janze, 2001). In this paper, I will attempt to reconcile these literatures by arguing that self-affirmation may promote acceptance but not internalization and retention of threatening health messages. I will also consider the processes that may underlie self-affirmation, and present data from three studies suggesting that (1) focusing on negative aspects of the self may have the same effects as those of self-affirmation under threat, (2) affirmations in the same domain as the threatening message may elicit more systematic processing of the message, and (3) cognitive dissonance – a state that has been shown to be resolved by self-affirmation – may inhibit memory for the content of threatening messages. In this talk, I will also present new analyses from the data reported in earlier self-affirmation studies which support the thesis that self-affirmation may hinder rather than enhance effective processing of health messages. I will conclude with several ideas for testing the conditions under which self-affirmation may elicit non-defensive processing of threatening health messages as well as internalization of the message and subsequent health behavior change.

DEATH AND HEALTH: A TERROR MANAGEMENT MODEL OF HEATH BEHAVIOR *Jamie Arndt; University of Missouri, Columbia* – Previous health research has not typically considered the unique motivations that may be provoked by people's awareness of death. Conversely, the terror management literature (see e.g., Solomon, Greenberg, & Pyszczynski, 2004), though explicitly concerned with how the awareness of death effects social behavior, has ignored the domain of health-relevant decision making. In this talk I will present a terror management model of health behavior that seeks to bridge this gap and elucidate how the motivational concerns engendered by the conscious and unconscious awareness of mortality exert both adaptive and maladaptive influences on health-related decisions. Integrating contributions from health psychology, motivated cognition, and self–related literatures, I will argue that conscious fears about death lead to proximal defenses that aim to reduce perceived vulnerability, whereas unconscious death-related fears elicit distal defenses to maintain symbolic meaning and self-esteem. I will present a series of studies that examine the differential propensity to suppress death-related cognition as a function of conscious relative to unconscious health threats, as well as studies in the domains of exercise, suntanning, and breast self-exams that show conscious death thoughts engender reactions that reduce perceived vulnerability to health threats, but that unconscious concerns with death engender health oriented responses directed by specific contingencies of self-worth and efforts to maintain the symbolic integrity of the physical body (e.g., Arndt, Schimel, & Goldenberg, 2003; Routledge, Arndt, & Goldenberg, in press). I will conclude with suggestions for future research on how to engage different motivational systems to affect productive health behavior.

IS THERE NOTHING SO PRACTICAL AS A GOOD THEORY?: WHY INTERVENTIONS ARE NEEDED TO PROMOTE INNOVATIONS IN SOCIAL PSYCHOLOGICAL THEORY *Alexander J. Rothman; University of Minnesota* – The degree to which behavioral practices contribute to current rates of disease morbidity and premature mortality is a staggering practical problem. Although efforts to specify the processes that underlie people's behavioral decisions are motivated, at least in part, by the promise that the theoretical principles

that emerge from this work will advance initiatives to address practical problems, innovations in social psychological theory too often remain disconnected from the development of intervention strategies to promote healthy behavior. What should we conclude from this state of affairs? Was Lewin wrong to claim that there is "nothing so practical as a good theory"? In my presentation, I will assert that Lewin was correct, but that the "practical" value of our theories depends on investigators taking advantage of the opportunities that interventions afford for theory-testing and, in particular, using the data generated by these activities to affirm, refine, or reject theoretical principles. To illustrate this point, I will describe a series of intervention studies (in the domains of smoking cessation and weight loss) that were designed not only to improve how people initiate and maintain changes in their behavior, but also to test a series of predictions derived from a new model of behavioral decision-making. Specifically, these studies provide data to support the premise that the decision criteria that lead people to initiate a change in their behavior are distinct from those that lead them to maintain that pattern of behavior over time.

Session E
Saturday, 10:15 - 11:30 am
Gallery Room

THE ACCURACY OF INTERPERSONAL JUDGMENT

Chair: *David C. Funder; University of California, Riverside*

Discussant: *David C. Funder; University of California, Riverside*

Summary: This symposium presents new methodological developments and new substantive findings in a rapidly-expanding area at the intersection of social and personality psychology: the accuracy of interpersonal judgment. The studies examine methodological and substantive issues concerning lay judgments of emotion, intelligence, and personality. Elfenbein and Boldry begin with a new meta-analysis of the literature on the relationship between accurate emotional perception and expression, with results that clarify both the nature of this relationship and some important and often-neglected methodological issues. Biesanz follows with a reprise and update of Cronbach's classic critique of accuracy research, providing a summary of the current statistical state-of-the-art for analyzing accuracy correctly. Mauer and Borkenau address the criterion issue in accuracy research, showing how the use of a "hard" criterion such as intelligence can clarify the observational circumstances and behavioral cues associated with judgmental accuracy. Letzring, Wells and Funder report new data concerning the effect of two experimentally-manipulated experimental variables, the quantity and quality of the behavioral information, on the accuracy of personality judgment. Funder will chair the session and offer brief introductory and closing remarks.

ABSTRACTS

MORE THAN A SINGLE "EMOTIONAL INTELLIGENCE": A META-ANALYSIS OF THE RELATIONSHIP BETWEEN SKILL IN THE PERCEPTION AND EXPRESSION OF EMOTION.
H.A. Elfenbein, J. G. Boldry – The relationship between accurate emotional perception and expression has been of great theoretical interest to social psychologists. Whereas intelligence-oriented models argue that the two complimentary skills covary as part of a larger social skill construct, socialization-oriented models argue that the two are inversely related because individuals in minimally expressive environments need sharp perception skills and vice versa (e.g., Halberstadt, Denham, & Dunsmore, 2001; Mayer, Salovey, & Caruso, 2000; Saarni, 2001). Empirically, the relationship has been plagued by mixed findings revealing everything from strong negative (e.g., Lanzetta & Kleck, 1970) to strong positive correlations (e.g., Zuckerman, Lipets, Koivumaki, & Rosenthal, 1975). Given a doubling of reported empirical findings in the 25 years since the last quantitative review of this effect (DePaulo & Rosenthal, 1979), we conduct a large-scale review of the research literature. A meta-analysis examining 37 effect sizes, generated by 1747 participants yielded an average r=.089, median r=.050, and 95% CI (-.01, +.19). Properties of the stimulus materials and judgment task partially explained large heterogeneity in effect sizes. Specifically, the perception-expression relationship was more strongly positive for stimulus materials that were posed intentionally and/or selected for high clarity, for which low perception scores arguably represent perceptual deficits rather than a normal distribution of individual differences. More subtle or spontaneously encoded stimuli generally produced zero to negative perception-expression correlations. Many studies also appeared to have near-zero correlations due to low measurement reliability, particularly for judgment scores. We discuss implications for theoretical models arguing for a connection between the two skills.

IDENTIFYING THE GOOD JUDGE: REVISITING CRONBACH'S CRITIQUES
Biesanz, J. – Assessing the good judge of personality and measuring judgmental accuracy has historically presented methodological challenges. In a series of critiques of earlier research, Cronbach (e.g., Cronbach, 1955; Gage & Cronbach, 1955) presented a methodological framework to help strengthen inferences of judgmental accuracy. Cronbach's proposal, essentially, was to label a person a good judge if his or her impressions across a series of different targets correlated highly with some standard for those individuals. Quantitative methodology for identifying and examining the good judge has essentially remained unchanged since Cronbach's critiques and assumes that impressions are measured without error. Without disentangling measurement error from impression ratings and modeling both simultaneously, many critical questions cannot be asked within Cronbach's original framework. For example, are there real individual differences in social perception? In other words, is there meaningful variability among individuals in the social perception of personality? Does the domain matter – for instance, are there more individual differences in judgmental accuracy in perceptions of Extraversion than Conscientiousness? Extending Cronbach's conceptual framework to multilevel regression models for rating data and generalized multilevel models for paired comparison data reveals robust evidence for individual differences in judgmental accuracy that generalizes across the Big Five dimensions of personality.

ACCURACY OF JUDGMENTS OF INTELLIGENCE
Mauer, N. & Borkenau, P. – A core problem in research on accuracy of judgments of personality is to find a "hard" criterion for accuracy that is, however, available for intelligence. Although there is some debate on how intelligence should be defined, performance measures of general cognitive ability are reliable and highly correlated with each other. In the German Observational Study of Adult Twins, two intelligence tests as well as self-reports, peer reports and judgments of intelligence by 60 strangers were collected for 600 participants. The strangers had observed the participants while performing one of 15 different tasks. In our contribution, we would like to focus on: (a) consensus between judges on target persons' intelligence, (b) how the accuracy of video-based ratings of intelligence compares with the accuracy of self- and peer reports, (c) how the accuracy of stranger ratings increases with the observed sample of behavior, (d) which behavioral tasks are particularly useful to observe and judge individual differences in intelligence, and (e) to what extent the accuracy of stranger ratings of intelligence reflects a kernel of truth in age and gender stereotypes. The sample was split into two subsamples to check the reliability of the findings that will be discussed from the perspective of Funder's Realistic Accuracy Model and Kenny's Weighted Average Model.

INFORMATION QUANTITY AND QUALITY MODERATE THE REALISTIC ACCURACY, SELF-OTHER AGREEMENT, AND CONSENSUS OF PERSONALITY JUDGMENTS *Wells, S. M., Letzring, T. D. & Funder, D. C.* – Several variables are thought to influence the accuracy with which judgments of personality are made. One of these variables is the type of information that is available to judges. We have found evidence that two aspects of the information variable moderate personality judgment, including consensus (agreement between two judges), self-other agreement (agreement with self-ratings), and realistic accuracy (agreement with what a person is really like). Information quantity, also referred to as acquaintance, represents the amount of information that is available to the judge (Blackman & Funder, 1998). Information quantity has received a fair amount of research attention, with findings that both do and do not support the acquaintanceship effect, or the positive relationship between information quantity and accuracy. We present additional evidence for the existence of the acquaintanceship effect based on judgments rendered after triadic interactions among previously-unacquainted participants, who either were not allowed to interact, interacted for 50 minutes, or interacted for 3 hours. Information quality refers to how relevant information is to personality (Funder, 1995). Our findings suggest that not all information is created equal, meaning that accuracy is generally higher among people who interact in situations that encourage people to reveal high quality information than among people who interact in situations that do not encourage revealing high quality information. We will consider the implications of recent findings regarding information quantity and quality for the Realistic Accuracy Model (Funder, 1995), which provides a description of what must happen in order for an accurate judgment to be made.

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Session E
Saturday, 10:15 - 11:30 am
Maurepas Room

INTEGRATING DEVELOPMENTAL AND SOCIAL PSYCHOLOGICAL RESEARCH ON INTERGROUP BIAS

Chairs: *Sheri R. Levy[1], Adam Rutland[2]; [1]SUNY, Stony Brook, [2]University of Kent, Canterbury, UK*

Summary: Researchers are increasingly focusing on the interface between developmental and social psychology to better understand the origins, stability, and reduction of intergroup bias. Recent developmental research on intergroup bias is largely influenced by cognitive-developmental theory, which suggests that social attitudes become less biased with age as children acquire abilities like classifying people on multiple attribute dimensions. Each presentation will illustrate the fruitful integration of social psychological theorizing with this developmental theorizing. With data from the U.S. and Japan with children and college students, Baron, Dunham, and Banaji show consistent with cognitive-developmental theory, explicit racial attitudes become less biased with age, but that implicit racial attitudes do not. Expanding on their "subjective group dynamics model," Abrams, Rutland, Cameron, and Ferrell demonstrate that U.K. children's evaluations of ingroup members depends both on their ability to multi-classify people and their focus on ingroup prescriptive norms. Levy, West, Ramirez, and Karafantis show that although U.S. children's abilities to recognize cross-group similarity and within-group variability reduce bias, these "abilities" also can increase bias in adolescence through links to colorblind principles that gloss over racism. Building on eyewitness identification research with adults, Corenblum demonstrates

that Canadian White children also more accurately identify ingroup than outgroup member faces, and discuss the absence of developmental differences. Rutland, Cameron, and Brown will report results from two U.K. studies comparing the effectiveness of inductions based on "extended contact theory," multiple classification training, combined induction, to a control in reducing children's intergroup bias and show the merit of a combined induction.

THE ORIGINS OF IMPLICIT ATTITUDES: EVIDENCE FROM FOUR DEVELOPMENTAL STUDIES *Andrew Scott Baron, Yarrow Dunham, Mahzarin Banaji; Harvard University, USA* – Children provide a unique opportunity to understand the origins of attitudes and beliefs. They can reveal when and how attitudes toward social groups emerge and when implicit and explicit modes of representing social knowledge diverge. Four studies will be reported that measure the development of race attitudes in children ages 5-12 and adults across two countries (U.S. and Japan) and three demographically distinct communities (middle-class White Americans, working-class Black and Hispanic-Americans, and rural Japanese). Implicit attitudes were measured using a child friendly version of the Implicit Association Test (Ch-IAT) and explicit attitudes were obtained using traditional self-report measures. Across these studies, the data show (a) implicit ingroup preference, (b) moderation of implicit out-group attitudes by the status of the group, such that culturally advantaged groups (White) produce stronger implicit positivity than do less advantaged groups (Black) for Hispanic-American children, (c) the presence of social group preferences despite direct contact; Japanese children show pro-White attitudes compared to Black in spite of no direct contact with either, and (d) a developmental decline of explicit bias accompanied by the relative stability of implicit bias. These data suggest that by age 6 children have already developed implicit attitudes toward their racial in-group and out-groups. Moreover, by age 10, children's implicit race attitudes are sensitive to culturally pervasive attitudes. While highlighting the importance of research at the interface of social and developmental psychology, these studies provide new insight into the origins of implicit attitudes and reveal their early divergence from explicit attitudes.

INTRAGROUP DIFFERENTIATION, STRATEGIC RESPONDING AND COGNITIVE ABILITY: A DEVELOPMENTAL SUBJECTIVE GROUP DYNAMICS APPROACH. *Dominic Abrams, Adam Rutland, Lindsey Cameron, Jennifer Ferrell; University of Kent, England, UK* – The subjective group dynamics model holds that when prescriptive ingroup norms are salient people differentiate more strongly to ensure group members who validate ingroup norms are favored over those who do not. This sustains the subjective validity and value of the ingroup. Cognitive developmental theory suggests that children's differentiation among group members should be related to multiple classification abilities. We asked children to evaluate two ingroup members of a summer school (summer camp) scheme. One member expressed normative (ingroup favoring), and the other deviant (ingroup and outgroup favoring) attitudes. Half the children were led to believe their answers would be shown to other ingroup members (accountable condition), the rest were not (control condition). We also measured classification skills using a perceptual task involving shapes and colours. Deviants were evaluated significantly more negatively in the accountable than in the control condition. Cognitive classification ability was significantly correlated with judgments of the typicality, but not with evaluations, of group members. These results suggest that two processes may operate in concert, to produce evaluative differentiation against deviant ingroup members. The recognition of atypicality becomes more likely to the extent that the child is equipped with multiple classification skills. However, the evaluative implications of atypicality depend on whether the social context invites a focus on ingroup prescriptive norms. We discuss the possibilities of relevant processes, including the idea that this form of

intragroup differentiation may involve a theory of 'group mind', or perhaps more precisely of 'social mind.

THE DUAL INTERGROUP IMPLICATIONS OF THE COLORBLIND THEORY *Sheri Levy, Tara West, Luisa Ramirez, Dina Karafantis; SUNY, Stony Brook, USA* — Developmental and social psychological research has supported the original conceptualization of the colorblind theory (that social category information, such as race, is irrelevant) as a view to facilitate social harmony in a diverse society. However, the colorblind theory also has been shown to hinder social tolerance among adults because it maintains the power structure and preserves the privileges of the dominant group through denial of discrimination. Thus, the colorblind theory appears to have dual intergroup implications. We have tested whether one's interpretation and use of the colorblind theory changes with age and experience. Our research suggests that children initially learn the tolerant implications of the colorblind theory (supporting the view that people should not be judged based on group stereotypes), but eventually learn the intolerant implications (by denying current and past racism, it can be used to support the view that social policies that assist disadvantaged groups are unnecessary and unfair). Children tend to use the colorblind theory in terms of its tolerant implications whereas adults, who are aware of both intergroup implications, can use the colorblind view in either way. African-Americans and Latinos seem to become aware of the intolerant implications at a much younger age than their European-American peers, likely because of the salience of race and discrimination in their environment. Together, this work will help provide insight into the ways in which the colorblind theory may help or hinder social tolerance for people of different ages and races or ethnicities.

RECOGNIZING INGROUP AND OUTGROUP MEMBERS: THE INFLUENCE OF PERCEPTUAL SALIENCE *Barry Corenblum; Brandon University, Canada* — People more accurately recognize faces of ingroup than outgroup members, a bias that has been cited as a well-confirmed finding in eyewitness identification research. While adult's abilities to distinguish ingroup from outgroup members is well known, children's accuracy in identifying faces of peer and adult ingroup and outgroup members has received less attention. This is surprising considering the number of times children are called upon to identify individuals in criminal and civil cases. Ingroup or outgroup photos of adult and children were initially rated on scales assessing level of physical attractiveness, typicality, distinctiveness, and memorability. Pictures falling between 3-5 on their respective seven point scales were selected for study. In study 1, 7 to 18 year olds saw faces of white (ingroup) and African American (outgroup) adults, and in study 2, the faces of white, African American and Native Canadian children. In both studies, participants were later asked to differentiate previously seen "old" from "new" faces, rate their confidence in their old and new judgments, and complete several measures of meta-memory. In study 1, children more accurately identified faces of ingroup than outgroup adults, were faster in making those judgments and expressed more confidence in them compared to faces of outgroup members. Ingroup biases were also found in study 2, but in addition, participants reported higher levels of certainty about judgments of faces of ingroup members. Results were discussed in terms of current model of face identification, and the influence of perceptual salience on children's encoding accuracy.

THEORETICALLY DERIVED INTERVENTIONS TO REDUCE CHILDREN'S INTERGROUP BIAS TOWARDS STIGMATIZED GROUPS *Adam Rutland[1], Lindsey Cameron[1], Rupert Brown[2]; [1]Centre for the Study of Group Processes, University of Kent, Canterbury, UK, [2]University of Sussex, Brighton, UK* — We will present a series of studies that evaluated interventions to reduce children's bias towards stigmatized groups. Typically, interventions to reduce children's bias have lacked any coherent theoretical basis (Aboud & Levy, 2000; Stephan, 1999). In contrast, our studies included interventions based on two theories well established within social and developmental psychology, namely extended contact theory (Wright, Aron, McLaughlin-Volpe & Ropp, 1997) and social-cognitive theory (Aboud, 1988; Bigler, 1995). Study 1 examined seventy-two 6-9 year old children's attitudes towards the disabled group. We used a mixed design - 3 (type of intervention: extended contact, social-cognitive skills training, control) x 3 (target disability: physically disabled, learning difficulty, non-disabled). The interventions occurred once a week for six consecutive weeks. In our extended contact intervention children read stories that involved in-group members who had close friendships with out-group members. The social-cognitive skills training interventions involved teaching children to classify on multiple dimensions (Bigler & Liben, 1992). Results showed that extended contact was the most effective intervention. In Study 2 (n = 159) we attempted to replicate this finding using a different stigmatized group (i.e. refugees) and a larger sample from a wider age range (5-11 years). This study used a 4 (type of intervention: extended contact, socio-cognitive, combined and control) x 2 (age: 5-8/9-11 years) x 2 (identification: high/low) between-participants design. Again we found that the extended contact intervention was most successful in reducing bias. We also found that the effect of extended contact on bias was moderated by level of identification.

Session E
Saturday, 10:15 - 11:30 am
Bayside Room

MOTIVATION IN COMPARISON PROCESSES

Chairs: *Keith D. Markman[1], William M.P. Klein[2]; [1]Ohio University, [2]University of Pittsburgh*

Summary: Over the past few decades, independent literatures have emerged focusing on the extent to which people compare current states with (1) past or future states, or what we call temporal comparison, (2) the states of other people, or what we call social comparison, and (3) alternative states, or what we call counterfactual comparison. All of these processes are comparative in nature, suggesting that their antecedents and consequences may be strikingly similar. This symposium focuses on how findings regarding the role of motivation in comparison processes may be integrated in light of two prevailing themes. First, motivational needs can influence the construal of the comparison target. Thus, Wilson and colleagues describe how individuals assess proximal temporal selves more favorably than distal past or future selves, Stapel discusses how defensiveness influences the use of social comparison information, and Buckingham and Klein note how self-enhancement needs determine the evaluation of task-related abilities. Secondly, the motivational consequences of comparisons depend upon interactions between comparison mode (reflecting versus evaluating) and desired goal state. Thus, Oettingen discusses the motivational benefits of evaluating fantasies about a desired future with reference to one's impeding reality, and Markman and McMullen describe how upward evaluation and downward reflection enhance motivation for achievement tasks, whereas upward reflection and downward evaluation enhance motivation for enjoyment tasks. In all, we hope this symposium will encourage researchers in these areas to consider how their own findings may be interpreted under a more generic comparison umbrella, rather than the umbrella of their own research tradition.

ABSTRACTS

MOTIVATIONAL CONSEQUENCES OF ASSIMILATION AND CONTRAST IN COUNTERFACTUAL THINKING *Keith D. Markman[1], Matthew N. McMullen[2]; [1]Ohio University, [2]Montana State University, Billings* — Whereas many models of comparative thinking include assimilation and contrast as central components, research on counterfactual thinking had lagged behind until fairly recently. By incorporating both assimilation and contrast effects, the Reflection and Evaluation Model (Markman & McMullen, 2003; Markman & McMullen, 2005) fundamentally transforms the affective and motivational issues that are central to the functional approach to counterfactual thinking: Counterfactual thoughts can motivate and discourage, assure and alarm, inspire and depress. According to the model, counterfactuals that evoke negative affect should tend to enhance persistence and performance if the task is construed as achievement-oriented, whereas counterfactuals that evoke positive affect should have this effect if the task is construed as enjoyment-oriented. A first study found that upward evaluation (evaluating performance with reference to an imagined better performance standard) and downward reflection (imagining a worse performance standard) enhanced persistence and performance on an anagram task, and a second study found that upward evaluation and downward reflection enhanced persistence on a crossword puzzle task when an achievement stop rule was employed, whereas upward reflection (imagining a better performance standard) and downward evaluation (evaluating performance with reference to an imagined worse performance standard) enhanced persistence when an enjoyment stop rule was employed. Finally, a third study found that upward reflection can be motivating in an achievement domain to the extent that one subscribes to an incremental (and not an entity) theory of intelligence. Implications of these results for theories describing the relationship between specific emotions and motivations will be discussed.

MENTAL CONTRASTING AND SEPARATING THE WHEAT FROM THE CHAFF *Gabriele Oettingen; New York University, University of Hamburg* — Contrasting fantasies about a desired future with reflections on the reality that impedes the realization of such fantasies leads people to set goals in line with their expectations of success, while only fantasizing about a desired future or only reflecting on impeding reality makes people set goals irrespective of their subjective chances of realizing these fantasies. A series of experiments has supported this notion of expectancy-dependent goal setting versus expectancy-independent goal setting. In this talk I would like to first present a study where we showed that this pattern of results apply beyond setting goals to also affect goal striving in the form of actual performance and persistence in a stressful laboratory task. I will then argue that mental contrasting can be taught as a meta-cognitive strategy thereby facilitating ease of decision-making and time management over a period of several weeks. Finally, I will present an individual difference measure of mental contrasting that allowed us to show that the classic relationship between perceived responsiveness of the mother and achievement (course grades) is partially mediated by mental contrasting. Results are discussed with respect to the benefits of mentally contrasting a desired future with its impeding reality when it comes to setting preferences and organizing one's daily life in a constructive way.

COMPARISONS WITH FORMER AND FUTURE SELVES *Anne E. Wilson, Roger Buehler, Heather Lawford, Colin Schmidt; Wilfrid Laurier University* — Temporal self-appraisal theory (Ross & Wilson, 2000, 2002; Wilson & Ross, 2001, 2003) proposes that temporal comparisons with former and future selves influence current self-appraisals in a manner similar to social comparisons with other people. Just as people may be selective about the targets of their social comparisons, they may choose or construe their earlier or upcoming selves in ways that help them to maintain a favorable self-view. We expected that people would be motivated to assess psychologically proximal temporal selves more favorably than more remote past or future selves, because close selves should directly reflect on current self whereas distant selves have fewer implications for present well-being. In several studies, we found that when we induced past and future selves to feel subjectively close in time, they were rated more positively than temporal selves that felt subjectively remote. Next, we investigated the effect of these close and distant temporal selves on current self-regard. We found that when people were led to feel close to past selves, assimilation occurred: Positive past selves boosted current self-regard and negative past selves dampened self-worth. When former selves felt distant, however, they were compared with current self instead, leading to contrast effects. Similarly, when people were induced to feel close to a desirable future self, they felt better about their current self than they did when the same future prospect seemed remote. Connections between temporal comparisons and other comparison processes will be discussed.

HOW SIMILARITY DETERMINES WHETHER SOCIAL COMPARISONS ARE DEFENSIVE *Diederik Stapel; University of Groningen* — For most people, the goal is to maintain a positive self-image. They want to feel good about themselves and see themselves in a positive light. Unfortunately, however, events that damage self-esteem are a regular and unavoidable part of everyday life. People do not always get what they want: they fail tests, lose competitions, are denied jobs, and are left by loved ones. There is abundant evidence for the defensive gathering, memorizing, and interpretation of information to maintain self-esteem. In this paper I am concerned with the extent to which this defensiveness influences people's use of self-inflating versus self-depreciating social comparison information. I argue and demonstrate in 5 studies that defensive interpretations (accept positive effects, discard negative effects) of social comparisons are constrained by reality, namely by perceived other-self similarity. Whereas moderately similar others may yield defensive contrast effects on self-evaluations, non-defensive contrast effects occur when other-self similarity is high and the relevance of the social comparisons is thus undisputed. Furthermore, I demonstrate that, whereas the self-evaluative impact of moderately dissimilar others is null, extremely dissimilar others yield assimilation. In my presentation I will discuss these findings in terms of the Interpretation Comparison Model and I will highlight important implications of these findings for strategies to maintain self-esteem in the face of threatening comparisons.

SELF-ENHANCEMENT FOLLOWING INDIVIDUAL VERSUS AGGREGATE SOCIAL COMPARISON *Justin T. Buckingham[1], William M.P. Klein[2]; [1]Towson University, [2]University of Pittsburgh* — When people use comparison information to evaluate themselves, they must often balance self-enhancement and accuracy motives. We propose that the degree to which people self-enhance after receiving unambiguous social comparison feedback is constrained by the specificity of self-evaluation ratings and the target of comparison. Our studies demonstrate that when people evaluate a specific performance, the need for accuracy constrains them to use available feedback. However, when people evaluate their task-related abilities, they have more latitude to construct a self-enhancing evaluation. As a result of this increased latitude, at the ability level, the target of comparison may influence the degree to which people self-enhance. Previous research on the target of comparison has shown conflicting results. Klein (2003) found that comparison to the average was more impactful than comparison to an individual whereas Buckingham and Alicke (2002) found the opposite result. The key difference between these studies may be that the individual target was physically present in Buckingham and Alicke's studies, but not in Klein's. To reconcile these findings, we will present a study that included conditions in which participants compared to an individual in the same room, an individual in a different room, or the average. As expected, when participants rated their performance, the target of comparison made no significant difference. However, on ratings of ability, comparison to an individual in the same room or to the average produced significant effects, but comparison to an individual in a different room did not.

ISSUES IN SOCIAL MOTIVATION: BUILDING ON JACK BREHM'S CONTRIBUTIONS TO PSYCHOLOGY

Chairs: *Rex A. Wright[1], Jeff Greenberg[2]; [1]University of Alabama at Birmingham, [2]University of Arizona*

Summary: Many people in academics have made significant contributions to psychology. But few have affected their field and their students and colleagues as profoundly as has Jack Brehm. Known internationally for his research and theorizing, Brehm is also widely admired as a mentor, colleague, and human being of uncommon character. This symposium will honor Brehm's contributions to psychology by bringing together a small sample of the many individuals whose work he has influenced. Speakers will include both well-established and emerging investigators who came to know Brehm at different stages of his academic career, encompassing his years at Duke University (1958-1975) and then at the University of Kansas (1975-present). Presentations will be research-substantive, illustrate Brehm's influence, and focus on the underlying theme of social motivation, which ties together Brehm's best known scientific contributions on dissonance, reactance, and his more recent work on motivational and emotional intensity. All the presentations will be of significant value and interest independent of the recognition of Brehm's contributions.

ABSTRACTS

ON THE EVOLUTION OF COGNITIVE DISSONANCE *Joel Cooper; Princeton University* — Jack Brehm was the first psychologist to write about the theory of cognitive dissonance in a scholarly journal. His 1956 publication in the Journal of Abnormal and Social Psychology presented the first data supporting what would become one of the most influential theoretical movements in social psychology. In this talk, I will trace major developments in dissonance research with a focus on how they related to Jack's seminal contributions. In 1956, dissonance was strictly about inconsistency among cognitive elements. In the hands of Jack and other now-famous students of Leon Festinger, that notion was shown to produce fascinating and non-obvious phenomena. Before long, the theory attracted a host of friendly amendments, hostile alternatives and new syntheses. Was dissonance about inconsistency or presenting oneself in a consistent manner? Was dissonance fundamentally at the service of preserving an integrated self-system? Did the self matter at all? I will briefly present some findings supporting a newer dissonance conception that we call the self-standards model (Stone and Cooper, 2001) as an overarching integration of the issues that Jack brought to the literature nearly fifty years ago. I will argue that people have various self-standards by which they can assess the meaning of their behavior and that their choice of standard determines whether and how they experience the tension of dissonance. Wherever dissonance research may lead in the next decades, it owes much of its vitality to Jack Brehm's original contributions and continued interest.

DEVELOPMENTS IN COGNITIVE DISSONANCE THEORY: THE INFLUENCE OF JACK BREHM *Eddie Harmon-Jones; Texas A&M University* — I will discuss some of Brehm's contributions to the development of cognitive dissonance theory and how these developments led to the development of my action-based model of cognitive dissonance. This action-based model begins with the assumption that perceptions and cognitions can serve as action tendencies. It then proposes that dissonance between cognitions evokes an aversive state because the dissonance has the potential to interfere with effective and unconflicted action. Dissonance reduction, by bringing cognitions into consonance, serves the function of facilitating the execution of effective and unconflicted action. After describing the action-based dissonance model, I will present research that has tested predictions derived from it, including the prediction that facilitation of an action-oriented mindset (thinking about implementing a decision) should increase cognitive discrepancy reduction.

DIMENSIONALITY AND MOTIVATION IN INTERPERSONAL CONTACT *Robert A. Wicklund; University of Trieste, Italy* — Interpersonal relations, brief communications, and first impressions are describable in terms of their dimensionality. Any given contact among humans potentially entails visual, acoustical, tactile, and olfactory facets, but can also transpire using only the acoustical, the visual, or at a minimum, only transfer of information electronically. Motivation is a central moment in humans' using -- or not using -- the potential array of sensory modalities while communicating. This talk will address the relation between individual motivation and the forms that communication and contact take, with a focus on longer-range consequences of reduced/expanded dimensionality in relating to others.

SELF-AWARENESS AND EFFORT DURING SELF-REGULATION: INSIGHTS FROM BREHM'S THEORY OF MOTIVATIONAL INTENSITY *Paul J. Silvia[1], Guido H. E. Gendolla[2]; Michael Richter[2], [1]University of North Carolina at Greensboro, [2]University of Geneva, Switzerland* — Theories of self-awareness, like most self-theories, assume that the intensity of self-regulation is a linear function of the importance of the goal/standard, given favorable expectancies (Carver & Scheier, 1981; Duval & Silvia, 2001; Hull et al., 2002). Jack Brehm's theory of motivational intensity, however, makes different, non-intuitive predictions about how self-awareness affects effort during self-regulation. His theory predicts that motivational intensity is a function of task difficulty and task importance. Motivation will increase as the task's difficulty increases, until the task becomes impossible or the goal is no longer worth the effort. In two experiments, self-awareness affected effort (measured as cardiovascular energization, particularly systolic blood pressure) in a manner consistent with Brehm's theory. High self-awareness (manipulated with a video camera) increased effort when the task's difficulty was unfixed (i.e., people were told to do their best) or fixed at a high level. However, when the task was easy or impossible, high self-awareness did not affect effort relative to low self-awareness. These findings show (1) that self-awareness affects the importance/self-relevance of meeting a standard; (2) that self-awareness does not simply amplify motivation to meet standards; and (3) that expectancies have more complex effects on self-regulation than is currently recognized.

TEACH THESE SOULS TO FLY: EXISTENTIAL REACTANCE AND THE FLIGHT TO FREEDOM *Sheldon Solomon[1], Jeff Greenberg[2], Tom Pyszczynski[3]; [1]Skidmore College, [2]University of Arizona, [3]University of Colorado, Colorado Springs* — Jack Brehm's reactance theory posits a fundamental human motivation to vigorously reassert perceived freedoms when they are threatened. Perhaps the most potent experiences of reactance occur in response to threats inherent in existence: existential realities that limit what we can be, do, and hope for. We want to do and have whatever we want whenever we want it, and to do so in perpetuity; yet, over childhood, we recognize that our talents are limited, that we are saddled with a body that shackles us in many ways, and that our death is inevitable. Mortality is thus an affront to sentient creatures' ultimate perceived freedom: to exist. To minimize the reactance engendered by such existential threats, we use denial and fantasy. Perhaps this is what the longstanding universal human obsession with flying is about. Because flying is not humanly possible, it represents freedom from the stark constraints of reality; thus, imagining flying may spare us from other ways of coping with our limitations. In a preliminary test of this idea, we exam-

ined how flying fantasies influenced the effects of mortality salience (MS) on the appeal of President George Bush. Based on the idea that MS increases the appeal of leaders who stress that we are good people triumphing over evil-doers, we have shown that MS generally increases Bush's appeal to Americans. In this talk we present evidence that flying fantasies eliminate this MS-induced tendency to lean on leaders who claim to be chosen by God to rid the world of evil.

Session F
Saturday, 1:15 - 2:30 pm
Gallery Room

INDIVIDUAL DIFFERENCES IN AFFECT REGULATION

Chairs: *Maya Tamir, James J. Gros; Stanford University*

Discussant: *Gerald L. Clore; University of Virginia*

Summary: Although our understanding of the antecedents and consequences of affect regulation has increased dramatically in the past decade (see Gross, 1998), we are only now beginning to unravel the important role that individual differences play in these processes. This symposium will include 4 talks that together demonstrate the importance of considering individual differences in affect regulation. The symposium was assembled with three goals in mind. First, it provides an interdisciplinary perspective, by discussing differences in motivational orientations (Higgins), personality traits (Tamir), attachment styles (Shaver & Mikulincer), and affective dispositions (Siemer). Second, it demonstrates the impact of such individual differences on varying stages of affect regulation, including setting regulatory goals (Tamir), choosing regulation strategies (Siemer), and determining regulatory outcomes (Higgins, Shaver & Mikulincer). Third, it presents cutting-edge research, involving stimulating and often surprising findings. In particular, Higgins will discuss evidence for the positive affective consequences of regulatory fit; Tamir will discuss evidence for anti-hedonic preferences among neurotic individuals; Shaver & Mikulincer will show that avoidantly attached individuals may benefit from suppression under low but not high cognitive load; and Siemer will show that recalling a happy event may improve the mood states of non-dysphoric but not dysophoric individuals. Taken together, these complementary lines of research will allow us to explore a contextual view of affect regulation and will highlight the value of considering individual differences in studying affect regulatory processes and mechanisms.

EMOTIONAL UPS AND DOWNS IN DAILY LIFE: REGULATORY FIT AND AFFECT REGULATION. *E. Tory Higgins; Columbia University* — Individuals who pursue goals in a manner that sustains their regulatory orientation experience a regulatory fit that makes them "feel right" about how they are dealing with life's challenges. Those who pursue goals in a manner that disrupts their orientation experience a non-fit that make them "feel wrong". For a promotion focus orientation on aspirations and accomplishments, eagerness coping with daily life problems (i.e., pursuing all means of making progress) fits their regulatory focus whereas vigilance coping (i.e., being careful) does not fit. The opposite is true for a prevention focus orientation on security and responsibilities. I will discuss the results of a daily diary study with undergraduates that examined how regulatory fit and non-fit relate to experiencing, respectively, less or more dysphoria (mild depression) in daily life. I will report evidence that on days when individuals use coping strategies that don't fit their predominant regulatory focus they suffer more from their problems compared to days when they do use strategies that fit their focus to solve their problems. The general contribution of regulatory fit to affect regulation will be discussed.

MOOD REGULATION PREFERENCES AS A FUNCTION OF PERSONALITY AND SITUATIONAL DEMANDS. *Maya Tamir; Stanford University* — People often prefer to feel less negative and more positive affect when driven by hedonic concerns (e.g., Larsen, 2000). However, people may choose to regulate their emotions not only to feel good but also to achieve instrumental success (e.g., Martin, 2000). When driven by pragmatic concerns, people may prefer affective experiences that offer pragmatic benefits. The Affective Certainty Model (Tamir, Robinson, & Clore, 2002; Tamir & Robinson, in press) suggests that trait-consistent mood states lead to pragmatic benefits. Therefore, individuals may seek to experience trait-consistent mood states in situations that require effortful cognitive performance. In this talk, I will present evidence from 2 studies in support of this hypothesis. In Study 1, individuals reported on their emotional preferences in different situations. Individuals high on extraversion preferred to experience greater happiness in performance-related but not in non-performance situations. On the other hand, individuals high on neuroticism preferred to experience more worry in performance-related situations. Such self-reported preferences were replicated in Study 2 in a behavioral setting. Specifically, individuals high on extraversion indicated higher preferences to recall a happy event from their past prior to completing a cognitively effortful task. On the other hand, individuals high in neuroticism indicated higher preferences to recall a worrisome event from their past. Taken together, these studies suggest that mood regulatory choices can differ depending on the goal that is active at the moment and the affective dispositions of the individual.

HIDDEN VULNERABILITIES OF AVOIDANT INDIVIDUALS: ATTACHMENT-RELATED VARIATIONS DURING THOUGHT SUPPRESSION AS A FUNCTION OF COGNITIVE LOAD. *Phillip R. Shaver[1], Mario Mikulincer[2]; [1]University of California, Davis, [2]Bar-Ilan University* — Studies of thought suppression show that although unacceptable thoughts can be intentionally excluded from consciousness, they reappear in consciousness when suppression efforts end - Wegner's (1994) post-suppression rebound effect. In attachment theory, use of suppression as a defense is thought to be characteristic of persons scoring high on attachment avoidance. One of the most controversial issues in attachment research is the effectiveness of avoidant defenses in maintaining emotional equanimity. On one hand, there is evidence that avoidant suppression works and does not suffer from the rebound effect (Fraley & Shaver, 1997). On the other hand, there is evidence that avoidant people suffer considerably from emotional problems when under stress (Berant, Mikulincer, & Florian, 2001). In this lecture we report two studies examining conditions under which avoidant individuals experience the unwanted rebound of suppressed thoughts. Participants were asked, or not asked, to suppress thoughts about a relationship breakup and then to perform a Stroop task under high or low cognitive load. In Study 1 we assessed the rebound of separation-related thoughts; in Study 2, the cognitive accessibility of positive and negative self-traits. Under low cognitive load, avoidant individuals prevented the rebound of thoughts related to the breakup following suppression and activated positive self-representations. But under high cognitive load, they were less able to suppress thoughts of separation and more likely to activate negative self-representations. The findings imply that avoidant suppression is effective when cognitive and emotional demands are light but not when the demands are heavy enough to interfere with suppression.

DYSPHORIA AND MOOD REGULATION: DIFFERENCES IN REPAIRING SAD MOOD WITH HAPPY AND ANGRY MEMORIES. *Matthias Siemer; University of Greifswald* — It is commonly assumed that thinking about affective material that is incongruent with the valence of one's current feelings is an effective means of regulating existing mood states. For instance, recollecting positive memories is thought to be effective in alleviating negative moods whereas the recollection of negative memories should prolong the negative mood. The presented set of studies indicates that this common rule has notable

exceptions. The first study investigated the influence of happy memories and distraction on induced sad mood in dysphoric and non-dysphoric students. It was found that for non-dysphoric students both methods were effective in alleviating sad mood whereas for dysphoric students only distraction was effective but recollecting a happy memory from their past failed to improve their sad mood. The second study explored the effects of retrieving happy and angry memories on sad mood. Again, it was found that dysphoric participants failed to benefit from retrieving happy memories to the same extent as non-dysphoric participants. In contrast, the recollection of angry memories improved sad mood in both dysphoric and non-dysphoric participants. Thus, for dysphoric participants recollecting a negative memory (anger) improved sad mood more than recollecting a positive memory. In sum, the results highlight the necessity to take individual differences into account when studying mechanisms of mood regulation and to go beyond mere affective valence by considering qualitatively specific affective material and mood states.

Session F
Saturday, 1:15 - 2:30 pm
Borgne Room

THE SOCIAL FACE: SOCIAL PERCEIVERS, FACES PERCEIVED

Chairs: *Kimberly A. Quinn[1], Kurt Hugenberg[2]; [1]University of Birmingham, [2]Miami University*

Summary: The human face is central to our social world. Even the briefest of glances at a face is sufficient to furnish information about the sex, age, emotional status, and even personality traits of its owner. Using a variety of methodologies, the research reported in this session focuses on the inherently social nature of face perception. The research seeks to address not only which facial cues guide person perception and why, but also the classic person perception questions of how characteristics of the perceiver (e.g., prejudiced attitudes, stereotyped beliefs) and the perceiver-target relationship (e.g., the target's status as an ingroup versus outgroup member, the perceiver's degree of familiarity with the target), influence how faces are construed. The goal of this set of papers is to demonstrate the complexity of face perception and the flexibility with which social perceivers approach the challenge.

ABSTRACTS

THE ROLE OF FACIAL APPEARANCE IN GENDER-EMOTION ATTRIBUTIONS *Nalini Ambady, Reginald B. Adams Jr.; Tufts University* – Aspects of appearance such as facial maturity and attractiveness, as well as category information such as gender and racial group membership, profoundly impact our impressions of others. When we first encounter others, we might rely on stereotypes, particularly gender-related, to draw inferences about their emotion dispositions. On the other hand, given that social interactions largely occur face-to-face, feature-based appearance cues likely play an important role as well. In this talk, we will report on a program of research that utilized both self-report and reaction time paradigms to demonstrate the importance of feature-based appearance cues in gender-related emotion perception. Using a reaction time paradigm and a gender-discrimination task, we found that male faces were more quickly and accurately labeled when expressing anger, whereas the same was true of female faces expressing fear. Conversely in an emotion-discrimination task, anger faces were more quickly and accurately labeled when displayed on a male face, whereas the same was true of fear expressions on a female face, demonstrating a clear association between gender and emotion. Furthermore, when matching faces on crit-ical appearance cues, common gender-emotion stereotypic impressions were attenuated and even reversed. For instance, male and female faces selected for extremes on perceived babyishness versus maturity (facial qualities known to vary as a function of gender) revealed that facial appearance largely drives emotion attributions. This is likely explained by the fact that physical properties of the eyes, eyebrows and mouths related gender detection perceptually overlap with the characteristic facial muscle patterning associated with some emotions.

FACING PREJUDICE: IMPLICIT PREJUDICE AND THE PERCEPTION OF HOSTILITY *Kurt Hugenberg[1], Galen V. Bodenhausen[2]; [1]Miami University, [2]Northwestern University* – Four studies tested the hypothesis that prejudice, ethnicity, and the perception of facial emotion are deeply intertwined. We hypothesized that Anti-Black prejudice would be associated with an increased likelihood to perceive hostility on Black faces. Specifically, we hypothesized that in conditions of ambiguous facial expressions, prejudice is associated with an increased tendency to see hostility in Black (as compared to White) targets. To test this hypothesis, we employed a facial emotion change detection task in which European American participants detected the offset (Study 1) or onset (Study 2) of facial anger in both Black and White targets. Implicit (but not explicit) prejudice was associated with a greater readiness to perceive anger in Black faces, but neither explicit nor implicit prejudice predicted anger perceptions regarding similar White faces. Similarly, in conditions of ambiguous ethnic categorization, we hypothesized that prejudice is associated with a tendency to categorize hostile (vs. happy) ethnically ambiguous faces as African American. Support was found for this hypothesis using both a speeded dichotomous categorization task (Studies 3 & 4) and a rating scale task (Study 4). Implicit prejudice (but not explicit prejudice) was related to increased sensitivity to the targets' facial expressions, regardless of whether prejudice was measured after (Study 3) or before (Study 4) the ethnicity categorizations were made.

FAMILIARITY AND THE SOCIAL CATEGORIZATION OF FACES: WHEN ARNOLD IS THE TERMINATOR, HE'S NOT MUCH OF A MAN *Kimberly A. Quinn[1], Malia F. Mason[2], C. Neil Macrae[2]; [1]University of Birmingham, [2]Dartmouth College* – Considerable research has demonstrated that social categorization and stereotype activation, once assumed to be inevitable outcomes of intergroup contact, are only conditionally automatic. This research, however, has focused exclusively on the construal of unfamiliar individuals; how we spontaneously construe friends and loved ones in terms of their social category memberships, however, remains unknown. Indeed, categorization may become irrelevant when we can readily access a wealth of individuated information about a target. Using speeded reaction-time and verbal categorization tasks, we have examined how perceivers' familiarity with target faces moderates social categorization. Our research suggests that when a social categorization goal is active, perceivers spontaneously categorize both unfamiliar and familiar (famous) faces according to the activated categorical dimension. When no such goal is active, perceivers continue to explicitly construe unfamiliar faces according to the most salient categorical dimension available in the visual information, but construe known faces in terms of their names (e.g., Arnold Schwarzenegger), occupations (e.g., actor, governor), or other non-visual semantic information (e.g., The Terminator). This explicit individuation does not appear to result from the categorize-then-individuate process assumed by prominent models of impression formation: Results from an automatic semantic priming task revealed that although exposure to unfamiliar faces leads to facilitated processing of other faces sharing the same salient social category membership, exposure to familiar faces produces no such effect. These results provide tentative evidence that the spontaneous extraction of social category information is limited when targets are familiar to the perceiver. Implications and ongoing research will be discussed.

EXPLAINING CONSENSUAL FIRST IMPRESSIONS OF FACES
Leslie A. Zebrowitz; Brandeis University – Considerable research reveals that we judge people's traits from their faces with a remarkable consensus that is robust across raters and targets. Four overgeneralization hypotheses proposed to explain consensual first impressions will be discussed together with supporting evidence. According to each hypothesis, individuals must respond appropriately to a particular type of social signal or category: (1) babies, (2) emotional expressions, (3) individuals with disease or bad genes; and (4) familiar individuals. The adaptive value of particular responses to people in each category produces a strong preparedness to form accurate impressions of them from their distinctive facial features. The psychological qualities that are accurately revealed by faces in these categories are consequently overgeneralized to other faces that slightly resemble them. Connectionist models are well-suited to testing the overgeneralization hypotheses because similarity-based generalization is a natural property of these models. For example, connectionist networks trained to discriminate anomalous from normal faces react to a new set of normal faces according to their similarity to anomalous vs. normal ones. Network activation to the new faces captures the network's overgeneralization of veridical fitness information to those faces. The anomalous face overgeneralization hypothesis further holds that the degree to which the network confuses new normal faces with anomalous ones will predict impressions of the normal faces. Similar predictions are derived from the babyface, the emotion face, and the facial identity overgeneralization hypotheses. Connectionist modeling evidence for the overgeneralization hypotheses will be reported together with other supporting research.

Session F
Saturday, 1:15 - 2:30 pm
Bayside Room

THE SOCIAL COGNITION OF POWER: NONCONSCIOUS PROCESSES

Chair: *Pamela K. Smith; University of Amsterdam*

Discussant: *Serena Chen; University of California, Berkeley*

Summary: After years of neglect, social power and hierarchy have again become a hot topic of social-psychological inquiry, with most research focusing on the effects of power on affect, motivation, cognition, and behavior (Fiske, 1993; Keltner et al., 2003). A critical question in understanding the mechanisms behind power's effects is the role of intention and awareness. Do the effects of power and the lack thereof reflect conscious, deliberate choices on the part of powerholders and underlings? The research in this symposium suggests not. Furthermore, the speakers explicate basic mechanisms underlying these nonconscious effects. Goodwin et al. show that simply placing participants in a professor's chair causes them to be more influenced by racial stereotypes in a recall task, and that such bias is mediated by differences in regulatory focus. Gruenfeld et al. demonstrate that the mere activation of the concept of power leads people to be less likely to take others' perspectives, thereby viewing others primarily as means to their own ends, due to the link between power and goal pursuit. Smith and Trope show that because power increases psychological distance, unobtrusively priming people with power leads them to view and process information in a more high-level, abstract fashion. Finally, Tiedens et al. demonstrate that people have an implicit desire for hierarchical relationships; although unaware of it, people prefer complementary relationships wherein one person is dominant and the other submissive. Because it reflects a broader preference for differentiation, this preference holds even when people are in the submissive position. Finally, Chen will discuss points of convergence among the four papers, as well as the implications the presented findings hold for future research.

ABSTRACTS

POWER, REGULATORY FOCUS, AND STEREOTYPIC MEMORY DISTORTIONS: THE MEDIATING ROLE OF PREVENTION FOCUS IN THE POWER-BIAS LINK *Stephanie A. Goodwin, Ann Hoover, Ann Blakley; Purdue University* – Drawing from recent models of power and person perception (Fiske, 1993; Keltner, Gruenfeld, & Anderson, 2003), we hypothesized that priming people to think about relative power roles (professor vs. student) would influence the magnitude of stereotypic memory distortions. We further hypothesized that this power-bias link would be mediated by regulatory focus: greater prevention focus (i.e., concern about making mistakes) should reduce stereotype distortion. Participants were escorted to a professor's office and seated in either the professor's chair (powerful prime) or the student's chair (powerless prime). Participants completed a computerized memory task, learning the occupations associated with 48 male names. Name race (Black vs. White) and occupation stereotypicality (basketball player vs. politician) were fully crossed. Following a filler task, participants completed a cued-recall task, indicating the occupation associated with each name. Finally, participants completed measures of promotion and prevention regulatory focus. As predicted, the priming manipulation reliably influenced stereotype distortion and regulatory focus. Powerful-prime participants made significantly more errors when target roles were stereotype-inconsistent (white basketball player, black politician) than when roles were stereotype-consistent. There was no evidence of stereotype distortion for those in the powerless-prime condition. Importantly, powerless-prime participants reported significantly greater prevention focus. Mediation analyses suggest the relationship between power priming and stereotypic memory distortions is partially mediated by prevention focus. A conceptual replication using an interdependence power manipulation yielded similar results.

HOW DO I THINK UPON ANOTHER: THE EFFECTS OF POWER ON OBJECTIFICATION AND PERSPECTIVE-TAKING *Deborah H Gruenfeld[1], Adam D. Galinsky[2], Ena Inesi[1], Joe C. Magee[3]; [1]Stanford University, [2]Northwestern University, [3]New York University* – We posit that the possession of power alters the way that individuals think about others in two fundamental ways. First, we suggest that those in power tend to objectify others. That is, power increases the tendency to think about others in instrumental terms, as conduits and facilitators of goal completion. In Experiment 1, after recalling an experience with either high or low power, participants completed a fairy tale. High-power individuals described a king who delegated more tasks to others and asked others for more favors than did low-power individuals. In addition, there was a positive correlation between how much participants focused on using others in the service of their currently held goal and the level of action they expressed taking in their completions. These findings suggest that objectification serves the purpose of helping those in power act towards satisfying important goals. Second, we contend that power leads to objectification because power decreases the tendency to consider the goals and perspectives of others. In Study 2, high-power individuals were less likely than low-power individuals to consider others' perspectives when they drew a capital letter E on their foreheads In Study 3, high-power participants were more likely to anchor on privileged knowledge of a speaker's intention when they predicted how an uninformed person would interpret an ambiguous message. In these studies, those in power focused more on their own vantage points, were less likely to adopt others' perspectives, and ultimately saw others in instrumental terms.

YOU FOCUS ON THE FOREST WHEN YOU'RE IN CHARGE OF THE TREES: POWER PRIMING AND ABSTRACT INFORMATION PROCESSING *Pamela K. Smith[1], Yaacov Trope[2]; [1]University of Amsterdam, [2]New York University* — We propose that individuals with higher power should view the world in a more high-level, abstract fashion than individuals with lower power. After all, power means seeing the "big picture." Having power requires one to plan ahead and think about the world in terms of superordinate goals. Similarly, greater power increases the psychological distance one feels from others, and this distance (according to construal level theory) should lead to more abstract information processing. Thus, those with power should focus more on primary, important aspects of stimuli, and should be better at accurately detecting patterns and structure, than those without power. Power priming was used rather than manipulation of actual power to remove issues of conscious awareness and intent. In Experiment 1, high-power participants were better able to distinguish between primary and secondary features, and thus performed better on an embedded figures task, than low-power participants. In Experiment 2, high-power participants were better at detecting patterns and thus more accurately detected the amount of covariation in a series of data. In Experiment 3, high-power participants both focused more on primary features, making more superordinate categorizations, and were more accurate at detecting structure, making responses that better fit the data at hand, in a Gestalt completion task. The effects of power on abstraction were not mediated by affect or level of effort or motivation.

THE IMPLICIT DESIRE FOR HIERARCHY: PERCEIVING DOMINANCE COMPLEMENTARITY IN ANTICIPATED RELATIONSHIPS *Larissa Z. Tiedens, Maia J. Young, Miguel Unzueta; Stanford University* — Although many people equate good relationships and egalitarian relationships at the explicit level, we argue that implicitly, people enjoy and desire hierarchical relationships. Specifically, relationships in which the partners are complementary (i.e. one person is dominant and the other is submissive) are more comfortable than those in which people are similar in terms of dominance. We will present evidence to show that even though people may not be aware of the presence of complementarity or their preferences for it, they enjoy interactions in which dominance complementarity exists and they predict better relationship success when they perceive dominance complementarity. As a corollary to these effects, we predict and find evidence for the perception of dominance complementarity in future relationship partners. We argue that people are prone to see future relationship partners in a way that suggests that the relationship will be enjoyable, and that thus they perceive future relationship partners, but not non-relationship partners, as complementing themselves. We distinguish the desire for hierarchy from the desire for dominance by showing participants' implicit preference for hierarchy even when they are in the submissive position, and we show that these effects are not merely a matter of self- or other- enhancement by showing a tendency to prefer differentiation, rather than dominance or submission per se.

Session F
Saturday, 1:15 - 2:30 pm
Rhythms Ballroom

THE ROLE OF CHOICE IN EVERYDAY LIFE

Chair: *Kathleen Vohs; University of British Columbia*

Summary: The rich complexity of human social life is partly attributable to the process of choice. Choices have proliferated in recent decades in terms of the number of decisions one can make in life or even in one day. Has the proliferation of choice made life easier and better, or more difficult and worse? The presenters in this symposium tackle this question and other issues of choice from several different approaches. First, Sheena Iyengar will discuss the relationship between people's stated preferences in dating partners and their actual choices of dating partners using a naturalistic speed-dating context. Second, Alexander Chernev will discuss why people want more variety in a choice set (12 jams) but are more confident in choices made from less varied choice sets (3 jams). Three studies testing his new decision-focus theory show that choosers have different goals when considering variety preferences versus reporting feelings about the choices once made. Third, Kathleen Vohs will present research relating to "decision fatigue" — the debilitating effects of making a series of choices on subsequent self-control. Using a resource model of self-regulation, the results of four studies indicate that decision-making abilities and self-control abilities are intimately intertwined. Last, Barry Schwartz discusses how recent research on choice calls into question the notion that more choice leads to better subjective well-being and/or more autonomy, and ending with important implications for public policy. These presentations reflect new theoretical perspectives on the study of choice, and illuminate how people can make better choices in their everyday lives.

ABSTRACTS

I KNOW WHAT I WANT BUT CAN I FIND IT?: EXAMINING THE DYNAMIC RELATIONSHIP BETWEEN STATED AND REVEALED PREFERENCES *Sheena S. Iyengar[1], Itamar Simonson[2], Raymond Fisman[1], Catherine Mogilner[2]; [1]Columbia University, [2]Stanford University* — The gap between stated attribute importance and actual decisions is well-documented and interpreted as a sign of poor insight into one's decision process. The current investigation examines whether the gap between stated attribute preference and revealed attribute importance fluctuates throughout the decision-making process and also examines what factors are better, more accurate predictors of matching stated preferences to actual choices. Using a speed-dating paradigm, we examined the dynamics importance beliefs and revealed attribute importance weights. First, we measured beliefs about the importance of various attributes in a dating partner (e.g., ambitious, sincere) prior to making choices about who to date. Next, respondents made repeated decisions as part of the speed-dating event, followed by a second measurement of which attributes were important. Three weeks later, they again rated importance beliefs. Revealed importance weights of which attributes predicted actual dating choices allowed us to track importance beliefs and behavior over time. Consistent with prior research (Iyengar & Lepper, 2000), respondents encountering 10 potential dates rather than 20 potential dates subsequently demonstrated greater preference congruence – however, respondents' stated preferences following the choice-making task showed that respondents facing 20 potential dates, as opposed to 10 potential dates showed an increase in congruence between revealed attribute weights and importance beliefs measured soon after the decision. Moreover, choosers who valued attributes that were accessible and measurable during the time of choice exhibited greater preference congruence. This research sheds light on how choice, attribute importance, and assortment size operate in real-world conditions, such as choosing dating partners.

DECISION FOCUS AND CONSUMER CHOICE AMONG ASSORTMENTS *Alexander Chernev; Northwestern University* — This research resolves a perplexing paradox found in the literature on choice and feelings about choice: When choosing among assortments of varying sizes (e.g., three jams versus 12 jams), individuals prefer larger assortments because they provide more variety; yet, people are less confident in choices made from larger rather than from smaller assortments. In this presentation, I propose that this effect, known as preference inconsistency, can be explained by decision-focus theory. Decision-focus theory states that preference inconsistency arises from a shift in people's goals. When reporting which assortment (large or small) one prefers, people's

desire to maximize decision flexibility and ensure freedom of choice leads them to prefer the large assortment; however, when making a selection from an array of options, people seek to minimize cognitive effort and therefore feel more confident in selections made from a small assortment. In three experiments, I show that by varying the decision focus it is possible to systematically vary individuals' choice among assortments. That is, when people are aware that their upcoming choice is going to be highly complex (such as when they can imagine themselves going through the process of selecting one snack out of 36 possible snacks or one snack out of six possible snacks), they appropriately favor smaller assortments. This work has theoretical implications for detangling the two opposing effects that make up the preference inconsistency effect and also provides new paradigms to test their independent influences.

DECISION FATIGUE: MAKING CHOICES CONSUMES A LIMITED RESOURCE *Kathleen Vohs[1], Roy Baumeister[2], Jean Twenge, Brandon Schmeichel[2], Dianne Tice[2]; [1]University of British Columbia, [2]Florida State University* — The basic idea underlying this presentation is that making decisions and choices is an effortful activity that relies on a shared but limited resource that becomes depleted with use. The self, as decision-maker, thus operates like a muscle that becomes tired when it has been exercised and must rest before it can regain its full powers. Four laboratory experiments and one shopping-mall field study show that making a series of choices produces a "depleted" state in which subsequent self-control is impaired. In one study, participants in the choice condition were asked to make a series of binary choices between products, such as choosing between a yellow candle and a white candle, and so on. Participants in the no choice condition rated the products on various dimensions but did not make choices. Next, all participants were asked to drink cups of liquid that had been made partially with vinegar. Because the drink tasted bad, we surmised that it would take self-control to continue drinking it. Participants in the choice condition consumed less of the bad-tasting beverage than those in the no-choice condition. In another study, participants at a shopping mall reported on the extent of their decision-making during their excursion. Afterwards, they completed as many arithmetic problems as they could. The more choices shoppers reported having made, the fewer math problems they attempted (and the less time they spent). Taken together, these studies indicate that same resource is used for decision-making as for self-control, probably because these capabilities evolved in tandem.

CHOICE, FREEDOM, AUTONOMY, AND WELL-BEING: THEORETICAL ISSUES AND POLICY IMPLICATIONS *Barry Schwartz; Swarthmore College* — Psychology and economics share the assumptions that "freedom, "autonomy," and "choice" are so highly correlated that they can be thought of as interchangeable, and choice and well-being are monotonically related. Recent research poses profound challenges to these assumptions. We now know that more choice is not always better than less, and that better "objective" results of decisions do not always produce better "subjective" results, especially for maximizers. Thus for maximizers, a higher salary does not mean greater subjective well-being. This presentation will suggest: 1. Maximizing is an inefficient strategy when outcome variance exceeds option variance. Thus, when degree of uncertainty about an outcome is greater than the variation among options, it is nonoptimal to look for the best option. This exemplifies the "principle of the flat maximum" by von Winterfeldt and Edwards. 2. The non-monotonic relation between choice and well-being is best understood as the algebraic summation of positive and negative effects of choice, with the marginal magnitude of positive effects diminishing and the marginal magnitude of negative effects growing with the number of options. 3. The psychological effect of "control" (manifested by choice) to well-being is determined relative to expectations about control. 4. Freedom, autonomy and choice are not as well correlated as has been assumed. The optimal amount of freedom, autonomy, and well-being may be achieved with less than the maximum amount of choice;

choice beyond that optimal point decreases both freedom and autonomy. The presentation will conclude by discussing significant implications of this research for public policy.

Session G
Saturday, 2:45 - 4:00 pm
Gallery Room

IMPLICIT MOTIVATIONS TO CONTROL STEREOTYPING, PREJUDICE, AND DISCRIMINATION

Chairs: *Jack Glaser[1,2], Eric D. Knowles[3]; [1]University of California, Berkeley, [2]Goldman School of Public Policy, [3]Stanford University, Graduate School of Business*

Summary: Recent research indicates that conscious goals moderate the effect of implicit attitudes on deliberate behavior (e.g., Fazio, Jackson, Dunton, & Williams, 1995; Plant & Devine, 1998). Additionally, investigators have begun to demonstrate how motivations operate outside of consciousness (e.g., Glaser & Banaji, 1999; Moskowitz, Gollwitzer, Wasel, & Schaal, 1999). The proposed symposium explores implicit motivations to control prejudice - that is, the internalized goals to be egalitarian. Such goals would be important in moderating the effects of what are now known to be pervasive implicit and unintended biases (stereotypes and prejudice) on intergroup behavior (e.g., discrimination) and relations. Speakers in this symposium will describe their research as it relates to implicit motives and intergroup bias. Plant and Devine will discuss the important interaction between "internal" and "external" motivation to respond without prejudice and how only those who have highly internalized goals but are not concerned with external pressures exhibit effective control. Knowles and Glaser will report on their research involving more direct measures of implicit motivation to control prejudice, involving the assessment of an implicit attitude toward prejudice itself and how that relates to unintended discrimination in the form of a racial "shooter bias." Finally, Moskowitz, Li, and Kirk will explain how the chronic or temporary accessibility of egalitarian goals can inhibit implicit stereotype activation through the self-regulatory process of "goal-shielding." These lines of investigation represent a confluence of theory and research on a set of related constructs that will likely prove important in understanding intergroup bias.

REGULATION OF IMPLICIT RACIAL BIAS: THE ROLE OF MOTIVATION TO RESPOND WITHOUT PREJUDICE. *E. Ashby Plant[1], Patricia G. Devine[2]; [1]Florida State University, [2]University of Wisconsin, Madison* — There is mounting evidence that the source of people's motivation to respond without prejudice moderates their level of prejudice on implicit, difficult to control measures of racial bias. Specifically, White people who are highly internally (personally) motivated to respond without prejudice toward Black people but who report low levels of external (normative) motivation tend to respond with low levels of prejudice toward Black people across a range of implicit measures of racial bias. However, White people who are internally motivated but also highly externally motivated tend to respond with high levels of implicit bias toward Black people on a par with people who are not internally motivated to respond without prejudice. The current work explores why only highly internally motivated White people who are not concerned with social disapproval if they responded with prejudice (i.e., low external motivation) are able to respond without implicit bias consistent with their nonprejudiced, egalitarian standards. We posit that people who are primarily internally motivated to respond without prejudice are more efficient in their regulation of racial bias than other people

because their nonprejudiced standards are more deeply internalized and they do not rely on social cues to identify the existence of racial bias. As a result, these internalized egalitarian standards have become a part of their dominant response set and are swiftly and automatically activated in situations where automatic race bias may occur. These automatically activated egalitarian standards override and replace any unwanted biased responses resulting in the effective regulation of implicit bias.

IMPLICIT MOTIVATION TO CONTROL PREJUDICE AND UNINTENDED DISCRIMINATION. *Eric D. Knowles[1], Jack Glase[2]; [1]Stanford University, [2]University of California, Berkeley* — ABSTRACT: Integrating the growing interest in motivation to control prejudice and in nonconscious goals, we propose a new construct: the implicit motivation to control prejudice (IMCP). The current study examined whether IMCP - unlike it conscious counterpart - would moderate the influence of automatic stereotypes on unintentional discriminatory behavior. We reasoned that individuals who possess strongly negative implicit attitudes toward prejudice itself would be high in IMCP; we assessed "negative attitude toward prejudice" (NAP) using a prejudice-tolerance/good-bad Implicit Association Test (IAT). As an indicator of unintentional biased behavior, we had individuals engage in a simulated law-enforcement task assessing their relative speed and accuracy to "shoot" armed and unarmed Black and White men (Correll, Park, Judd, & Wittenbrink, 2002). The best single predictor of shooter bias was the degree to which a participant possessed an implicit "violent Black stereotype" (VBS - an automatic association, also assessed using the IAT, between Blacks and weapons). Supporting our claim that IMCP moderates the influence of automatic stereotypes on unintentional behavior, NAP moderated the relation between VBS and shooter bias, such that only individuals high in VBS and low in NAP - that is, low in IMCP - exhibited shooter bias. In other words, the implicit motivation to avoid behaving in a biased fashion blocked the influence of violent Black stereotypes on unintentional biased behavior.

STEREOTYPE CONTROL ARISING FROM COMPENSATORY PROCESSES IN SELF-REGULATION. *Gordon B. Moskowitz, Peizhong Li, Elizabeth R. Kirk; Lehigh University* — A literature has accrued illustrating the automatic nature of goal activation and regulation (e.g., Chartrand & Bargh, 1996; Moskowitz, 2002; Shah & Kruglanski, 2002). In these experiments, participants are typically exposed to cues relevant to personal goals, often outside of their awareness, and goal pursuit is measured by persistence on goal relevant tasks. Moreover, inhibition of incompatible goals, when engaged in goal pursuit has also been illustrated, a process referred to as goal shielding (Shah & Kruglanski, 2002). However, it is not only goals that facilitate and inhibit other goals (with which they are either compatible or incompatible). Successful self-regulation also involves shielding one's goals by facilitating and inhibiting the cognitive processing of any concepts that are either useful for or detrimental to goal pursuit. In this regard, our work illustrates how implicit processes of goal pursuit lead to the inhibition of stereotypes and control over stereotype activation. Using a sequential priming methodology, and dependent measures such as reaction times on lexical decision tasks and detection of stimulus items, individuals with egalitarian goals were shown to have the activation of stereotypes controlled. Such goal shielding occurred implicitly (without one consciously trying to control stereotyping). These findings illustrate the implicit nature of goal pursuit through compensatory processes that reduce stereotype activation. Importantly, such implicit control over stereotyping is found not only in people who have chronic goals that promote egalitarianism, but in any individual, regardless of personality type, who commits to the goal of being egalitarian in a particular context.

ATTACHMENT AND COGNITION: INDIVIDUAL DIFFERENCES IN INFORMATION PROCESSING

Chairs: *Omri Gillath, Robin S. Edelstein; University of California, Davis*

Discussant: *Mario Mikulincer; Bar-Ilan University*

Summary: According to attachment theory, experiences in close relationships can profoundly influence our perceptions of the social world (Bowlby, 1969). Through repeated interactions with attachment figures, individuals are thought to develop internal working models, or representations, of the self and relationship partners. These representations reflect the nature of prior experiences and include, based on those experiences, strategies for regulating and interpreting attachment-related information. Despite the centrality of the information-processing component of internal working models, relatively little research has directly examined their cognitive underpinnings or their proposed influence on other cognitive processes. In this symposium, we bring together researchers using a variety of methodologies to examine the cognitive organization of attachment working models, as well as individual differences in the expression of those models in attention and memory. In the first presentation, Fraley illustrates the utility of a new connectionist framework for understanding working models. Next, Gillath and colleagues address the influence of attachment style on the ability to suppress interference and regulate attention. Edelstein and colleagues describe attachment-related differences in the accuracy of long-term memory for a highly emotional life experience. Wilson and colleagues present data linking attachment insecurity and false recall of attachment-related words. Sutin and Robins demonstrate the role of attachment insecurity in the construction of personally meaningful memories. Finally, Mikulincer will discuss the findings and their contribution to attachment theory and research. Together, these presentations provide support for the theorized link between attachment and information processing and, more generally, illustrate the strength of cognitive approaches to attachment research.

ABSTRACTS

THE ORGANIZATION OF WORKING MODELS OF ATTACHMENT: A CONNECTIONIST PERSPECTIVE *R. Chris Fraley; University of Illinois at Urbana-Champaign* — One of the core assumptions of attachment theory is that people construct mental representations, or working models, of the self and significant others based on their interpersonal experiences. Despite the centrality of the working models concept in contemporary attachment research, the cognitive architecture of these constructs has not been explored in much depth. The objective of this talk is to discuss the implications of connectionist or Parallel Distributed Processing (PDP) models for research on working models of attachment. I will argue that a connectionist perspective on working models has several desirable features: (a) it offers a mechanism by which the same representational network can store representations of multiple significant others, thereby providing a possible resolution to the "global vs. relationship-specific" debate in the attachment literature; (b) it offers an account of how attachment representations can give rise to hierarchical properties without explicitly positing hierarchical relationships among elements; and (c) it provides a unified framework within which to conceptualize the acquisition of attachment-related information. I will present the results of simulation studies that demonstrate the conditions

under which attachment information will be assimilated into existing representational structures and the conditions under which that information will be accommodated. These results have important implications for contemporary debates about the extent to which representational models constructed early in life impact adult relationships.

SELECTIVE INFORMATION PROCESSING: IS ATTACHMENT STYLE RELATED TO GENERAL ATTENTION? *Omri Gillath[1], Barry Giesbrecht[2], Phillip R. Shaver[1]; [1]University of California, Davis, [2]University of California, Santa Barbara* — Adult attachment style is known to play an important role in the regulation of affect and behavior. It has also been suggested that attachment style directs cognitive processes, such as attention and memory (Main, 1999). For example, secure individuals are cognitively open and have non-defensive reactions to attachment-related experiences; avoidant individuals employ cognitive control or "defense mechanisms" to block attachment-related thoughts; and anxious individuals seem to lack the ability to block such thoughts and are often preoccupied or overwhelmed by them. These findings might reflect selective processing of attachment-related information only or, instead, a more general difference in information-processing strategies. We examined whether attachment style affects performance on a general, non-attachment-related attention task. Eighty-three undergraduates (64 women, 19 men; Mdn age = 19 years) completed a computerized version of the Psychological Refractory Period (PRP) paradigm. In this task, two stimuli are presented, separated by a brief, variable interval. Participants are required to identify both stimuli as quickly as possible, one after the other. We derived a PRP score to quantify the interference effect of paying attention to the first stimulus while trying to identify the second. Participants also completed questionnaires measuring the two major attachment-style dimensions (anxiety and avoidance) and other personality traits. There was a main effect of avoidance: People high on avoidance had shorter PRPs, implying greater ability to ignore or suppress interference. These findings suggest the existence of a general attentional skill (e.g., interference suppression) that can be used defensively by avoidant individuals in various settings.

ATTACHMENT AVOIDANCE PREDICTS LONG-TERM MEMORY FOR CHILD SEXUAL ABUSE *Robin S. Edelstein[1], Simona Ghetti[1, 2], Gail S. Goodman[1], Jodi A. Quas[3], Kristen Weede Alexander[4]; [1]University of California, Davis, [2]Research Institute on Judicial Systems, National Research Council, Bologna, Italy, [3]University of California, Irvine, [4]California State University, Sacramento* — We investigated attachment-related differences in long-term memory for a highly emotional life event, child sexual abuse (CSA). Although extant research provides some support for the theorized link between attachment and memory, previous studies have relied almost exclusively on laboratory assessments of memory for emotional stimuli or unverified autobiographical experiences (e.g., Fraley et al., 2000; Mikulincer & Orbach, 1995). Additionally, although attachment-related differences in memory should be most evident for information likely to activate the attachment system (e.g., highly emotional or threatening information, Bowlby, 1980), this assumption has not been directly tested. In this sample, detailed documentation about participants' (N = 102) prior CSA experiences allowed us to assess the relation between individual differences in adult attachment and memory accuracy for abuse that occurred approximately 14 years earlier. We also investigated the idea that attachment-related differences in memory would be most pronounced for especially threatening incidents (i.e., more severe cases of abuse). Finally, we examined whether discussing the abuse with others mediated the influence of attachment on long-term memory. Consistent with the proposal that avoidant individuals defensively regulate the processing of potentially threatening information (Bowlby, 1980), we found that avoidance was negatively associated with CSA memory, but only among participants who had experienced particularly severe abuse. This finding was not mediated by the extent to which participants reported talking about the abuse, although post-abuse discussion did enhance

long-term memory accuracy. Attachment-related anxiety was unrelated to memory accuracy, regardless of abuse severity. Implications of the findings for avoidant defensive strategies are discussed.

ATTACHMENT AND FALSE MEMORY: LINKING WORKING MODELS AND MEMORY MISTAKES *Carol L. Wilson[1], Jeffry A. Simpson[2], Steven M. Smith[1]; [1]Texas A&M University, [2]University of Minnesota* — According to attachment theory (Bowlby, 1969; Collins & Read, 1994), internal working models of attachment guide the processing of relationship information through mechanisms such as attention and memory. Researchers have recently proposed that attachment models should influence not only accurate memory for relationship information, but also the recall of relationship events and information that never actually occurred – i.e., false memories (Collins & Allard, 2001). The present research investigates the hypothesis that individuals with different attachment models will falsely recall relationship-relevant information most pertinent to the content of their respective models. Participants completed an adult romantic attachment measure before being randomly assigned to write about either an unsupportive or supportive romantic relationship experience. Consistent with category structure methodology (a well-validated false memory paradigm), participants then listened to word lists categorized by either attachment or non-attachment themes and presented via audiotape. After a brief distractor task, participants took a category cued-recall test in which they recalled as many words as possible from each categorized list and reported confidence ratings for each word remembered. Analyses showed that individuals with insecure working models were more likely to falsely recall words relevant to insecure attachment themes (e.g., rejection, death) and report higher confidence that their false memories were actually correct, although these patterns occurred primarily after writing about a supportive relationship experience. No attachment differences resulted for the non-attachment thematic word lists. Results have implications for the cognitive structure of working models and for differential relationship outcomes when false memories are presumed to be real.

THE ROLE OF ATTACHMENT IN THE RETRIEVAL AND EVALUATION OF PERSONALLY MEANINGFUL MEMORIES *Angelina R. Sutin, Richard W. Robins; University of California, Davis* — Individual differences in attachment influence not only the encoding (e.g., Fraley et al., 2000) but also the retrieval (e.g., Mikulincer & Orbach, 1995) of personally meaningful information. In the present study, participants (N = 300) recalled four recent personally meaningful memories and their earliest childhood memory. They also reported the visual perspective of each memory (first vs. third person), rated its emotional and motivational content, and completed a measure of attachment-related anxiety and avoidance. Highly anxious participants reported negative affect across recent memories, particularly when recalling from the third-person perspective. The recent memories of anxious individuals were characterized by affiliation and intimacy motives, whereas their earliest memories were characterized by power and achievement motives. These findings suggest that anxious individuals may be more conscious of relationship-related motives (reflected in their current memories), but that autonomy motives (reflected in their earliest memories) are nevertheless still active. Attachment avoidance was generally unrelated to the content of recent memories. However, among highly avoidant individuals, first-person recall of the earliest childhood memory was positively associated with the desire to be helped. Because the first-person perspective may reflect current concerns, these findings suggest that the wish to receive help or support from others is active among avoidant individuals, despite their stated desire for self-reliance. Together, these findings suggest a role for attachment style in the construction and evaluation of early and recent meaningful memories. For both anxious and avoidant individuals, such memories may reflect ambivalence toward motives and wishes that seem incompatible with present self-conceptions.

NEW DIRECTIONS IN IMPLICIT MOTIVATION

Chairs: *Melissa J. Ferguson[1], Ayelet Fishbach[2]; [1]Cornell University, [2]The University of Chicago*

Discussant: *John A. Bargh; Yale University*

Summary: Research on goal pursuit and motivation has been transformed over the last decade by findings showing that goals can be activated and influence behavior without the person's awareness or intention. Although this research importantly showed that goal activation and pursuit can sometimes operate automatically, it was not clear until recently whether and how implicit processes further monitor and guide self-regulation and pursuit toward selected goals. Recent research in this area has now moved from documenting the phenomenon of automatic goal activation itself to examining the various implicit ways in which both conscious and nonconscious goals operate and influence behavior. The present symposium brings together a group of researchers who are investigating the implicit processes of self-regulation, and the ways in which such processes influence the success of goal pursuit more generally.

ABSTRACTS

AUTOMATIC EVALUATION AS AN IMPLICIT MECHANISM OF GOAL PURSUIT *Melissa J. Ferguson; Cornell University* – Although the relationship between motivation and explicit affective states has traditionally been a focus of research in social psychology, researchers have only recently begun to examine whether and how motivation influences and interacts with implicit affect and evaluation. The current talk will describe research that suggests that active goal states influence automatic evaluations, and that automatic evaluations influence actual goal pursuit. The first set of studies demonstrates that active goal pursuit influences the accessibility of evaluative information associated with objects that are relevant (i.e., helpful) to the goal. For those actively engaged in goal pursuit, positive information about goal-relevant objects becomes more accessible and negative information about goal-relevant objects becomes more inhibited, relative to those not engaged in goal pursuit, and to objects unrelated to the goal. The second set of studies suggests that relatively more positive automatic evaluations of goal-relevant objects seem to enable more effective goal pursuit. Those participants engaged in active goal pursuit who demonstrated the most positive automatic evaluations of relevant objects were more successful in their goal pursuit, relative to those not engaged in the goal, and those who exhibited relatively less positive automatic evaluations. Findings from these two sets of studies together portray automatic evaluative processes as functional, implicit mechanisms of self-regulation.

IMPLICIT MECHANISMS OF COUNTERACTIVE SELF-CONTROL *Ayelet Fishbach; The University of Chicago* – A simple hedonic analysis of human behavior suggests that behavior is a function of the immediate pleasure and pain with which it is associated. This talk addresses the role of implicit self-control in offsetting the immediate effects of the situation on choice of action. In three studies I explore the mechanisms of implicit self-control and their role in overcoming momentary desires or temptations. The first study employed a sequential priming procedure in order to test whether subliminal temptation primes (e.g., television) facilitate the activation of overriding goal-related concepts (e.g., study), thereby securing pursuit of those goals. The following

study employed an affective priming procedure (e.g., Fazio et al, 1995) in order to test whether successful resolution of a self-control dilemma requires the activation of positive evaluations with respect to enduring goals and the activation of negative evaluations upon confronting immediate temptations. The third study tested whether individuals automatically approach goals (by pulling a lever toward them) and avoid temptations (by pushing a lever away from them). Taken together, these studies demonstrate implicit self-control operations, which shield individuals against the immediate effect of the situation. These self-control mechanisms follow the same principle as deliberate self-control operations and constitute a low-level system of behavioral control.

MEANS DIRECTED AFFECT IN GOAL SYSTEMS *Arie W. Kruglanski; University of Maryland, College Park* – As major theories of affect recognize, affect represents the flip side of motivation. Thus, positive affect is experienced when a goal is reached and negative affect is experienced when failure to attain a goal occurs. Such affect isn't limited to the actual events of goal attainment and non attainment. Rather, it imbues goal pursuit more generally, hence it constitutes an experiential dimension of all motivated strivings. The present paper examines how activities are affectively experienced as a function of their relation to important goals. The first three studies address the phenomenon of affective transfer from goal anticipated affect to affect experienced in reference to activities serving as means to goal pursuit. We find that affect toward the means depends on (1) anticipated magnitude and quality of affect toward goals and (2) the strength of the cognitive association between the goal and the means. This result replicates across different goal contents and across different ways of assessing the strength of the goal-means association. The next three studies investigate the preference for goal directed activities (hence positive affect toward a given means) as function of their multifinality, i.e. the extent to which they serve background goals of which existence the actor may not be aware, over and above the focal goals being currently pursued. Both lines of work reveal implicit sources of affect that may impact our daily experiences and guide self-regulation.

POSITIVE AFFECT AS IMPLICIT MOTIVATOR: ON THE NONCONSCIOUS DEVELOPMENT AND OPERATION OF BEHAVIORAL GOALS *Henk Aarts, Ruud Custers; Utrecht University* – Recent research reveals that the nonconscious activation of desired behavioral states – or behavioral goals – promotes motivational activity, such as wanting and effort, to accomplish these states. In five studies, the authors show that this nonconscious operation of behavioral goals emerges if mental representations of the specific behavioral states are associated with positive affect. In an affective-conditioning paradigm, the unobtrusive linking of behavioral states to positive affect, as compared to neutral or negative affect, increased participants' wanting to accomplish these states. Furthermore, participants worked harder on a task instrumental in attaining a behavioral state when it was either implicitly linked to positive affect or explicitly announced as desirable. Together, these results suggest that positive affect plays a key role in the nonconscious development and operation of behavioral goals. Implications for behavior-priming research are discussed.

EXPLORING THE MECHANISMS OF GOAL MANAGEMENT *James Y. Shah; Duke University* – In exploring the nature of self-regulation there has been an increasing focus on the process and consequences of goal pursuit. Much of this research has quite profitably explored the manner in which we pursue our various goals and the impact these pursuits have on our behavior and psychological well-being. Given the variety of goals we may be pursuing at any given time, however, an important but perhaps under-examined aspect of effective self-regulation is the manner in which we prioritize and "juggle" our numerous and often disparate goal pursuits in order to best ensure the successful attainment of as many goals as possible. My talk will detail recent research exploring various automatic mechanisms involved in what may be gener-

ally labeled "goal management". In particular, I will focus on mechanisms involving the regulation of goal-related attention and effort. With respect to the regulation of goal-related attention, I will review recent research suggesting that goal pursuit is often aided by the automatic, but not indiscriminate, inhibition of alternative goals as well as the efficient shifting of attention from one pursuit to another. In light of recent research highlighting the limited energy and resources we possess for pursuing our various goals, I will also explore how the process of goal pursuit may be aided by the efficient management of our self-regulatory resources as well as the strategic shedding of goals that prove to be overly problematic to pursue.

Session G
Saturday, 2:45 - 4:00 pm
Borgne Room

SOCIAL COMPARISONS UNDER THREAT: CONSEQUENCES FOR BEHAVIOR, SELF-EVALUATIONS, AND HEALTH

Chairs: *David M. Marx and Diederik A. Stapel; University of Groningen*

Summary: This symposium highlights an exciting new area in social comparison research that has not received much attention until now: the interplay between social comparisons and threat. Accordingly, we present four lines of research that have the common theme of how traditional social comparison effects are altered when made in threatening situations (i.e., health-related, stress-laden, or stereotyped domains). More specifically, the first presentation examines how threatening social comparisons with extremely healthy others can actually be inspiring when the perceiver is young and their health-related regulatory focus is promotion oriented. The second presentation shows how physiological "arousal" resulting from threatening social comparisons can positively affect behavior and physical health, as well as how group membership and the comparison target's status moderate these effects. The third presentation explores the relationship between negative ingroup stereotypes and reactions to upward versus downward ingroup social comparisons and how both comparison directions can enhance self-evaluations. And finally, the fourth presentation demonstrates how ingroup upward social comparisons can alleviate traditional stereotype threat effects by reducing impression-related concerns. In closing, this symposium highlights one important (but often overlooked) determinant of the impact of social comparisons: the situation in which they are made. That is, the research presented here shows how social comparisons in threatening situations can be beneficial to behavior, self-evaluations, and health depending on 1) target age and regulatory focus, 2) target similarity and stress level 3) amount of endorsement of negative ingroup stereotypes, and 4) stereotypicality of the comparison domain.

ABSTRACTS

AGE AND REGULATORY FOCUS DETERMINE RESPONSES TO HEALTH-RELATED SOCIAL COMPARISONS *Penelope Lockwood; University of Toronto* – Social comparison research has traditionally focused on the threatening impact of upward comparisons, which highlight one's inferior standing, and the positive impact of downward comparisons, which highlight one's superior standing. More recently, however, research has indicated that upward comparisons can at times be inspiring, motivating one to become like the successful other. Downward comparisons can be threatening, representing an undesirable future

self, but can motivate one to avoid becoming like the other. We hypothesized that, in health domains, the motivating effect of comparisons would vary across age groups due to differences in promotion and prevention orientations. Young adults, who are expecting health improvements, may be especially oriented toward promoting good health. Consequently, they may be motivated by upward comparisons to healthy others, but unaffected by downward comparisons. Older adults may be hoping for health improvements, but they are also anticipating age-related losses, and so may be concerned with both promoting good health and preventing future health problems. Consequently, they may be inspired by upward comparisons, but may find downward comparisons to be threatening because such comparison targets represent a plausible future self. However, this threat should motivate older adults to change their health-related behaviors to prevent a similarly undesirable outcome. Consistent with our hypotheses, three studies revealed that young adults found models of excellent but not poor health to be motivating; in contrast, older adults found models of both excellent and poor health to be motivating. Age differences in comparison responses were due to differences in health-related regulatory orientation.

CARDIOVASCULAR RESPONSES DURING THREATENING SOCIAL COMPARISONS *Wendy Berry Mendes; Harvard University* – This research program examines cardiovascular responses during social interactions in which relative comparison information is explicit. Two key issues in social comparison research are examined. The first issue focuses on physiological reactivity of the comparator and interprets the responses within a stress and coping framework. This framework allowed for the identification of adaptive versus maladaptive stress states by considering converging data from cognitive appraisals, cardiovascular reactivity, and reported affect. This approach may provide an understanding of the biological mechanisms of action underlying the differences in health outcomes as a function of comparison processes. The second issue focuses on how similarity of comparison others affects psychological and physiological responses. The consideration of similarity of comparison others has been integral to advancing knowledge related to social comparison theory, however inconsistencies across empirical findings suggest that the effects of similarity of comparison other as an overarching concept are too broad. This research attempts to disambiguate aspects of similarity of the comparison other by considering individual- and group-level factors. In three experiments, cardiovascular indexes revealed that during downward comparisons challenge responses predominated, whereas threat responses were more common during upward comparisons. Physiology converged with cognitive appraisals and affective responses. Furthermore, similarity of comparison partners moderated the responses. Race, attitudinal similarity, and relative status of comparison others proved to be important and distinct moderating factors. The utility of applying a bio-psychosocial model to social comparison research and the implications for physical health will be discussed.

STEREOTYPE ENDORSEMENT AND INGROUP SOCIAL COMPARISONS *Hart Blanton; University of North Carolina, Chapel Hill* – In this presentation I will present a set of studies documenting the relationship between negative in-group stereotypes and reactions to upward versus downward ingroup social comparisons. Studies using African American samples suggested that negative racial stereotypes cause people to feel inspired by upward ingroup comparisons (i.e., an in-group assimilation effect), whereas subsequent studies suggested that negative gender stereotypes cause people to feel inspired by downward in-group comparisons (i.e., an in-group contrast effect). A program of studies was conducted to determine the features of in-group stereotypes that lead to these differing effects. Results pointed to the importance of stereotype endorsement. Consistent with the notion of benevolent sexism (Glicke & Fiske, 1996), it was found that college women often showed a degree of endorsement of gender stereotypes. In contrast, African

Americans typically reject racial stereotypes. This construct, stereotype endorsement, was then shown to determine whether individuals felt inspired by upward versus downward in-group comparisons. Discussion of these results will focus on the ways in which social stereotypes structure social comparisons and self-evaluations, even in contexts in which rejection of in-group stereotypes might serve esteem-maintenance goals.

SELF-CONSTRUAL ORIENTATIONS AND SOCIAL COMPARISONS IN STEREOTYPE THREAT SITUATIONS *David M. Marx ; University of Groningen* — In three experiments we argue and show that stereotype threat leads to heightened salience of the collective self ("We") and because of this, ingroup upward social comparisons lead to assimilative performance effects, whereas in those situations where the group-based stereotype does not apply such comparisons lead to contrastive performance effects. Specifically, we demonstrated that for stereotyped targets (women), compared to non-targets (men), the accessibility of the collective self ("We") was increased in threat situations (taking a diagnostic math test) relative to non-threat situations. In support of our reasoning, this collective-self orientation centered on the targets' stereotyped identity (e.g., being a women) and not on other aspects of the collective self that were not relevant to the immediate situation and the associated stereotype (e.g., being a friend). We further showed that in stereotype threat settings (when one's group membership is more salient) targets of a negative stereotype perform better when provided with ingroup upward comparisons and worse when provided with ingroup downward comparisons (an assimilation effect). However, in a non-stereotype threat situation, where one's group membership is less salient, upward ingroup comparisons resulted in lower performance and downward ingroup comparisons in higher performance (a contrast effect). This performance effect was mediated by stereotyped targets' impression-related concerns. In sum, these findings have critical implication for stereotype threat and social comparison theory because they highlight how ingroup upward social comparisons can "turn off" the negative effects of a negative group-based stereotype.

Session G
Saturday, 2:45 - 4:00 pm
Maurepas Room

CONTEXTUALIZED IDENTITIES: INTEGRATING SELF-IN-CONTEXT TO TRADITIONAL ISSUES IN PERSONALITY PSYCHOLOGY

Chair: *Brent W. Roberts; University of Illinois*

Summary: William James argued that individuals have "as many different social selves as there are distinct groups of persons" that they involve themselves with. While we tend to obtain measures of how individuals act in general to understand their personalities, individuals are also able to describe more specific selves. In particular, people are generally able to report on how they act in specific contexts, distinguishing their typical feelings or how they act within and across particular roles and relationships (e.g., "as a student, I'm quiet and nervous, but with my friends I'm loud and easy-going"). In this symposium, we consider manners of integrating contextualized identities into our understanding of central areas of research in personality psychology, such as well-being, person perception, and personality development. First, Peck discusses a model used to connect different levels of context and society to appropriate person-level constructs. Wood and Roberts then present evidence that role identities act as mediators for relationships existing between role experiences and the
general personality. Ryan, La Guardia, and Lynch next discuss how variability across a person's self-concept in different roles and relationships is connected to need satisfaction and well-being. Finally, Heller and Watson discuss how using contextualized measures of personality can be used to understand issues such as person perception and satisfaction in close relationships. Across speakers, contextualized identities are offered as a theoretically appealing and empirically useful tool for integrating person-centered and situation-centered perspectives on traditional issues in psychology.

ABSTRACTS

TEMPEST IN A GALLIMAUFRY: APPLYING HIERARCHICAL SYSTEMS THEORY TO PERSON-IN-CONTEXT RESEARCH *Stephen C. Peck; University of Michigan* — In an effort to clarify language and thinking about contexts, behaviors, and the psychological and methodological representations of persons and contexts, I will present the temporal multilevel person-environment systems theory (TEMPEST) perspective on measuring variables related to persons and their contexts. Given that different components of the self system are activated by different components of the environment, and given that these components exist at several levels of the person (e.g., implicit, explicit, and phenomenological) and the context (e.g., macro, meso, and micro), some kind of multilevel model is required to describe their interrelations at a single point in time as well as model their dynamic relations across time. TEMPEST draws on hierarchical systems theory and the vast array of empirical data generated in relation to the many levels of the person-in-context system to provide an organizing framework for the conceptual and operational definition of variables related to the self, identity, and personality as it (or they) exist within multilevel contexts. A combination of synchronic (i.e., cross-sectional levels of organization and specification) and diachronic (i.e., levels of integration across time) hierarchy systems are necessary to articulate the full range of person and context variables relevant to any study of contextualized identity. One of the primary goals of developing TEMPEST is to help investigators differentiate between person and context variables as well as among implicit, explicit, and phenomenological representations of persons and contexts. The application of TEMPEST can also help clarify the definitions of, and relations among, traits, identities, and behaviors.

ROLE IDENTITIES AS A MEDIATOR BETWEEN LIFE EXPERIENCES AND THE GENERAL PERSONALITY: THE CASE OF EXTRAVERSION *Dustin Wood, Brent W. Roberts; University of Illinois* — A central assumption of many sociological theories of personality development is that we come to understand our personalities by observing and internalizing our understanding of how we behave in different contexts. Despite the ubiquity of this "bottom-up" hypothesis concerning the development of personality traits, few studies have investigated this hypothesis explicitly. We propose that the internalization of behavior into personality traits can be explored within the context of the Personality and Role Identity Structural Model (PRISM; Wood & Roberts, 2004), which outlines hierarchical relationships between life experiences, role identities, and general personality traits. Specifically, within the PRISM role identities are theorized to mediate relationships between general personality traits and role-related experiences. Focusing here on general and role-contextualized ratings of extraversion (e.g., how extraverted I am within this context), we show support for this structure from studies involving participants from various student organizations (e.g., fraternities, sororities, sports teams). In cross-sectional investigations, we find that role extraversion serves to mediate many relationships between club-related experiences and general extraversion, ranging from psychological outcomes such as satisfaction and burnout with the organization, to more consensually observable qualities such as performance and mean ratings of status and likeability obtained from social network analyses. In a longitudinal extension, we show evidence that perceptions

of role extraversion are assimilated into individuals' general understanding of how extraverted they are over time. The findings support the mediational and developmental assumptions underlying the PRISM, and supports symbolic interactionist and self-perception theories concerning the processes underlying personality development.

VARIABILITY OF THE SELF-CONCEPT ACROSS CLOSE RELATIONSHIPS: THE ROLE OF NEED FULFILLMENT AND AUTHENTICITY ACROSS CULTURES

Richard M. Ryan[1], Jennifer G. La Guardia[2], Martin F. Lynch[3]; [1]University of Rochester, [2]University of Waterloo, [3]University of South Florida — We argue that variability in the self-concept is systematic, and in line with Self-determination Theory, is due in part to people selectively expressing different traits as a function of whether or not they experience supports for autonomy, competence, and relatedness needs in their close relationships. Further, we show that although this selective expression can serve adaptive functions, it can also have costs to the individual. In Study 1, U.S. participants completed measures of Big Five traits both in general and within five close relationships, as well as measures of overall well-being and relationship satisfaction, vitality and need fulfillment. Variability in traits was significantly accounted for by need satisfaction, such that the more people experienced need support within their relationships, the more consistent they were to their general self-concept. Further, the more people's relationship-specific self-concepts were similar to their general trait self-concept, the higher their relationship satisfaction and vitality. In Study 2, the relations among self-concept variability, cultural self-construals, authenticity and well-being were examined in samples from the U.S., China, and Russia. Results suggested that variability was negatively associated with some well-being indicators, an effect differing by country, but was largely unmoderated by independent or interdependent self-construals. However, trait variability was accounted for by relationship-specific autonomy-support and authenticity, which also predicted personal and relational well-being outcomes. Results are discussed in terms of prior research on self-concept variability and the cross-cultural significance of autonomy and authenticity.

CONTEXTUALIZED PERSONALITY ASSESSMENT IN MARITAL DYADS

Danny Heller[1], David Watson[2]; [1]University of Waterloo, [2]University of Iowa — We argue for the utility and importance of assessing personality within specific contexts—e.g., work and home—above and beyond traditional, global assessments of traits. We provide four examples of current issues in personality that can be illuminated based on this approach: a) consistency of behaviour/personality across situations, b) assortative mating in personality, c) the sources of information people use in making personality ratings of their peers, and d) self and partner dispositional antecedents of role satisfaction. These issues are examined in a sample of 150 newlywed couples in a 2-wave longitudinal study wherein work and home identities were assessed with Big-5 adjective based inventories adapted to the appropriate role. First, regarding the consistency of personality across roles, our findings indicate both substantial rank-order consistency, as well as significant mean-level differences between work and home roles. Second, our findings indicate greater similarity between spouses in home identities compared to global ratings of personality (which, replicating previous research, essentially were independent). Third, our results reveal that spouse ratings of personality are based on both work and home identities, and further suggest that home identity plays a more central role in these ratings. Finally, our results indicate that role satisfaction can be predicted best using the congruent role-identity scores, compared to both other-role identity and global personality. Moreover, we found stronger spouse home identity-marital satisfaction associations compared to spouse work identity-marital satisfaction associations. Taken together, these findings indicate that the contextualized personality approach has important implications for our understanding of personality.

FOR BETTER OR WORSE: THE INFLUENCE OF CLOSE RELATIONSHIPS ON HEALTH

Chairs: *Jennifer J. Harman[1], Heather Patrick[2]; [1]University of Connecticut, [2]Baylor College of Medicine*

Discussant: *Harry Reis; University of Rochester*

Summary: Although often influenced by significant others, most research and theoretical formulations of health attitudes and behaviors have focused on the individual actor and have ignored relationship factors. Indeed, attitudes and intentions that are shared or discrepant between individuals in a relationship make predicting behaviors much more complex, and understanding the dynamics involved in such behaviors is essential in order to change dangerous, or promote healthy behaviors within relationships. The purpose of this symposium is to present new research on the interplay between health and close relationships. Using a variety of research methodologies and analyses, four papers will be presented that explore how relationship dynamics within various close relationships affect a number of health attitudes and behaviors. Cacciopo and Hawkley will examine how objective and subjective relationship characteristics are associated with health promoting and compromising behaviors among older adults. Harman, Johnson and Marsh will present experimental results that demonstrate how the threat of relationship loss affects implicit attitudes toward condom use. Patrick, Fisher and Butte will examine observational and self-report data to investigate how parent-child interactions influence children's eating patterns. Bolger, Iida and Shrout will discuss how using the dyad as a unit of analysis in longitudinal studies of social support in stressful situations can lead to a better understanding of the link between relationship processes and health. Finally, Harry Reis, an established researcher in relationships and health, will discuss the broader implications of the interplay between close personal relationships and health, contributing to both theoretical understanding and intervention applications.

ABSTRACTS

HEALTH BEHAVIORS: THE RELEVANCE OF SOCIAL CONTEXT AND RELATIONSHIP FEATURES *John T. Cacioppo, Louise C. Hawkley; University of Chicago* — A study of a population-based sample of 229 older adults (50-68 yrs) investigated how self-reported health behaviors are related to objective and subjective features of social contexts. Health-promoting behaviors (exercise, physical exams, mammogram/ prostate and cholesterol screening, breast self-exam, regularity of seatbelt use, frequency of tooth brushing, usual hours slept) and health-compromising behaviors (tobacco use, alcohol use, percent of daily calories from sweets and fats) were standardized and used to generate health-promoting and -compromising behavior scores. The difference between promoting and compromising behaviors was used to represent health behavior profiles. Among the objective social contextual features, religious affiliation was associated with a better health behavior profile, $r = .14$, $p = .026$. Parental status, number of friends and relatives, and group membership were not related to health behavior profiles. Among the subjective relationship features, loneliness was negatively correlated with health behavior profile, $r = -0.15$, $p = .029$. Hostility also tended to show a negative relationship with behavior profile, $r = -.13$, $p = .068$, whereas appraisal support was associated with better health behaviors, $r = .18$, $p < .01$. Shy-

ness, sociability, and anxious and avoidant attachment were not related to behavior profiles. The constituents of behavior profiles, health-promoting and compromising behavior scores, were modestly correlated, r = -.28, p < .001, and separate analyses examined their relationships with objective and subjective social features. Demographic moderator variables were examined. In addition, regression analyses revealed that relationships between subjective social features and health behaviors were independent of objective contextual features.

PARENTAL INVESTMENT THEORY AND ATTITUDES TOWARDS CONDOMS IN INTIMATE RELATIONSHIPS: GENDER DIFFERENCES IN RESPONSE TO RELATIONSHIP THREAT *Jennifer J. Harman, Blair T. Johnson, Kerry L. Marsh; University of Connecticut* – Although parental investment theory has been used to explain gender differences in reproductive strategies, rarely has it been tested empirically or in the context of intimate relationships. According to this theory, men should attend to and process cues of partner departure as a loss of reproductive opportunity, whereas women should see such threat as a loss of partner investment. Because condoms serve as a physical barrier for reproduction, two studies are presented that examine whether men, when faced with a threat of relationship loss, demonstrate more negative implicit attitudes towards condoms than women, who would be more positive. In the first experiment, one participant of each dyad in the experimental condition was led to believe that their partner had many reasons to break up with them. Immediately after this threat, implicit and explicit attitudes toward condoms were measured. Two control groups served as comparisons. Using another implicit attitude measure, the second experiment examined whether the same threat could be induced without the partner present. Results indicated that although threat did not influence explicit attitudes, it did impact implicit attitudes as hypothesized: Men become more negative and women become more positive toward condoms when experiencing threat of relationship loss. Discussion centers on evolutionary explanations for gender differences on implicit attitudes towards condoms, and how ecological inputs lead to internal psychological changes that can result in risky or protective sexual behaviors when relationships are threatened.

THE BEST LAID PLANS: WHEN PARENTS' ATTEMPTS TO RESTRICT UNHEALTHY FOODS BACKFIRES *Heather Patrick, Jennifer Orlet Fisher, Nancy F. Butte; Baylor College of Medicine, Children's Nutrition Research Center* – The parent-child relationship provides the primary social context in which children develop. This applies not only to social behaviors but to health behaviors as well. Families (n=320) participated as part of a larger study on obesity among Hispanics. Children were served a dinner providing 50% of daily energy requirements and then given unrestricted access to 10 palatable snack foods (e.g., chips, chocolate, ice cream). Children were then interviewed about their perceptions of parental restriction of the 10 snack foods, how much they ate during the snack session, and their tendency to secretively eat the foods at home. Maternal reports of restriction and monitoring in child feeding were measured using the Child Feeding Questionnaire (Birch et al., 2001). Multi-level models revealed several interesting findings. Children whose mothers reported greater restriction and monitoring in child feeding (1) reported that their parents would be upset if the snack foods were consumed without parental permission (ps<0.001) and (2) would feel bad if their mother knew what they ate during the snack session (ps<0.05). Importantly, children's expectation of negative parental reactions to food consumed during the snack session was associated with children's self-assessment of eating too much during the snack session and secretively eating those foods at home (ps<0.01). Thus, even though parents attempted to control their children's intake of these unhealthy foods and children anticipated negative reactions for eating them, children still ate these foods, whether that involved sneaking the foods at home or eating them during the unrestricted laboratory snack session.

THE DYAD AS A FUNDAMENTAL UNIT OF ANALYSIS IN STUDYING RELATIONSHIPS AND HEALTH *Niall Bolger, Masumi Iida, Pat Shrout; New York University* – The presence of close relationships is known to be an important factor in promoting health and psychological wellbeing. The processes underlying these beneficial effects, however, are not well understood. We will describe an approach to studying relationships and health that uses relationship dyads as the fundamental unit of analysis and that tracks relationship processes over time using intensive longitudinal designs. This approach involves the complexity of incorporating the differing perceptions of dyad members about health-related events and their consequences, and of building dynamic models of dyadic interactions. We will illustrate this approach as it relates to the provision and receipt of instrumental and emotional support behaviors in opposite-sex dyads in stressful situations.

Session H
Saturday, 4:15 - 5:30 pm
Gallery Room

COGNITIVE AND BEHAVIORAL CONSEQUENCES OF POWER.

Chairs: *Markus Brauer[1,2], Richard Bourhis[3], [1]CNRS, [2]University of Clermont-Ferrand, France, [3]University of Quebec at Montreal*

Discussant: *Richard Bourhis; University of Quebec at Montreal*

Summary: Social power affects interpersonal and intergroup processes in a variety of important ways and the recent literature in social psychology documents an explosion of provocative research in this area. The present symposium brings together researchers who report state-of-the-art thinking and integrative findings in this area. For example, Schubert reports research to suggest that modal information about spatial relations plays a role in thinking about the social concept of power. In other words, the positions "above" and "below" are associated with high and low power, and we tend to perform a mental simulation of space when thinking about power. Magee examines the link between power-orientation and action orientation. Using archival and laboratory data, he shows that individuals with a high power motive are more likely to take action and are more action-oriented in their thought than individuals with a low power motive. Brauer shows that there are stronger pressures to conformity in low than in high power groups. When in the presence of an in-group member who performs a counternormative behavior, members of powerless groups react more frequently and more strongly than members of powerful groups. Perceivers are aware of these differences, as demonstrated by Overbeck's work. The actions of powerholders are seen as dispositionally motivated and those of the powerless as more situationally motivated. Although this is partially a reflection of reality, perceivers tend to exaggerate the existing differences. Taken together, the research reported by the members of the symposium will contribute to our understanding of the stability of group-based social power inequality.

ABSTRACTS

YOUR HIGHNESS: VERTICAL POSITION AND SIZE AS PERCEPTUAL SYMBOLS OF POWER. *Thomas Schubert; University of Jena, Germany* – When we talk about power, we often use the spatial metaphor of powerful persons being up and powerless persons being down. It is assumed that this metaphor has a cognitive reality in the form of a perceptual symbol, such that modal information about spatial relations plays a role in thinking about the social concept of power. From

this, it follows that thinking about power involves mental simulation of space. This hypothesis was tested in 3 reaction time studies using interference paradigms, which showed that judgments of the power of groups are influenced by both the groups' vertical position in space and vertical bodily movements. In Study 1, where two groups were presented simultaneously above each other on the screen, both powerful and powerless groups were identified quicker when their vertical position equaled their status. In Study 2, single groups had to be judged which appeared either on the top or at the bottom of a screen, and again the vertical position influenced the decision speed. In Study 3, it was found that judgments of groups as powerful were faster when an upward movement was necessary for the judgment, but that judgments as powerless were faster with a downward movement. Taken together, conceptual thinking about power was influenced by spatial perception and movement. The evidence suggests that the abstract social concept power is partly represented in perceptual form.

THE POWER MOTIVE AND ACTION-ORIENTATION: AN ARCHIVAL STUDY OF U.S. PRESIDENTS AND A LABORATORY STUDY OF HELPING BEHAVIOR. *Joe C. Magee; New York University* — Two studies tested the hypothesis that individuals with a high power motive are more action-oriented in their thought and behavior than individuals with a low power motive. The results from multiple methods (archival and laboratory) and domains (politics and health-care) provide evidence of a motivational basis for power decreasing deliberation and increasing implementation and action. In Study 1, an archival analysis found that U.S. presidents with a high power motive, measured by motive imagery in their inaugural addresses, were more action-oriented (i.e., less deliberative, more active) than low-power motive presidents during their tenure in office. Study 2 further investigated the power motive-action-orientation relationship by identifying two types of power motivation: prosocial and antisocial. When presented with the option to help others, participants with a higher prosocial power motive showed more decisiveness and a greater tendency toward implementation than did those with a lower prosocial power motive. These findings are discussed with respect to power and the behavioral approach system, different methods of measuring motivational constructs, and the theoretical importance of measuring two forms of power motivation.

REACTIONS TO NORM TRANSGRESSIONS IN POWERFUL ANF POWERLESS GROUPS. *Markus Brauer[1,2], Bruno Chappe[2], Peggy Chekroun[3]; [1]CNRS, [2]University of Clermont-Ferrand, France, [3]University of Paris X, France* — As a way to deal with their unfavorable position, members of low power groups value similarity and group cohesion to a greater extent than members of high power groups. The reported research examines a likely consequence of this, namely that there are greater pressure to conform and stronger reactions to norm violators in low power groups. In a questionnaire study, participants were asked to imagine that an in-group member performed a a counter-normative behavior. The in-group was a union that was described as having either a lot of power or very little power. Participants indicated that they would show stronger disapproval toward the deviant in-group member when the union was powerful rather than powerless. In a second study, modeled after Schachter (1951), a confederate was inserted in four-participant high or low power groups. The confederate made a racist comment at a particular moment. Results showed that members of low power group reacted more frequently and more negatively to the deviant confederate, liked her less, and were more willing to exclude her from the group than members of high power groups. They also valued diversity less and similarity more, as measured in a questionnaire that was administered just prior to the racist comment. The greater pressure to conformity may be one reason why groups with relatively little power tend to be objectively more homogeneous than groups with a lot of power.

THE POWERFUL WANT TO, THE POWERLESS HAVE TO: PERCEIVED CONSTRAINT MODERATES CAUSAL ATTRIBUTIONS. *Jennifer R. Overbeck[1], Larissa Z. Tiedens[2], Sebastien Brion[2]; [1]University of Southern California, [2]Stanford University* — Both academic and lay theories of power focus on the nearly-absolute lack of constraints enjoyed by the powerful, and the overwhelming constraints under which the powerless suffer. These notions about constraints may influence the causal attributions made about the actions of powerful and powerless people. Specifically, we hypothesize that the actions of powerholders are seen as dispositionally motivated and those of the powerless as more situationally motivated. This should occur both because of real differences in constraint, and because of bias in the perception of both groups. In two studies, we provide support for these predictions. In Study 1, participants judged powerless workers as more situationally motivated, especially under coercion, than both controls and powerful workers, who were judged as more dispositional. In Study 2, we provided more fine-grained information about constraints and power, and participants' attributions reflected both accurate use of this information and bias.

DESCRIBING, DEFINING, AND DEFENDING "-AMERICAN": UNDERSTANDING THE RELATIONSHIP BETWEEN AMERICAN AND ETHNIC IDENTITY

Chairs: Sapna Cheryan, Benoit Monin; Stanford University

Summary: What does it mean to be American? This symposium will address questions of American identity from the perspective of various racial groups in America. The speakers will explore how behaving and feeling American relates to expectations about how others see both: 1) one's racial group, and in particular the respect it elicits from the mainstream (Huo), and 2) one's American identity, as in the case of Asian Americans being seen as less American than other groups and reacting against this identity denial (Cheryan & Monin). The corresponding implicit association between being American and being White, and its relationship to American identity, will be examined in both Whites and minorities (Devos & Gavin) and finally both ethnic and national identities will be put side by side in an examination of bicultural identity integration, a closer look at how ethnic minorities in American organize their ethnic and national identities, and what implication these organizational strategies have on their adjustment outcomes (Benet-Martínez, Haritatos, & Santana).

ABSTRACTS

THE ROLE OF SUBGROUP RESPECT IN SHAPING ATTITUDES ABOUT AMERICA AND ETHNIC OUTGROUPS *Yuen Huo; UCLA* — Subgroup respect is the perception of the extent to which one's subgroup is well regarded and valued by other members of a common group (e.g., Americans' respect for various ethnic subgroups). Relying on data from several studies collected in a number of institutional contexts, we will present evidence demonstrating that subgroup respect is distinct from other related components of social identity. We then use data from telephone interviews with African Americans, Latino Americans, and White Americans to test whether perceptions of societal respect and regard for one's ethnic groups can motivate greater attachment to and support of America and more positive attitudes toward ethnic out-

groups. Among ethnic minorities, subgroup respect was associated with lower levels of ingroup favoritism, less distrust of the justice system, and more positive feelings toward Americans, controlling for ethnic group attachment, attachment to America, and perceived personal respect. In contrast, similar analyses indicated that subgroup respect was not related to any of these three indicators among White respondents. In summary, the findings indicate that subgroup respect is an independent aspect of social identity that uniquely predicts evaluations of the common category and subgroups within it - among ethnic minority groups. Moreover, the findings challenge the assumption that pluralism will have a divisive rather than unifying effect.

"WHERE ARE YOU REALLY FROM?": ASIAN AMERICANS AND IDENTITY DENIAL *Sapna Cheryan, Benoît Monin; Stanford University* – Asian Americans may feel, think, and act American, but they are routinely treated as foreigners who do not belong in America to the same degree as other Americans. Such identity denial occurs when an individual is not recognized as a member of an important ingroup. We first show that Asian Americans are indeed perceived as less American by their non-Asian Americans fellows. Then we demonstrate that Asian Americans are aware of this perception, that it does not correspond to their self-image, and that they experience this predicament in everyday interactions. Finally, we explore identity assertion, a strategy which consists in demonstrating cultural knowledge to try to prove one's American identity to those who do not recognize it. Identity denial furthers our understanding of group dynamics and adds a new dimension to literature on social identity threat by capturing the experience of minority groups who desire to have their identities recognized by others in their group.

DO ETHNIC MINORITIES IMPLICITLY FEEL LESS AMERICAN THAN WHITES? EXAMINING POTENTIAL CONSEQUENCES OF THE AMERICAN = WHITE ASSOCIATION *Thierry Devos, Kelly Gavin; San Diego State University* – Previous research indicates that ethnic minorities are unconsciously or automatically conceived of as being less American than White Americans (Devos & Banaji, 2004). The goal of the present research was to explore consequences or correlates of this American = White association. Is the level of national identification lower among individuals who have internalized the idea that their group is less American? Does the American = White association account for the strength of national identification among different ethnic groups? Samples of Latino, Asian, and White Americans completed three Implicit Association Tests assessing the strength of implicit national identification, ethnic identification, and American-ethnic associations. In line with previous studies, members of ethnic minorities displayed the implicit American = White association, although to a lesser extent than White American participants. Overall, Latino and Asian Americans participants displayed a weaker implicit national identification than White American participants. In addition, the strength of the American = White association was conducive of a strong national identity for participants who identified with White Americans, but not for participants who identified with an ethnic minority. The internalization of implicit thoughts excluding their group from the national identity did not directly impede the national identity of members of ethnic minorities. However, in contrast to White Americans, Latino and Asian Americans could not rely on their ethnicity to achieve a national identity. In that sense, the American = White association accounts for the merging vs. dissociation of identifications operating beyond the level of conscious awareness or control.

BICULTURAL IDENTITY INTEGRATION (BII): COMPONENTS, DYNAMICS, AND PSYCHOSOCIAL CORRELATES *Verónica Benet-Martínez, Jana Haritatos, Liz Santana; University of California at Riverside, University of Michigan* – Three studies examine the meaning and impact of individual variations in the way bicultural individuals organize their two cultural identities, a construct that we call Bicultural Identity Integration (BII). While biculturals high on BII describe their two cultural identi-

ties as 'compatible' (fluid and complementary), biculturals low on BII experience them as largely 'oppositional' (i.e., conflicting and disparate). Results from different (Asian and Hispanic) bicultural samples varying in age, generational status, geographical enclave, and ethnicity, revealed that BII includes two independent components: Perceptions of distance (vs. overlap) and perceptions of conflict (vs. harmony) between one's two cultural identities or orientations. Our results also indicated that cultural distance and conflict have unique links to different socio-demographic, acculturation, and personality variables, and lead to different adjustment outcomes.

Session H
Saturday, 4:15 - 5:30 pm
Borgne Room

WHAT IS AN IMPLICIT ATTITUDE?

Chair: *Bertram Gawronski; Northwestern University*

Discussant: *Norbert Schwarz; University of Michigan*

Summary: Even though the notion of implicit attitudes is probably one of the most influential concepts in contemporary social psychology, the exact nature of how implicit attitudes should be understood theoretically is still highly controversial. Some conceptualizations consider implicit attitudes to reflect unconscious (in contrast to explicit or conscious) evaluations of an attitude object (Greenwald & Banaji, 1995). Others consider implicit attitudes to be introspectively accessible but, because of their origin from long-term socialization experiences, to be more stable than explicit attitudes (Wilson et al., 2000). Yet other models argue for a single attitude construct, distinguishing between explicit and implicit approaches in the measurement of attitudes (Fazio & Olson, 2003). The main goal of the present symposium is to discuss some recent findings in research on implicit social cognition and their implications for the theoretical conceptualization of implicit attitudes. The symposium addresses the significance of subjective experiences for the (in)dependency of explicit and implicit attitudes (Nosek), the influence of motivational states on automatic evaluations (Deutsch), the role of accessible content and accessibility experiences in implicit attitude measurement (Gawronski), and insights gained from process-dissociation procedures for the study of implicit attitudes (Payne). Each talk will conclude with a theoretical statement regarding the question "What is an implicit attitude?" which will be discussed from a broader theoretical perspective by Norbert Schwarz.

ABSTRACTS

EXPERIENCING IMPLICIT SOCIAL COGNITION; *Brian Nosek; University of Virginia* – Implicit attitudes are characterized as being less controllable and less available to awareness than their explicit counterparts. Consonant with this conception, most implicit measures do not require an act of introspection and often offer little opportunity to exert conscious control. Recent work from our laboratory examines (a) the extent to which the products of implicit measures are available to introspection, (b) the relations among implicit measures, (c) the links between implicit and explicit attitudes, (d) the distinction between 'person' and 'culture' in implicit social cognition, and (e) the emergence of implicit evaluations in a dynamic social context. The evidence suggests that implicit attitudes correspond better with what people perceive as their 'gut reactions' as opposed to their 'actual feelings'; that implicit and explicit attitudes are related, but distinct constructs; and, that the stability and malleability of implicit attitudes fit well with a contextualist conception of implicit social cognition.

PREPARED TO EAT: HOW IMMEDIATE AFFECTIVE AND MOTIVATIONAL RESPONSES TO FOOD CUES ARE INFLUENCED BY FOOD DEPRIVATION; *Roland Deutsch, Beate Seibt, Michael Haefner; University of Wuerzburg* — Three studies examined how food deprivation influences the immediate valence of food stimuli as well as spontaneous motivational tendencies toward them. Traditional views of automatic evaluation assume that stable evaluative associations are the main determinants of the immediate valence of objects. In the present talk, we will argue that immediate affective responses not only reflect the stable evaluative properties of the environment, but are moderated by need states. In Study 1, the immediate valence of food names as a function of need state was assessed using an Implicit Association Test in a quasi-experimental design. Food deprivation led to a more positive immediate valence of food items. In Study 2, these results were replicated using the Extrinsic Affective Simon Task. In Study 3, immediate motivational reactions toward pictorial food stimuli were assessed. As hypothesized, approach reactions were facilitated for participants tested before as compared to after lunch. It is concluded that the phenomenon of automatic evaluation may reflect a broader affective resonance of an organism, which may be determined by evaluative associations as well as motivational variables. Implications for the concepts 'implicit attitude' and 'implicit attitude measures' will be discussed.

ACCESSIBILITY EFFECTS ON IMPLICIT ATTITUDES: THE ROLE OF ACCESSIBLE CONTENT VERSUS ACCESSIBILITY EXPERIENCES *Bertram Gawronski, Galen V. Bodenhausen; Northwestern University* — Previous research has shown that implicit attitudes vary as a function of the momentary accessibility of evaluative information. This result may be taken as evidence that implicit attitudes reflect not only chronically, but also situationally activated associations. Drawing on this conclusion, the present research investigated the impact of accessible content versus accessibility experiences on implicit attitudes by employing a paradigm in which activated content and subjective accessibility experiences have opposing implications. In contrast to the prevailing assumption that implicit attitude measures generally reflect the overall activation level of evaluative associations in memory, implicit attitudes assessed with the Implicit Association Test (Greenwald et al., 1998) and an affective priming task (Fazio et al., 1995) were influenced by the experienced ease of retrieving information. Implicit attitudes assessed with a semantic priming task (Wittenbrink et al., 1997), in contrast, were affected by accessible content. Taken together, these results question the possibility of a unitary conceptualization of implicit attitudes in terms of evaluative associations. Rather, it seems that implicit attitudes cannot be sufficiently understood without taking the particular nature of their measurement into account.

A PROCESS DISSOCIATION APPROACH TO IMPLICIT ATTITUDES: RELATIONSHIPS WITH CONSCIOUSNESS AND CONTROL *Keithe Payne; Ohio State University* — A popular approach in implicit cognition research is to identify automatic processes with performance on implicit tests and controlled processes with performance on explicit tests. However, this approach leaves the processes of interest confounded with other properties of the testing method (e.g., many things differ when comparing reaction times to rating scales). In contrast to this task dissociation approach, we have used a process dissociation approach by disentangling joint automatic and controlled contributions to a given task. I will review research using three different paradigms (perceptual identification of weapons, memory, and evaluative priming) showing that automatic and controlled processes seem to 'follow different rules.' Insights from this work support a conceptualization of implicit attitudes as evaluative tendencies that are not necessarily unconscious, but that influence responses regardless of consciousness. They are not necessarily counter to intentions, but they influence responses regardless of intent. This perspective sees implicit attitudes as a process, not a structure, and resists identifying this process with one class of measures.

THE VERTICALITY OF AFFECT: METAPHOR-CONSISTENT RELATIONS IN PERSONALITY, COGNITION, AND MEMORY

Chairs: *Gerald L. Clore[1], Michael D. Robinson[2]; [1]University of Virginia, [2]North Dakota State University*

Discussant: *Gerald L. Clore; University of Virginia*

Summary: Philosophers and psycholinguists have argued that affect and perception are closely related via the mechanism of metaphor. The present symposium will present new data that corroborates this point, specifically within the context of empirical research that links affect to vertical position. The authors are concerned with power of vertical metaphor to shape a variety of affective phenomena related to cognition, memory, and temperament. The talks will particularly focus on implicit consequences of the vertical nature of affective representation. Brian Meier and Simone Schnall focus on stimulus affect and evaluation. Brian Meier shows that positive stimuli are evaluated faster when presented within a high vertical position and visa versa for negative stimuli. Moreover, the mere act of making an evaluation shifts spatial attention in a metaphor-consistent direction (e.g., positive/up). In Simone Schnall's experiments, stimuli were presented within higher versus lower regions of a piece of paper. Participants rated stimuli (e.g., ideographs) as more positive in meaning when presented higher. Elizabeth Crawford shifts the focus somewhat to vertical affect and memory. In three separate studies, participants remembered positive (negative) stimuli as having appeared higher (lower) than they actually had. Michael Robinson builds on this prior work by showing that individuals high in negative affect attend to lower regions of visual space. Such data are consistent with metaphors for depression (e.g., feeling down). Gerald Clore, an expert on cognition-emotion interactions, will present data as well as discuss the broader implications of the talks.

ABSTRACTS

ASSUMPTIONS ABOUT STIMULUS VALENCE BASED ON VERTICAL POSITION *Brian P. Meier; North Dakota State University* — Metaphors are often used to express affect in terms of verticality (e.g., good movies receive a "thumbs up"; bad movies receive a "thumbs down"). Lakoff and Johnson (1999) believe that abstract thoughts like affect are represented in memory in terms of physical metaphors. If this surprising proposition is true, people should encode abstract concepts in a manner that is metaphorically biased by their physical properties. To test this assumption, we (Meier & Robinson, 2004) asked participants to evaluate words in three studies. We chose fifty positive (e.g., love) and fifty negative (e.g., nasty) words. The positive words (M = 7.46) were rated as significantly more positive than the negative words (M = 2.42), F (1, 98) = 1040.44, p = .000. In Study 1, evaluations of positive words were faster when words were presented on the top (vs. bottom) of a monitor, whereas evaluations of negative words were faster when words were presented on the bottom (vs. top) of a monitor, F (1, 33) = 6.11, p = .019. In Study 2, positive evaluations speeded a subsequent discrimination task on the top of a monitor, whereas negative evaluations speeded a subsequent discrimination task on the bottom of a monitor, F (1, 27) = 8.07, p = .008. Study 3 provided additional important information about

the effect. The results of these studies support the proposition of Lakoff and Johnson (1999). The talk will center on the implications of verticality for evaluative processes.

EVALUATIVE CONSEQUENCES OF CONCEPTUAL AND SPATIAL CONGRUENCE *Simone Schnall; University of Virginia* — A recent theory of conceptual structure proposes that bodily processes constrain cognitive information processing, and that the resulting knowledge is structured in a largely metaphorical way (Lakoff & Johnson, 1980, 1999). According to this view basic spatial concepts (e.g., UP, DOWN) are mapped onto abstract concepts. We investigated the match (or mismatch) of different conceptual relations (good vs. bad; abstract vs. concrete) with their metaphorical spatial relation (UP vs. DOWN). In Study 1 Chinese ideographs were presented either on top or on the bottom of a page. Participants guessed how good (or bad), and abstract (or concrete) the meaning of the ideograph was. Participants were more likely to classify the ideographs as good and abstract in the up location and as bad and concrete in the down location. Thus, participants made inferences about the meaning of neutral stimuli based on their spatial location. In Study 2, words were used as stimuli. The design manipulated Word Valence, Word Concreteness, and Vertical Position and participants rated the affect of the words. When all three dimensions were metaphorically congruent (e.g., good/abstract/up), the words were rated the most favorably. All other conditions were rated less favorably (e.g., bad/abstract/up). These results suggest that evaluation is influenced when explicit spatial representation fits with implicit conceptual structure.

EMOTIONS BIAS MEMORY OF LOCATION: EVIDENCE FOR THE SPATIAL REPRESENTATION OF AFFECT *L. Elizabeth Crawford; University of Richmond* — Title: Orientational metaphors that associate GOOD with UP and BAD with DOWN illustrate that spatial terms can be used to describe valence. Theories of metaphoric representation (e.g., Lakoff & Johnson, 1980) argue that these linguistic metaphors reflect a general feature of cognition by which concrete domains, such as physical space, are used to understand abstract domains, such as emotion. Although most evidence comes from linguistic data, this view predicts that such spatial representations of affect should influence performance on non-linguistic tasks as well. We (Crawford, Ochsner, Drake & Murphy, submitted) examined how the association between valence and verticality influences memory for the locations of emotionally evocative stimuli. In two spatial memory experiments, participants were shown positive and negative images from the International Affective Picture System in various locations and were asked to reproduce each image's location from memory. Results indicate that memories of stimulus locations are significantly influenced by stimulus valence, such that positive items are biased upward relative to negative items. In a third experiment, yearbook photos were shown in various locations and each was randomly paired with a positive or negative behavioral description. Participants remembered the positive targets as having appeared higher in space and the negative targets as having appeared lower in space than they actually did. These results suggest that affective responses evoke spatial concepts which influence memories of location. The results provide support for the metaphorical mediation of affect, even during non-linguistic tasks, and offer new evidence that spatial memory is influenced by stimulus valence.

ON FEELING DOWN AND ATTENDING DOWN: DEPRESSIVE SYMPTOMS AND VERTICAL SELECTIVE ATTENTION *Michael D. Robinson; North Dakota State University* — Metaphors often link affect to perceptual representations (Meier & Robinson, 2004). Objects or emotions that are positive are considered to be light in color or high in vertical position as compared to objects or emotions that are negative. Specific to vertical position, people experiencing positive affect are said to be feeling "up" or "high" whereas people experiencing negative affect are said to be feeling "down" or "low". Indeed, one of the definitions for depression states that it is "a depressed or sunken place or part; an area lower than

the surrounding surface" (Random House, 1996, p. 535)". Metaphors thus consistently pair negative affect with a low vertical position (Meier & Robinson, 2004). In two studies, we were interested in whether metaphor might be useful in understanding negative affect as manifested in neuroticism and depressive symptoms. We found that we could predict the levels of neuroticism and depressive symptoms among our participants on the basis of performance within a vertical selective attention task. The higher the neuroticism or depressive symptoms of participants, the faster they were to lower (versus higher) spatial attention targets. Expressed as a standardized Beta, for example, the relationship between depression and vertical selective attention was b = .564, p = .002. These results suggest that negative affect in general, and depressive symptoms in particular, appear to bias selective attention in a metaphor-consistent direction that favors lower regions of physical space. The talk will focus on implications for our understanding of individual differences in emotional experience.

THE VERTICALITY OF AFFECT: METAPHOR-CONSISTENT RELATIONS IN PERSONALITY, COGNITION, AND MEMORY *Gerald L. Clore; University of Virginia* — Dr. Clore will discuss the other talks as well as present recent data from his investigation.

Session H
Saturday, 4:15 - 5:30 pm
Maurepas Room

HOW CAN NEUROSCIENCE DATA INFORM SOCIAL PSYCHOLOGICAL THEORIES ABOUT THE SELF, PERSON PERCEPTION, AND EMOTION?

Chair: *Kevin Ochsner; Columbia University*

Summary: The growth of social cognitive neuroscience has seen a rapid proliferation of findings associating phenomena typically studied separately by social psychologists - including the self, person perception, and emotion regulation – with seemingly similar sets of brain mechanisms. One brain region in particular, the medial prefrontal cortex (MPFC), seems to play an especially important role in all of these domains. What implications do these similar patterns of MPFC activation have for social-psychological theories of self-awareness, social cognition, and emotion? This symposium attempts to address these issues by presenting four talks that use functional imaging to explore the role of MPFC in different domains. Naomi Eisenberger will discuss studies identifying a role for MPFC in self-awareness and introspection; William Cunningham will present data differentiating roles for dorsal and ventral MPFC in evaluating social targets; Tor Wager will consider the implications of MPFC activation in cognitive control for the role of MPFC is socioemotional processing; and Kevin Ochsner will examine the role of MPFC and emotion, self-reflection, and autonomic responding. Wager & Ochsner will also discuss the results of a recent meta-analysis of studies activating MPFC that help clarify common and distinct processes related to self-reflective, social, cognitive, and emotional function. The overarching goal of this symposium is to illustrate the way in which converging neuroscience data can be used to constrain social psychological theory all at the same time informing theories of brain function.

PERSONALITY DIFFERENCES IN CONTROLLED PROCESSING RESPONSES TO DISCREPANCIES: AN FMRI STUDY OF SELF-CONSCIOUSNESS, EXTRAVERSION, AND NEUROTICISM.

Naomi I. Eisenberger, Matthew D. Lieberman; University of California, Los Angeles – When discrepancies between desired and actual states occur, controlled processing is triggered to resolve them (Shallice, 1988). Controlled processing can be focused externally on the environment and how to respond or it can be focused internally on the meaning of the discrepancy for oneself (Wicklund, 1975). We investigated the operation of this controlled processing system by assessing personality measures likely to be associated with externally- or internally-focused responses to discrepancy detection. In an fMRI study of simple discrepancy detection (an 'oddball' task), the anterior cingulate cortex (ACC), a region that may trigger controlled processing in general, was more active during discrepancy than non-discrepancy trials and the magnitude of ACC activation was highly correlated with self-reported neuroticism (r = .76). We hypothesized that this trigger would have different controlled processing consequences for extraverts, who tend to focus externally, and individuals high in self-consciousness, who tend to focus internally. In response to discrepancy, extraverts activated lateral prefrontal cortex (lPFC; r = .80), typically associated with processing external stimuli, whereas self-conscious individuals activated medial prefrontal cortex (mPFC; r = .75), typically associated with processing self-related stimuli. Additionally, individual differences in the magnitude of mPFC activity, but not lPFC activity, during the discrepancy detection task predicted self-awareness accuracy (r = .75), the ability to report on changes in physiological arousal levels, during a separate testing session. These results suggest that the kind of control triggered by discrepancy differs qualitatively depending on the content being processed and the personality of the individual.

NEURAL CORRELATES OF EXPLICIT EVALUATION

William A. Cuningham[1], Marcia K. Johnson[2]; [1]University of Toronto, Ontario, [2]Yale University, New Haven, Connecticut – Evaluative responses - judgments along a good-bad dimension - are the result of a complex set of component affective and cognitive processes, some of which are automatically activated and others that are more consciously controlled. In three studies, we used functional magnetic resonance imaging (fMRI) to investigate the brain systems that are associated with controlled and with automatic evaluative processing. Participants made either evaluative (good-bad) or nonevaluative (past-present/abstract-concrete) judgments about social stimuli. In each of the studies, more medial prefrontal cortex (mPFC) activation was observed in the evaluative than the nonevaluative task for famous names (studies 1 and 2) and abstract social concepts (study 3). This finding suggests that mPFC may be critical for the explicit expression of attitudes. Additional parametric analyses indicated that mPFC activation could be functionally distinguished into areas involved in the processing of emotional intensity and the control of evaluative responses. These data indicate that the medial prefrontal cortex is a heterogeneous area that is involved in various processes of social evaluation.

INTERPRETING & PREDICTING MEDIAL PREFRONTAL ACTIVATIONS IN SOCIAL & EMOTIONAL PHENOMENA: SOMETHING COGNITIVE OR SOMETHING SPECIAL?

Tor Wager; Columbia University, New York – Recent years have seen an explosion of interest in the neural substrates of personality and social phenomena. Neuroimaging experiments have uncovered brain regions related to theory of mind, self-referential processing, emotion and its physiological correlates, and motivated cognition, among other domains. Integrating these and other findings with meta-analysis, we show that the medial prefrontal cortex is involved in all of these processes. But what do neuroimaging activations imply about the nature of social and emotional processes themselves? The answers to this question depend on functional interpretations of specific medial frontal sub-regions activated in these tasks and across task domains. We present meta-analyses of neuroimaging data and new experimental data from our lab on attention, working memory, and affect. Using these data, we show how some medial frontal activations in social tasks suggest the recruitment of basic cognitive component mechanisms, whereas other activations are not reducible to cognitive primitives. Furthermore, meta-analysis is used to develop precise anatomical definitions of regions that can be used in further studies. Classifier systems are developed to assess the predictive validity of activation in particular medial frontal sub-regions for classes of social and emotional phenomena.

WHAT DO FEELING, REFLECTION, REGULATION, AND PHYSIOLOGY HAVE IN COMMON? INSIGHTS FROM FUNCTIONAL IMAGING

Kevin Ochsner; Columbia University, New York – The interpersonal dynamic requires a toggling between awareness of self and awareness of others. To maintain our own emotional equilibrium, to forge strong social bonds, we must know how we feel, who we are, how others feel, who they are, and be able to take a step outside ourselves to understand how they might see us. In this talk I will review a series of functional imaging studies of emotional appraisal, self-reflection, self-regulation, and pain that implicate medial prefrontal cortex in 1) appraising one's own or other individuals emotional states, 2) drawing inferences about one's own or other individuals enduring traits and dispositions, and 3) regulating autonomic responses, such as heart rate. Whereas attention to, reflection upon, and evaluation of internal states may recruit meta-cognitive processes associated with MPFC, attention to, reflection upon, and evaluation of external stimuli may differentially depend upon regions of lateral prefrontal cortex associated with the maintenance and manipulation of externally cued information. These findings, taken in the context of a recent meta-analysis examining the role of MPFC in a broad array of phenomena, suggests that MPFC may be associated with a small set of related but discrete processes whose involvement in socioemotional phenomena may depend upon the specific processing demands of particular tasks.

Session H
Saturday, 4:15 - 5:30 pm
Rhythms Ballroom

COPING WITH OSTRACISM AND SOCIAL REJECTION

Chair: *Jean M. Twenge; San Diego State University*

Summary: Social rejection is both extremely common and extremely powerful. In this symposium, four researchers present new theory and data on how people cope with experiences of ostracism or social rejection. In the first talk, Kip Williams outlines three stages of reactions to ostracism. Immediate reactions are universal and powerful: ten years of research show that ostracism is always painful and nothing moderates the effect. Subsequent attempts to cope with ostracism vary with individual differences and situations, and chronic ostracism leads to depression and the inability to cope. The second talk, by Cynthia Pickett, discusses attentiveness to social cues, another coping mechanism used by the socially rejected. Two studies show that lonely or excluded people remember more social information and are more attuned to others' vocal tone and emotional facial expressions. In the third talk, Roy Baumeister shows that rejected people fail at self-regulation across four different tasks. However, both self-awareness and monetary reward eliminate the effect, suggesting that rejected people cope by exerting less effort but can self-regulate if needed. The last talk, by Jean Twenge, presents evidence that socially rejected people cope by regulating their emotions. Rejected

people's mood improves with time on implicit mood measures, and they have trouble regulating their emotions on a subsequent task. Rejected people who regulate their emotions too quickly, however, are later more aggressive. These four talks demonstrate the powerful consequences of ostracism and social rejection, including some of the costs of coping.

ABSTRACTS

THE THREE STAGES: REACTIONS TO OSTRACISM *Kipling D. Williams; Purdue University* — To be ostracized is to be ignored and excluded. Ostracism has occurred across history, across species, formally and informally, from dyads to nations. I have argued that ostracism is unique in thwarting four fundamental needs (or motives): belonging, self-esteem, control, and meaningful existence. We have used a multi-method approach to investigate ostracism, including face-to-face laboratory experiments, internet ball-toss experiments, chat rooms, cell phones, virtual reality experiments, role-play, diaries, surveys, and in-depth interviews. After attempting to find moderating variables that would diminish or augment peoples' immediate reactions to ostracism, ten years of research indicates that nothing moderates the immediate reaction to ostracism. Ostracism is painful regardless of individual differences in the target, or situational variables in the environment. I refer to this immediate indiscriminate reaction as Stage 1. Stage 2 refers to how the individual copes with the painful experience of ostracism, and here is where we see different reactions depending upon both individual differences and situational/attributional factors. Included in these different reactions are responses that can either be characterized as pro-social or anti-social. Finally, in Stage 3, we have qualitative interview data suggesting that people who are repeatedly exposed to ostracism for months and years become depressed, alienated, and unable to effectively cope. Future research directions will be discussed.

SITTING ON THE SIDELINES: ENHANCED SOCIAL SENSITIVITY AMONG INDIVIDUALS WHO ARE LONELY, LEFT OUT, AND LACK FRIENDSHIPS *Cynthia L. Pickett[1], Wendi L. Gardner[2], Valerie Jefferis[3], Megan Knowles[2]; [1]University of California, Davis, [2]Northwestern University, [3]Ohio State University* — In response to perceived deficits in social inclusion, individuals are hypothesized to exhibit increased levels of social sensitivity (the ability to sense and detect social cues) as a compensatory response that can aid in establishing future acceptance. Prior work (Gardner, Pickett, & Brewer, 2000; Pickett, Gardner, & Knowles, 2004) has demonstrated increases in social sensitivity following explicit rejection and among those who are high in the need to belong. However, perceived belonging deficits can arise from other sources. In the current work we examined a third contributor to social belonging deficits—the failure to form and maintain satisfying relationships. It was predicted that individuals who are socially starved (i.e., who chronically lack social ties) might be especially vigilant for and attuned to socially-relevant information in their environment. Results across two studies supported this prediction. Dispositionally lonely participants, participants who reported having fewer good friends, and participants who were asked to imagine being left out of a game all evidenced higher levels of social attunement as measured by (a) selective memory biases for social versus non-social information, (b) attention to vocal tone, and (c) the ability to correctly decode emotional facial expressions. The data provide supportive evidence for our model of belonging regulation and suggest that the experience of being lonely or socially isolated is marked by a cognitive style that favors the processing of information relevant to social inclusion and exclusion. We propose that this represents an adaptive mechanism critical for fostering and maintaining social bonds among humans.

SOCIAL REJECTION AND SELF-REGULATION *Roy F. Baumeister; Florida State University* — Some years ago we set out to test a theory that being rejected would cause emotional distress, which would cause changes in behavior. We found many large changes in behavior, but emotional distress never mediated them. Hence we needed to find a new focus for what transpires inside the mind of the rejected person. This presentation will cover a series of experiments testing the hypothesis that rejection leads to self-regulation failure. The first series of studies showed that laboratory manipulations of social exclusion caused self-regulation failure. Exclusion was manipulated either by telling people that no one else in their group had chosen them as partner for an upcoming dyadic task, or by giving false feedback from a personality test suggesting that they would end up alone in life. These manipulations produced a series of failures of self-regulation. Excluded people ate more cookies and unhealthy snack foods than others. They were less successful at making themselves consume a healthy but bad-tasting beverage. They quit faster on a frustrating, disappointing geometric puzzle task. They performed worse on an attention control (dichotic listening task). The second series of studies sought to investigate why these effects occurred. In particular, are rejected people unable, or merely unwilling, to self-regulate? The detrimental effects of exclusion were eliminated by several manipulations, including a mirror to increase self-awareness, and offering money for good performance. Apparently, rejected people lose their desire to self-regulate, but they can self regulate if they want to do so.

EMOTION REGULATION AFTER SOCIAL REJECTION *Jean M. Twenge; San Diego State University* — Previous research has demonstrated that socially rejected people fail to self-regulate and are often impulsively aggressive toward innocent targets. However, it is unclear why rejected people act in such a negative way, given the maladaptive nature of such behavior. Four experiments demonstrate that socially excluded people regulate their emotions, a process which may deplete the self's resources and possibly lead to aggression. The first two experiments used implicit mood measures. Negative emotion words were less cognitively accessible to excluded people in a word completion measure, particularly later in the task. In the second experiment, excluded people were more likely to group happy words by emotional tone early in the task but not later, indicating an initially heightened emotional state that later decreased. The third experiment tested emotion control. Excluded participants were less successful at controlling their reactions to a comedy video, suggesting that one act of emotion regulation had already depleted limited resources of control. The last experiment measured mood implicitly and gave participants the opportunity to aggress against an innocent target. Rejected participants again showed improved mood later in the task. In addition, rejected participants who regulated their emotions too early were more aggressive toward an innocent person. Thus rejected people's attempts at emotion regulation may lead to the previously observed behaviors such as aggression and the failure to self-regulate.

Poster Abstracts

A1

THE MODERATING EFFECTS OF CULTURAL VALUES ON THE SOCIAL CONSEQUENCES OF EMOTION REGULATION *Emily A. Butler, Tan L. Lee, James J. Gross; Stanford University* – Two common strategies for regulating emotions are suppression, which involves not expressing the emotions that one feels, and optimistic reappraisal, which involves thinking about the situation more positively. Prior research has shown that suppression can result in negative social outcomes, while optimistic reappraisal can improve both partners' emotional experience without entailing relationship costs (Butler, 2004). We predicted, however, that the negative impact of suppression might be exacerbated, and the positive effect of reappraisal enhanced, if participants held high European values, since this includes valuing emotion expression and positive experience. Conversely, both the costs of suppression and the benefits of reappraisal might be reduced if participants held higher Asian values, since this entails endorsing muted emotional expression and lower levels of positive emotionality. To test this, 95 pairs of previously unacquainted women (48% European American, 43% Asian American, 9% Other) watched an upsetting documentary war film and then discussed it. Unbeknownst to their partners, one woman in each of the experimental dyads received instructions to either suppress her emotions during the conversation or to reappraise them. Their partners, and both members of the control dyads, were asked to converse naturally. Prior to the experimental session, participants completed measures of their European and Asian values. The conversations were videotaped, and afterwards participants reported on how likable their partner was. As predicted, the negative social consequences of suppression were exacerbated when the regulator held relatively high European values compared to her Asian ones, while the reverse was true for optimistic reappraisal.

A2

FROM FAULTLINES TO FISSIONS: UNDERSTANDING TRANSFORMATIONS WITHIN SOCIAL DILEMMA GROUPS *Claire Hart, Mark Van Vugt; University of Southampton, Highfield, Southampton, Hampshire, UK* – A key feature of human social organisation is its flexibility. Human groups form, transform, break-up and reform at a speed that has no parallels in the animal world. Group transformations can occur in many different forms, but arguably one of the most dramatic changes is group fission. Group fissions occur when two or more members, in conjunction, leave a parent group to either form a new group or join an existing group. Examples of group fissions have been documented in a wide variety of organisational settings, including profit and non-profit organisations, religious groups, political parties, nation states, traditional hunter-gatherer societies as well as in non-human societies of primates and social insects. This research investigates the impact of two important endogenous factors, intragroup conflict and the presence of subgroups, on group fission. We make hypotheses about the role that subgroup boundaries play in the fission process, i.e., how they may act as potential faultlines along which groups split after they experience conflict (the weak faultline hypothesis), or how subgroup boundaries may exacerbate the likelihood of a fission if conflict is present (strong faultline hypothesis). The results of four experiments, involving small social dilemma task groups, support the weak faultline hypothesis. We discuss the implications of these findings for theory and research on membership changes in small groups.

A3

DECONSTRUCTING THE DIFFERENTIAL EFFECTS OF SUPPORT RECEIPT THROUGH THE USE OF RANDOM EFFECTS ANALYSES *Marci E. J. Gleason[1], Niall Bolger[2], Patrick E. Shrout[2], Masumi Iida[2]; [1]Washington University, [2]New York University* – The receipt of support has been found to increase feelings of distress in recipients (Gleason, Iida, Bolger, & Shrout, 2003), but is also routinely supposed to be a harbinger of relationship closeness and intimacy (Cutrona, 1996). In a daily diary study of 295 couples, we used multilevel models to investigate whether the same supportive act can simultaneously increase a negative outcome (negative mood) and a positive one (relationship closeness) in the recipient or whether the differential effects of support receipt result when different types of support are measured. We found that the same social support act simultaneously increased negative mood and relationship closeness for the "average person." However, the models used to analyze the data also generated significant random effects which suggested that this average effect did not tell the whole story. We calculated correlations using the random effects' variances and covariances for the effect of support receipt on negative mood and closeness. The correlations between these random effects suggest that certain individuals experience an increase in intimacy and a decrease in negative mood when they receive support while other individuals experience a decrease in intimacy and an increase in negative mood when they receive support. Support seems to be a mixed blessing for most individuals, but by investigating the random effects of support receipt it becomes clear that for other individuals support is either all good or all bad. Random effects analyses make it possible to look beyond averages to a more nuanced view of processes.

A4

COMMUNITY SERVICE AND COMMUNITY CONNECTIONS: VARIATION AMONG FELONY OFFENDERS *Debra Mashek, Emi Furukawa, Claudia Reyes, June Tangney; George Mason University* – Because the courts often mandate community service as restitution in the face of crime, a number of jail inmates have experience serving the community. However, many inmates also report engaging in non-required community service. We draw from an on-going longitudinal study of jail inmates to examine the nature and prevalence of inmates' community service experiences. Although motivations for serving the community vary (e.g., "it was required," "I wanted to help others"), the data suggest that many inmates feel their service made a difference in the community. Importantly, the data also suggest that the experience of serving the community positively affected the participants. A number of participants indicated that volunteering changed their outlook on life and that they gained a sense of accomplishment through their service; further, many indicated that they plan to volunteer again in the future. We further report that inmates vary a great deal in how connected they feel to the community at large, as assessed at the beginning of incarceration. There is also considerable variability in how this sense of connection changes over the incarceration experience. In fact, from the beginning of incarceration until release, 31% of our sample became more connected to the community at large; 32% became less connected. The theoretical and applied value of studying volunteerism and community connectedness in incarcerated samples is discussed.

A5
BENEFICIAL EFFECTS OF CROSS-RACE FRIENDSHIP *Page-Gould, Rodolfo Mendoza-Denton; University of California, Berkeley* — Cross-race friendship is a unique form of cross-race contact that inherently contains many of Allport's (1954) conditions for optimal cross-race interaction. We hypothesized that a new cross-race friend would decrease implicit prejudice scores and aide adjustment to college. We created friendships between same- and cross-race Latino and Caucasian participants over the course of 3 weeks, and observed implicit prejudice and academic outcomes. Participants who made a cross-race friend exhibited less prejudice on an Implicit Associations Test than those who made a same-race friend. In addition, both Latino and Caucasian participants who made a cross-race friend expressed greater feelings of self-efficacy in classes with cross-race professors, and completed larger percentages of course readings assigned by their cross-race professors. Implications for diversity in higher education are discussed.

A6
SELF-FOCUS: NEGATIVE MOOD INDUCES A SELF-RELATED ATTENTIONAL BIAS *Nilly Mor[1], Jennifer Winquist[2]; [1]The Hebrew University of Jerusalem, Israel, [2]Valparaiso University, Indiana* — Negative mood, both sad and anxious, has been found to increase self-focused attention, which is the tendency to direct attention to one's own thoughts and feelings. Unfortunately, although self-focus has been referred to as an attentional bias, little is known about the underlying attentional processes. In fact, because most studies have used explicit measures of self-focus it is not clear that a true attentional bias indeed occurs. Moreover, the use of explicit measures leaves open the question of whether the shift toward self-related thoughts is subject to awareness and control. The purpose of the current research was to clarify the nature of this shift in attention, using a modified version of the dot-probe task, which is a well-established measure of implicit attentional biases. Participants underwent a negative or neutral mood induction and then completed a dot-probe task in which target words were self related (e.g., "myself"). Participants in the negative-mood condition, but not in the neutral condition, responded more quickly when probes replaced target words than when they replaced non-self-related words. Participants were unaware of their response patterns. These findings demonstrate, for the first time, that negative mood leads to increased attention to self-related stimuli. We discuss implications for the relationships of negative affect with self-focus in particular and cognitive biases more broadly.

A7
RELATIVE HEMISPHERE ACTIVATION AS A MODERATOR OF INFORMATIONAL SOCIAL INFLUENCE IN NORM FORMATION *Darin J. Challacombe[1], Greg M. Turek[1], Ilan Shrira[2]; [1]Fort Hays State University, [2]The University of Georgia* — The present study examined whether I-D Orientation, relative hemisphere activation, and happiness were related to informational social influence. I-D orientation (Turek, 2004) is a personality dimension derived from key cultural differences between societies. Those with a more delayed-, as opposed to immediate-, return I-D orientation attempt to compensate more for uncertainty and lack of control. Relative hemisphere activation (i.e., baseline activity in left vs. right cerebral hemispheres) and happiness (i.e., enduring happiness vs. chronic unhappiness) are related individual differences. We replicated Sherif's (1935) studies on norm formation, in which participants viewed an autokinetic illusion and estimated light movement individually and in pairs. Although all three predictors have been shown to moderate normative social influence (e.g., independence and conformity, obedience to authority) in other studies, only relative hemisphere activation moderated the informational social influence in the present study. Participants with more right hemisphere activation were influenced more for informational reasons. These findings support current thinking (viz. Martin & Shrira, 2003) on the importance of relative hemisphere activation as a moderator of social psychological phenomenon.

A8
"RING AROUND THE ROSEY": NEGOTIATION IN CIRCULAR DOMINANCE HIERARCHIES *David D. Egert, Greg M. Turek; Fort Hays State University* — The present study focused on an unusual form of interpersonal relationship in which people are dominated indirectly by the people they dominate directly. In a triad of this nature, for example, A dominates B, B dominates C, and C dominates A. We explored the reactions of undergraduate students to being in this type of relationship, which we refer to as a circular dominance hierarchy (CDH), and tested whether various individual differences that were measured earlier in the semester could later predict differences in these reactions. Participants read vignettes describing disagreements in four hypothetical scenarios, temporary and permanent arrangements in social and work settings. After each vignette, participants responded to items measuring their dominance focus, diplomacy, and perceptions of the scenario. Analyses revealed that participants were more dominance focused than they were diplomatic in trying to reach agreements, and that although they were ambivalent toward the scenarios and CDHs in general, they had more favorable attitudes toward temporary then permanent CDHs. Regarding the individual differences, lack of conscientiousness, self-aggrandizement, fearful attachment, and lack of subjective well-being predicted dominance focus. Agreeableness, behavioral inhibition, fearful attachment, and impression management predicted diplomacy. Binding commitment, self-aggrandizement, causal uncertainty, fearful attachment, lack of self-concept clarity, and lack of subjective well-being predicted negative perceptions of the scenarios. These findings suggest that CDHs appeal more to some people than to others and that there are individual differences that can predict the strategies people use to deal with the inherent conflict that CDHs entail.

A9
THE PRIVATE SELF-CONSCIOUS BRAIN: AN FMRI INVESTIGATION OF RESPONSES TO SUBLIMINAL EMOTION CUES *Jay G. Hull, Heather Gordon, Laurie B. Slone; Dartmouth College* — Research has indicated that private self-consciousness is associated with increased responsivitiy to self-relevant cues presented outside of awareness (Hull, Slone, Meteyer, & Matthews, 2002). Research was conducted to examine the brain correlates of exposure to such cues. Participants were selected on the basis of scoring in the top or bottom quarter of private self-consciousness in a large sample. An fMRI study was conducted in which eleven high and ten low self-conscious participants responded to a lexicial decision task within which were embedded subliminal emotion primes (the word ANGRY, RELAX, or BLANK). As predicted, relative to lows, high private self-conscious individuals showed greater reactivity to both angry and relax primes (but not control primes) in orbital prefrontal cortex. Also as predicted, relative to lows high privates showed greater reactivity to the angry prime and less reactivity to the relax prime in left amygdala. Additional analyses showed pronounced differences in brain responses of high and low private self-conscious individuals in response to the lexical decision task independent of embedded prime. These effects essentially reflected greater increases in activiation and lesser decreases in activiation among highs than lows in response to the onset of the task. Effects were most pronounced in orbital, medial, and dorsal-medial prefrontal cortex; left dorsolateral prefrontal cortex; left amygdala, and bilaterally in hippocampus and retrosplenial cortex. Results are discussed in terms of their implications for the relation of private self-consciousness and emotion reactivity as well as general models of the psychological processes that underpin individual differences in self-consciousness.

A10

IMPAIRED SELF-STRUCTURE: THE COSTS OF STEREOTYPE VULNERABILITY TO STIGMATIZED COLLEGE STUDENTS *Michael Inzlicht[1], Joshua Aronson[2], [1]Wilfrid Laurier University; [2]New York University* – Attributional ambiguity can lead stigmatized students to be mistrustful of the feedback they receive and to thus disregard it, which can stem the development of accurate self-knowledge about one's strengths and weaknesses. In addition, stereotype threat can lead to underperformance, which when combined with optimal, unthreatened performance can contribute to performance instability. The result of this instability is that when they reflect on their own performances, the stigmatized may be uncertain what their real level is. Combined, these two factors can contribute to an unclear self-concept. In this research we propose that (a) people who are sensitive to stigmatization have unclear knowledge structures, and (b) one effect of this uncertainty is feedback reactivity. In Study 1, Black and White participants who were high or low in stereotype vulnerability took a test where they answered items and estimated the probability that their answers were correct. Results showed that Blacks who were vulnerable to prejudice had more inaccurate self-knowledge than non-vulnerable Blacks or than Whites more generally. In Study 2, participants completed diary measures of self-efficacy twice daily for two weeks. As expected, the academic confidence of Black participants attuned to being stigmatized fluctuated more than other participants. In Study 3, Black and White participants who had either clear or unclear self-structure received success or failure feedback. As predicted, Black participants who had unstable efficacy were more reactive to feedback than other participants. These results support our model relating stereotype vulnerability to impairments in self-structure and show the consequences of these impairments.

A11

THE BELIEF IN A JUST WORLD MODERATES AFFECTIVE AND INTERPERSONAL REACTIONS TOWARDS DISCRIMINATION CLAIMANTS *Cheryl R. Kaiser, Portia Dyrenforth, Joan Poulsen, Christine Gockel; Michigan State University* – How does the endorsement of the Belief in a Just World (BJW) influence individuals' affective and behavioral reactions towards discrimination claimants? Because discrimination claimants challenge important beliefs about the fairness of the world, we hypothesized that the more individuals endorse the BJW, the more threatened they would be by discrimination claimants and the more negatively they would react towards them. We based these hypotheses upon theoretical perspectives arguing that individuals experience increased threat and engage in defensive behaviors when faced with evidence that challenges important beliefs (e.g., Greenberg, Solomon, & Pyszczynski, 1997; Lerner, 1980). To test these hypotheses, we had 177 White Americans who had previously completed a BJW measure participate in a computerized interaction in which they witnessed an African American test-taker receive a failing test grade from a White evaluator who made a blatant racist comment. Participants then saw that the African American test-taker attributed his grade to discrimination, his test answers, or the difficulty of the test. Consistent with hypotheses, when the African American test-taker blamed the failing grade on discrimination, endorsing the BJW was associated with increased threat and more negative interpersonal reactions towards the target. When the African American test-taker blamed the grade on other causes, endorsing the BJW did not result in increased threat and negative interpersonal reactions. This study makes the important point that claiming discrimination is an interpersonal process and points to the role of justice beliefs in influencing how discrimination claimants are perceived.

A12

WHAT DO FACIAL EXPRESSIONS TELL US ABOUT THE BASIC MECHANISMS OF AFFECT AND EMOTION? *Piotr Winkielman; University of California, San Diego* – This presentation discusses implications of research conducted by my colleagues and me that relied on emotional facial expression for understanding of basic mechanisms of affect and emotion. First, our work with subliminal facial expressions shows that affect can influence people's behavior without being represented as a conscious experience (subjective feeling). Second, our work with autistic participants on detecting affect from faces shows that automatic processing of affective information can be selectively impaired by disorders of sociality, which spare more cognitive ways of stimulus processing. Third, our work with autistic participants on mimicry of emotional faces shows that spontaneous, but not voluntary mimicry can be selectively impaired. All these three lines of research converge on the conclusion that mechanisms supporting perception and recognition of emotional facial expressions are involved in rudimentary regulation of social behavior, and may even be critical for emergence of sociality.

A13

THE FACE REVEALS BIOLOGICAL RESPONSES TO STRESS *Jennifer S. Lerner[1], Shelley E. Taylor[2], Roxana M. Gonzalez[1]; [1]Carnegie Mellon University, [2]UCLA* – This research builds on the premise that stress responses are central to survival and should therefore trigger coordinated biological reactions and facial communication. We present a psychophysiological study (N = 92 adults) examining whether facial muscle movements in response to social stressors will signal cardiovascular and hypothalamic-pituitary-adrenocortical (HPA) axis activity. We selected these physiological indicators because they correspond to the two major stress-response systems of the body. Results supported the hypothesis, and indicated that the form of cardiovascular and HPA-axis activity depends on the specific emotions displayed in the face. Whereas fearful expressions in response to social stressors predict increasing reactivity, angry expressions in response to the same social stressors predict decreasing reactivity. Disgust expressions follow the same pattern as anger. In addition, data suggest that stress appraisals may mediate such differences, with anger and disgust predicting appraisals of control and fear predicting the opposite. Taken together, the data imply that specific emotional displays signal specific biobehavioral stress responses. More broadly, they imply the possibility of moving beyond a generalized "stress" framework to an emotion-specific and affective neuroscience-informed framework for considering component responses to social threat.

A14

NONVERBAL DIALECTS? COMPARING SPONTANEOUS EMOTIONAL POSES BY GABONAISE AND QUEBECOIS *Martin Beaupré[1], Hillary Anger Elfenbein[2,3], Ursula Hess[1]; [1]University of Quebec at Montreal, [2]University of California at Berkeley, [3]Haas School of Business* – Emotional facial expressions are generally recognized at considerably above chance rates across-cultures and seem therefore to have considerable similarity. Reasons for similarities that have been advanced are evolutionary continuities across mammals (Darwin, 1872) and shared expressive elements due to specific links between emotional appraisals and expressive behavior (e.g., Scherer, 1999). However, these theories provide sound reasons for cross-cultural similarities only for certain emotions, for which there is reason to postulate evolutionary continuities, specifically, fear, surprise, and disgust, and those for which an appraisal-expression link can be established, happiness and anger. This suggests that when comparing expressions occurring in different cultural contexts, one would expect little or no cultural variation for these emotions, but more for emotions such as sadness, embarrassment or serenity. This hypothesis was tested in two cultural groups that share the same linguistic background (French) but are rather different in their cultural values: Gabonese and Quebecois. To elicit visible facial expressions that reflect a cultural norm, 30 (15 men and 15 women) each Gabonese and Quebecois participants were filmed while they posed each of 10 emotions such that 'their friends would be clearly able to know what they feel.' These expressions were FACS coded. Comparisons of the frequencies of AU combinations for both groups confirm our predictions. Although consid-

erable overlap was found for happiness, fear, surprise, anger and disgust, clear differences were found for sadness, serenity, and shame. In contrast, for embarrassment no clear prototype but rather a wide range of variation was found.

A15

THE JOINT IMPACT OF NEGATIVE MOOD AND SELF-FOCUSED ATTENTION ON SYMPTOM EXPERIENCE *Guido H.E. Gendolla [1], Andrea E. Abele [2], Andrea Andrei [2], Daniel Spurk [2], Michael Richter[2]; [1]University of Geneva, Switzerland, [2]University of Erlangen, Germany* — Numerous studies have found that negative mood or self-focused attention foster the experience of the physical self in terms of somatic symptoms. A joint impact hypothesis on introspective symptom perception is introduced that specifies the role of these variables, which have been considered independently in previous research. According to the joint impact hypothesis, negative mood only promotes symptom experience when people simultaneously focus their attention to the self. The logic builds on recent research demonstrating that negative affect has the potential to focus attention on physical symptoms and the transfer principle of self-awareness theory, according to which self-focus only increases the salience of those self-aspects that are momentarily relevant for an individual. The result is perceptual readiness for somatic information. A series of studies with multiple manipulations of mood and self-focus supported the predictions. Only the combination of negative mood and self-focus facilitated (1) the experience of somatic symptoms assessed with a symptom experience scale and (2) the accessibility of somatic symptoms assessed with lexical decision and Stroop-tasks. The effects remained significant after controlling for the influence of dispositional symptom reporting and neuroticism.

A16

VOLUNTEERS, NON-VOLUNTEERS AND EX-VOLUNTEERS: A COMPARISON. A REVIEW OF QUANTITATIVE STUDIES ON ITALIAN YOUNG-ADULTS *Maura Pozzi (1) Elena Marta (2), (1) (2) Università Cattolica del Sacro Cuore, Milan, Italy* — There are long and growing psychological and sociological traditions of studying volunteerism and the variables related to its occurrence and effects. However, only a few studies have been conducted focusing on volunteerism during young adulthood, with even fewer studies containing data that permit comparisons of volunteers and non-volunteers (an assumed control group) or between active volunteers and those who have quit volunteering. Therefore, there are a number of unanswered questions about volunteerism in this phase of life, including questions about the connections between volunteering and general social engagement, and between identity development and civic involvement. Moreover, the connections between volunteering and different levels of social networks (e.g., family, friends, organizations, and broader community) deserve greater research attention. This presentation will address these issues by drawing from a 7-year quantitative research project on young adult volunteers that includes measures taken from non-volunteer peers and ex-volunteers. The results highlight the importance of involvement of the family-of-origin in community activities, prosociality, generativity, and openness to community as predictors of volunteerism. The results also highlight the importance of motivations for volunteering, and especially in combination with other personal and organizational variables, in determining volunteer identity. Volunteer identity, in turn, is a key construct in predicting the choice of young adults to remain active as volunteers for extended periods of time. Based on these longitudinal findings, we propose two different models of volunteerism, one for individuals who remain active as volunteers and one for individuals who quit volunteering. Additional implications will be discussed.

A17

VOLUNTEERISM AND THE CREATION OF SOCIAL CAPITAL: A FUNCTIONAL APPROACH *Arthur A. Stukas[1], Maree Daly[1], Martin J. Cowling[2], [1]La Trobe University; [2]People First-Total Solutions* — In recent times, lower rates of community and political participation (in America and elsewhere) have been a source of alarm. Academics and world leaders have called for efforts to rebuild "social capital", the connections between individuals that foster feelings of trust and norms of reciprocity, as a way of combating crime, alienation, and other social problems. One specific form of community involvement, volunteerism, is often promoted as particularly likely to create social capital. However, volunteer work may only lead to beneficial outcomes when certain conditions are met. For example, a functional approach to volunteerism suggests that beneficial outcomes, such as satisfaction and retention, are more likely when volunteers are able to meet their important goals and motives for their service in their actual activities. We surveyed a number of Australian volunteers, focused on families in poverty or on Multiple Sclerosis, to examine links between volunteers' motives, volunteer activities, and outcomes like satisfaction, intentions to volunteer in the future, and generalized trust. Generalized trust can be considered an individual level indicator of social capital, which is traditionally assessed at more macro levels. We demonstrate that the matching of important motives with task-based affordances to meet these motives is related to higher levels of these outcomes. Our discussion expands upon these results to review other characteristics of volunteer work, and the conditions under which it occurs, that may make such community service more or less conducive to the creation of generalized trust and social capital.

A18

THE COGNITIVE AND SOCIAL BENEFITS OF AFFIRMING THE INTRINSIC VS. EXTRINSIC SELF *Jeff Schimel[1], Todd Williams[1], Jamie Arndt[2]; [1]University of Alberta, [2]University of Missouri, Columbia* — Over the years social psychological research has shown that bolstering self-esteem in a variety of ways can reduce a multitude of defensive reactions. Drawing from these findings some theorists have argued that all ways of affirming the self are equally effective in dealing with threats. This theorizing implies that the self is a zoo, a collection of self-esteem sustaining strategies that may appear qualitatively different but serve the common goal of maintaining self-integrity. However, other theorizing and research suggests that focusing people on valued intrinsic aspects of self, such as unconditional relationships and core personal values can reduce defensiveness whereas focusing people on valued extrinsic aspects of self, such as conditionally accepting relationships and extrinsic achievements can lead to an increase in defensiveness. We therefore contend that although self-esteem maintenance may seem like a zoo from some perspectives, there are indeed different animals in the park. The purpose of the studies reported here was to further explore how these different ways of affirming the self affect psychological functioning in evaluative situations. Study 1 found that an intrinsic self-affirmation reduced self-handicapping and increased performance on a threatening serial subtraction task relative to an extrinsic self-affirmation. Study 2 showed that affirming the extrinsic self reduced participants' desire to discuss topics that could threaten their self-esteem in an upcoming social interaction. Discussion focuses on the notion that the self may not be as "zoolike" as prior theorizing would suggest.

A19

THE IMPACT OF SOCIAL CATEGORY ACTIVATIONS ON THE SELF *Kerry Kawakami[1], Anthony G. Greenwald[2], Galina Freed[1], Jennifer S. Mills[1]; [1]York University, [2]University of Washington* — Four studies investigated the impact of social category priming on the self. Specifically, these studies examined how the simple presentation of negative and positive noningroup social categories influences a person's self-esteem and self-perceptions. In accordance with recent findings on the ideo-motor/automatic behavior effect, these studies demonstrated that people assimilate

their self-evalautions and self-identity to the activated category. For example, after the presentation of overweight people, implicit self-esteem as measured by the IAT decreased and people selected a more overweight morphed image of their body as an accurate depiction of themselves. Similar effects have been found for priming with Black, hippie, and jock categories. The importance of these findings for intergroup relations is discussed.

A20

DAMNED IF YOU DO, DAMNED IF YOU DON'T: FOCALISM IN EVALUATIONS OF DECISION QUALITY *Justin Kruger, Jeremy Burrus; University of Illinois at Urbana-Champaign* — Individuals are frequently called upon to evaluate the quality of a decision-be it their own or someone else's. Logically, that quality is a function not only of the option chosen, but the option(s) rejected as well. The wisdom of purchasing a particular automobile, for instance, is a function not only of its price, performance, and pollution, but also the price, performance, and pollution of the competition. As such, in order to arrive at an accurate assessment of decision quality individuals must compare the objective features of the chosen option with the objected features of the rejected option(s). The research presented here, however, suggests when people evaluate the quality of a decision, they focus instead on the option chosen and all but ignore the option(s) rejected. As a result, decisions are deemed wise when the objective features of the chosen option are positive-even if the objective features of the rejected option(s) are every bit as positive. Similarly, decisions are considered foolish when the objective features of the chosen option are negative-even if the objective features of the rejected option(s) are just as negative. This is true even when the objective features of the rejected option(s) are easily assessed, thus ruling out an information-discrepancy explanation for the effect. Instead, the results are best explained by focalism, the tendency for focal hypotheses to receive greater weight than non-focal hypotheses. Discussion focuses on the implications of this bias, as well as its connection to other work on focalism in comparative judgments.

A21

AFFECTIVE REACTIONS AND LABELING BENEVOLENT SEXISM: THE ROLE OF SEXUAL ORIENTATION AND IDEOLOGY *Stephenie R. Chaudoir, Diane M. Quinn, Diana M. Milillo; University of Connecticut* — Recently, theorists have argued that sexism exists in both hostile and benevolent forms (Glick & Fiske, 1996). Although equally detrimental to the status of women, benevolent sexism (BS) may be less likely to be labeled as sexism because it functions in a more covert, subjectively positive manner. In the current research, we hypothesized that women who are least likely to buy into sexist ideologies are most likely to experience negative affect in response to, and recognize subtle incidences of, sexism. In Study 1, participants were heterosexual women who were either high or low in endorsement of BS. Participants were exposed to a male confederate making a sexually objectifying "compliment" to a female friend, or a neutral remark. Results demonstrate that women who did not endorse sexist ideology experienced more negative affect in response to the comment than women who did endorse BS. In Study 2, we hypothesized that lesbian and bisexual women would be more likely to label a benevolent incident as sexist than heterosexual women because of their lesser stake in intimate relationships with men, as well as their awareness of discrimination based on sexual orientation. Our hypotheses were supported: Lesbian and bisexual women were more likely to label a benevolent vignette as sexist and report anger in response to it, compared to the heterosexual women. Taken together, these studies suggest that one's stake in identifying subtle forms of sexism, whether through personal ideology or sexual orientatio

A22

TAKING A NEW LOOK AT THE CONSEQUENCES OF SELF-AWARENESS AND SELF-ENHANCEMENT *Mark R. Leary[1], Jessica M. Tipsord[2]; [1]Wake Forest University, [2]University of Oregon* — Much research on self-processes during the past 30 years has been based on the assumption that self-awareness and self-enhancement are hallmarks of psychological adjustment and interpersonal effectiveness. For example, Self-Awareness Theory and its variants suggested that self-awareness is needed for people to behave in line with their internal values, and several models of self-esteem suggested that perceiving oneself in positive, self-serving ways is beneficial. Although negative implications of excessive self-awareness and self-enhancement have been acknowledged, the prevailing hyper-egoic view has been that an active and enhancing self is beneficial. These assumptions stand in stark contrast to hypo-egoic, Eastern perspectives that suggest that personal effectiveness, ethical action, and happiness require people to minimize self-awareness and maintain a nonevaluative approach toward themselves. This research examined the relationship between self-awareness and self-enhancement on psychological well-being, both in the present situation and over time. Results showed that whether self-awareness is beneficial or detrimental depends on the temporal focus and evaluative nature of ones self-attention. Likewise, although having high self-esteem is sometimes related to positive outcomes, purposefully seeking self-esteem is typically negative, and a generally nonjudgmental attitude toward oneself may be most adaptive. The results of these studies highlight important distinctions that help to resolve the divergence between Western, hyper-egoic and Eastern hypo-egoic views of the self.

A23

AUTOMATIC EVALUATION AND AFFECTIVE EXPERIENCE *Lisa Feldman Barrett, Tamlin Conner; Boston College* — We evaluate. As we walk through the world, we judge, represent, and respond to the value of objects. Will they help or hurt us? Are they good for us or bad for us? Evaluation is continuous and automatic, and each evaluation affects our brains and bodies. We hypothesize that these automatic evaluations also produce feelings of pleasure and displeasure. Two studies examined the link between individual differences in the automatic evaluation process and reports of affective experience (as measured using computerized experience-sampling). We predicted, and found, that individuals who emphasized feelings of pleasure and displeasure in their self-reported experience displayed enhanced performance on a standard automatic evaluation paradigm. These findings are consistent with the view that mental processes occurring outside our awareness play an important role in the quality or content of what we feel.

A24

GENDER DIFFERENCES IN NEGATIVE EFFECTS OF PRIMING STATES OF SELF-OBJECTIFICATION *Tomi-Ann Roberts; The Colorado College* — Objectification theory (Fredrickson & Roberts, 1997) posits that cultural displays of sexual objectification can lead women to develop an observer's view of their bodies as a sexual objects, referred to as self-objectification. Two studies tested several theorized consequences of self-objectification. Both men and women exposed to self-objectifying words focused on their bodies' appearance in self-statements, indicating that these words served as a prime for self-objectification. Furthermore, women indicated greater shame, appearance anxiety and disgust, as well as lowered appeal of physical sex when primed with self-objectification as compared to body competence. In contrast, primes did not affect men's ratings. In a second study, when adopting either slumped or upright postures, women did better on subsequent cognitive tasks, and felt more prideful emotions when slumped as compared to upright-a finding counter to predictions from the literature on the proprioceptive effects of posture. These results suggest a) that women's seemingly innocuous encounters with the media - for example, a casual glance at a magazine cover in the supermarket checkout line - may induce states of self-

objectification even more than purposeful viewing of such materials, when women are perhaps motivated to defend against potentially negative influences on their body esteem, and b) even certain postural positions may induce states of self-objectification. Educational efforts targeted at engaging in more critical, conscious processing of media, as opposed to allowing it to permeate our lives, may help in enabling girls and women to rise above this pernicious and psychologically debilitating phenomenon.

A25

POWER AND OBJECTIVE GROUP VARIABILITY: INFORMATION PROCESSING, AND BEHAVIOR CHANGE ACROSS SITUATIONS *Ana Guinote; University of Kent, UK* − Previous research indicates that group size, status, and power affect perceived group variability, such that majority, high status, and powerful groups are perceived in more variable ways than minority, low status and powerless groups. Recent findings point out that differences in perceived group variability of dominant and subordinate groups derive in part from differences in their objective group variability (Guinote, Judd, & Brauer, 2002). In these studies, objective group variability was measured in terms of inter-individual differences in behavior in a given situation. In the current paper, we extend these findings by focusing on intra-personal variability in behavior across situations (Guinote & Trope, 2004). In four studies, participants are assigned to a dominant or a subordinate group and are exposed to situations that call for different behaviors. We measure the extent to which participants respond to what the situation affords. Consistently across studies, members of dominant groups respond more to the primary aspect of the situation and less to secondary aspects, therefore changing behavior more across situations, compared to members of subordinate groups. Four additional studies (Guinote et al., 2004) indicate that these differences in responsiveness to situational affordances are related to increased selective attention to primary compared to secondary information (Study 1), increased ability to inhibit contextual, secondary information (Study 2), memory biases in favor of primary information (Study 3), and a preferential global vs. local processing of information (Study 4).

A26

EFFECTS OF EMOTION CONCEPTS AND EMOTIONAL EXPERIENCE ON SELF-FOCUSED ATTENTION *Ann G. Phillips, Paul J. Silvia; University of North Carolina at Greensboro, USA* − Many experiments have found that positive and negative emotions increase self-focused attention, but why this happens is controversial. The leading theories contend that subjective emotional experience causes this effect, either because emotions are distinctive (Salovey, 1992) or because of built-in features of emotional states (Green & Sedikides, 1999). In contrast, we suggest that subjective experience may be peripheral. Inducing emotions affects (1) subjective experience and (2) the salience of emotional knowledge. Because emotions arise from appraisals of what events mean for the self, emotional knowledge and memories contain extensive self-relevant information. Activating emotional knowledge should thus activate self-relevant knowledge. Two experiments examined the effects of emotion concepts on self-focused attention. Priming emotion concepts of ?happiness? and ?sadness? (with subliminal exposure to happy and sad faces or with scrambled-sentence tasks), relative to priming neutral concepts, increased self-focused attention (measured with a pronoun-selection task). Subjective emotional experience was not affected by the priming manipulations. The findings suggest that emotions affect self-awareness by virtue of their conceptual properties rather than their experiential properties.

A27

GUILT AND SHAME AS PERSONALITY AND AFFECTIVE FACTORS IN PREJUDICE CONTROL *Roger Giner-Sorolla[1], Pablo Espinosa[2], Rupert J. Brown[3]; [1]University of Kent, UK, [2]Universidad de La Coruña, Spain, [3]University of Sussex, UK* − While self-conscious emotions often accompany the motivation to control one's own expressions of prejudice (e.g., Monteith, 1993), guilt and shame as personality orientations (Tangney & Dearing, 2002) may moderate the effectiveness of such emotions. Because guilt orientation motivates making amends after a transgression, while shame orientation motivates avoidance and self-criticism, guilt rather than shame might lead to compensation for unintentional demonstrations of bias. Two studies testing this notion are reported. Study 1 gave participants feedback that they had been biased against an ethnic minority group member, testing guilt and shame orientation as simultaneous predictors of affect and compensatory outcomes. Shame orientation predicted both guilt and shame affect after feedback; guilt orientation, but not affect, predicted symbolic compensatory allocation of imaginary "funds" to minority group causes. Study 2 used a similar feedback manipulation and additionally manipulated the identity of an anticipated interaction partner to be same- or other-ethnicity. In this study, shame orientation predicted shame affect after prejudice feedback, and negatively predicted the desire to interact regardless of partner ethnicity. Conversely, guilt orientation positively predicted desire to interact, but only in the condition in which participants had received feedback and expected a same-ethnicity interaction. This suggests that prejudice control effects of guilt orientation, previously obtained on measures of symbolic support, are problematic when intergroup contact is desired. Also, the dissociation between guilt orientation and compensation on the one hand, and negative self-focused feelings on the other, calls into question the linear role of such feelings as motivators of compensatory behavior.

A28

THE DEVELOPMENT AND VALIDATION OF THE DSSES (DIFFERENTIAL SOURCES OF SELF-ESTEEM SCALE) *Todd Williams, Jeff Schimel; University of Alberta* − Recent theory and research has shown that beyond the level of self-esteem, the extent to which people are focused on the contingencies for their self-worth has implications for their need to engage in psychological defenses. Accordingly, we suggest that a distinction exists between extrinsic and intrinsic self-esteem. Extrinsic self-esteem is associated with a high focus on contingencies and higher levels of defensiveness, whereas intrinsic self-esteem is associated with a low focus on contingencies and lower levels of defensiveness. Despite a growing body of theory and research supporting a distinction between intrinsic vs. extrinsic self-esteem, there is currently no reliable instrument to measure it as a stable personality trait. To address this need, we developed and validated the Differential Sources of Self-Esteem Scale (DSSES). In Study 1, the psychometric properties of the scale and evidence of convergent and divergent validity are presented. Study 2 showed that participants with high extrinsic self-esteem displayed a greater preference for the image-oriented aspects of consumer products than participants with intrinsic self-esteem. Study 3 showed that when threatened by mortality salience (vs. physical pain), participants with high extrinsic self-esteem were the least forgiving of a person who committed a crime against their university and had the highest death-though accessibility. Implications of these findings and their support of a multi-faceted view of self-esteem are discussed.

A29

AGGRESSION AS A FUNCTION OF CONCERN WITH FUTURE CONSEQUENCES AND ANTICIPATED INTERACTION WITH AN AGGRESSIVE PEER *Jeff Joireman, Cheryl Becker, Celestina Barbosa-Leiker, and Blythe Duell; Washington State University* − One recent study demonstrated that those low in concern with future consequences (low CFCs) were more aggressive than high CFCs when the consequences of aggression were delayed, but less aggressive than high CFCs when the conse-

quences of aggression were immediate (Joireman et al., 2003). While intriguing, Joireman et al. relied on a scenario methodology. The present study extended that work by assessing aggressive behavior. Several weeks after completing Strathman et al.'s (1994) CFC scale, participants (N = 65) exchanged essays on abortion with a confederate who evaluated the participant's essay negatively. Participants then rated the confederate's essay under one of three "anticipated interaction conditions" (no interaction, immediate interaction, future interaction). Participants in the latter two conditions believed that, after reading the participant's evaluation of their essay, the confederate would be able to deliver noise to the participant right away (immediate interaction) or during another session several weeks later (future interaction); participants in the first condition expected no further interaction with the confederate. A 2 (CFC) x 3 (Anticipated Interaction) ANOVA revealed a significant interaction on ratings of the "strength of the arguments" in the confederate's essay (p < .02): low CFCs reduced their aggression (gave more favorable ratings) in the immediate condition, whereas high CFCs reduced their aggression in the future condition, and high CFCs were less aggressive than low CFCs in the future condition, whereas low CFCs were less aggressive than high CFCs in the immediate condition. Results are interpreted within Anderson and Bushman's (2002) General Aggression Model.

A30
AUTOMATIC EMOTION REGULATION: CAN WE CONTROL ANGER WITHOUT EFFORT? *Iris B. Mauss[1], Catharine Evers[2], and James J. Gross1; [1]Stanford University; [2]University of Amsterdam* — Successful control, or down regulation, of negative emotions is a task of fundamental importance for individuals' well-being and social functioning. However, prior research suggests that such control is difficult to achieve, and is often associated with little subjective relief and actual increases in cardiovascular responding. The physiological costs of emotion regulation have been attributed to the effort involved in executing deliberate regulation. This finding presents something of a dilemma: Should we incur the costs of not regulating emotion, or incur the costs of effortful and deliberate emotion regulation? One solution to this dilemma is suggested by the possibility of effortless, or automatic, emotion regulation. The present study tested the hypothesis that automatic regulation should decrease experiential and behavioral aspects of negative emotion without producing greater cardiovascular responding. To test this hypothesis, a novel measure of individual differences in automatic emotion regulation was developed by adapting the Implicit Association Test. Effects of automatic emotion control on anger experience, thought content, and cardiovascular responses were measured in a laboratory anger induction. Results indicate that automatic emotion regulation is associated with decreased anger, as measured by experience self-reports, as well as judges' ratings of thought content. Importantly, automatic regulation is associated with a challenge pattern of cardiovascular activation, characterized by greater sympathetic activation, greater cardiac output, but lower total peripheral resistance. Together, these findings suggest automatic emotion regulation is an effective way to manage negative emotional impulses and may thus be an emotion regulatory strategy that is beneficial for individuals' well-being and health.

A31
LANGUAGE, SEX, AND THE BIG 5 *Matthew L. Newman [1], Carla J. Groom [2], Lori D. Stone [3], James W. Pennebaker[1]; [1]The University of Texas, Austin, [2]KRC Research, [3]Harris Interactive* — The nature of sex differences in language use has been hotly debated. A number of researchers have even argued against the existence of any meaningful differences in men's and women's language. One contributor to this doubt may be the inconsistent methods used in many empirical studies of language. Multiple studies, for example, have analyzed a small number of text samples and then made broad generalizations on the differences between women and men. Another problem may be the failure to distinguish between sex differences and differences due to personality traits. In the present project,

we explored sex differences in language use in a very large data set (N=14,324) of written and spoken text samples using a computerized text analysis tool. These samples included novels, interview transcripts, essays about personal trauma, and descriptions of ambiguous ink blots. In a subset of these samples (N=2094), participants provided a writing sample and completed a measure of the Big 5 personality dimensions. Our analyses revealed that both sex and traditional personality dimensions had an influence on language. Personality (primarily neuroticism) had the biggest influences on emotional word use, whereas sex had the biggest influences on linguistic categories and social word use. Specifically, women used more words related to psychological and social processes. Men referred more to object properties and impersonal topics. This pattern of results fits relatively well with theories arguing that children's same-sex peer groups foster values and norms.

A32
"WE HATE THEM" LINGUISTIC CORRELATES OF EXTREMISM *D. Conor Seyle; University of Texas* — International events of the last few years have pointedly demonstrated the potential impact of extremist group members. This research project attempts to contribute to our understanding of this extremist mindset: the tendency for a group member to see that group as absolutely correct, endowed with moral authority, and of extreme importance. A series of studies examined the psychological components of extremism through an analysis of the language used by extremists. Internet discussion boards run by groups identified as having some extremist members allowed the examination of the natural language of group members. This analysis showed that there are specific linguistic correlates of extremism such that people coded as higher in extremism consistently used language that emphasized the group, downplayed their individual selves, and drew a sharp line between members of the group and non-members of the group. This was true regardless of the group being studied, which included animal rights activists, organized racists, antiracist activists, and feminists. Separate analyses show that similar language was used by President Bush in press conferences and by others in messages posted to on-line diaries following the September 11th attacks, supporting theories that suggest members of a group respond to attacks on that group by becoming more extremist. This research suggests that there are specific linguistic markers of extremism, and these markers support the idea that extremism is related to a particular construction of self identity which places the emphasis on the group rather than the individual.

A33
SELF-COMPASSION AND PSYCHOLOGICAL WELL-BEING *Kristin D. Neff; University of Texas at Austin* — The construct of self-compassion, derived from Buddhist psychology, offers a useful alternative to high self-esteem as a means for understanding healthy self-attitudes. The main components of self-compassion are: being kind and understanding toward the self in instances of pain or failure rather than being harshly self-critical; perceiving one's experiences as part of the larger human experience rather than seeing them as isolating; and holding painful thoughts and feelings in mindful awareness rather than over-identifying with them. Neff (2003) has recently developed a scale to measure self-compassion, which exhibits good psychometric properties. Initial research indicated that self-compassion is strongly associated with mental health, and that self-compassion can be differentiated from high self-esteem (self-esteem is correlated with narcissism whereas self-compassion is not). The current presentation will present the results of five additional studies that further establish the link between self-compassion and adaptive psychological functioning. Study 1 found that self-compassionate individuals have less neuroticism and greater agreeableness, extroversion, and conscientiousness. They also have greater wisdom, optimism, happiness, personal initiative and psychological well-being. Study 2 found that self-compassion is linked to adaptive coping strategies, in part due to greater emotional clarity. Study 3 indicated that self-

compassion is associated with approach versus avoidance personal goals. Study 4 found that self-compassion buffers against anxiety and negative affect when faced with ego-threat in a laboratory setting, in direct contrast to self-esteem. Study 5 examined changes in self-compassion using the Gestalt two-chair dialogue, and found that increased self-compassion is linked to increased psychological well-being over time.

A34
AFFECTIVE, COGNITIVE, AND BEHAVIORAL COMPONENTS OF SOCIAL VALUES *Gregory R. Maio[1], Geoffrey Haddock[1], Mark M. Bernard[2]; [1]Cardiff University, [2]University of Birmingham* — The presented research developed a new paradigm to examine the affective, cognitive, and behavioural bases of values. Based on the values-as-truisms hypothesis (Maio & Olson, 1998), we expected that values would have weaker cognitive than affective and behavioural associates. For each participant, Stage 1 of the paradigm made salient the importance of a value or its semantic meaning. Stage 2 assessed the level of activation in associated beliefs, feelings, and behaviours. If the importance of a social value is more strongly based on affect than cognitions or behaviours, then making salient this importance should cause stronger activation of relevant affect than of relevant beliefs and behaviours, and this pattern of facilitation should be eliminated when the mere meaning of the value is salient. Two experiments revealed support for this prediction across a large variety of social values. Additional evidence indicated that central values may exhibit this pattern less strongly. These results help to explain why value-based judgments and moral reasoning often lack strong cognitive foundation.

A35
INFERRING POWER-RELATED THOUGHTS AND FEELINGS IN OTHERS: A SIGNAL DETECTION ANALYSIS *Marianne Schmid Mast[1], Judith A. Hall[2], William Ickes[3]; [1]University of Zurich, Switzerland, [2]Northeastern University, [3]University of Texas at Arlington* — Drawing inferences about other people's power-related thoughts and feelings affects how hierarchies are formed. When perceivers infer such thoughts and feelings, they can be biased (i.e., over- or underestimating the occurrence of power-related thoughts and feelings), and they also can be more or less accurate (sensitive). In the present study, we investigated how perceiver gender and perceiver power preference affect bias and sensitivity. Participants were 115 students (80 females, 35 males) who indicated their preference for a high or low power position (power preference) and then guessed whether videotaped target individuals who engaged in a competitive interaction had power-related thoughts and feelings or not. Using a signal detection approach, we found that men who preferred a high power position overestimated the occurrence of power-related thoughts and feelings in others more than men who preferred a low power position. No such difference in bias was found for women. Accuracy of guessing power-related thoughts and feelings was not better than chance and gender and power preference did not affect accuracy.

A36
THE AUTONOMIC PHYSIOLOGY OF SELF-ESTEEM *Andy Martens, John Allen, Jeff Greenberg, Michael Johns; University of Arizona* — A review of theory and research on the function of self-esteem shows parallels with theory and research on the function of parasympathetic nervous system influence on the heart, or cardiac vagal tone. Both self-esteem and vagal tone appear to buffer people from physiological threat responses, such as sympathetically driven fight or flight arousal. Further, both self-esteem and vagal tone show an inverse relationship with psychological threat-related experiences, such as anxiety, hostility, and depression. It may be, therefore, that self-esteem and vagal tone, as markers of security from threat, mirror each other in their respective psychological and physiological domains. To begin to test this hypothesis we manipulated self-esteem by giving participants either negative or positive personality feedback. We measured self-esteem both before and after the feedback using the Implicit Association Test. We measured vagal tone both before and

after the feedback using the PNN50, extracted from an electrocardiogram signal. The results showed that both self-esteem and vagal tone increased with positive feedback, and decreased with negative feedback. Further, vagal tone changes due to the feedback correlated with self-esteem changes due to the feedback. Thus, the data provide initial support for the link between vagal tone and self-esteem, and suggest that changes in vagal tone can index changes in self-esteem.

A37
KNOW THY ENEMY: EGOCENTRIC MISPERCEPTIONS OF DISAGREEMENT IN GROUP CONFLICT SITUATIONS *John R. Chambers[1], Robert S. Baron[1], Mary L. Inman[2]; [1]University of Iowa, [2]Hope College* — We show that when partisan group members consider the attitudes of the outgroup, they egocentrically focus upon the values underlying their own attitude position. This leads partisans to commit a deductive error: they assume outgroup members are opposed to their values. In Study 1, we found exaggerated perceptions of disagreement among college students on both sides of the abortion debate. Pro-life students assumed pro-choicers were opposed to value of human life and a moral code of sexual conduct, while pro-choice students assumed that pro-lifers were opposed to women's reproductive rights and freedom from government interference in private lives. In Study 2, we replicated these findings among members of pro-choice advocacy groups, suggesting that egocentric perceptions of disagreement also occur among individuals strongly committed to their attitude stance. In Study 3, Republican and Democrat college students reported similar perceptions of disagreement with respect to traditionally conservative and liberal platform issues (e.g., having a strong military, eliminating social inequality). Unlike past research which has shown general perceptions of disagreement among partisans (Robinson, Keltner, Ward, & Ross, 1995), we found that perceptions of disagreement were much greater for value issues consistent with the perceiver's particular ideological stance. In all studies, perceptions of disagreement proved to be wide of the mark: partisans overestimated the actual amount of disagreement with the outgroup, particularly for value issues consistent with their own stance. These findings reveal a potentially important source of conflict in group relations-the mistaken belief that the outgroup is opposed to personally-relevant values.

A38
DARK PERSONALITY TRAITS AND DOMINANCE STRIVINGS *Peter Harms, Brent Roberts; University of Illinois* — Dark personality traits share a number of common features including self-promotion, aggressiveness, emotional callousness, and a willingness to deceive. However, it is possible that by exploring the nature of their underlying motives, they can be differentiated from one another. Further, by investigating the reactions of their peers to their behavior, we can determine the consequences of displaying behaviors linked to these dark personality traits. In this study, we use multiple samples from student organizations designed to promote leadership to explore the relationship between dark personality traits, dominance strivings, and success within that context. Analyses focus on the three dark personality traits in particular, narcissism, Machiavellianism, and psychopathy, which are collectively known as the Dark Triad. Each dark personality trait showed differential relationships with the motivition for accepting or declining leadership positions. Narcissists were primarily motivated by beliefs in their own unique, leadership abilities. Machiavellians were motivated to enter leadership positions only when rewards were available. Psychopaths showed no motivation to seek leadership, but actively resisted being put into leadership positions when it was perceived as being socially normative. Only Machiavellians readily acknowledged willingness to abuse their power and peer reports of actual misbehaviors demonstrated that others were aware of their actions. Despite the fact that their peers generally reported disliking them, there was no evidence that the behavioral ten-

dencies of individuals with dark personalities hindered their success in terms of achieving leadership positions in their organizations.

A39
FROM INEQUALITY TO EQUALITY AND BEYOND: THE EQUAL OPPORTUNITY EFFECT *Philip J. Cozzolino, Mark Snyder; University of Minnesota* — The notion that equality is vital to a healthy society may be, to borrow from Thomas Jefferson, self-evident. This poster addresses the question of whether equal opportunity is beneficial to individuals and when such benefits may occur. We first demonstrated the equal opportunity effect (EOE)-- a significant confidence boost among participants considering a competition under conditions of equal rather than unequal opportunity,even with the odds of success held constant. Specifically, inequalityparticipants considered holding 1 raffle ticket for a prize while another person holds 10 tickets; equalityparticipants considered holding 1 raffle ticket while 10 others each hold 1 ticket. Despite facing the same odds as inequality participants, equality participants reported higher levels of success confidence. Moreover, participants in a "surplus" condition (holding 10 tickets to another's 1) reported the highest levels of confidence, suggesting a belief that having more opportunity than others is best. Moving from chance-based to performance-based competitions, we replicated the effect when participants imagined competing on an anagram test (inequality = other person takes 10 different tests; equality = 10 others each take the same test). Finally, we administered anagram tests to participants facing unequal, equal, or surplus opportunity; despite anticipated success in the surplus condition, equality participants outperformed inequality and surplus participants, suggesting the EOE predicts performance, compared to surplus over-confidence.We discuss the implications and significance of this research in the context of previous attempts to understand the legitimization of social inequality and individuals' reactions to varying levels of opportunity.

A40
FISH AND CHIPS: WHEN PERSPECTIVE TAKING INCREASES TAKING *Eugene M. Caruso[1], Nicholas Epley[2], Max H. Bazerman[3]; [1]Harvard University, [2]University of Chicago, [3]Harvard Business School* — Group members often reason egocentrically, both when allocating responsibility for collective endeavors and when assessing the fairness of group outcomes. Three experiments demonstrate that these egocentric (self-centered) judgments are reduced when participants "unpack" their group members by considering them individually or by actively adopting their perspectives. However, the studies also show that reducing an egocentric focus may have deleterious effects on behavior. In Study 1, participants representing different fishing associations in a simulated social dilemma met to determine how much each association should reduce its current harvesting level in order to preserve the species and retain long-term profits. In Study 2, participants baked cookies in cooperative or competitive groups, ostensibly sharing ingredients with their other group members. In both studies, participants who were asked to adopt the perspectives of their other group members claimed it was fair for them to take a lower percentage of the limited resource, but actually behaved more selfishly in competitive contexts than the groups who did not engage in perspective taking. A third study demonstrated that considering the situation from another's perspective led people to expect more selfish behavior from other group members, resulting in more egoistic (self-serving) behavior from the perspective takers themselves. Because people tend to adopt cynical theories about how others behave in competitive contexts, group members who remove their egocentric blinders in these situations may not like what they see. This suggests that one common approach to conflict resolution between and within groups can have unfortunate consequences on actual behavior.

A41
THE ATTRACTION-SIMILARITY MODEL: FRIENDSHIP AND DATING STUDIES. *Marian Morry, Mie Kito, Lorissa Martens, Andrea Marchylo, Kristin Stevens; University of Manitoba* — Morry's (2003, in press) attraction-similarity model indicates that attraction to other people should lead individuals to perceive these others as being similar to the self. The antecedents (past behavior, lay theories) and consequences (psychological and health benefits of these perceptions are also delineated. My model was based on both interdependence theory and balance theory. Interdependence theory indicates that individuals develop expectations for interaction partners' behavior based on transformation rules and distal factors, such as relationship specific motives and social norms (Kelley & Thibaut, 1978). Knowledge of the partner and his or her past behavior can also influence these expectations. Consistent with this, my model predicts that individuals will expect intimate others to be similar to the self based on a history of similarity within the relationship (knowledge of past behavior) and lay theories (social norms). Why might individuals be motivated to perceive these similarities? According to balance theory, cognitions are organized in a harmonious fashion (Heider, 1958). If the participant (P) likes person O and the participant has a particular trait (X), then with two positive relationships (P-O, P-X) the third relationship (O-X) must also be positive to achieve balance. The individual should perceive person O as also having the particular trait. Perceptions of similarity are also made in self-serving fashions leading to psychological (feeling understood, ego-enhancement, self-esteem, positive emotion) and health benefits (fewer symptoms, doctor visits). Support for the components of this model will be described based on our research with same-sex friendships, cross-sex friendships, and dating relationships.

A42
HOW EXPOSURE TO SEX ON TELEVISION INFLUENCES ADOLESCENT SEXUAL BEHAVIOR: SPECIFIC ASPECTS OF THE SOCIAL LEARNING PROCESS *Steven C. Martino, Rebecca L. Collins, David E. Kanouse, Marc Elliott, Sandra H. Berry; RAND* — In a recent paper, we documented a longitudinal relationship between exposure to sex on television and earlier timing of first intercourse, controlling for prior sexual behavior and many other potential confounds (Collins et al., in press). Social cognitive theory suggests that this association should be attributable to the social learning process. The current analysis of data from the same cohort uses structural equation modeling to test the role of each component of the social cognitive framework in explaining the link between exposure to sex on television and adolescent sexual behavior. A national longitudinal telephone survey of 1,769 adolescents with two waves of data collection occurring one year apart, our study combined interview data with state-of-the art analyses of television sexual content to develop measures of exposure to sexual portrayals on television. Our model proposes that self-efficacy regarding sex-related behaviors, more permissive perceived sexual norms, and less negative outcome expectancies mediate the relationship between exposure to sex on television and the initiation of intercourse. Our findings support a social learning model in which the relationship between television sex exposure and intercourse initiation is mediated by enhanced sex self-efficacy and to some extent, less negative outcome expectancies and perceived sexual norms. Some differences across racial/ethnic groups were obtained. Results are consistent with research indicating that portrayals of sex are highly prevalent on television, and negative consequences are rarely shown, as well as with recent work suggesting that television exposure enhances teens' confidence in their sexuality.

A43

EAST-MEETS-WEST IN TACTICAL SELF-ENHANCEMENT: CULTURAL MANIFESTATIONS OF A UNIVERSAL MOTIVE *Lowell Gaertner[1], Constantine Sedikides[2], Jack Vevea[3]; [1]University of Tennessee, [2]Southampton University, UK, [3]University of California Santa Cruz* – The cultural-self perspective suggests that the need for positive self-regard is prevalent in Western culture and absent in Eastern culture (e.g., Heine, Lehman, Markus, & Kitayama, 1999). Such a perspective has been bolstered by cultural comparisons suggesting that Westerners self-enhance more readily than do Easterners. Such omnibus comparisons, however, conceal a more complex data structure in which Westerners and Easterners strategically self-enhance. Two meta-analyses reveal the strategic and universal nature of self enhancement. The first meta-analysis demonstrated that (1) Westerners self-enhance more strongly than do Easterners on attribute dimensions relevant to the Western ideal of independence and agency (mean effect size = 0.90), and (2) Easterners self-enhance more strongly than do Westerners on dimensions relevant to the Eastern ideal of interdependence and connection (mean effect size = 0.89). The second meta-analysis demonstrated the pancultural tendency for persons to self-enhance on personally important attributes. In particular, self-enhancement correlated positively with the personal importance of the attribute dimension for Westerners (r = .23) and Easterners (r = .22). By shaping social conceptions of what is good, valued or ideal, culture affects the dimensions on which the self-enhancement motive is expressed. Although cultures vary in terms of what attributes are considered important, members of those cultures share in common the universal need to self-enhance and they do so strategically on dimensions that they deem personally important or culturally relevant.

A44

USE AND DISRUPTION OF SIMPLE HEURISTICS IN INTUITIVE JUDGMENTS *Jamin Halberstadt, Steve Catty; University of Otago, Dunedin, New Zealand* – Research in social psychology suggests that explicitly analyzing the reasons for a judgment – the opposite of intuition -- can interfere with its quality. We argue that reasons analysis disrupts the use of very simple "fast and frugal" heuristic cues (Gigerenzer, Todd, et al., 1999), leading to an overemphasis on seemingly important, but ultimately irrelevant or ineffectual information. We report the results of several new studies in which participants used subjective familiarity as a cue to judgments about the objective popularity of music. Participants more often (correctly) chose the more subjectively familiar of two songs as the more objectively popular one when they made their judgments intuitively rather than following reasons analysis. We review other results involving subjective familiarity that together provide both a basis of intuitive reasoning and a mechanism by which intuition, as the antithesis of reasons analysis, could be effective.

A45

PROCESSING STEREOTYPE-INCONSISTENT INFORMATION UNDER COGNITIVE LOAD: EFFECTS OF IMPLEMENTATION INTENTIONS *Anja Achtziger[1], Peter M. Gollwitzer[2]; [1]University of Konstanz, Germany, [2]New York University* – To investigate working memory processes involved in the processing of stereotype-inconsistent information and in the realization of goal intentions and implementation intentions, we carried out two experiments using cognitive load paradigms suited to investigate Baddeley's model of working memory (1986, 2000). Female participants were presented stereotype-consistent and stereotype-inconsistent information about a male target person, mainly described as a typical "macho". In Experiment I participants were subject to one of two different kinds of cognitive load (blocking the phonological loop or the central executive) and simultaneously read both kinds of information about the target person. Results showed that both participants who had not set an impression formation goal and participants who had set the goal to judge the target person fair performed poorly in recall of stereotype-inconsistent information after a delay of 20 minutes, if

one of the two cognitive loads had been induced. However, participants who formed an implementation intention supporting the processing of stereotype-inconsistent information could remember this information, independently of either kind of cognitive load. In Experiment II we introduced some variations to find out if we could replicate our results with different material (a different description of the target person) and under more difficult conditions (more information about the target person had to be remembered). Results of Experiment II again showed that forming an implementation intention leads to improved recall of stereotype-inconsistent information even under more difficult conditions, independently of the type of cognitive load.

A46

PROPOSING A MODEL OF PSYCHOLOGICAL WELL BEING AMONG BLACK AMERICANS: THE ROLE OF EARLY SOCIAL CONTACTS, IMPLICIT AND EXPLICIT RACIAL ATTITUDES, AND PERSONAL IDEOLOGIES *Steven Arthur[1], Leslie Ashburn-Nardo[2,3], Margo Monteith[1]; [1]University of Kentucky, [2]Indiana University, [3]Purdue University, Indianapolis* – There is little research among Black Americans exploring relations between early childhood racial contact, racial and social attitudes, and psychological well-being. In the present study, 315 Black Americans completed various scales measuring explicit racial attitudes (e.g., Racial Centrality Scale), childhood racial structure (e.g., percent of Blacks in childhood neighborhood), egalitarianism (e.g., Social Dominance Orientation Scale), perceived negativity from Whites (e.g., Race-Based Rejection Sensitivity Questionnaire), and psychological well-being (e.g., Beck Depression Inventory). Participants also completed a racial version of the Implicit Association Test (IAT) to explore the role of implicit attitudes towards Blacks on well-being. A structural equation analysis revealed good fit (CFI = .97, RMSEA = .08) for a model in which childhood racial structure was used as an exogenous variable to predict the endogenous variables of egalitarianism, explicit and implicit attitudes, and perceived negativity toward Blacks, and these endogenous variables were used to predict psychological well-being. The model accounted for 20% of the variance in well-being, and all paths in the model were significant. Specifically, greater contact with Blacks during childhood was associated with more favorable implicit and explicit racial attitudes, greater perceived negativity toward Blacks, and egalitarian attitudes. In turn, more favorable implicit and explicit attitudes and greater egalitarianism were associated with more positive psychological well-being, and greater perceived negativity from Whites was associated with less positive well-being. Additional analyses exploring moderating variables are discussed, and implications for understanding Black Americans' psychological well-being are discussed.

A47

THE EFFECTS OF NOSTALGIA ON MOOD AND SELF-ESTEEM *Denise Baden, Constantine Sedikides, Tim Wildschut; University of Southampton, UK* – In a comprehensive survey of nostalgic experience (Wildschut, Sedikides & Baden, 2004), we obtained evidence that nostalgia is a bittersweet emotion, as it contains both negative and positive affective elements. Our objective in this study was to delineate the circumstances under which nostalgia is a predominantly negative versus predominantly positive emotion. We hypothesised that nostalgia would have a negative overtone for those who regard the past as better than the present, but will have a positive overtone for those who regard the present as equally good with the past. After measuring relative perception of past and present, we induced nostalgia in half of the participants ("imagine and write about an experience that makes you feel nostalgic) and neutral affect in the other half ("imagine and write about an ordinary event from your recent past"). Next, we assessed participants' mood and self-esteem level. The results were consistent with the hypothesis. Participants who reported that the past was better than the present did not experience any positive benefits from nostalgia, whereas those who

regarded the present as good as the past manifested greater positive affect and self-esteem as a function of nostalgia.

A48

STRANGER AND ACQUAINTANCE RAPE: PERCEIVED SIMILARITY AND PERCEIVED VULNERABILITY *Amy Brown; Miami University* — Prior research (Brown et al., under review PSPB) has shown that women with a history of sexual victimization feel more vulnerable to a future assault largely because they see themselves as similar to a typical sexual assault victim. The current study provided further evidence for the perceived similarity/perceived risk link by experimentally manipulating perceived similarity to a rape victim. I also explored whether type of rape (stranger or acquaintance) would matter. Female college students read a short description of a rape victim, "Katie," who was described as (a) having features either similar to or different from the subject population, and (b) having been raped by a stranger or by an acquaintance. Participants indicated how similar they felt to Katie, how similar to a typical rape victim, and how vulnerable they felt to both stranger and acquaintance rape. Although there was vidence that women exposed to a similar rape victim felt more similar both to that specific victim as well as to a typical rape victim, this effect was limited to those who read about a stranger rape. There was some evidence of defensive distancing in the acquaintance rape condition: women presented with a similar victim actually felt less similar to a typical victim. Perceived similarity was related to perceived vulnerability, although this effect also depended upon type of rape. This study provides further evidence of the validity of the perceived similarity construct, but also indicates the importance of distinguishing between stranger and acquaintance rape in sexual assault risk models.

A49

EFFECTS OF STUDY ABROAD ON EMOTIONAL INTELLIGENCE *Michaela Bucchianeri, Deana Julka; University of Portland* — This study examines how studying abroad impacts emotional intelligence in college-age students. Sixty-eight undergraduate students (27 males and 41 females) participated in this study. A comparison was made between individuals who were preparing to study abroad (n = 37) and students (n=28) who had recently studied abroad in various European countries and Australia. Participants completed a survey assessing demographic information, previous travel experience, and Schutte's (1998) Emotional Intelligence Scale. Overall emotional intelligence was much higher among returning students than among students preparing to study abroad (t = 47.08, p < .001). Of the three subsets of emotional intelligence (emotional appraisal/expression, emotion regulation, and utilization of emotion), returned students scored much higher in regulation (t = 14.60, p < .001) and utilization of emotion (t = 17.69, p < .005) than students preparing to study abroad. No significant differences in gender, or in regulation of emotion were found, ps > .05. No significant relationship between GPA and emotional intelligence was revealed, p > .05. Implications of the study and suggestions for future research are discussed.

A50

BETRAYALS IN INTERPERSONAL RELATIONSHIPS: THE ROLE OF RUMINATION AND ATTACHMENT IN PREDICTING THE PROPENSITY TO FORGIVE *Jeni L Burnette, Kelli Taylor, Everett L. Worthington, Jr.; Virginia Commonwealth University* — The current study complements existing research regarding the forgiveness process by accentuating the role of rumination and attachment. Drawing on interdependence-theoretic analysis and attachment theory, the authors propose that self-oriented responses to betrayal are adverse to forgiveness and lead to impulses such as vengeance, which is exacerbated by rumination. Furthermore, it is suggested that forgiveness rests on pro-relationship motivation and individuals with insecure attachments are vulnerable to negative interpersonal relationship functioning. The authors hypothesize that individuals with insecure attachments will be prone to higher rumi-

nation and more unforgiving behavior such as revenge, neglect, and withdrawal. To test this hypothesis, 218 participants completed the Experiences in Close Relationships and Relationship Questionnaire to assess attachment and responded to sixteen hypothetical transgressions to evaluate forgiveness. Participants also complete measures of rumination, self-worth, and trait forgiveness. As predicted, anxious and avoidant attachment individuals are significantly more likely to report engaging in rumination and destructive relationship behavior following transgressions. When attachment is broken down into the four subtypes, fearful and pre-occupied individuals are significantly more likely to report unforgiving behavior. The attachment-unforgiving association for fearful and preoccupied individuals is mediated by rumination. Fearful and preoccupied attachment individuals, whose working model of self is negative, are more likely to ruminate and thereby react in an unforgiving manner than dismissing and secure individuals whose working model of self is positive. The present research establishes that attachment and rumination are powerful predictors of the propensity to be unforgiving following betrayals in interpersonal relationships.

A51

IN SEARCH OF THE TRUE GROUP ANIMAL: THE EFFECTS OF AFFILIATION ORIENTATION AND SOCIAL COMPARISON ORIENTATION UPON GROUP SATISFACTION *Bram P. Buunk[1], Aukje Nauta[2], Eric Molleman[1]; [1]University of Groningen, the Netherlands, [2]TNO Work and Employment, Hoofddorp* — A study among 653 undergraduate students examined the effects upon group satisfaction of social comparison orientation (Gibbons & Buunk, 1999) and affiliation orientation, i.e. the preference for doing things together and in groups versus a preference for doing things alone. Affiliation orientation correlated positively with extraversion and agreeableness, and social comparison orientation correlated negatively with emotional stability and openness to experience. A multi level analysis showed that individual level variance in group satisfaction was explained by an interaction effect of affiliation orientation and social comparison orientation: a high level of affiliation orientation was associated with high group satisfaction of individual group members, but only among those low in social comparison orientation. Among those high in social comparison orientation, a high level of affiliation orientation was even associated, though not very strongly with low group satisfaction. These effects were upheld when simultaneously controlling for all "Big Five" personality dimensions. It was concluded that affiliation orientation is conceptually distinct from seemingly related constructs such as extraversion and agreeableness, and that the typical ´group animal´ is someone who has a strong preference for affiliation, combined with a low tendency to compare oneself with others.

A52

SOME INSIGHTS INTO THE ROLE OF TARGET ACCESSIBILITY ON AUTOMATIC EVALUATION AND REVERSE PRIMING *Emily Chan[1], Oscar Ybarra[2], Norbert Schwarz[2]; [1]Colorado College ,[2]University of Michigan* — Affective priming/automatic evaluation research mostly focused on the prime's characteristics. Attending to the target's characteristics, we find that affective congruency effects (faster responses after congruent than incongruent primes) are limited to low accessibility targets, whereas reverse priming effects (faster responses after incongruent than congruent primes) are obtained for high accessibility targets. We reason that congruency effects for low accessibility targets are associated with the suppression of the incongruent primes, which slows down the processing of incongruent prime-target pairs (Response Competition mechanism: Wentura, 1999). However, affect associated with highly accessible targets is distinctive and renders the suppression of the prime unnecessary, bypassing Response Competition. Instead, the prime-target sequences elicit a fast change in affect which is highly informative, resulting in reverse priming. In an affective priming task (Study 1), participants first viewed primes (positive/ negative) and then judged whether target words (low/high frequency of occurrence) were positive or negative.

Results indicated that less accessible (low frequency) targets lead to the affective congruency effect but highly accessible (high frequency) targets lead to reverse priming. Study 2, using positive socialmoral, positive and negative competence traits (low accessibility; e.g., helpful, skillful, clumsy), and negative socialmoral traits (high accessibility; e.g., deceptive), replicated Study 1 findings. Directly testing the proposed mechanism, Study 3 showed that incongruent prime affect is suppressed only when the targets were less accessible but not when the targets were highly accessible. We address how this analysis applies to existing studies on affective priming and discuss the implications on models of affective priming.

A53
AN EXPLORATION OF INTERGROUP CONTACT, INTERGROUP ATTITUDES, AND PERCEPTIONS OF AFRICAN AMERICAN DISTINCTIVENESS *Kristin Davies, Arthur Aron; The State University of New York at Stony Brook* — The intergroup contact hypothesis (Allport, 1954; Williams, 1947) proposes that negative feelings towards an outgroup may be reduced via direct contact with that group. Additionally, the extended contact hypothesis (Wright et al., 1997) posits that even knowledge of an in-group member's close relationship to an outgroup member can lead to improved intergroup attitudes. One way that contact and extended contact may work to alleviate negative attitudes towards a particular outgroup is by undermining one's perceptions of how distinct that outgroup is from one's ingroup. The current study explored potential relationships among direct contact, extended contact, outgroup distinctiveness (OD), and outgroup attitudes. The participants were 67 Asian American, Latino/Latina American and White American undergraduate college students. An ANOVA performed on the sample included the independent variables of participant race, and number of direct African American contacts, while the dependent variable was OD, measured using intra-class correlations (ICCs; adjective/trait ratings of ingroup correlated with adjective/trait ratings of outgroup). Among White and Latino/Latina participants, high levels of direct contact appear to be associated with low perceptions of OD to a greater degree than those observed among Asian participants (F (3, 60) = 3.10, p < .05). An identical pattern was found when measuring extended contact, although approaching significance (F (3, 60) = 2.67, p = .056). Additional analyses revealed that perceived group similarity is positively associated with both positive outgroup attitudes and perceived outgroup closeness. These findings suggest that the perception of OD may have a unique role in several intergroup processes.

A54
DRINKING TO REGULATE NEGATIVE RELATIONSHIP INTERACTIONS: THE MODERATING ROLE OF SELF-ESTEEM *T. DeHart[1], H. Tennen[1], S. Armeli[2], M. Todd[3], G. Affleck[1], [1]University of Connecticut Health Center, [2]Pace University, [3]Pacific Institute for Research and Evaluation* — The evidence linking self-esteem to drinking is equivocal at best. Theories on alcohol consumption suggest that people drink to reduce tension or negative affect (Cooper, Frone, Russell, & Mudar, 1995). Because people with low self-esteem feel less accepted by their romantic partners, they do not use their partners as a self-regulatory resource during times of conflict as do people with high trait self-esteem. Competing motives to approach and emotionally distance themselves from romantic partners during times of disagreement may elicit a state of arousal or tension in individuals with low trait self-esteem. A 30-day daily diary study with a community sample of moderate drinkers examined the relations among trait self-esteem, negative romantic relationship interactions, and alcohol consumption. Multilevel analyses conducted using PROC MIXED within SAS revealed a significant interaction between daily negative interpersonal events and global self-esteem (controlling for positive interpersonal events) in predicting daily drinking. Specifically, people with low trait self-esteem drank more on days when they experienced more negative relationship interactions with their

romantic partners. However, people with high trait self-esteem did not drink more on days when they experienced more negative relationship interactions with their partners. In addition, we found that for participants with low trait self-esteem, daily increases in state self-esteem buffered them from the desire to drink in response to negative interactions with their partners. These findings suggest that people with low trait self-esteem may drink as a way to regulate unfulfilled needs for acceptance.

A55
SOCIAL DOMINANCE ORIENTATION, THE ULTIMATE ATTRIBUTION ERROR, AND RACIAL BIAS *Kenneth L. Dion, Karen Dion; University of Toronto* — Pettigrew's (1979) conceptualization of the ultimate attribution error (UAE) links a perceiver's prejudice to attributions biased against outgroups and classifies different types of attributions for majority group members to discount achievements by minority members. This study is one of the first tests of the original UAE model and links the UAE to social dominance theory by using the social dominance scale as an individual difference measure of generalized prejudice. White, Canadian university students who previously completed the Social Dominance Scale in mass testing were presented in a separate laboratory setting with a scenario depicting a Black or Chinese stimulus person (SP), who had achieved athletically or academically. Participants were asked to rate the importance of various explanations that could be responsible for this achievement, including discounting attributions, and then completed a measure of concern for appearing prejudiced. SDO emerged as a correlate of the UAE. High SDO scorers were more likely to make discounting attributions and to see the racial minority SP's achievement as reflecting luck and special advantages. Greater discounting occurred for the Black than the Chinese SP's achievement, especially for those low in concern for appearing prejudiced. This study supports Pettigrew's ultimate attribution error model as well as social dominance theory as frameworks for understanding the expression of prejudice by majority members toward oppressed minority members.

A56
EFFECTS OF PHYSICAL DISTANCE ON CONSTRUAL LEVEL *Juliana Eng, Kentaro Fujita, Marlone Henderson, Yaacov Trope; New York University* — Construal level theory (CLT) proposes that increasing the psychological distance of any event changes the manner in which individuals represent, or construe, that event (Trope & Liberman, 2003). Psychologically distal events activate high level construals, which capture the abstract, general, and primary features of the events. Psychologically proximal events activate low level construals, which capture the concrete, detailed, and secondary aspects. Physical distance was hypothesized to be a dimension of psychological distance that affects construal level in a manner consistent with the principles of CLT. That is, physically distant events were hypothesized to activate high level construals, whereas physically close events were hypothesized to activate low level construals. Participants watched a video of an event ostensibly filmed in a physically distant or near location. Following previous research that has shown that language use reveals the abstractness of mental representations (Semin & Fiedler, 1988), level of construal was measured by analyzing participants' written descriptions of the video. Participants who believed the video was filmed in a physically distant location used more abstract language than those who believed it was filmed in a physically near location. These results indicate that physical distance evokes changes in mental representation consistent with other dimensions of psychological distance. Specifically, increasing physical distance leads to greater activation of high level construals. These findings have implications for how physical distance may affect social judgment and decision-making.

A57

WHAT MAKES STATE SELF-ESTEEM VULNERABLE? THE ROLE OF INCLUSION/EXCLUSION, GROUP DYNAMICS, AND GUILT *Donelson Forsyth, Jeni L Burnette; Virginia Commonwealth University* — Proponents of the sociometer hypothesis proclaim that self-esteem is a gauge of social inclusion and suggest affect and state self-esteem are closely related. Building on Baumeister's interpersonal theory of guilt, we predicted that when group members have to vote to exclude one member, the sociometer hypothesis would only be supported in competitive groups. In cooperative groups due to higher group affiliation, inclusion would lead to greater feelings of guilt. To test the prediction, half of the groups were informed that one group member would be excluded by vote (competition condition). In the other half, participants were not informed about exclusion possibilities until later in the study (cooperation condition). After working on a collective task, participants completed measures of group identification and cohesion. Then, participants voted to remove one member, received inclusion/exclusion feedback, and completed self-esteem and affect measures. In the competition condition, the sociometer hypothesis was supported; included participants had significantly higher state self-esteem and less guilt than excluded participants. However, in the cooperation condition, included members did not exhibit higher self-esteem than excluded members and actually reported significantly more guilt. Furthermore, in the cooperative condition, included participants had lower self-esteem and higher feelings of guilt than included participants in the competition condition. As hypothesized, participants in the ooperation condition reported higher group identification and cohesion than participants in the competitive condition. Results illustrate the important role of group dynamics and the interpersonal nature of guilt in predicting state self-esteem following inclusion.

A58

INCREASING SELF-REGULATORY STRENGTH CAN REDUCE THE DEPLETING EFFECT OF SUPPRESSING STEREOTYPES *Matt Gailliot, E. Ashby Plant, David A. Butz, Roy F. Baumeister; Florida State University* — The model of limited self-control strength suggests that the application of self-control mirrors the use of a muscle: A single exercise in self-control makes it harder to exert self-control later on, but continuously exerting self-control over time increases one's ability to exert self-control. In two longitudinal and one correlational study, we tested the model of self-control strength in the context of stereotype suppression. We predicted that suppressing stereotypes would impair subsequent attempts at self-control (i.e., cause ego depletion) especially for people who do not typically control their prejudice (i.e., those who are not motivated for internal or external reasons). Participants tried to resist using stereotypes while describing a stimulus person, such as by writing about a typical day for a homosexual without mentioning any stereotypes. Among people whose habitual motivation to suppress stereotypes was low, the suppression task was followed by poorer performance at solving anagrams, presumably because of ego depletion. Two weeks of assigned self-regulation exercises (e.g., using one's non-dominant hand or refraining from cursing) eliminated this effect (Studies 1 and 2). The effect of depletion was also attenuated by the number of self-control exercises (e.g., quitting smoking, exercising) attempted in day-to-day life (Study 3). These findings indicate that suppressing stereotypes is more depleting for people who do not normally control their prejudice. However, self-regulatory exercise can improve resistance to ego depletion and consequently, allow these people to suppress stereotypes without suffering subsequent decrements in task performance.

A59

DOES KNOWLEDGE OF NONVERBAL CUES PREDICT ACCURACY OF INTERPERSONAL PERCEPTION? FINDINGS FOR DOMINANCE AND EXTRAVERSION *Judith A. Hall, Marianne Schmid Mast; Northeastern University* — Using new tests of judging dominance and extraversion in target persons seen on videotape, we asked whether accuracy on these tests could be predicted by a person's explicit knowledge about nonverbal cues related to dominance (or extraversion), as measured with newly developed paper and pencil tests. Scoring criteria were based on the target persons' self-reported trait (for the judgment accuracy tests) or on results gathered through meta-analytic reviews of the relevant published literature (for the cue knowledge tests). One hundred forty-nine Northeastern University students were assigned to judge either dominance or extraversion. Participants took the Cue Knowledge Test and the Judgment Accuracy Test for their assigned trait on two occasions, two weeks apart. They also rated their ability to judge both traits in others. Results showed that overall levels of cue knowledge and judgment accuracy were above chance for both traits at both time points, with wide individual variation. Retest reliability over two weeks was significant for both cue knowledge and judgment accuracy, for both traits. Knowledge predicted judgment accuracy for extraversion but not for dominance. Cue knowledge was related to self-rated ability to judge the same trait in others, but not the other trait, supporting the discriminant validity of the knowledge tests. Women had more extraversion cue knowledge than men did, but there was not a gender difference for dominance cue knowledge, nor for either judgment accuracy test. Future research should pursue these relations further, as well as other contributors to accuracy, such as motivation to perform well.

A60

TEASING IN ROMANTIC RELATIONSHIPS: A BEHAVIORAL STUDY *Monica J. Harris[1], Julie M. Bollmer[2], Christopher P. Garris[1]; [1]University of Kentucky, [2]Westat Corporation* — Teasing is a common form of communication marked by aggression, humor, and ambiguity. When teasing appears in a romantic relationship, where partners are dependent upon and confide in one another, the potential for a hurtful outcome increases. In heterosexual relationships, sex differences also come into play, as men typically tease more and in a more demeaning manner, whereas women typically tease in a more positive manner. The current study addresses these issues by examining teasing in heterosexual dating couples using a methodology that permits behavioral observation of actual teasing interactions. To do so, 82 heterosexual couples were videotaped while engaging in two slightly embarrassing tasks – singing and dancing – in front of their partners. The first task (singing) was designed to elicit spontaneous instances of teasing. In the second task (dancing), one partner was covertly recruited to tease the other in a natural manner. Analyses indicated that women reacted more negatively to being teased than did men, and men engaged in teasing that was more negative in tone than did women. Comparison of participants' reactions to the teasing and ratings made of the interactions by objective judges indicated that women's negative reactions was not an overreaction on their part but more accurately reflected the objectively greater negative tone of the men's teasing. Reactions to and use of teasing was also related to participants' Liking and Love scores in meaningful ways. Limitations of the study and possible implications of these results for fostering healthy relationship communication are discussed.

A61

WHEN IGNORANCE BREEDS PREJUDICE: INTERGROUP CONTACT AND PERCEIVED THREAT AS ANTECEDENTS OF PREJUDICE AGAINST THE DEAF *Edina Jambor, University of Nevada, Reno* — One of the oldest hypotheses in the field of intergroup relations is that ignorance leads to prejudice. Whereas knowledge is often dismissed as insufficient for improving intergroup relations, surprisingly little research on intergroup contact has tested this ignorance hypothesis

directly or isolated cases in which it is particularly useful. We argue that ignorance is the central problem in prejudicial attitudes toward the deaf, as it allows for exaggerated perceptions of intergroup threat, which are corrected to the extent that intergroup contact leads to accurate knowledge about the deaf. We conducted a cross-section study on two college campuses, one without and one with a substantial deaf population (n = 346). We found that college environment and personal acquaintance with a deaf person fostered the quality and quantity intergroup contact, which, in turn, enhanced knowledge about the deaf and their lifestyle. Knowledge substantially reduced prejudice, but in a structural equation model we show that all beneficial effects on prejudice are mediated through a reduction in perceived intergroup threat as assessed by the four components of Stephan and Stephan's (1996) Integrated Threat Theory.

A62
REJECTION SENSITIVITY MODERATES SOCIAL SUPPORT EFFECTS ON ANGER *Jan Kang[1], Masumi Iida[2], Geraldine Downey[1], Niall Bolger[2]; [1]Columbia University, [2]New York University* – Social support may provide particularly meaningful cues of acceptance and rejection from significant others for individuals with high levels of rejection sensitivity (HRS), that is, those who anxiously expect, perceive, and react strongly to rejection. The current research addresses the implications of rejection sensitivity in supportive transactions by looking at how daily support interactions affect individual levels of anger. Past research has shown anger can be an expression of strong feelings of rejection. Although past literature has demonstrated that receiving support is linked to increased negative mood, because of high rejection sensitive individuals' need for acceptance, receiving support may in their case have the reverse effect. We further hypothesized that seeking support would provoke anxiety for HRS, putting them at risk for outright rejection. However, if HRS received support after taking such a risk, this could be a strong affirmation. These hypotheses were tested using a 35-day daily diary design of 223 individuals preparing for the bar exam and their partners. Consistent with our hypotheses, receipt of support was found to have a beneficial lowering effect on daily anger mood for individuals high in rejection sensitivity. Seeking support increased levels of anger for HRS individuals more than for those low in rejection sensitivity. When HRS individuals sought support and did not receive it, they showed the highest levels of anger. Conversely, when HRS individuals both sought and received support on the same day, their levels of anger were the lowest, decreasing to an extent greater than receiving support alone.

A63
SELF AND FAMILIAR OTHERS AS POINTS OF REFERENCE IN THINKING ABOUT TRAITS *Jerzy Karylowski[1,2], Jenna Strongin[1], Joe Ranieri[1]; [1]University of North Florida, [2]Szkola Wyzsza Psychologii Spolecznej, Warsaw, Poland* – It is often assumed that the self, undoubtedly the most familiar social exemplar, has a special status as a habitual point of reference in the perception of others. However, recent experiments (Karylowski, Konarzewski, & Motes, 2000, JESP, 36, 275-303) suggest that its role might be less prominent than the role played by other highly familiar exemplars. The present experiments were based on the premise that even thought, self may not enjoy special status as a habitual point of reference in making judgments about specific targets, it may, indeed, have an edge, in processing information about traits. This is because, in thinking about traits and other personal attributes when no specific target is indicated, self's idiosyncrasy, relative incompatibility with how other targets are viewed, would not be relevant. Experiment 1 was designed to provide direct comparison between effects of two types of priming: thinking about traits in the context of making judgments regarding an acquaintance (social judgment priming) and thinking about traits without such context (trait priming). Results show that trait priming, facilitated subsequent trait judgments more for self than for other social exemplars,

including exemplars of highly familiar others. Consistently with previous research, no similar pattern emerged in the case of social judgment priming. The effects were not qualified by trait desirability. Results of Experiment 2 showed that such privileged position of self in thinking about traits, applied to thinking about covert, unobservable, manifestations but not to thinking about overt, observable, manifestations of traits.

A64
MORAL CREDENTIALING BY ASSOCIATION: ARE FRIENDSHIPS WITH ETHNIC MINORITIES USED STRATEGICALLY? *Eden King, Saaid Mendoza, Daniel Brickman, Jennifer Knight, Michelle Hebl; Rice University* – Previous research suggests that individuals may express prejudiced attitudes, despite strong social norms that hinder their expression, if they are first able to prove that they are not prejudiced (Monin & Miller, 2001). The current study extends this previous research by considering the role of interpersonal relationships in establishing "moral credentials" and by investigating whether individuals are strategic in the establishment of credentials. Undergraduate students nominated 221 Caucasian adults to participate in a study about interpersonal relationships that involved two writing tasks. The first task required all participants to write about a Hispanic individual. A random half of the participants was given the choice of whether to write about a friend or stranger and the remaining half was assigned to a particular relationship strength. The second writing task was to argue against Affirmative Action. Half of the participants were warned about this task before the first task, whereas the remaining half received no advance information. Thus, a 2 (Warning, No Warning) x 2 (Choice, No Choice) x 2 (Stranger, Friend) between subjects design was utilized. The results suggest that when individuals know that they will be discussing a controversial racially-charged topic, they choose to write about positive experiences with close minority friends. Furthermore, choosing to write about these experiences was related to the expression of prejudice. In summary, the results of this study suggest that individuals can and do use their friendships with ethnic minorities to credential themselves strategically.

A65
A DAILY INVESTIGATION OF HOMEOSTATIC MODEL OF BALANCE IN ORIENTATION TOWARD PERSONAL CONCERNS RELATIVE TO RELATIONAL CONCERNS *Madoka Kumashiro; University of North Carolina at Chapel Hill* – The present work utilizes the principles of homeostasis to advance a model of balance in human orientation toward personal concerns relative to relational concerns in romantic relationships. The model implies several interrelated hypotheses: (a) individuals are motivated to maintain balance between the personal and relational domains; (b) experiencing imbalance between personal and relational domains is associated with reduced personal and relational well-being; and (c) the inability to maintain and restore balance is associated with lower personal and relational well-being. In the current study, 93 dating couples completed a daily interaction record for 10 days, describing their levels of dedication to personal and relational domains, the extent to which each domain interfered with the other domain, motivation to restore equilibrium between personal-relational concerns, and measures of personal and relational well-being. Participants also completed measures of personal and relational well-being before and after the 10-day interval. Results of hierarchical linear modeling analyses revealed that in comparison to days on which participants experienced personal-relational balance, on imbalanced days participants exhibited reduced well-being and experienced motivation to restore homeostasis. These predictions also received some support in residualized lagged analyses, predicting next-day homeostasis restoration motivation from previous-day balance level. Finally, results of residualized lagged analyses revealed that experiencing higher levels of imbalance between personal and relational concerns during the 10-day interval led to reduced personal and relational well-being 10 days later. These findings have

important implications for our understanding of the tension between two fundamental sources of human concern – the self and the relationship

A66

THEORY-BASED INFORMATION AS AN IDIOGRAPHIC SOURCE OF IDEOLOGICAL COHERENCE AMONG IMPORTANT ATTITUDES *Carrie Langner, Serena Chen; UC Berkeley* — Past research on ideology has indicated that citizens lack "coherence" among their political attitudes. Critiques of this work have suggested that coherence may have bases other than a liberal or conservative ideology (Feldman & Zaller, 1992). One relatively unexplored source of coherence among attitudes is attitude strength. Strong attitudes are well-elaborated, stable, predictive of behavior, and psychologically important (Krosnick & Petty, 1995). Research suggests that mental constructs that hold psychological importance are more likely to contain theory-based forms of information, a source of coherence (Chen, 2003). The aim of the current study was to demonstrate that strong, important attitudes are more likely to cohere than less important attitudes. Participants completed a scale measuring their stances on a variety of political issues and the importance of each issue. Participants were then randomly assigned to write additional thoughts about five attitude issues that they had rated as moderately important or extremely important. These thoughts were coded for coherence (e.g., citing similar justifications for stances across issues, discussing the issues as a whole rather than individually). The results showed that descriptions of extremely important political attitudes are more coherent than are descriptions of moderately important ones. This finding was not altered by ideological identification or political knowledge. Overall, this research demonstrates the importance of an idiographic approach to attitude coherence. A person's political attitudes may lack consistency on the basis of broader ideological theories, but his or her important attitudes may be coherent due to unique theoretical, inter-attitudinal links.

A67

STRATEGIC RESPONSES TO INGROUP AND OUTGROUP NORMS FOR POLITICAL BEHAVIOUR *Winnifred R. Louis, Deborah J. Terry; University of Queensland* — Two studies were conducted which (1) pre-measured attitudes to political actions, (2) manipulated ingroup and outgroup norms for a specific behaviour (writing a letter to a politician), and (3) remeasured attitudes to letter-writing, assessed willingness to write a letter, and measured actual letter-writing behaviour. Specifically, Australian participants' activist responses to the war on Iraq (N = 76) and reforms that increased university fees by 25% (N = 107) were analysed as a function of group norms, identity, conflict perceptions, and personality (i.e., social dominance orientation and authoritarianism). Respondents were told that ingroup and outgroup members (war supporters and opponents in Experiment 1, and education reform supporters and opponents in Experiment 2) approved or disapproved of writing a letter to a politician as a means of expressing political views. In Experiment 1, consistent with a social identity approach, when participants' identity as a supporter or opponent of the war was salient, and when they were told that ingroup members agreed with them on letter writing, participants became more polarized in their attitudes. But ingroup norms did not impact on behaviour, in Experiment 1, and had no impact at all in Experiment 2. In both experiments participants' behaviour was influenced by outgroup norms, such that when participants were told their opponents disapproved of the action, participants were substantially more likely to act. The results demonstrate the theoretically and socially important phenomenon of strategic responses to outgroup norms (agentic normative influence processes) in participants' conflict decision-making

A68

DEFINING "DOMINANCE" IN ATTRACTION RESEARCH: EVIDENCE OF A THREE-FACTOR MODEL *Amanda Mahaffey, Gregory Webster, Angela Bryan; University of Colorado* — Research on desirable characteristics in a romantic partner often appeals to the construct of "dominance" as a feature of men that is particularly attractive to women,

yet there is no clear consensus on the definition of this construct. Some studies construe dominance as financial status, while others focus primarily on features of social dominance. Some use male physical size to define dominance, and a few simply use the descriptor "dominant" to capture the dimension. It is important to understand whether these three different operationalizations of dominance are simply different ways of describing the same underlying dimension, or whether they are three distinct facets of female attraction to males. We chose 40 items (10 physical, 15 social, and 15 financial) that described the three most commonly used definitions of dominance. Three hundred participants (50% female) were asked to rate their ideal mate on these characteristics. Principal components analyses of the items suggested a three-factor solution, as hypothesized. A confirmatory factor analysis (CFA) with the 5 highest loading items on each construct demonstrated a three-factor model with good fit ($c21, 87 = 176$; CFI = .993; RMSEA = .058). In a separate CFA, which allowed separate loadings by gender, the 3 factors were more highly intercorrelated for women than for men. Within physical dominance, the items formed a more coherent factor for women than for men. These findings will inform the development of future experimental studies manipulating the three facets of dominance separately.

A69

BOOKWORMS VERSUS NERDS: THE SOCIAL ABILITIES OF FICTION AND NON-FICTION READERS *Raymond A. Mar, Keith Oatley, Jacob Hirsh, Jennifer dela Paz, Jordan B Peterson; University of Toronto* — While frequent readers of fiction are often stereotyped as socially awkward, the very contrary may be true. The parallel that exists between comprehending characters in a story, and comprehending the autonomous agents who make up our social world, allows for the prediction that those who read many stories may possess an improved ability to navigate the social realm. This prediction was tested by examining lifetime exposure to fiction and non-fiction texts, and investigating whether such exposure could predict performance on a battery of empathy/ social-acumen measures. Non-fiction was chosen as a control because it is similar to reading fiction, but does not involve intentional characters, or other elements thought to sponsor social growth. The dependent measures included two tasks, the "Reading the Mind in the Eyes-Revised" (MIE) task (Baron-Cohen et al., 2001), and the "Interpersonal Perception Task-15" (IPT-15; Costanza & Archer, 1993). Although fiction and non-fiction print-exposure were highly correlated, they diverged with respect to their associations with these social ability measures. In general, fiction print-exposure was more positively related to measures of social ability, while non-fiction print-exposure was more negatively related (or unrelated). These relationships could not be explained by age, experience with English, or general intelligence (g). Possible reasons for the association between fiction-exposure and social skills include: 1) frequent readers gain more concrete social knowledge from fiction, 2) frequent reader hone social-inference skills during fiction-reading, and/or 3) naturally empathic individuals are more attracted to fiction. Future studies aim to explore these possibilities.

A70

MUSICAL GOALS: MUSICAL CONTEXTS IMPACT RUDIMENTARY APPROACH VS. AVOIDANCE BEHAVIORS TOWARD MUSICAL NOTES *Bill Marcel, Antonio L. Freitas; State University of New York, Stony Brook* — Peopleâ_™s attitudinal, affective, and evaluative responses to environmental events influence a wide array their everyday behaviors. Building on recent efforts to understand such responsesâ_™ motivational and cognitive underpinnings, we tested whether musical contexts impact peopleâ_™s motivational orientations toward particular musical tones. We hypothesized that motivation to achieve a particular state, namely a point of tonal resolution, arises automatically in musical contexts, facilitating relevant attitudinal responses. In two experiments testing this idea, undergraduates listened to melodies adapted from the Bach Chorales. One third of the melodies proceeded to

the tonic or point of rest (as would be expected given experience with Western tonality), one third ended unexpectedly on a note in a different key, and one third were (expectation-neutral) atonal melodies. Participants were instructed simply to respond as quickly as possible to each melodyâ_™s final note, whose onset followed the penultimate note at randomly varying intervals in Experiment 1 and at a constant interval in Experiment 2. In both experiments, approach-relevant responses (pulling a lever toward oneself), but not avoidance-relevant responses (pushing a lever away from oneself), to the final note of each melody were faster to the expected tones than to the unexpected or neutral tones. Accordingly, whereas extant experimental research on musical note perception has focused primarily on memory and schema-activation mechanisms, our findings appear to highlight an important motivational outgrowth of those mechanisms: a rudimentarily approach-related orientation toward (schema-consistent) tonal resolution. These motivational processes may help constitute that which is enjoyable about listening to music.

A71
MEMORY PERSPECTIVE AND ROMANTIC RELATIONSHIPS: ARE YOU MORE IN LOVE WITH A THIRD PERSON?
Denise Marigold[1], Lisa K. Libby[2], John G. Holmes[1], Mike Ross[1]; [1]University of Waterloo, [2]Ohio State University — In order for a romantic relationship to be successful, partners must be able to move beyond each other's occasional transgressions. The present study investigates how the imagery perspective — first-person (own) vs. third-person (observer's) — used to visually recall a partner's transgression influences individuals' ability put it behind them. Compared with first-person memories, third-person memories are associated with less reliving of past emotion (Nigro & Neisser, 1983; Robinson & Swanson, 1993). This suggests that instructing individuals to visualize a distressing event from the third-person should mollify their negative emotions. However, recent research indicates that the third-person perspective amplifies whatever changes individuals are motivated to see since the time of the event recalled (Libby, Eibach, & Gilovich, 2004), and individuals with high self-esteem (HSEs) are more motivated than those with low self-esteem (LSEs) to overcome negative feelings about their relationships (Murray et al, 2002). Thus, we investigated whether a third-person perspective would reduce the distress experienced while recalling a romantic partner's past transgression more strongly for HSEs than LSEs. In the present study, participants in dating relationships described a time when their partner upset them. They were randomly assigned to visualize the event from either a first-person, third-person, or unspecified (control condition) perspective. HSEs reported less distress about the event, currently and in recollection, and less ambivalence about their relationship in the third-person condition compared to the first-person condition. LSEs reported more current distress in the third-person condition. Possible reasons for this reverse effect are suggested in the discussion.

A72
COLLABORATIVE NARRATION OF THE PAST AND PERSONALITY
Kate McLean[1], Monisha Pasupathi[2]; [1]University of Toronto, [2]University of Utah — While there is wide consensus that individual differences and social contexts interact to produce continuity in personality over time, little attention has been paid to the processes by which this occurs. We propose that conversational narration is one such process, and examine how individual differences result in differential exposure to that process. Two studies are presented: one assessing retrospective recall of telling self-defining memories (N = 178); and one employing experience sampling (N = 194) in which individuals were beeped five times per day for one week, and noted whether they were talking about or listening to a past experience, or mutually reminiscing. Across both studies, extraverts reported more frequent engagement in memory telling (r's > .18, p's < .05). The first study further suggested that extraverts tell more people their self-defining memories, r(178) = .31, p < .001, and the second study that the impact of extraversion is specific to mutual mem-

ory telling, r(194) = .18, p < .05. These data suggest that personality is a factor in memory telling practices for both everyday interactions and in important moments of self-disclosure. In particular, extraverts engage in more self-construction in social contexts around memory telling, a finding which has important implications for understanding self and narrative development.

A73
SOMETHING SHARED IS SOMETHING GAINED: DETERMINANTS OF KNOWLEDGE COOPERATION AT WORK
Karin S. Moser; University of Zurich, Switzerland — Determinants of knowledge cooperation in organizations and teams have received increasing interest in recent years, also in the applied context of knowledge management projects. Drawing on research in information sharing in groups, prosocial behavior and social dilemmas, a theoretical model of knowledge cooperation has been developed, which includes individual, organisational and collective determinants of knowledge cooperation. Based on the theoretical model, a questionnaire was developed to measure individual prerequites of knowledge cooperation, such as self-efficacy and achievement motivation, collective aspects of knowledge cooperation such as collective work-related efficacy, trust in the organisation, work autonomy, communication quality, expectation of reciprocity, and organisational prerequisites such as use of tools and media to support knowledge cooperation. Application of the questionnaire in the industrial sector (studies 1 and 2), the service sector (study 3) and in an institution of higher education (study 4) showed that the path model of knowledge cooperation explained between 64% and 77% of variance in knowledge cooperation in all four studies. However, significant differences in the factors determining the amount of perceived knowledge cooperation could be found between the three different types of organisations. Namely achievement motivation and work autonomy were significantly higher in industrial production teams than in the service sector, where trust in the organisation and collective efficacy were of significantly greater importance (p<.05, t-test for independent samples). For students in higher education, appreciation of cooperative behaviour and expectation of reciprocity were important predictors of knowledge cooperation. Implications for understanding determinants of reciprocity in knowledge sharing are discussed.

A74
AMBIVALENCE AND AUTOMATIC EVALUATION
Leonard S. Newman, Brian W. Chamberlin; University of Illinois at Chicago — Attitude objects toward which people feel ambivalence have been found to be associated with long evaluation latencies. Newman and Chamberlin (2002), however, reported that such objects can trigger automatic positive or negative attitudes, depending on the context—i.e., depending on the goal-related category (Barsalou, 1985) most recently activated. But because attitude objects were represented by words, the priming procedure might have led different exemplars of object categories to be primed when words representing them were encountered (e.g., "knife" activating a switchblade versus a butter knife). To control for this alternative explanation, a replication using pictures was conducted. Participants were first primed with goal related categories (e.g., "Things that taste good" vs. "not to eat on a diet") selected to influence automatic evaluations of six attitude objects towards which participants felt ambivalence (e.g., "cake"). Fazio, et al.'s (1986) procedure was then used to assess automatic evaluations; participants identified the valence of adjectives (e.g., "wonderful," "terrible") after brief presentations of pictures depicting the attitude objects. A Prime X Target word interaction was found, F (1, 37) = 4.00, p = .05. When a goal-relevant category with an evaluatively positive ideal was primed, a picture of the corresponding attitude object caused positive target words to be more quickly identified than when a goal-relevant category with an evaluatively negative ideal was primed (634 ms vs. 670 ms); the opposite was the case for negative target words

(651 ms vs. 632 ms). A given attitude object can automatically trigger both positive and negative evaluations.

A75

WHY DO PEOPLE TRY TO CHANGE THEIR INTIMATE RELATIONSHIPS? THE REGULATION FUNCTION OF IDEAL STANDARDS. *Nickola Overall[1], Garth J.O. Fletcher[1], Jeffry A. Simpson[2]; [1]University of Canterbury, [2]Texas A & M University* — The Ideal Standards Model (Simpson, et al., 2001) proposes that individuals evaluate and regulate their relationship and relationship partner depending on how closely perceptions match ideal standards. Support has been reported for the evaluation function (e.g., Fletcher et al., 1999), but no research has tested the regulation function. We advanced the novel hypothesis that regulation of the self would be specifically tied to the degree of consistency between self ideal standards and self perceptions, whereas regulation of the partner would be associated with consistency between partner ideals and partner perceptions. In Study 1, individuals (N = 200) in relationships rated their self and partner: a) actual perceptions, b) ideal standards, c) ideal-perception consistency, d) desire and attempts to change both self and partner over the last 6 months, and e) perceived success of regulation attempts. In Study 2, heterosexual couples (N = 62) completed the same measures, and SEM was used to test within and cross partner associations. The results supported all predictions, and replicated across studies. First, higher self-regulation was predicted by low self ideal-perception consistency (but not partner ideal-consistency), whereas higher partner-regulation was predicted by low partner ideal-perception consistency (but not self ideal-consistency). Second, these relationships were moderated by success of regulation attempts. Third, ideal-perception consistency mediated the relationship between partner regulation and perceived relationship quality. Fourth, these effects replicated across three pivotal mate value dimensions (Warmth/Trustworthiness, Attractiveness/Vitality, and Status/Resources), gender and measurement strategy, and were not a function of judgment positivity. Implications and explanations are discussed.

A76

PERCEIVERS AS SOCIAL-COGNITIVE THEORISTS: THE CASE OF GENDER STEREOTYPES *Sang Hee Park, Rodolfo Mendoza-Denton; University of California at Berkeley* — This study examined the contextuality of the gender stereotype manifested as 'If... then...' situation-behavior patterns and also laypeople's implicit assumptions of target group's internal attributes such as goals, beliefs and values (or cognitive-affective units; Mischel & Shoda, 1995) these patterns are based on. Participants were given bogus "Barnum" personality description of either a male or a female target. Then participants were asked to judge how the target person would behave in various situations in regards to the trait of assertiveness. After that participants rated the person in regards to their assumptions of the target's cognitive-affective units (CAUs). Included in the questionnaire were items expected to be rated more highly for either gender. The results showed participants' expectations of the target's behaviors in contextualized patterns determined by the target's gender. And more importantly, mediation analyses revealed that these patterns of gender stereotype were more pronounced for those who assumed larger differences between two genders in gender-related CAUs. In conclusion, gender stereotypes showed context-dependent patterns, and underlying these patterns were implicit assumptions about the targets' CAUs. It is in line with Mischel and Shoda's (1995) contention that CAUs are the stable units of personality that govern specific behavior in various situations. As stereotypes are mental schemas about other people just like personalities (albeit simplified and inaccurate), it is logical to expect the units of stereotypes to likewise include people's implicit assumptions of the target's CAUs, as well as global traits.

A77

THE RELATIONSHIP BETWEEN NEGATIVE STATE SELF-ESTEEM BY EXCLUSION AND INFORMATION PROCESSING: A SELF-MOTIVE PERSPECTIVE *Kort C Prince, Paul H. White, Sonia Matwin; The University of Utah* — This research sought to establish a self-esteem motivated perspective for why people will go to great lengths to be included. Specifically, this work attempted to unify and reconcile past research suggesting that people in negative states will process information carefully with other research, which suggests they do not. This work proposed a two-stage process in the regulation of exclusionary negative state self-esteem. In the first stage, a person's motivation is dominated by a desire to quickly enhance self-esteem after exclusion; thus an affect improving cue may be all that is required. If a quick, cue-based escape opportunity does not exist, then the person should seek to avoid further threat by adopting a more analytical approach to information processing. Therefore, it was hypothesized that maintaining positive self-esteem is a higher-level goal than is cautious processing; hence, when both opportunities exist, the former was expected to supercede the latter. The first step in testing this assumption was to demonstrate that the experience of negative state self-esteem would lead to a cue-based processing mode wherein argument strength was only relevant when a quick means of enhancing state self-esteem was not available. Results matched hypotheses. Regardless of argument quality, excluded participants, exposed to an inclusion cue, were more persuaded by a series of persuasive messages than non-excluded participants and participants who were excluded, but given no inclusion cue. This suggests that the inclusion cue cuts off processing, such that excluded participants given a cue-based chance to belong can be persuaded regardless of argument quality.

A78

SELF-CONTROL OF UNWANTED BEHAVIORS IN EVERYDAY LIFE *Jeffrey Quinn; Duke University* — How do people overcome temptation, break bad habits, and suppress unwanted urges? These describe acts of self-control, defined as inhibition of competing pursuits in favor of achieving desired outcomes. The question of how people attain effective self-control is central to many areas of psychological research (e.g., goal pursuit, stereotype suppression) and has important clinical applications. The present research took an ecological approach and explored people's attempts at self-control as situated in everyday life. Goals of this research were to (a) describe strategies people use to achieve self-control, (b) investigate the effectiveness of these strategies, and (c) identify conditions associated with successful self-control. Ninety-nine undergraduates completed a 7-day diary study, making reports upon recognition that they were trying not to do something (e.g., eat dessert, procrastinate). For each unwanted behavior, participants rated qualities of the act (e.g., past performance frequency), their current feelings, and strategies they used to exercise self-control. In follow-up sessions, participants reviewed their diary entries and rated the success of each self-control attempt. Results provided evidence regarding frequencies of different control strategies: cognitive strategies (e.g., thinking about consequences) were most prevalent, behavioral strategies (e.g., substituting a competing action) were used moderately, and other strategies (e.g., social support) appeared rarely. The most successful method of control was substituting a competing behavior in place of the unwanted act. Other strategies attained low effectiveness. Self-control was least successful when participants tried to inhibit habits, lacked motivation to inhibit, or were ego-depleted. Successful strategies also varied with the type of unwanted behavior.

A79

EVEN FOREWARNING OF IMMEDIATE UNFAIR EVALUATION BY POTENTIAL STEREOTYPERS DOESN'T INDUCE STEREOTYPE THREAT EFFECTS IN IN-GROUP CONTEXTS, BUT MERE OUT-GROUP PRESENCE CAN. *Lloyd Sloan, Grady Wilburn, Debbie Camp, Daniel Martin, Kellina Craig; Howard University, Washington, DC* — Qualifying the original Steele and Aronson (1995) proposal, diagnostic testing with challenging stereotype-related materials in exclusively in-group settings doesn't produce performance decrements (Sloan, 2000), but Stereotype Threat performance decrements do occur in out-group context testing, suggesting that stereotype threat decrements additionally may require out-group presence, perhaps acting as reminders of the stereotype or cues for expected inequitable evaluation. Described "fair" tests eliminate performance decrements, therefore could anticipation of immediate, explicitly biased comparison-evaluation by out-group members produce stereotype threat decrements in in-group contexts where it is usually absent? African-American university students (n=235) received challenging verbal (SAT) tests described as individually Diagnostic or Nondiagnostic by White or Black experimenters or by Black experimenters with a White Participant present. In two other conditions, the Black experimenter told the African American students that; (1) the ethnically biased test was being collected for White professors or (2) a White professor would arrive before the session ended and score their tests before they left. White experimenter's produced stereotype threat performance decrements while African American experimenters' didn't, except when White participants were present, suggesting that some out-group presence is required. None of the Black experimenter's descriptions of; "collecting the data for a White professor" or that the professor would score their data in their presence had any decremental effect on performance (F<1 in both conditions). These findings suggest that expected evaluation bias may not be critical in Stereotype Threat Effects or more likely, may require the multiplying impact of potentially stereotyping out-group member presence for their occurrence.

A80

SIMILARITY OF CLOSENESS IN COUPLES, SATISFACTION, AND COMFORT IN INTIMATE RELATIONSHIPS: A MEDIATION ANALYSIS. *Greg Strong, Arthur Aron; State University of New York at Stony Brook* — Previous research by Strong & Aron (2001) found a relationship between closeness similarity and satisfaction in romantic couples, such that couples in which reported closeness of the two members are similar also tend to report higher levels of relationship satisfaction. This study investigates a possible mechanism of this association. I hypothesized that romantic partners' comfort with their relationship mediates this association of similarity of closeness and satisfaction. 306 undergraduate students completed the Marital Opinion Scale (MOS; Huston, McHale, & Crouter, 1986), the Inclusion-of-Other-in-Self Scale (IOS; Aron, Aron, & Smollan, 1992), and a 12-item scale designed to measure a person's comfort with his or her relationship. Results from a structural equation model analysis support the hypothesis that comfort is a partial mediator of the association between similar closeness and satisfaction. The standardized regression coefficient (beta) from the hypothesized predictor to the hypothesized cause was reduced from -.46 to -.18 when the hypothesized mediator was included in the equation, Sobel's Z = -7.58, p < .001. Additionally, I used structural equation modeling to test similarities between the Marital Opinion Scale and the relationship comfort scale. Results from this analysis showed a significantly worse fitting model (chi-square) when the covariance between the two measures was forced to be equal to 1, rather than when the path was allowed to vary, suggesting the scales measure separate constructs. Implications and directions of future research are discussed briefly.

A81

THE EFFECTS OF AVERSIVE CONDITIONING ON IMPLICIT RACE BIAS *Leah R. Zinner[1], Eddie Harmon-Jones[1], Patricia G. Devine[1]; David M. Amodio[2], [1]University of Wisconsin, Madison, [2]UCLA* — Past research indicates that some individuals typically show low levels of race bias on difficult-to-control (implicit) measures but has not revealed why. Did these people overcome race bias or never have race bias? To explore these alternatives, we employed an aversive conditioning paradigm. Specifically, participants typically low vs. high in implicit race bias viewed Black and White faces, one of which was paired with shocks. Following an extinction phase, participants completed an implicit race bias measure (i.e., IAT). For participants typically high in implicit race bias, race of face to which participants were shocked had no effect on IAT bias. Replicating past research, these participants showed equal and high levels of race bias whether shocked to White or Black faces. In contrast, for participants who typically show low levels of implicit race bias, race of face to which participants were shocked affected level of IAT bias. Specifically, when shocked to White faces, IAT bias was low, replicating past research; however, when shocked to Black faces, IAT bias was elevated and commensurate with participants typically high in implicit race bias. For participants typically low in implicit race bias, it appears that aversive conditioning to Black faces generalized to the general race category whereas conditioning to White faces did not generalize beyond the specific exemplars used during the conditioning phase. Discussion focuses on the possibility that although people can overcome race bias, they may remain vulnerable to a reawakening of residual negative associations and considers the general implications for prejudice reduction.

A82

GRATITUDE AND HEDONIC AND EUDAIMONIC WELL-BEING IN VIETNAM WAR VETERANS *Todd B. Kashdan[1,2], Gitendra Uswatte[3], Terri Julian[4]; [1]University at Buffalo, [2]State University of New York, [3]University of Alabama at Birmingham, [4]Western New York Veterans Administration Hospital* — Little information exists on the contribution of psychological strengths to well-being in persons with posttraumatic stress disorder (PTSD). Data from other populations and some models of PTSD suggest that gratitude, defined as the positive experience of thankfulness for being the recipient of personal benefits, may have salutary effects on everyday functioning. We investigated whether dispositional gratitude predicted daily hedonic and eudaimonic well-being in combat veterans with and without PTSD. We also examined associations between daily gratitude and daily well-being across time. Multilevel modeling was used to examine the relations of interest. Veterans with PTSD, compared to those without PTSD, exhibited significantly lower dispositional gratitude; no differences were found on daily gratitude. Dispositional gratitude predicted greater daily positive affect, percentage of pleasant days over the assessment period, daily engagement in intrinsically motivating activities, and daily self-esteem over and above effects attributable to PTSD severity and trait negative and positive affect in the PTSD group but not the non-PTSD group. Daily gratitude was uniquely associated with each dimension of daily well-being in both groups. In contrast, distress-related variables had minimal value in predicting well-being. Results support further investigation of the contribution of gratitude to post-trauma thriving.

A83

DOUBLE JEOPARDY IN COPING WITH DISCRIMINATION: DIFFERENCES BETWEEN WHITE AND VISIBLE MINORITY WOMEN *Mindi Foster; Wilfrid Laurier University* — When researchers refer to "stigmatized" or "disadvantaged groups", there is often a focus on how these groups will respond similarly, by virtue of their common experience of discrimination. Indeed, experiences of discrimination often evoke similar ways of responding across groups. For example, the robustness of the personal/group discrimination discrepancy (e.g., Taylor, Wright, Moghaddam & Lalonde, 1990) shows how various groups

similarly report greater group than personal discrimination. It can also be argued, however, that the notion of a "common experience of discrimination" is a misnomer, only possible under experimental conditions. In contrast, questionnaire research where various groups have been compared shows that differences across groups may become more apparent (e.g., Dion and Kawakami, 1996). The present research therefore examined differences between white and visible minority women. It was suggested that double jeopardy (Beale, 1970), which refers to visible minority women's disadvantage due to both gender and ethnicity, would be apparent in their discrimination-related distress and coping strategies. White and visible minority women were primed to think about either a discrimination or a general negative experience. Results showed that visible minority women reported greater negative mood than white women after recalling their discrimination, but more positive mood after recalling a non-discrimination, negative experience. Further, visible minority women reported using self-distraction, disengagement and acceptance more than white women to cope with discrimination. However, these strategies were more effective at enhancing positive affect for white than visible minority women. Implications for women's long-term coping were discussed.

A84

STICKS AND STONES MAY BREAK MY IDENTITY: THE IMPACT OF STIGMA ON THE IMPLICIT SELF-CONCEPT *Leslie Ashburn-Nardo; Indiana University, Purdue University Indianapolis* — Reviews of the literature suggest that stigma causes little damage to the self-concept; stigmatized group members maintain high levels of self-esteem, and they identify with and feel good about their devalued ingroups (e.g., Crocker, Major, & Steele, 1998). Previous studies, however, have relied largely on explicit (i.e., consciously controllable) measures. Recent investigations have found greater evidence of stigma's impact using implicit measures that afford little conscious control. Implicit outgroup favoritism has been observed among Blacks (Ashburn-Nardo, Knowles, & Monteith, 2003) and the poor (Rudman, Feinberg, & Fairchild, 2002), for example. Ashburn-Nardo (2004) recently found that such outgroup-favoring biases have deleterious consequences for the implicit self-concept; to the extent that Blacks implicitly favored Whites, they exhibited lower levels of implicit ingroup identity and implicit self-esteem. The present research employed an experimental approach to determine whether these correlational patterns are the direct result of exposure to information suggesting that one's ingroup is devalued. Using a modified minimal group paradigm, all participants were assigned to a novel ingroup (a manipulation that has been shown to result in implicit ingroup favoritism; see Ashburn-Nardo, Voils, & Monteith, 2001, Experiment 3), but half were led to believe that their ingroup is less successful than a novel outgroup in academics and career. Results indicated that this one-shot exposure to stigmatizing information had a negative impact on participants' implicit identification with their ingroup but not on their implicit self-esteem or implicit ingroup evaluations, suggesting that the erosion of these biases may require chronic exposure to negative ingroup information.

A85

NEGATIVE EFFECTS OF POSITIVE STEREOTYPES: WHY IT'S SOMETIMES BAD (FOR BLACKS) TO BE GOOD (ATHLETES) *Alexander M. Czopp; University of Toledo* — Although negative stereotypes of African Americans are pervasive, complimentary and subjectively favorable stereotypes exist as well. Blacks are often perceived as having superior athletic ability and a natural sense of rhythm. Unfortunately, the praise and admiration associated with such positive stereotypes may have unintended yet consequential negative effects on the targets of such beliefs. Specifically, those in positions of influence over Black students may encourage them to pursue an improbable athletic career at the expense of education. To examine this, 158 male and female participants played the role of career counselors and provided school-related advice to fictitious students based on an academic profile (i.e., grades, test scores, extracurriculars). One academic profile described a student who often struggled academically (yet remained interested in school) and excelled athletically. In a between-participants design, the photograph on the profile depicted either a White male or a Black male. Participants responded to several items asking the extent to which the student should focus on athletics versus academics. Results indicated that female participants did not differentiate between the Black and White student in their guidance. In contrast, male participants were consistently more likely to encourage the Black student to focus on athletics over academics. Furthermore, men reported that academic-related behaviors (e.g., studying, preparing for exams) were less important for the Black student than the White student. Thus, men encouraged a Black student to pursue goals that are less likely to lead to success at the expense academic-related goals more likely to yield success.

A86

SELF-CONSTRUAL, RELIGIOUS FUNDAMENTALISM, AND TERROR MANAGEMENT *Mike Friedman, Lien Pham, Steve Rholes; Texas A&M University* — Three studies investigated the impact of self-construal and religious fundamentalism on terror management processes. Study 1 investigated the relationship between self-construal and death-awareness. Research has shown that committed relationships with a specific other can serve as a buffer against existential concerns (e.g. Mikulincer, Florian, & Hirschberger, 2003), and that individuals seek proximity to others after contemplating their mortality (Wisman & Koole, 2003). Study 1 conceptually extended this research to self-construal, a sense of general connectedness to others. Using a measure of chronic self-construal, Study 1 showed that a more interdependent sense of self was associated with reduced death-thought awareness. Study 2 conceptually replicated Study 1, and investigated the impact of religious fundamentalism on death-thought awareness. Participants received either an independent or interdependent self-construal prime, and then completed a death-thought awareness questionnaire. Participants also completed a religious fundamentalism measure. Results showed that interdependent self-construal served as a buffer against death-related thoughts for non-fundamentalist individuals, but not for fundamentalist individuals, who evidenced reduced death-thought awareness overall. Study 3 explored the impact of religious fundamentalism on worldview defense following a mortality salience manipulation. Participants low in fundamentalism showed more worldview defense in the mortality salience (MS) condition than in the control condition, but participants high in fundamentalism showed no more bias in the MS condition than in the control condition. Content analyses of written materials suggest mortality awareness is less aversive for fundamentalists. The implications of the present findings for terror management theory, as well as self-construal research, will be discussed.

A87

THE INFLUENCE OF SELF-ESTEEM ON A TYPICAL FRAMING TASK *Todd McElroy[1], Bryan Proven[1], John Seta[2]; [1]Wake Forest University, [2]University of North Carolina at Greensboro* — We conducted two experiments to investigate the relationship between self-esteem and the framing effect. In study 1 we measured individual levels of self-esteem, then provided participants with a typical risky-choice framing task. We found that, although both high and low self-esteem participants exhibited significant framing, high self-esteem participants exhibited a significant preference for the risk-averse option whereas low self-esteem participants exhibited a preference for the risk-seeking option. We hypothesized that this difference in relative risk preference was due to the tendency of high self-esteem participants to "self frame" options in a positive way and low self-esteem participants to "self-frame" the problem in a negative way. In study 2 we utilized a self framing procedure developed by Wang (2004). This procedure allows participants to frame the decision task(Asian disease problem) either positively or negatively. The results from this study demonstrated that high self-esteem participants

were significantly more likely to frame the task positively whereas low self-esteem participants were significantly more likely to frame the task negatively. When these differences were accounted for, high and low self-esteem participants were equivalent in both framing effect and risk preferences. This finding supports our hypothesis that the reason high self-esteem participants are more risk-averse and low self-esteem participants more risk-seeking is that they tend to frame decision problems relative to their own dispositional factors. And this frame that they impinge on the decision problem can, at times, over ride the frame that they are presented with.

A88

LAY PREDICTION OF BEHAVIOR: INFORMATION, JUDGE, AND BEHAVIOR EFFECTS *Heather M. Reimer, R. Michael Furr; Appalachian State University* — Psychologists have long examined the cognitive processing of social information but have paid relatively little attention to lay behavioral prediction – how do lay people form predictions about what people will do in specific social situations? Based on previous research in attribution theory and on a theoretical adaptation of the Realistic Accuracy Model of personality judgment, we addressed three questions – what kinds of information do people believe is relevant in making behavioral predictions?, does the kind of information that people believe is relevant depend on the valence of the behavior to be predicted?, and does the kind of information that a person believes to be relevant depend on who that person is? Participants completed a "Prediction Information Assessment" assessing the degree to which people believe that various kinds of information are useful in predicting behavior. The open-ended PIA responses were coded according to a theoretically-derived coding system. Based on findings in attribution theory, the valence of the behavior to be predicted was manipulated across several behavioral domains. In addition, participants completed the Attributional Complexity Scale. Although findings provided support for neither the hypotheses concerning the effect of behavioral valence on PIA responses nor the hypotheses concerning the associations between ACS scores and PIA responses, results did provide support for an interactionist perspective in lay behavioral prediction. That is, respondents believed that global traits, cognitive-affective units, and situational characteristics are equally important in predicting behavior. This study has implications for expanding research into the accuracy of social information processing.

A89

THE EFFECTS OF ONE-SIDED VERSUS PSEUDO-TWO-SIDED MESSAGES ON ATTITUDE CERTAINTY: A METACOGNITIVE ANALYSIS *Derek Rucker, Richard Petty; Ohio State University* — Prior research demonstrated that, when presented with strong messages, individuals showed equivalent attitudes regardless of whether they considered only the merits or considered both the merits and potential faults of the message (Rucker and Petty, 2004). However, individuals reported a higher degree of certainty in their attitudes when they had considered both the merits and potential faults. The present research tests the hypothesis that individuals will be more certain of their attitudes when they believe others (e.g., the message source) have considered both sides of a message as opposed to only one side. To examine this, the present research utilizes one-sided versus pseudo-two-sided messages. A one-sided message is defined as a message where the source simply presents arguments in favor of the issue, whereas a pseudo-two-sided message is defined as a message where the source presents the same arguments in favor of the issue but also explicitly acknowledges there is nothing negative to report either. Thus, although the actual arguments from the source are held constant, in one case the source explicitly reports considering both sides of the issue, whereas in the other case the source does not explicitly acknowledge this. In the present research no differences in attitudes were found, as predicted, but individuals reported being significantly more certain of their attitudes following a pseudo-two-sided message. Results are discussed in terms of the metacognitions related to

individuals' knowledge stemming from the belief that a source has considered both sides of an issue.

A90

WHEN QUALITY INFLUENCES QUANTITY. THE EFFECTS OF MOOD AND INFORMATION QUALITY ON UPWARD SOCIAL COMPARISON SEEKING. *Lavonia Smith LeBeau, Karen Gasper; The Pennsylvania State University* — When do people's feelings influence their quest for information? Research shows that positive moods can either increase or decrease the quest for information, depending on whether they promote perseverance or satisfaction. Conversely, negative moods could either increase or decrease information seeking, depending on whether they indicate that some problem needs to be fixed or promote a sense of helplessness. We hypothesized that when these processes occur depend on whether success or failure is salient and on whether the information is of low or high quality. When failure is salient, positive moods should promote perseverance resulting in people seeking information regardless of quality. In contrast, negative moods should promote helplessness, resulting in people only seeking information when it is of high quality. Study 1 included failure feedback and, as predicted, only negative mood participants were influenced by information quality (Negative: low vs. high quality: M = 13.00 vs. 15.35, F(1,103) = 3.78, p =.05, positive: ns). In Study 2, we replicated the above results and added a success salient condition. Here, positive moods should promote satisfaction, resulting in people only seeking high information. Conversely negative mood should signal that something is problematic, resulting in them seeking information regardless of quality. As predicted, only positive mood participants were influenced by information quality (Positive: low vs. high quality: M = 18.23 vs. 25.55, F(1, 81) = 5.6, p =.02, negative: ns). Both studies indicate that how feelings alter the quest for upward comparative information depends on information quality and on the context.

A91

WHO WE WANT TO BE AND WHAT WE DO ABOUT IT: THE ROLE OF POSSIBLE SELVES IN SELF-REGULATION *Michelle Sherrill, Rick Hoyle; Duke University* — Models of self-regulation posit that personally held standards guide and motivate behavior. The influence of standards on self-regulation is strengthened when these standards are highly accessible and personally relevant. Possible selves, cognitive representations of oneself in the future, are such standards. Prior research has linked the possession of possible selves with reduced risky behavior and increased self-regulation. The present study examined the relationship role of possible selves in self-regulation. We expected that writing about a possible self would make it more salient and result in an increase in self-regulation. We also expected evidence of self-regulation to disappear when regulatory resources of participants were depleted. Participants were randomly assigned to write about a possible self or to a control condition. Additionally, participants were randomly assigned to an ego-status condition: depleted or non-depleted. When individuals' awareness of a possible self was made salient, they were more likely to self-regulate. When their resources to self-regulate were depleted, self-regulation to meet possible self standards was limited. This study lends empirical evidence to the assertion that possible selves are causally involved in self-regulation. Future research should examine the distinction between hoped-for selves and feared selves and their relationship with self-regulation and affect.

A92

RE-ASSESSING EMPATHY: A FACTOR-ANALYTIC SOLUTION TO MULTIPLE SELF-REPORT EMPATHY SCALES *R. Nathan Spreng[1,2], Margaret C. McKinnon[2,1], Malcolm Binns[2], Brian Levine[2,1]; [1]University of Toronto, [2]Rotman Research Institute, Baycrest Centre for Geriatric Care* — Empathy, one person's reactions to the experiences of another, is an important attribute of social cognition. Not only does empathy contribute to our ability to understand and respond adaptively to others' emotions, but it also facilitates emotional communication and

serves to promote prosocial behavior. There are a number of scales used to assess empathy, each with a different theoretical foundation and therefore emphasizing different facets of empathy. We used factor analysis to investigate the underlying latent structure of empathy in a large-scale psychometric study. In the initial phase of the study, we administered a long-format (137) questionnaire comprised of both novel questions reflecting current theoretical views of empathy (e.g., cognitive versus emotional facets of empathy) and existing questions taken from numerous empathy scales currently in the literature [e.g. Interpersonal Responsivity Index (Davis, 1983); Hogan's Empathy Scale (Hogan, 1969); Questionnaire Measure of Emotional Empathy (Mehrabian & Epstein, 1972)]. In total, 100 females and 100 males (age mean = 19 years, S.D. = 1.2) completed our measure. The variance was best accounted for by a single factor reflecting the different facets of empathy described in the literature. These data suggest that the underlying latent structure of empathy in younger adults is unidimensional. Future work will assess the consistency of this finding in different populations, including neuropsychological and older adult samples.

A93

A SOCIAL COGNITIVE PERSPECTIVE ON SOCIAL ANXIETY: SITUATIONS INFLUENCE INTRA-INDIVIDUAL ASSOCIATIONS AMONG SOCIAL ANXIETY PERSON VARIABLES *Michael Furr[1], Patrik Stridh[2], Rebecca Swanger[2]; [1]Wake Forest University, [2]Appalachian State University* — The social-cognitive theory of personality emphasizes the importance of psychological processes that occur in response to situational pressures. The current study integrates social-cognitive theory with the self-presentation model of social anxiety, which suggests that social anxiety (SA) is a function of impression motivation (IM) and impression efficacy (IE). Participants read descriptions of 30 social situations, and they rated the degree of SA, IM, and IE that they would likely experience in each. Separately, 13 undergraduates judged the degree to which each situation demanded 15 psychological abilities, and factor analysis indicated that the situational demands reflected three core socio-psychological abilities – formal/professional skill, social charm/creativity, and self-regulatory ability. Multilevel modeling revealed that participants experienced relatively high SA in situations that elicited relatively high levels of IM or relatively low levels of IE. Additionally, participants experienced relatively high SA in situations that demanded relatively high levels of any psychological ability. Most interestingly, the within-person associations among SA, IM, and IE were moderated by situational demands. For example, for the average person, SA was associated with IM across situations demanding low levels of professional skills more than across situations demanding high levels of professional skill. In addition, for the average person, SA was associated with IE across situations demanding low levels of self-regulatory ability more than across situations demanding high levels of self-regulatory ability. Such findings enhance understanding of the person-situation interactional roots of social anxiety. More broadly , such findings support the social-cognitive assertion that situational forces influence the intra-individual associations among person-variables.

A94

INDIVIDUAL DIFFERENCE VARIABLES ASSOCIATED WITH THE WILLINGNESS TO ENGAGE IN VARIOUS MINOR MORAL AND LEGAL VIOLATIONS *Natalie Brown, Mark Barnett, Fred Sanborn, Jennifer Sperfslage, Andrea Shane; Kansas State University* — In a recent study (Sanborn, Barnett, & Shane, 2003), we identified some situational factors that are associated with individuals' willingness to engage in various minor moral and legal violations (MMLVs) such as speeding or using a fake ID. The present study expands upon these findings by examining the role of selected individual difference variables in young adults' willingness to engage in various MMLVs. 120 female and 103 male undergraduates rated how likely they would be to engage in 40 MMLVs. They also completed measures of risk taking (alpha = .81), conscience (alpha =

.78), and empathy (alpha = .76). High risk takers indicated that they were more likely to engage in 67.5% of the MMLVs than were low risk takers. In addition, low conscience participants indicated that they were more likely to engage in 25.0% of the MMLVs than were high conscience participants. Only a few MMLVs yielded significant main effects of gender. As in our prior investigation, participants indicated that they would be more likely to engage in MMLVs involving a non-human or unidentifiable victim than an identifiable human victim; unexpectedly, this difference was found to be equally robust for participants classified as high and low on empathy. In sum, the present study extended our prior findings by identifying four individual difference variables (risk taking and, to a lesser extent, conscience, gender, and empathy) that are associated with individuals' willingness to engage in various MMLVs. The implications of the present findings, and future directions for research, will be addressed.

A95

THE EFFECT OF MEDITATION ON EGO DEFENSE *Joshua Hart; University of California, Davis* — To examine the effects of meditation on ego defense, participants were randomly assigned to practice a) transcendental meditation guided by instructions that either focused on relaxation and awareness of breathing or awareness of the illusory nature of the self, or b) daily journal writing. After one week of practicing, participants came back to the lab, were given negative personality feedback that was ostensibly part of another study, and then were asked to evaluate the feedback. As hypothesized, participants in both meditation conditions were less defensive in response to the personality feedback; however, those in the egolessness meditation condition exhibited the least amount of defensiveness for a longer period of time than those in the relaxation meditation condition. These results suggest that even brief periods of meditation can serve as a buffer against threats to self-esteem, especially if the meditation includes contemplation of the buddhist philosophy of non-self.

A96

STEREOTYPE ACTIVATION OR BEHAVIOR REGULATION? AN FMRI STUDY OF AUTOMATIC BEHAVIOR EFFECTS *Molly Crockett, Naomi Eisenberger, Matthew Lieberman; UCLA* — Previous research has shown that participants primed with the elderly stereotype exhibit a decrease in walking speed, an effect consistent with the content of the stereotype. We examined the neural correlates of these 'automatic behavior effects' using fMRI. In the scanner, participants completed a sentence unscrambling task that contained words related to the 'elderly' stereotype in half of the blocks and the 'smart' stereotype in the other half. Participants were unknowingly timed as they walked into and out of the scanner room. When comparing the 'elderly' to the 'smart' blocks, right ventrolateral prefrontal cortex (RVLPFC), an area of the brain involved in emotion regulation, showed an increase in activity while the anterior cingulate cortex (ACC) showed a relative decrease in activity. Because the elderly stereotype is generally negative (lonely, rigid, helpless), RVLPFC may have been activated because of its role in labeling and regulating negative affect. Individuals with the greatest decrease in walking speed from pre- to post-scan exhibited the most activity in RVLPFC in the elderly-smart contrast and the least activity in motor-related systems including the ACC, cerebellum, pons, amygdala, and motor cortex. In addition, this RVLPFC activation correlated negatively with these other activations. These results suggest that RVLPFC activation in response to a primed negative stereotype (elderly) may slow walking speeds by disrupting activity in areas associated with emotion and movement.

A97

SENTIMENTAL JOURNEYS AND BALANCED ACCOUNTS: EMOTION, SOCIAL EXCHANGE, AND DECISIONS TO "PASS ON" ACTS OF KINDNESS *Julie Exline, Mickie Fisher; Case Western Reserve University* — When people receive kindness from others, what factors predict whether they will "pass on" the kindness to third parties? As part of a larger study, 59 undergraduates described autobiographical

situations in which someone had done something kind for them. One natural response to kindness would be reciprocation to the benefactor. Our dataset revealed two clear predictors of reciprocation: feeling deeply loved by the benefactor but also feeling indebted to him/her. Another potential response to kindness would be to pass on the kindness to another person. Participants reported greater "passing on" of kindness to third parties when they felt emotionally moved by the benefactor's actions but did not share a close relationship with the benefactor. We also gave participants an opportunity to donate money to charity as part of the study. Participants received $5 for participation. After writing about acts of kindness they had received, they had an opportunity to anonymously give any portion of this $5 to charity. Although levels of giving were generally high (M = $3.56), participants gave less if their recollections of receiving kindness invoked feelings of weakness, guilt, shame, or obligation. Participants who made the highest donations were those who had not previously taken major steps to earn or repay their benefactors' kindness. These findings suggest the centrality of both "cold" social exchange factors (indebtedness; earned and repaid kindness) and "hot" affective factors (feeling loved or emotionally moved; feeling guilty or weak) in predicting behavioral responses to acts of kindness.

A98
GUT REACTIONS AND ACTUAL FEELINGS: RELATIONS BETWEEN SELF-REPORT AND IMPLICIT MEASUREMENT *Colin Smith, Brian Nosek; University of Virginia* — Implicit measures assess evaluations without requiring an act of introspection. Even so, it's possible that people have introspective access to the associations tapped by implicit measurement. Recent research has shown that implicit and explicit attitudes are related, but this relationship varies from weak to strong. We sought to better understand the relationship between implicit and explicit attitudes by focusing on new methods of self-report. 70 participants completed three implicit and five self-report measures of attitudes toward gay people. The implicit measures completed were the Implicit Association Test, the Go/No-Go Association Task, and the Four Corners Task. One of the explicit measures asked participants to distinguish between their 'gut reactions' and 'actual feelings' toward both gay people and straight people. Results revealed that self-reported 'gut reactions' were more related to implicitly measured attitudes than were 'actual feelings.' Another explicit measure asked participants how their attitudes emerge over time by making five ratings at time points beginning with "instant reaction" and ending with "when given enough time to think fully about my feelings." Again, ratings of 'instant reactions' were more related to implicitly measured attitudes than were ratings of 'full feelings.' Participants were able to distinguish between 'gut reactions' and 'actual feelings' and these feelings were differentially predictive of the products of implicit attitude measures. This suggests that focusing self-report on 'gut reactions' may enhance the relationship between implicit and explicit attitude measures and be informative about the degree to which the products of implicit measures are available to introspective access.

A99
CHILDREN'S RECOGNITION ACCURACY FOR THE FACES OF INGROUP AND OUTGROUP PEERS AND ADULTS *Barry Corenblum[1], Chris Meissner[2]; [1]Brandon University, [2]Florida International University* — People more accurately recognize faces of ingroup than outgroup members, a bias that has been cited as a well-confirmed finding in eyewitness identification research. While adult's abilities to distinguish ingroup from outgroup members is well known, children's accuracy in identifying faces of peer and adult ingroup and outgroup members has received less attention. This is surprising considering the number of times children are called upon to identify individuals in criminal and civil cases. Ingroup or outgroup photos of adult and children were initially rated on scales assessing level of physical attractiveness, typicality, distinctiveness, and memorability. Pictures falling between 3-5 on their respective seven point scales were selected for study. In study 1, 7 to 18 year olds saw faces of white (ingroup) and African American (outgroup) adults, and in study 2, the faces of white, African American and Native Canadian children. In both studies, participants were later asked to differentiate previously seen "old" from "new" faces, rate their confidence in their old and new judgments, and complete several measures of meta-memory. In study 1, children more accurately identified faces of ingroup than outgroup adults, were faster in making those judgments and expressed more confidence in them. Ingroup biases were also found in study 2, but in addition, higher levels of certainty about judgments about the faces of ingroup members were also found. Results were discussed in terms of Levin's and Valentine's model of face identification, and the influence of perceptual salience on children's encoding accuracy.

A100
THE MEDIATIONAL ROLE OF EMPATHY AND INTERGROUP EMOTIONS IN CONTACT BETWEEN CATHOLICS AND PROTESTANTS IN NORTHERN IRELAND *Tania Tam[1], Miles Hewstone[1], Jared Kenworthy[1], Alberto Voci[2], Ed Cairns[3], Leo Geddes[1,4]; [1]Oxford University, UK, [2]University of Padua, Italy, [3]University of Ulster at Coleraine, UK, [4]Rolf van Dick, Aston University, UK* — Because the field of intergroup relations developed out of a desire to understand and explain conflict and prejudice (e.g., the Holocaust, "ethnic cleansing", Black-White relations), negative emotions have dominated research in the field (e.g., intergroup anxiety, fear and hatred towards outgroups). We present a model that illustrates the importance of examining positive as well as negative dimensions in depicting intergroup relations. In two field studies of Catholic-Protestant relations in Northern Ireland, we examine the mediational roles of empathy and intergroup emotions in the effect of contact with outgroup friends on attitudes and action tendencies toward outgroups. In Study 1, path analyses confirmed that empathy and positive as well as negative emotions mediate the influence of contact on outcome variables. Study 2 replicates and extends Study 1 in a more comprehensive model with latent variables. Results show the importance of empathy and intergroup emotions in cross-community contact and suggests future study of positive as well as negative dimensions of intergroup relations.

A101
DISTORTION OF MEMORY FOR SELF-EVALUATIVE INFORMATION: THE ROLE OF RECONSTRUCTIVE PROCESSING *Greg Willard, Richard H Gramzow; Northeastern University* — Research indicates that people often provide overly positive self-reports of their traits and abilities. This bias even extends to the exaggeration of objective and verifiable indices of performance, such as GPAs and test scores (Gramzow, Elliot, Asher, & McGregor, 2003; Gramzow & Willard, 2004; Willard & Gramzow, 2004). Previous research has focused on motivations underlying exaggeration. In contrast, the present investigation considers the contribution of reconstructive memory. In Study 1, students tended to exaggerate their SAT scores (report higher scores than those actually received). Consistent with the notion that reconstructive memory contributes to SAT exaggeration, this tendency increased as a function of time since scores were initially learned. Three additional studies examined this process experimentally, using a bogus ability test and randomly assigned numerical scores. Studies 2 and 3 tested the hypothesis that forgetting of scores leads to increases in exaggeration (as opposed to random error). A distractor task that interfered with memory caused greater exaggeration, relative to a control condition (Study 2). In addition, there was an increase in exaggeration when participants recalled their scores one week later (Study 3). Finally, Study 4 directly tested the underlying reconstructive memory process by manipulating perceived performance. Although the manipulation had no immediate impact, explicit positive feedback caused a greater increase in exaggeration one week later, relative to a no-feedback control condition. Importantly, negative feedback eliminated the tendency to exaggerate, with misreported

scores reflecting random error. These findings illuminate processes underlying biased memory for self-relevant information.

A102

ON THE DANGER OF WANTING TO FIT IN IN A CONSUMERISTIC CULTURE: A MEDIATIONAL ANALYSIS OF THE LINK BETWEEN THE NEED TO BELONG AND MATERIALISM *Paul Rose, Stephanie DeJesus; Union College* — As evidence of the personal, societal, and environmental costs of materialistic values builds, it is increasingly important to understand what traits might predispose people toward materialistic lifestyles. In a recent review of the origins of materialism, Kasser, Ryan, Couchman, and Sheldon (2004) argued that when people feel that their basic psychological needs are unmet, they compensate for this deprivation by aspiring to a life of wealth and luxury. Following this view, we hypothesized that people who feel socially deprived, or who have a strong need to belong, should be materialistic (at least within a consumeristic culture like the United States). We also hypothesized that the reason people with a strong need to belong might be more materialistic is that people with a strong need to belong are more likely to construe the act of buying as a means of fitting in with others. Data were collected from 117 undergraduates attending a U.S. college, who completed questionnaires measuring the need to belong, buying-is-for-fitting-in beliefs, materialism, and extraversion (extraversion was measured for control purposes). Correlations and path analyses supported our predictions. Individual differences in the need to belong were positively correlated with materialism, and this correlation was mediated by buying-is-for-fitting-in beliefs. Furthermore, all of the predicted effects emerged independent of extraversion (which also predicted materialism). In addition to confirming our hypotheses, these results suggest that within cultures that promote values that are likely to yield more unhappiness than happiness, humans' social natures may pose a psychological liability.

A103

BETWEEN FACETS AND DOMAINS: TEN ASPECTS OF THE BIG FIVE *Colin G. DeYoung, Jordan B. Peterson; University of Toronto* — A recent analysis demonstrated that two distinct genetic factors underlie the shared variance of the six facet scales that make up each of the "Big Five" personality trait domains in the Revised NEO Personality Inventory (NEO PI-R) (Jang, Livesley, Angleitner, Riemann, & Vernon, 2002). This finding, combined with a review of different interpretations of the Big Five by various researchers, suggests the utility of conceiving a level of trait organization between the facet and domain levels. We show, in the Eugene-Springfield community sample (N = 481), that exploratory and confirmatory factor analyses of facet scales from two instruments measuring facets of the Big Five (NEO PI-R; Costa & McCrae, 1992; and AB5C; Goldberg, 1999) indicated a two-factor solution for the facets of each Big Five trait. We suggest theoretically- and empirically-based interpretations of the resulting ten aspects of the Big Five; for example, we interpret the two aspects of Extraversion as "Assertiveness" and "Enthusiasm." Using multiple regression, we demonstrate that the two aspects of each Big Five trait, although positively correlated, show divergent validity in their associations with a number of other variables. The aspect-level traits, more general than the multitude of facets, but more specific than the broad Big Five domains, appear especially promising for research in the emerging field of personality neuroscience. We offer a number of hypotheses for their association with neurobiological variables, including neuromodulator and neuropeptide function and hemispheric lateralization.

A104

PROBING SIGNIFICANT INTERACTION EFFECTS IN PATH ANALYSIS *Kristopher Preacher[1], Derek Rucker[2]; [1]University of North Carolina at Chapel Hill, [2]Ohio State University* — Theories in modern social psychology often entail hypotheses of moderation or interaction, in which the form of the relationship between some independent variable X and some dependent variable Y is conditional on values of a moderator Z. Moderation hypotheses are commonly tested using moderated multiple regression (MMR). When a moderation hypothesis is found to be statistically significant, researchers commonly probe the interaction effect to discover the levels of Z for which the regression of Y on X is significant. This procedure can be accomplished through simple slopes analysis (Aiken & West, 1991) or by computing regions of significance (Johnson & Neyman, 1936; Pothoff, 1964). MMR is a special case of multiple linear regression, which in turn is a special application of path analysis. The present research extends the logic of simple slopes analysis and regions of significance to apply to any path analysis involving exogenous product terms. This methodology permits researchers to examine the magnitude and statistical significance of any coefficient in a path model, conditional on values of one or more moderator variables. We provide empirical support for the proposed procedure using both simulated and real data involving a mediated moderation hypothesis concerning an effect of source expertise on persuasion. The results of our study indicate that the procedure is valid, and offers greater power than classic methods involving dichotomization of continuous moderators.

A105

PRIMING EXCLUSION LEADS TO GREATER RELATIVE INTEREST IN ACQUIRING INFORMATION ABOUT PROCEDURAL FAIRNESS *Celia M. Gonzalez, Tom R. Tyler; New York University* — This study examines the role of the activation of concepts related to social exclusion and inclusion as they motivate the search for social information. In the context of ostensibly unrelated tasks, participants were first primed with concerns about social exclusion or inclusion. They then were asked to consider joining a social group and indicated what information they would most like to know about this group prior to deciding to join it. The types of information that could be requested were related to decision-making procedures enacted by group members, or outcomes (both social and material) that could be gained by way of becoming a member. Based upon relational models of procedural justice it was expected that people would be more interested in acquiring information about the fairness of decision-making procedures when exclusion concerns were heightened, as the fairness of procedures is connotative of one's connection to a social group. Results indicate that the type of information participants selected as most important was significantly affected by the priming procedure. As hypothesized, when asked to indicate the piece of information that they most wanted to obtain, participants primed with exclusion were significantly more inclined to select information about decision-making procedures rather than the outcomes associated with membership. In contrast, those primed with inclusion were equally likely to select information about procedures and information about outcomes. These results suggest that when exclusion concerns are heightened, information that is revealing of one's social standing, in this case procedural fairness, is more actively sought out.

A106

DEFENSIVE PESSIMISM, UNREALISTIC OPTIMISM, ACADEMIC ATTRIBUTIONAL STYLE, AND ACADEMIC PERFORMANCE: A VALIDATION STUDY *Randall Gordon, Stacy Seminara; University of Minnesota, Duluth* — Research on the connection between attributional style and academic performance has revealed a mixed set of outcomes. Both optimism (Eppler, Carsen-Plentl, & Harju, 2000; Fazio & Palm, 1998; Peterson & Barrett, 1987) and pessimism (Houston, 1994; Laforge & Cantrell, 2003; Satterfield, Monahan, & Seligman, 1997) have been shown to be positively related to academic achievement. Satterfield, Monahan, and Seligman (1997) suggested that this inconsistency might be due, in part, to pessimists in their study having been "defensive" as opposed to "depressive" pessimists. For defensive pessimists, preparation to avoid failure serves to reduce anxiety and leads to positive outcomes (Norem & Cantor, 1986). The present studies (Ns = 243 and 161, respectively) examined relationships between these measures of pessimism and academic

performance. A measure of unrealistic optimism for academic outcomes was also included to further distinguish between the pessimism measures. Participants completed an academic version of Norem's (2001) Revised Defensive Pessimism Questionnaire (RDPQ), the Academic Attributional Style Questionnaire (AASQ) (Peterson & Barrett, 1987), and an academic measure of unrealistic optimism (Weinstein, 1980). Defensive pessimists were less likely to be unrealistically optimistic than were non-defensive pessimists and, consistent with predictions, defensive pessimism was positively correlated with the AASQ measure of pessimism. Lastly, the AASQ consistency subscale was positively related to academic performance, but only among female participants. The construct validity of the pessimism measures and the observed gender differences are discussed in the context of previous research on attributional style and academic achievement.

A107
THIS LAND IS OUR LAND: THE IMPACT OF GROUP IDENTITY ASSOCIATIONS ON THE ENDOWMENT EFFECT *Alison Ledgerwood, Peter Carnevale; New York University* — Conflicts, from interpersonal to international, are often fraught with issues of ownership and identity. However, while research on the endowment effect has established that individuals value an object more when they own it (Kahneman, Knetsch, & Thaler, 1990), it has not addressed the potential role of identity. In addition, it is unclear whether the endowment effect holds for group-owned property. The present study was designed to explore the effect of group ownership and identity on the perceived value of property. 135 undergraduates completed a survey in which they saw a picture of a Manhattan townhouse and learned that it was up for sale. Half the participants learned that New York University owned the townhouse and the city could purchase it (Ingroup-Seller condition), while half saw that the city owned the townhouse and NYU could purchase it (Ingroup-Buyer condition). The townhouse was associated with either no identity, NYU (ingroup) identity, Columbia University (outgroup) identity, or both ingroup and outgroup identities. Participants then indicated how much they thought the building was worth. A significant endowment effect for the group-owned property was obtained (p<.001), as was a significant interaction between ownership and identity (p<.05). These results indicate that (1) the endowment effect can apply to group-owned property, (2) it can be obtained using paper-and-pencil methods, and (3) the association of a property with ingroup and/or outgroup identity affects the value placed on it by owners and non-owners. This suggests that identity associations are key to understanding conflicts over property.

A108
THE RELATIONSHIP BETWEEN POSITIVE AFFECT AND EMOTION-FOCUSED COPING *Katsuyuki Yamasaki; Naruto University of Education* — Although an increasing number of studies have revealed that positive affect (PA) is usually related to problem-focused coping, few studies have targeted the relationship between PA and emotion-focused coping, such as emotional expression and emotional support seeking, and those that have did not use valid, reliable questionnaires. In addition, although there are large gender differences in PA and coping, many studies have not taken this into account. So, this study mainly examined the relationship between PA and coping, along with its gender differences, focusing on emotional expression as an emotion-focused coping strategy. Four hundred eighteen Japanese undergraduates (193 men and 225 women) completed the Japanese version of the Center for Epidemiologic Studies Depression Scale to assess PA with its PA subscale and the General Coping Questionnaire for coping measurement, both of which are standardized self-report questionnaires for Japanese adults. The results of the hierarchical regression analyses showed a positive relationship between PA and problem-focused coping (problem-solving and cognitive reinterpretation) only in men, while a positive relationship between PA and emotional expression was found only in women. The results also indicated no combination effects of emotional expression and other coping strategies, such as problem-solving, cognitive reinterpretation, and emotional support-seeking, on PA. These findings provide evidence to suggest that the relationship between PA and coping should be tested by gender. Future studies to investigate more detailed functions of emotional expression on PA, in addition to cultural differences and longitudinal procedures, are suggested in the discussion.

A109
I MEANT TO USE A CONDOM...BUT I DIDN'T: MODERATORS OF THE BEHAVIORAL INTENTION—BEHAVIOR LINK, EVIDENCE FROM A DAILY DIARY STUDY *Susan M. Kiene[1,2], Howard Tennen[3], Stephen Armeli[4]; [1]University of Connecticut, [2]Center for Health/ HIV Intervention and Prevention, [3]University of Connecticut Health Center, [4]Pace University* — Research on control and automaticity suggests that for behaviors requiring effortful control other cognitively demanding activities or events can prevent an intended action from occurring (Wegner & Bargh, 1998). In most instances initiating condom use requires effortful control and thus this behavior may be affected by events that deplete cognitive resources. We tested this hypothesis as applied to negative daily events and the implementation of intentions to use a condom. College undergraduates (N = 222) in a 30-day web-based daily diary study prospectively reported their intentions to use a condom if they had sex that same evening and then the next day retrospectively reported their sexual and condom use behaviors. Participants also described the most negative event of the prior day and rated to what extent it was threatening and controllable. Hierarchical Generalized Linear Modeling analyses revealed that on days in which participants experienced a negative event that was either threatening or uncontrollable the relationship between their intentions to use condoms measured in the afternoon and actual condom use later that evening was weaker than on days without such a negative event. These results suggest that executing the intention to use a condom on a particular day may be affected by the day's events.

A110
THE ROLE OF AUTONOMY SUPPORTIVE PARENTS IN THE DEVELOPMENT OF A MULTICULTURAL IDENTITY *Michelle Downie, Richard Koestner, Maria-Fernanda Barrios, Blanka Rip, Sawsan M'Birkou; McGill University* — Immigrants and ethnic minorities face the difficult challenge of taking in diverse cultural norms, values, regulations and making them their own — internalizing and integrating them into a coherent multicultural identity. The purpose of this study was to determine how parenting styles can foster or impede this process. It was hypothesized that multicultural individuals who had autonomy supportive parents, such that they were able to take their perspective and offer them choice in terms of how they participate in each culture, would more autonomously internalize the norms of their heritage culture. In addition, it was anticipated that a controlling parenting style would be associated with a conflicting or un-integrated multicultural identity. One hundred and five participants representing over 45 ethnicities participated in the study. Results supported our hypothesis; parenting experiences (i.e. autonomy-supportive vs. controlling) were related to heritage culture internalization and identity integration. Furthermore, both autonomy support and identity integration were associated with enhanced well-being. These well-being findings were confirmed with peer reports.

A111
SEEING THE FUTURE: EFFECTS OF VISUAL PERSPECTIVE ON OPTIMISTIC PREDICTION *Roger Buehler[1], Dale Griffin[2], Jenny Deslauriers[1]; [1]Wilfrid Laurier University, [2]University of British Columbia* — People often predict they will complete projects earlier than they actually do, and this optimistic bias reflects both motivation to complete tasks promptly and a cognitive focus on plans for success. The present research examined a perceptual factor – the visual perspective that people adopt to generate predictions – that may attenuate this optimistic bias. Visual

perspective has been studied extensively in the realm of memory but, surprisingly, has been neglected for self prediction. We hypothesized that people generate more realistic predictions when they envision projects from a third-person perspective (seeing events from an observer's point of view) rather than a first-person perspective (seeing events through their own eyes as if they were actually occurring). Adopting a third-person perspective should serve to counteract the motivational and cognitive processes contributing to optimism. To test the hypothesis, we experimentally manipulated visual perspective and assessed its impact on predicted and actual completion times, as well as task-relevant motives and cognitions. Undergraduates identified an upcoming project, imagined carrying it out from either a first- or third-person perspective, and predicted when it would be finished. They expected to take significantly longer when they adopted a third-person perspective than a first-person perspective and, because actual completion times were unaffected, exhibited less optimistic bias. Third-person predictors were also less motivated to complete their tasks promptly and more cognizant of potential delays. These findings support the conclusion that adopting a third-person perspective yields more realistic predictions by altering the motivational and cognitive processes underlying overly optimistic predictions.

A112
THE DEPLETING EFFECT OF MAKING CHOICES ON SELF-REGULATORY RESOURCES *Catherine D. Rawn[1], Kathleen D. Vohs[1], Jean M. Twenge[2], Brandon J. Schmeichel[3], Dianne M. Tice[3], Roy F. Baumeister[3]; [1]University of British Columbia, [2]San Diego State University, [3]Florida State University* – Research has shown that self-regulatory resources can be depleted by exerting self-control, which renders people less effective at subsequent acts of self-control (e.g., Vohs & Baumeister, 2004). Three studies investigated the possibility that making choices also taxes regulatory resources, consequently bringing about less successful self-control. In two studies, participants in high choice conditions made a series of choices from among academic courses (Study 1, n=26) or household products (Study 2, n=25). Participants in no choice conditions saw the same material but either perused the course listings (Study 1) or rated their usage of the household products (Study 2). Results showed that making choices depletes self-regulatory resources and compromises subsequent self-control abilities. In Study 1 the high choice group persisted less when studying for an impending nonverbal intelligence test than did the no choice group; in Study 2 high choice participants were less able to endure pain when leaving their forearms in freezing water than were no choice participants. A third study conceptually replicated the choice-depletion effect among mall shoppers. Shoppers (n=58) who scored higher on a scale measuring psychological investment in choices made that day (including making many choices, the importance of choices made, and degree of active deliberation) persisted for less time and answered fewer mathematics problems than did shoppers reporting less psychological investment in choices. Results of three studies using multiple methodologies and samples therefore converge on one conclusion: making effortful choices exhausts self-regulatory strength, thereby impairing subsequent attempts at proper self-control.

A113
LEADER PROTOTYPICALITY AS A MODERATOR IN THE RELATIONSHIP BETWEEN INTERACTIONAL JUSTICE AND STATUS JUDGEMENTS *Jukka Lipponen, Satu Kuokkanen, Maria-Elena Olkkonen; University of Helsinki* – Group-value model (e.g. Tyler & Lind, 1992) assumes that justice is important for group members because it conveys information on their status in the group (respect) and the ingroup's status among other groups (pride). According to group-value model, it is especially the perceived justice of the group leader that is relevant for status judgements. Group-value model and recent literature on prototypicality and leadership endorsement (e.g., Hogg & van Knippenberg 2003) share some basic premises, one of which is the idea that group leader represents his/her ingroup. Ingroup leader is suggested to be a prototypical ingroup member whose behaviour expresses opinions, attitudes and values of the whole ingroup. The prototypicality of the ingroup leader is an essential premise of group-value model that nevertheless has not been explicitly studied before. In the present study we concentrated on the moderating role of leader ingroup prototypicality on the relationship between justice and status judgements. It was hypothesized that perceived justice of the ingroup prototypical authority affects status judgements more than fairness of a less prototypical leader. This hypothesis was tested with the sample of 364 employees of two banking organizations. The results supported our hypothesis. According to the results of this study, leader's perceived interactional justice affects the subordinates' feelings of pride and respect substantially more when the leader is perceived as a prototypical ingroup member.

A114
SELECTIVE BIAS IN VISUAL FIXATION TO NEGATIVE IMAGES IN OLD AGE: AN EYE TRACKING STUDY *Derek Isaacowitz[1], Heather Wadlinger[1], Deborah Goren[2], Hugh Wilson[2]; [1]Brandeis University, [2]York University* – Recent studies have suggested a positivity bias in the information processing of older individuals, such that they selectively remember positive information and forget negative information. However, findings on attentional bias have been more mixed, with some studies finding older adults showing selective inattention to negative stimuli, while others have failed to find such a bias. The current study used eye tracking, which allows for the recording of visual fixation in nearly real-time, to further investigate whether older individuals indeed show a positivity bias in their visual attention towards emotional information. Young and older individuals (N = 64) were presented with pairs of synthetic faces; each pair included the same face either in a neutral non-emotional expression or in one of four emotional expressions (happiness, sadness, anger, or fear). Gaze patterns were recorded as individuals viewed the face pairs. A mixed-model analysis yielded main effects of Age and Emotion, but these were qualified by a significant Age X Emotion interaction, F (3, 320) = 3.92, p < .01. Further analyses revealed that older individuals showed less fixation only to the afraid and angry faces, suggesting an age-related attentional preference away from fear and anger-related stimuli. Importantly, these attentional biases were found in a sample in which older individuals showed comparable cognitive functioning as their younger counterparts, suggesting that the attentional differences are specific and motivated rather than due to general cognitive change with age.

A115
FEELING AND EXPRESSING GRATITUDE AS RELATIONSHIP ENHANCERS *Joan Knihnicki, Margaret Clark; Carnegie Mellon University* – Two studies, run simultaneously, will be presented which provide evidence that felt and expressed gratitude build and strengthen communal relationships. These studies were run as follows: Two participants were recruited for a study purported to be on word formation for each timeslot. One participant was randomly assigned to be a helper; the other a recipient of help. The helper was induced to provide support to the other participant and then received a message in return. The message always conveyed that the help was useful. In addition, depending upon random assignment, it went on to express either gratitude, happiness, relief, or no emotion. Reactions to these messages in the form of liking for the person who had been helped were assessed. Meanwhile the recipient of help, who had not actually determined which message the benefactor received, was asked to choose a message expressing gratitude, happiness, relief, or no emotion to the benefactor in such a way as to either promote a relationship with that benefactor or to discourage a relationship with the benefactor. Choices were examined. Evidence was found that expressions of gratitude were more likely to enhance liking than other positive responses and that people who have been given the

goal to "grow" a relationship selectively express gratitude over expressing no emotion or other positive emotions.

A116

DISCOVERING YOU DON'T MATTER: NEGATIVE EFFECTS OF VOLUNTEERING ON SENSE OF MATTERING *Carrie Stromley, Jennifer S. Feenstra; Northwestern College* — Besides the positive impact on the community, person, or entity helped through the work of volunteers, individuals who volunteer often gain in their own self-acceptance, life satisfaction, and empathy. The present study investigated how volunteering might impact individuals' feelings that they matter to others. Mattering, the sense that others depend on and care about an individual, has been linked to self-esteem, job satisfaction, depression, and sense of mastery. Given that many volunteers devote their time and energy in an effort to make a difference in the lives of others, it was hypothesized that sense of mattering would increase with participation in a volunteering experience. Contrary to expectations sense of mattering decreased in college students after spending spring break volunteering. Volunteers tended to have a higher sense of mattering than non-volunteers before volunteering and their sense of mattering decreased to the level of the non-volunteers after their experience. Self-efficacy and locus of control were not affected by volunteering. Results may indicate a self-selection to volunteer of those who are high in mattering or may be due to an increase in sense of mattering with the anticipation of volunteering, which subsequently decreases when the magnitude of the need is encountered. Further work to investigate this surprising finding is ongoing.

A117

A GENDER EFFECT OF COMMUNAL STRENGTH IN KIN RELATIONSHIPS *Margaret Clark, Joan Knihnicki; Carnegie Mellon University* — The focus of this research was to explore the nature of people's networks of relationships according to communal strength, the degree of responsibility people feel for relationship partners' welfare as well as the degree of responsibility they believe their relationship partners feel for them. Eighty-six undergraduates and 107 married individuals each thought of 20 relationships and entered those relationship partners into spaces on two 20 x 20 grids. The y-axes indicated the degree of communal strength. The x-axes simply allowed space for the participants to put more than one partner at the same level. Relationship partners included parents, friends, relatives and acquaintances. Results indicated an unexpected, but robust finding that people reported that their female kin felt significantly more responsible for them than their male kin did, and that they felt significantly more responsible for their female kin than their male kin did. This finding applied to such diverse relationships as those with parents, grandparents, aunts and uncles, in-laws, and siblings. Possible reasons for both expecting more communal responsibility from females and feeling more communal responsibility for females are discussed.

A118

READING EMOTIONAL CUES ACROSS RACIAL GROUPS *Elizabeth Clark-Polner[1], Elissa Chin[2], Gaelle Pierre[3]; [1]Carnegie Mellon University, [2]Harvard University, [3]New York University* — Upon meeting a potential relationship partner an important task is assessing that person's social interest. Ordinarily,that person's expression of happiness serves as an important cue: If the person seems happy to be with you, you can conclude that person is interested. Whereas this process likely unfolds smoothly i same race interactions, there is an important obstacle to its operation within cross-race interactions : (a) Most people do not wish to appear prejudiced. (b) They will consistently express happiness and cover up discomfort. (c) Observers, knowing this, are likely to discount expressed happiness and assume discomfort is being covered up Two studies are presented which support this model. In a first study, vignettes describing two people of the same or of different races interacting and expressing some happiness. Participants considered the expres-

sions of happiness to be less genuine in the cross than in the same race interactions. In a second study, pairs of people of the same or of different races actually interacted. Immediately afterwards they rated how happy and nervous they (and their partner) actually felt and how much happiness and nervousness they (and their partner) expressed. In the cross race interactions (but not in the same race interactions) participants believed that their partners were covering up nervousness they actually felt. Implications for the development of cross-race relationships will be discussed.

A119

A SPHERICAL CONCEPTUALIZATION OF PERSONALITY TRAITS *Patrick Markey[1], Charlotte Markey[2]; [1]Villanova University, [2]Rutgers University* — Personality psychologists have developed various schemas for organizing and understanding personality. However, most of these schemas focus on a few superordinate traits, without considering how these traits might interact within an individual. The current research presents a geometric model of personality that visually displays how three traits interact to produce a multitude of personality characteristics. This research utilizes the structure of the two-dimensional Interpersonal Circumplex (IC), and adds the Five-Factor Model (FFM) dimension of conscientiousness to create a three-dimensional spherical model of personality; the interpersonal sphere (IS). A sample of 250 participants was initially used to select items that conformed to the geometric locations of 26 different characteristics on the IS. A separate sample of 251 participants confirmed the geometric structure of these characteristic measures using randomization tests. To demonstrate an application of this three-dimensional model, the IS was employed as a geometric taxonomy to map various personality constructs. The combined sample of 501 participants was used to cartographically locate 164 scales from measures including the NEO Personality Inventory, (NEO-PI-R), the Temperament and Character Inventory (TCI), and the Multidimensional Personality Questionnaire (MPQ) onto the IS. The spherical conception of traits provided by the three-dimensional IS is discussed in terms of its psychometric, theoretical, and applied implications.

A120

CONFLICT AND INTERPERSONAL COMPLIMENTARITY IN ROMANTIC RELATIONSHIPS *Charlotte Markey[1], Patrick Markey[2]; [1]Rutgers University, [2]Villanova University* — Researchers and laypersons alike have long been interested in understanding why some romantic couples experience harmonious relationships while others experience conflictual relationships. The present study extends past inquiries by examining and comparing three different models of interpersonal experiences: (1) the model of personality similarity (i.e., individuals with similar personalities are unlikely to experience conflict), (2) Carson's (1969) model of interpersonal complementarity (i.e., individuals similar to each other in warmth, but opposite on dominance are unlikely to experience conflict), and (3) Wiggins' (1979)model of interpersonal complementarity (i.e., individuals whose personalities occur in a manner predicted by social exchange theory are unlikely to experience conflict). One-hundred and five romantically involved couples provided information about the amount of conflict they experience in their romantic relationship and provided information about their personalities using the Interpersonal Adjective Scale (IAS-R). Based on conflict scores, couples were separated into three, approximately equal groups (low conflict, moderate conflict, and high conflict). The correlation matrices of couples IAS-R personality ratings for each group were examined using randomization tests of hypothesized order relations to determine which model best fit the data. Results indicated that Carson's model of complementarity predicted relationship conflict better than the other two models. In general, couples experiencing low levels of conflict had complementing personalities (i.e., similar on warmth, and opposite on dominance) while couples who experienced high levels of conflict tended to be anticompliments of each other (i.e., opposite on warmth, and similar on dominance).

A121

IDENTIFYING LASTING LOVE: THE IMPLICATIONS OF GLOBAL ADORATION AND SPECIFIC ACCURACY ON LONG-TERM MARITAL QUALITY *Lisa Neff*[1], *Benjamin Karney*[2]; [1]*University of Toledo,* [2]*University of Florida* — Upon entering marriage, virtually all couples profess a strong love for their partner. Yet, for many people, the course of a marriage is characterized by a shift in marital evaluations over time, such that initially positive feelings of happiness and optimism deteriorate and transform into disillusionment. To understand this shift, the current study argues that although newlyweds may appear to begin their marriages nearly identical in their initial feelings for their partners, in fact newlyweds' initial feelings of love may not all be equal in kind. Based on theories of identity negotiation within relationships (e.g., Swann, De La Ronde & Hixon, 1994), it was predicted that couples in the healthiest, more stable marriages would base their global adoration of the partner on an accurate perception of the partner's specific qualities. A three-year study of 169 couples confirmed that while newlyweds' global relationship evaluations were uniformly positive, spouses varied significantly in their perceptions of their partners' specific qualities. Furthermore, spouses with more accurate specific perceptions: 1) were rated by independent observers as providing better, more positive support to their partners during a series of videotaped interactions; 2) reported fewer feelings of helplessness when dealing with marital difficulties six months later; and 3) were less likely to get divorced over the first three years of the marriage. Together, these findings argue that positive perceptions at the global level may be even more powerful and lasting when based on a more accurate view of the partner at the specific level.

A122

THE ROSENBERG SELF-ESTEEM SCALE: FACTOR STRUCTURE AND MEASUREMENT COMPARABILITY ACROSS EURO-CANADIANS AND EAST-ASIAN CANADIANS *Emiko Yoshida, Elaine Perunovic, Erik Woody, Mike Ross; University of Waterloo* — The Rosenberg (1965) self-esteem scale is one of the most widely used self-report method for assessing global self-esteem; however, past empirical evidence shows inconsistent evidence as to the structure of the Rosenberg self-esteem scale. Furthermore, the assumption that the Rosenberg self-esteem scale measures the same construct across cultures has not received much empirical examination. In the present cross-cultural validation study, we investigate the structure of the Rosenberg self-esteem scale and its measurement comparability across European and East-Asian individuals in Canada. We conducted a confirmatory factor analysis using Structural Equation Modeling and found that the Rosenberg self-esteem scale has a similar one factor structure with the inclusion of method effects across the two cultural groups. Moreover, we obtained empirical evidence that the scale measures a similar construct and its items function equivalently across the two cultural groups, allowing meaningfully mean score comparison across the two cultural groups. Details of methodologies and implications of our findings will be discussed.

A123

THIS IS YOUR BRAIN ON STEREOTYPES… ANY QUESTIONS? *Valerie Green*[1], *Margarette Burd*[1], *Seth Duncan*[1], *Chad Forbes*[1], *Mark Geisler*[1], *Steven Fein*[2], *Talia Ben-Zeev*[1]; [1]*San Francisco State University,* [2]*Williams College* — Stereotype threat occurs when targets of negative stereotypes are reminded of alleged inferiority in a relevant domain, and of the possibility of confirming these stereotypes, experience performance deficits (e.g., Steele, Spencer, & Aronson, 2002). Stereotype threat may lead to situational underperformance, in part, by raising physiological arousal to detrimental levels. This hypothesis has been supported indirectly using behavioral measures but has not been examined physiologically (e.g., Ben-Zeev, Fein, & Inzlicht, in press; O'Brien and Crandall, 2003). In the current study, we measured Electroencephalographic activity from right and left frontal lobes in females taking a spatial test (Trail Making Test; TMT). In the threat condition, females were told that the TMT was an intelligence test and their performance would be compared to a male confederate's. In the control condition, there was no mention of intelligence and the comparison confederate was a female. Ten seconds of raw EEG activity were quantified during the TMT and baseline, using Fast Fourier Transformation analysis yielding global (1 – 60 Hz), alpha (8-13 Hz), and beta (13 – 30 Hz) power. Consistent with a social facilitation paradigm, behavioral results showed that females who found the TMT difficult performed worse in the threat than in the control condition. The reverse was true for females who found the TMT to be easy. Activity in the alpha bands mirrored the behavioral data, with reduced alpha activity in females in the threat condition who found the task difficult. Results are discussed in relation to synthesizing research on social cognition and physiological reactivity.

A124

ATTITUDE SIMILARITY CAN SERVE AS A KINSHIP CUE *Justin H. Park, Mark Schaller; University of British Columbia* — As predicted by kin selection theory, people behave more pro-socially toward close genetic relatives. This phenomenon requires a cue-based psychological mechanism that discriminates between kin and non-kin. Previous research suggests that people use such cues as co-residence and facial similarity as signals of kinship. In the present study (N = 45), we tested the hypothesis that attitude similarity also serves as a heuristic kinship cue. This hypothesis is suggested by evidence that many attitudes are heritable (i.e., attitude similarity is correlated with genetic relatedness), and that attitude similarity promotes pro-social emotions and behavior. We tested the hypothesis with a computer-based reaction-time methodology (the Implicit Association Test) designed to assess the extent to which attitudinally similar target individuals are implicitly associated with kinship cognitions. Consistent with the hypothesis, results revealed that attitudinally similar targets were automatically linked to kinship cognitions (p < .001). This effect was especially strong among perceivers who more strongly trusted their intuitions (r = .33, p = .03), indicating that the similarity-kinship connection is based on heuristic impressions, not rational decision-making. Additional results indicate that these findings cannot be explained as a byproduct of a general tendency to associate similarity with positive attributes. Also, the activation of kinship cognitions was correlated with perceivers' willingness to help similar others (r = .33, p = .03). These findings add to our understanding of psychological mechanisms linked to kin selection processes, and suggest that the fallible cue-based psychology of kinship may influence behavior toward unrelated strangers as well.

A125

BENEFITS OF FEELING GOOD AND FEELING CLOSE: POSITIVE EMOTIONS, SELF-OTHER OVERLAP, AND PERSPECTIVE-TAKING. *Christian Waugh, Barbara Fredrickson; University of Michigan* — Based on Fredrickson's (1998, 2001) broaden-and-build theory, we hypothesized that positive emotions broaden people's sense of self to include others, which leads to the acquisition of social and psychological resources. In a prospective study of first-year college students and their roommates, we measured self-other overlap using the Inclusion of Other in Self scale (Aron, Aron & Smollan, 1992), and perspective-taking as the propensity to make situational attributions. Participants (n = 96) reported how much positive emotion they felt for the first two weeks of college, during which they met their roommate. As hypothesized, self-other overlap mediated the relationship between positive emotions and increased perspective-taking. In addition, taking the roommate's perspective at Time 1 (the week after meeting the roommate) predicted increased closeness between the participant and their roommate and increased ego resilience for the participant at Time 2 (a month later). These findings support the hypothesis that positive emotions broaden people's sense of self and subsequently build personal and social resources.

A126

THE ROLES OF PRIOR BELIEFS AND MEMORY BIASES IN THE SELF-OTHER AMBIGUITY EFFECT *Matthew M. Monin, William M. P. Klein; University of Pittsburgh* — People are more likely to self-enhance when the performance of others in a domain is unambiguous yet their own level of ability is ambiguous (the self-other ambiguity effect). Research in this area has used domains in which participants have favorable prior beliefs concerning their ability. The current study investigates if this phenomenon also occurs when prior beliefs are neutral. We also examined whether memorial biases drive the tendency to self-enhance. 150 undergraduates were asked to guess the preferences (e.g., favorite beverage) of average others - either from Sacramento (neutral domain) or fellow undergraduates at the University of Pittsburgh (positive domain). Participants received false feedback regarding their own performance as well as that of other participants in the form of scores on ten trials. Participants were later asked to estimate the average of their own scores as well as the average of the other participants' scores. At the end of the session participants recalled their responses to the guessing task, and both sets of scores. Results showed that participants self-enhanced when their own scores were widely varied (high-ambiguity) and the average participant's scores were tightly clustered (low-ambiguity), but only when the task was in a domain in which they held favorable prior beliefs. Further analyses suggested that memorial biases did not mediate this effect. These findings help define the boundaries of the self-other ambiguity effect and suggest that the effect is not explained by differential accessibility of past performance.

A127

MUSIC AND TERROR MANAGEMENT: "YOU CAN'T KILL ROCK'N'ROLL" *Craig Johnson, Daniel Paratore, Benjamin Grysman, Dawn Dugan; Hofstra University* — Many consider music to be an important part of their lives yet research on the influence of music on many aspects of social thought and social behavior has been quite limited (Rentfrow & Gosling, 2003). We hypothesize that music might serve a terror management function. Terror management theory suggests that humans need self-esteem and invest in a cultural worldview as a means of protecting against the potentially paralyzing anxiety that awareness of our mortality can create (Greenberg et al., 1992). Music may serve as a buffer against mortality-based anxiety either by raising self-esteem in listeners or as reinforcement to the listener's cultural worldview. To test this idea, participants thought about music or activities at a tropical island resort and completed a state self-esteem scale. Next, they wrote an essay about death (mortality salient) or dental pain (control). Following a filler task, participants completed the PANAS mood scales and the multidimensional social transgression scale (Florian & Mikulincer, 1997). The transgressions scale asks respondents to read a series of scenarios describing transgressions against a person and to judge the severity of each transgression. Results indicated that overall, mortality salience led to higher severity ratings, replicating past work with this scale. Consistent with our main hypothesis, music eliminated the effect of mortality salience on severity ratings; however, this was true for males, not for females. We found no evidence that self-esteem or mood mediated the obtained pattern. We discuss the role of music in terror management and gender differences in this regard.

A128

FAITH IN INTUITION IS RELATED TO STRATEGY, NOT INTUITION IN A PROBLEM SOLVING TASK *Rolf Reber[1], Marie-Antoinette Ruch-Monachon[2], Walter J. Perrig[2]; [1]University of Bergen, Norway, [2]University of Bern, Switzerland* — Faith in Intuition has been shown to correlate with Openness to Experience. However, is Faith in Intuition related to the use of intuitive knowledge in problem solving? We examined this question by assessing the relationships of Faith in Intuition, Openness to Experience, and Conscientiousness to intuitive knowledge in the Accumulated Clues Task, a conceptual problem solving task. Research has revealed a difference between the objective closeness of a participant's hypothesis to the accurate solution and his or her subjective ratings of closeness to the solution. Whereas objective closeness increased linearly, the participants' subjective experience of closeness was rather low until the task solution was found, suggesting that participants were objectively closer to the solution than they themselves experienced to be. This suggests that participants used intuitive knowledge. We replicated this finding by using more precise measures in the Accumulated Clues Task, and then examined the relationships of different components to personality measures. Specifically, we were interested in whether the strategic or the intuitive component of the Accumulated Clues Task is related to Faith in Intuition, Openness to Experience, and Conscientiousness, the latter two taken from the NEO-FFI. Replicating earlier findings, Faith in Intuition correlated with Openness to Experience, r = .27. Faith in Intuition, Openness to Experience, and Conscientiousness correlated with strategy, r's = -.33, -.28, and .32, respectively, but not with intuitive knowledge. This finding suggests that measures related to a person's beliefs in intuition are related to strategy use in problem solving, but not to intuitive knowledge itself.

A129

IMPLICIT AND EXPLICIT MEASURES OF AGE PREJUDICE: PREDICTIONS FOR BEHAVIOR *Brandon Brockmyer, Kathryn Oleson; Reed College* — This study examined relationships between explicit and implicit prejudice by administering implicit and explicit measures of ageism to college students. We hypothesized that participants would express low levels of explicit prejudice but higher levels of implicit prejudice and that these two types of prejudice would be unrelated. Additionally, we expected that both explicit and implicit attitudes would predict behavior but under different circumstances. Weeks after responding to the attitude measures, participants were contacted by a confederate on an ostensibly unrelated matter and asked to volunteer with the elderly. To examine the possibility that explicit and implicit attitudes affect behavior under different conditions, half of the participants received this request with cognitive reasons why they should volunteer while half received this request accompanied by affective reasons. We expected the cognitive prime to activate the explicit less prejudiced attitude, facilitating volunteering, while the affective prime would activate the prejudiced implicit attitude, lowering volunteering. As expected, explicit and implicit measures were unrelated. Only one attitude measure predicted volunteering; individuals with warmer explicit feelings towards the elderly were more likely to volunteer. While the cognitive and affective primes had no effect on volunteering, it is unclear if this was due to the failure of the model or to overall low levels of volunteering. Our results suggest that implicit and explicit prejudice are best conceptualized separately. While only our explicit ageism measure predicted volunteering, we suggest that implicit ageism may predict other types of behavior and propose further research on conceptualizing attitude-behavior processes and ageism.

A130

AUTHORITARIANISM, SOCIAL DOMINANCE ORIENTATION, POLITICAL CONSERVATISM, AND PREJUDICE *Bernard E. Whitley, Jr.; Ball State University* — Researchers have consistently found a correlation between conservative political beliefs and prejudice. However, it is not clear why this relationship exists. One explanation focuses on social dominance orientation (SDO) and right-wing authoritarianism (RWA), which are correlated with both conservatism and prejudice. Several studies have found that when SDO and RWA are controlled, the correlation between conservatism and prejudice is greatly reduced. However, these studies assessed each construct using only single measures; the research reported here (n = 321) took a latent variables approach to the questions of the interrelations of SDO, RWA, conservatism, and prejudice. The research compared two models. In Model 1 RWA and SDO were treated as causes of conservatism and of racial and antigay prejudice but had no causal paths from conservatism to either prejudice. Although the chi-

square test was statistically significant, absolute fit indices indicated a good fit, with values of .95 and higher. Model 2 added paths from conservatism to the two forms of prejudice. This model fit no better than Model 1 (difference chi-square < 1) and neither path from conservatism to prejudice was statistically significant. These results suggest that prejudice is caused by SDO and RWA rather than a conservative belief system. In terms of social dominance theory, the correlation between conservatism and prejudice arises because conservative beliefs constitute one form of legitimizing myths that prejudiced people can use to justify their prejudices. That is, conservatism does not cause prejudice; rather, some prejudiced people use conservative beliefs to justify their prejudices.

A131
A TWO-WAVE STUDY OF GLOBAL SELF-ESTEEM IN EARLY ADULTHOOD *M. Brent Donnellan[1], Katherine J. Conger[2], Rand D. Conger[2]; [1]Michigan State University, [2]U.C. Davis* — Is global self-esteem stable during early adulthood? This question is addressed in a two-wave study using the Harter Global Self-Esteem Scale for Adults (Messer & Harter, 1986). The specific objectives are to test for the factorial invariance of the Harter measure and to examine the rank-order and absolute stability of self-esteem. Thus, this investigation provides important psychometric and substantive data on self-esteem stability. Method and Results. Analyses are based on 444 European American participants (56.5% female) that completed the 6-item measure in 1999 and 2001 (both alphas = .88). The average age of participants was 23.27 years and 25.26 years in 1999 and 2001, respectively. Tests of factorial invariance using SEM suggested that the Harter global scale had similar measurement properties across time. Self-esteem scores in 1999 and 2001 were strongly correlated (r = .63, p < .05) and the average self-esteem score was 3.18 (SD = .58) in 1999 and 3.16 (SD = .57) in 2001. There was no evidence for mean-level change (d = .04, p = ns). Analyses of individual change using the Reliable Change Index (Jacobson & Truax, 1991) indicated that 77% of the sample had similar self-esteem scores across time whereas 12% decreased and 11% increased. Conclusion. Results indicate that self-esteem was relatively stable across a two-year interval in both rank-order and absolute terms. These findings are consistent with the argument that self-esteem in early adulthood is best conceptualized as a trait, at least according to contemporary conceptualizations of personality traits.

A132
SELF-RELEVANCE INCREASES THE COGNITIVE AVOIDANCE OF PHYSICAL THREAT *Rupert Klein, Bärbel Knäuper; McGill University* — This study aimed to show that individuals who are low in anxiety and high in repressive defensiveness ("repressors") cognitively avoid physically threatening information if it is self-relevant. Past research has reliably shown that repressors avoid social threat, but evidence for avoidance of physical threat has been inconsistent. It was proposed that the self-relevance of the physical threat is necessary to activate the defensive mechanism of avoidance. Specifically, it was hypothesized that repressors avoid social threat words (e.g., 'rejected') because they are perceived to be self-relevant. In contrast, physical threat words (e.g., 'murder') should not generally be perceived to be self-relevant and therefore not generally be cognitively avoided. Physical threats should only be avoided if the individual circumstances render them self-relevant. We tested this hypothesis in the area of sexually transmitted infections (STIs) using an emotional Stroop task. We assumed that only repressors who are in a relatively new relationship and do not use condoms should cognitively avoid STI words because only they should perceive STIs as an immanent threat. The results of regression analyses (1) support previous research that repressors avoid social threat words and do not avoid general physical threat words, and (2) show that only repressors who are in a relatively new relationship and do not use condoms avoid sexually transmitted infection words. The findings demonstrate that cognitive avoidance can occur for physical threats when they are self-relevant.

A133
SELF-AFFIRMATIONS AND GROUP-AFFIRMATIONS REDUCE SELF-SERVING AND GROUP-SERVING BIASES *Zoe Kinias, David Sherman, Brenda Major, Heejung Kim; University of California, Santa Barbara* — This study examined whether self-affirmations can operate at the collective level as well as at the individual level in the reduction of both self- and group-serving biases. Previous research has found that individual-based self-affirmations can reduce self- as well as group-serving judgments (Sherman & Kim, in press). Because important groups constitute a central part of the self (e.g., Aron & Aron, 1986; Markus & Kitayama, 1991; Tajfel & Turner, 1979), we hypothesized that group-serving biases as well as self-serving biases would be attenuated by affirmations of both individual and group values. In this study, 114 intramural athletes affirmed individual, group, or unimportant values (control condition). We observed both self- and group-serving attributional biases in the control condition, such that athletes attributed wins more than losses to their own, and their teammates' performance. The self-serving bias (attributing wins more than losses to individual performance) was eliminated by both self- and group-affirmations, and the group-serving bias (attributing wins more than losses to teammates' performance) was reduced by self-affirmation and eliminated by group-affirmation. This study suggests that self-affirmation processes do operate at the collective level as they do at the individual level. Both individual and group value affirmations were able to reduce both self- and group-serving biases. These findings suggest that important groups can serve as an additional affirmational resource and facilitate greater openness to threatening information about both the self and the group.

A134
ATTENTIONAL RESOURCES AND INFORMATION PROCESSING FOR NORMATIVE AND DEVIANT GROUP MEMBERS *Russell Hutter, Richard Crisp; School of Psychology, University of Birmingham, UK* — The black sheep effect (Marques, Yzerbyt, & Leyens, 1988) arises when a deviant ingroup member is disliked more than a deviant outgroup member. Previous work has centred around the evaluative judgements of such deviants. We examined the attentional processes that accompany perception of deviants. In Experiment 1 participants viewed information about deviant and normative ingroup and outgroup members. We hypothesized that deviant ingroup members would be ignored as a way of protecting the subjective definition of the ingroup, but that outgroup deviants would in contrast be particularly attention consuming. Supporting this prediction, participants were better at recognizing ingroup normative and outgroup deviant information compared to ingroup deviant and outgroup normative information. In Experiment 2 viewing time latencies followed this same pattern. In Experiment 3 we held viewing time constant and this eliminated the effects on a subsequent recognition task. In Experiment 4 the effect was observed for high, but not low, ingroup identifiers. We discuss these motivational influences on attentional processes in person perception.

A135
MULTIPLE SOCIAL CATEGORIES AND STEREOTYPE THREAT *Robert J. Rydell, Sian L. Beilock, Allen R. McConnell, Lauren E. Holt; Miami University* — Stereotype threat occurs when knowledge of a negative stereotype about one's social group decreases group members' stereotype-related performance. However, the conditions and processes underlying stereotype threat effects are unclear. Because people are members of multiple social groups, they are subject to many stereotypes that may have conflicting implications for stereotype-related performance. The current work examined the implications of experiencing concurrent, conflicting stereotypes about a performance. Two experiments used a 2 (Negative Stereotype: no information, negative stereotype) x 2 (Positive Stereotype: no information, positive stereotype) x 2 (Time: pre, post-manipulation) x 2 (Problem Difficulty: easy, hard) mixed-model factorial design. The predicted 4-way interaction obtained in both experiments. In Experiment 1,

female Miami students showed stereotype threat effects for accuracy on difficult problems when a negative stereotype (women are bad at math) was accessible, p<.001. This effect was eliminated when a negative and a positive stereotype (Miami students are good at math) were concurrently presented. In Experiment 2, White men showed stereotype threat effects for accuracy on difficult problems when a negative stereotype (Asians are better than Whites at math) was accessible, p<.005. However, this decrease was eliminated when a negative and a positive stereotype (men are good at math) was concurrently presented to them. Two different subject populations showed stereotype threat when negative stereotypes were accessible. This effect was eliminated when positive and negative stereotypes were presented concurrently. These results indicate that stereotype threat can be eliminated by introducing a positive stereotype even when a negative stereotype is still present.

A136
POSITIVE EMOTIONS BUILD PERSONAL RESOURCES AND PREDICT FUTURE WELL-BEING *Barbara L. Fredrickson[1], Stephanie Brown[1], Michael A. Cohn[1], Anne Conway[1], Joseph Mikels[2]; [1]University of Michigan, [2]Stanford University* – Positive emotions are said to be markers of subjective well-being (Diener, 2000; Kahneman, 1999). The broaden-and-build theory (Fredrickson, 1998, 2001) takes this association a step further and predicts that positive emotions not only reflect current subjective well-being, but also create increments in subjective well-being over time. The theory further predicts that this "upward spiral" between positive emotions and well-being holds because positive emotions build consequential personal resources. We tested the hypothesis that daily experiences of positive emotions build trait resilience, which in turn produces increases in subjective well-being. Eighty-seven college students went to a secure website to report specific positive and negative emotion experiences every day for a month. Before and after our month-long diary we measured trait resilience and subjective well-being. Daily experiences of positive emotions were significantly correlated with increases in trait resilience over the month (r = .38, p < .001) as well as with increases in subjective well-being (r = .34, p < .001). Tests of mediation confirmed that, as hypothesized, increases in subjective well-being predicted by daily positive emotions were attributable to the associated increases in trait resilience. Moreover, these associations were unique to positive emotions: No similar or opposite patterns emerged for negative emotions. The data suggest that by building consequential personal resources, positive emotions not only signal happiness, but also produce it.

A137
FACTORS ASSOCIATED WITH ABUSE AMONG YOUNG WOMEN IN DATING RELATIONSHIPS *Kerry Sudom, Alla Skomorovsky, Kim Matheson, Hymie Anisman; Carleton University, Ottawa, Ontario, Canada* – Much of our understanding of battered women comes from reports of those in battered women's shelters or hospital outpatients. Typically, the characteristics of battered women are confounded by numerous other variables (e.g., personality disorders), making it difficult to identify premorbid conditions associated with an abusive relationship being maintained and with responses to the abuse. The present investigation examined abuse during the earlier stages of dating relationships in a sample of 155 female university students to determine the ramifications of such abuse with respect to functional and psychological well-being, and to identify factors that influence risk of becoming engaged in such a relationship. It was found that abused women exhibited greater levels of depressive and posttraumatic stress disorder (PTSD) symptoms, were more likely to use avoidant and emotion-focused coping strategies, and perceived these strategies as being more effective in dealing with relationship conflict than non-abused women. As well, abused women exhibited a lower ability to appraise emotion compared to non-abused women, although they did not differ on other aspects of emotional intelligence. Maladaptive coping styles and lower ability to appraise emotion

were associated with increased depressive symptoms. In addition, previous traumatic experiences were associated with the increased use of avoidance coping among abused, but not non-abused women. The experience of abuse within an intimate relationship, particularly when combined with prior traumatic experiences, may lead to avoidant tendencies and decreased emotional acuity, which may in turn affect well-being.

A138
OPPOSITION TO AFFIRMATIVE ACTION: SELF-INTEREST OR SOCIAL JUSTICE? *Madeleine Fugere, Jonathan Iuzzini; Eastern CT State University* – Although the Supreme Court has recently reaffirmed the need for affirmative action, opposition to affirmative action persists. Past research reveals that White Americans oppose affirmative action for a variety of reasons. The present study explored two potential reasons for opposition to affirmative action: justice concerns and self-interest. White Americans might oppose affirmative action because they perceive the policy to violate the norms of distributive and procedural justice. Alternatively, White Americans might oppose affirmative action because they do not benefit from (and may believe that they may be harmed by) the policy. Sixty participants reviewed two college applications (from one White and one African American applicant) to a hypothetical university that had an affirmative action policy targeted toward "traditional" minority students or toward White students (at a "historically Black" university). If justice concerns were the primary reason for opposition to affirmative action, the policy targeting minority students should have been viewed as more fair than or equal in fairness to the policy targeting White students. Conversely, if self-interest concerns were the primary reason for opposition to affirmative action, the policy targeting White students should have been perceived as more fair than the "traditional" policy. Consistent with a self-interest interpretation, the affirmative action policy that targeted White applicants was rated as more fair overall than the policy that targeted minority applicants. Future research should explore the strength of self-interest and justice-based opposition to affirmative action as well as social dominance orientation and prejudice as potential sources of opposition to affirmative action.

A139
IMPLEMENTING AND IMPEDING INTERGROUP BEHAVIORAL INTENTIONS: EVIDENCE FOR A SOCIAL FUNCTION OF INTERGROUP EMOTIONS *Angela Maitner[1], Diane Mackie[1], Eliot Smith[2]; [1]University of California, Santa Barbara, [2]Indiana University* – According to Intergroup Emotions Theory, intergroup emotions motivate intergroup behavior by instigating intergroup behavioral intentions. Implementing an emotion-linked behavioral tendency should discharge the emotion, whereas impeding the behavioral tendency should intensify the emotion. We investigated the emotional consequences of satisfying or thwarting emotionally induced intergroup behavioral intentions. Study 1 showed that if an attack on the ingroup produces anger, then retaliation increases satisfaction, but if the attack produces fear, retaliation increases fear and guilt. Study 2 showed that when aggressive ingroup actions produce guilt, reparations decrease guilt and increase satisfaction, whereas continued aggression leads to further guilt, anger, and fear. Study 3 showed that for people highly identified with a group, anger in reaction to a group insult leads to satisfaction when the group responds, but more anger and guilt when it does not. Results suggest that satisfying behavioral intentions associated with intergroup emotions fulfills a social regulatory function.

A140
THE IRONIC EFFECTS OF SEEKING FAIRNESS *Julie McGuire Turchin, Mark Lepper, Lee Ross; Stanford University* – A study was conducted to examine the effects of requiring a fair resolution to a conflict on the resolution process. It was theorized that instructing participants to reach a fair outcome would be seen as more challenging, and the outcome rated as less fair, than if participants were merely instructed to reach any agreement. Fifty-two participants who had been pre-selected

to hold opposing views on affirmative action were brought into the lab in pairs, and were instructed to divide grant money among various target groups including disadvantaged and non-disadvantaged minorities, disadvantaged non-minorities, and underrepresented groups. Some dyads were instructed to reach an agreement. Others were told to be sure the agreement was fair before they agreed. Still others were told to behave fairly during the negotiation. They were given 10 minutes to negotiate an agreement. Following the negotiation, they rated their behavior and the agreement on a number of dimensions, including how fair it was and how satisfied they were. Although ratings did not differ on how satisfied the participants were or how fair they felt their agreement was, participants in both the "fair outcome" and "fair behavior" condition rated both their and their partner's behavior as significantly less fair than in the control condition. They were also marginally more frustrated with the process. Finally, those in either of the fairness instruction conditions took longer to reach an agreement and were marginally less likely to reach any agreement than those in the control condition.

A141
EFFECTS OF CONTINGENT SELF-WORTH ON PERFORMANCE *Amara Brook, Jennifer Crocker; University of Michigan* — Some people argue that contingencies of self-worth are indispensable sources of motivation (Pyszczynski & Cox ; Sheldon, 2004). Indeed, some studies have shown that contingent self-worth is associated with greater effort on tasks in the contingent domain (Brook & Crocker, in prep; Crocker, Luhtanen, Cooper, & Bouvrette, 2003). However, threatened egotism is associated with self-defeating behaviors that decrease the odds of success (Baumeister, 1997). And high self-esteem is also associated with self-defeating behaviors (McFarlin, Baumeister, & Blascovich, 1984). In a laboratory study, we tested the idea that contingencies of self-worth are associated with reduced effort and poorer performance on difficult tasks in the contingent domain, that this effect is especially strong for high self-esteem participants, and that this effect is not explained by non self-esteem reasons for considering academics important. We measured basing self-esteem on academics, non self-esteem reasons for academic importance, self-esteem level, and effort (time spent) and performance (number correct) on an easy or difficult Remote Associates Test. Basing self-esteem on academics predicted less effort and poorer performance on the difficult task for high self-esteem participants, but better performance for low self-esteem participants. Basing self-esteem on academics did not predict performance on the easy task for either high or low self-esteem participants. These effects were not replicated with non self-esteem reasons for importance. We conclude that contingencies of self-worth may help performance on challenging tasks for low self-esteem people, but hurt performance for high self-esteem people because they may withdraw effort to protect their self-esteem from diagnostic failure.

A142
AUTOMATIC FORGIVING RESPONSES IN CLOSE RELATIONSHIPS *Johan Karremans, Henk Aarts; Utrecht University, the Netherlands* — Hitherto, the literature on forgiveness has exclusively focused on the role of deliberative (e.g., attribution) processes in determining forgiveness. However, in the present research, we argue that in the context of close relationships, relatively high levels of forgiveness can be automatically evoked in response to an offense, without much deliberation. This proposition is based on two related lines of reasoning. First, provided that transgression in close relationships occurs quite frequently, and provided that research has shown that forgiving responses (compared to nonforgiving responses) are generally associated with positive outcomes, we reasoned that forgiving responses in close relationships should become fairly habitualized. A second, related reasoning is that, similar to other relationship goals (Fitzsimons & Bargh, 2003), forgiveness may become part of the mental representation of close others. In daily life, when offended, forgiveness may therefore be automatically activated if the offender is a close other, rather than a nonclose other.

Three studies provide evidence for our general hypothesis that forgiving responses may be relatively automatic in the context of close relationships (as compared to nonclose relationships). Studies 1 and 2 demonstrate that the subliminal activation of close others (versus nonclose others or a control word) automatically induces relatively high level of forgiveness toward various offenses. In addition, by employing a time pressure paradigm, Study 3 demonstrates that forgiving responses toward a close offender are less dependent on cognitive resources than are forgiving responses toward a nonclose offender, suggesting that forgiveness indeed is a relatively effortless, habitual process in close relationships.

A143
VALIDATION OF THE CAUSAL UNCERTAINTY SCALE WITH OLDER ADULTS AND INDIVIDUALS WITH CLINICAL DEPRESSION *Jennifer Passey, Jill A. Jacobson, Lisa Lee; Queen's University* — Weary and Edwards' (1994) Causal Uncertainty Scale (CUS) measures uncertainty about one's causal understanding of social events. This scale was designed specifically for use with student samples, but in the present research, we tested a new version of the CUS to be used in non-academic settings to extend causal uncertainty research to other populations. In Study 1, at two sessions held two months apart, 72 older adults completed the non-academic CUS and other measures. As with the original version, the new CUS evidenced a unidimensional factor structure, adequate test-retest reliability (r = .54), and the predicted correlations with other personality and depression measures. For Study 2, 91 women drawn from the local community were administered the Structured Clinical Interview for the DSM-IV (SCID) to determine whether they met the criteria for a major depression diagnosis. These women also completed several scales including the CUS and an adaptation of Weary and Edwards' causal judgment task. Although interest in causal uncertainty arose out of work on depression, little or no research has examined whether causal uncertainty is elevated in, or has the same implications for, clinically depressed people as it does for dysphoric students. Confirmatory factor analysis replicated the one-factor structure and the predicted correlations with various measures of personality and psychopathology. Indeed, women diagnosed with major depression had significantly higher CUS scores than did non-depressed women. However, contrary to research with dysphoric undergraduates, participants' CUS scores did not predict the number of causes they listed or their certainty about them.

A144
THE IMPACT OF RUMINATION ON AGGRESSIVE THOUGHTS, FEELINGS, AND BEHAVIOR *William C. Pedersen[1], Thomas F. Denson[2], R. Justin Goss[1], Eduardo A. Vasquez[2], Norman Miller[2], Hector, Aguilar[1], Jordan, Edwards[1], Ian, Walti[1], [1]California State University, Long Beach, [2]University of Southern California* — The current study was the first to examine the process by which rumination increases direct aggression. The General Aggression Model (GAM) (Anderson & Bushman, 2002) posits that variables that increase aggression do so by elevating aggressive cognition, aggressive affect, or physiological arousal. Following an initial provocation, participants were either induced to ruminate or were distracted for 20 minutes. Participants who ruminated following a provocation showed (a) an increase in the accessibility of aggressive cognitions, (b) elevated levels of hostile affect, and (c) higher levels of behavioral aggression compared to individuals who were distracted. Furthermore, consistent with the GAM, hostile affect mediated the relationship between rumination and aggression for high trait ruminators who ruminated about a provoking incident. Taken together, these findings enhance our understanding of how rumination augments aggressive behavior. Implications of this work for reducing instances of aggression are also discussed.

A145

THE EFFECTS OF OPTIMISM, SELF-MASTERY, AND THE PERCEIVED CONTROLLABILITY OF A HEALTH THREAT ON INDIVIDUALS' RESPONSES TO UNFAVORABLE MEDICAL DIAGNOSES *Anna Ebel-Lam, Jill A. Jacobson; Queen's University* – In the current study, we assessed the effects of dispositional optimism, self-mastery and the controllability of a health condition on the amount of defensiveness that people exhibited after receiving an unfavorable medical diagnosis. We also examined the way in which these variables interacted to influence individuals' subsequent intentions to make lifestyle changes. Participants (N=76) completed several personality inventories, including the revised Life Orientation Test (LOT-R; Scheier, Carver, & Bridges, 1994) and the Self-mastery Questionnaire (Pearlin & Schooler, 1978). They then self-administered the Thioamine Acetylase (TAA) test (Ditto & Croyle, 1995). Everyone learned that they possessed TAA, a fictitious enzyme purportedly associated with greater susceptibility to pancreatic disease later in life. The only difference was that participants in the controllable condition were informed that the risks associated with being TAA-positive largely were controllable through changes to one's diet and exercise routine. Participants in the uncontrollable condition, in contrast, were told that modifying one's lifestyle had little or no influence on decreasing one's chances of developing pancreatic disease. We found that participants' self-mastery interacted separately with optimism and controllability to influence their levels of defensiveness and intentions. At low levels of optimism or when TAA was depicted as being controllable, self-mastery did not influence participants' reactions to the diagnosis. At high levels of optimism or when TAA was depicted as being uncontrollable, however, self-mastery was positively associated with defensiveness and negatively associated with intentions to make lifestyle changes.

A146

DIFFERENTIAL PATTERNS OF SELF-CONCEPT CLARITY ACROSS AGE GROUPS IN MEN AND WOMEN *Jennifer L Smith, Brent W Roberts; University of Illinois, Urbana-Champaign* – Self-concept clarity (Campbell, 1990, SCC) is an important construct to research on self and identity. SCC has been linked to multiple indices of well-being and psychological adjustment such as self-esteem, low neuroticism, low anxiety, and low depression (e.g. Campbell et al., 1996; Nezlek & Plesko, 2001; Bigler, Neimeyer, & Brown, 2001). Additionally, research suggests that a coherent identity in general is important to leading a happy, healthy life as an adult (e.g. Manen & Whitbourne, 1997; Stewart, Ostrove & Helson, 2001). However, little is known about the pattern of SCC across age groups. The current study attempts to elucidate the relation of SCC to age in both men and women. Generalizing from the pattern of self-esteem across age groups (Robins et al., 2002), it was expected that, for both men and women, SCC would show a curvilinear relation to age with an increase through middle-age and a decline in old age. This hypothesis was examined in a sample of 102 men and 167 women ages 19 – 94. SCC showed the expected curvilinear pattern across the entire sample. However, this pattern only held for men when examined between genders. Contrary to expectations, women continued to increase in SCC across age groups. Implications for these findings are discussed in relation to current role theory and identity construction across the life-span. Specifically, it is suggested that the maintenance of an age-graded role is critical to sustaining high levels of SCC, in keeping with the social investment model of personality development.

A147

GENDER DIFFERENCES IN RISKY SEXUAL BEHAVIOR: AN EVALUATION OF CONTROLLED ORIENTATION, EROTOPHILIA, AND RISKY SEX *Melissa Lewis[1], Clayton Neighbors[2], Jeremy Malheim[1]; [1]North Dakota State University, [2]University of Washington* – The current research was designed to assess the relationships among controlled orientation, erotophilia, and risky sexual behavior. Both erotophilia and controlled orientation were expected to be positively related with risky sexual behavior. In addition, the association between erotophilia and risky sexual behavior was expected to be stronger among individuals who are higher in controlled orientation. However, this relationship was expected to be evident mainly among men. Participants (N= 111: 64 women, 47 men) completed self-report measures of self-determination, erotophobia-erotophilia, and risky sexual behavior. Previous research has found that erotophilia is connected with a higher rate of and a greater range of sex-related behaviors. The present findings reveal that this relationship is more evident among individuals who are more controlled, particularly among men. In addition, the current results, along with previous research findings, imply that individuals who are higher in controlled orientation are more responsive to internal needs to receive immediate gratification as well as to social norms for or against involvement in risk-related behaviors. Finally, diverging norms for men and women concerning the approval of risky sexual behavior (i.e., the double standard) are likely moderators of the stronger erotophilic-risk link among more controlled individuals.

A148

ZELIG MEETS ZILSTEIN: THE EFFECT OF ANXIETY ON NONCONSCIOUS BEHAVIORAL MIMICRY *Yoel Inbar, Thomas Gilovich; Cornell University* – This study examines the effect of anxiety on nonconscious behavioral mimicry, the automatic imitation of the gestures and mannerisms of interaction partners. Previous research demonstrates that anxiety increases the desire to affiliate (Schachter, 1959) and that behavioral mimicry is employed in the service of a goal to affiliate (Lakin & Chartrand, 2003). This suggests that inducing anxiety in participants should cause them to mimic an interaction partner more than non-anxious participants would. However, several researchers (e.g. Sarnoff & Zimbardo, 1961; Teichman, 1973) have argued that anxiety stemming from embarrassment is an exception to the general rule that anxiety fosters affiliation. The results were supportive of the second hypothesis – participants anticipating having to sing alone in front of an audience mimicked an interaction partner less than did control participants or participants who were expecting to sing along with someone else.

A149

THE LINGUISTIC BASIS OF COLOR CATEGORIES *Eliza Bliss-Moreau, Lisa Feldman Barrett; Boston College* – The role of language in conscious experience is the subject of extensive debate. This study examines the relationship between language concepts and the structure of color experience using the experimental manipulation of color concepts. Previous research suggests that the structure of color experience is consistent across individuals in the Western, English speaking world (Berlin & Kay, 1969), but that the perceptual boundaries of colors differ in other cultures (Davidoff, Davies & Roberson, 1999). These findings suggest that the language which we speak, and therefore the linguistic concepts available to us, may structure our color experience. We tested this hypothesis by manipulating linguistic color concepts and testing subsequent categorization of color exemplars. Color concepts were deactivated by having participants repeat color words out loud 30 times, a paradigm known as semantic satiation (Amster, 1964). We reasoned that if deactivation of linguistic color concepts impairs the categorization of subsequent color exemplars, then language may be a necessary component of color perception. We found that participants' speed and accuracy in the categorization of color exemplars were decreased (as compared with a control) when color categories were satiated, suggesting that temporarily deactivating color concepts results in impairment of color categorization. These findings are consistent with the view that language supports color categorization. Implications of this work as related to conscious experience are discussed.

A150

UPWARDLY (IM)MOBILE: STEREOTYPE THREAT AND SOCIAL CLASS IN AMERICA *Bettina Spencer, Emanuele Castano; New School University, Graduate Faculty* — Stereotype threat effect occurs when members of a stigmatized group perform poorly on a task because they fear confirming a negative stereotype that is associated with their ingroup (Steele & Aronson, 1995). This effect has largely been researched with African Americans in test taking situations (see Steele, 1997). Recently a number of stereotype threat studies have emerged that have produced findings with Latinos (Gonzales, Blanton, & Williams, 2002), Asians (Shih, Pittinsky, & Ambady, 1999), the elderly (Hess, Auman, Colcombe, & Rahhal, 2003), athletes (Stone, J., 2002), and White men (Leyens, Desert, Croizet, & Darcis, 2000). However, given that the primary predictor of academic performance is socioeconomic status (Kozol, 1992), it seems illogical that there has been little stereotype threat research that addresses social class and academic achievement. The present study demonstrates that low-income students are affected by stereotype threat when asked to report family income and parents' occupations before taking a test. Results show that when low-income students report family income before taking an exam, their scores (and confidence) are significantly lower than low-income students who report income after the test. These results may help explain why there is such a large disparity on SAT scores between low and high-income students. Our research provides one explanation as to why such a large discrepancy is found between social classes on standardized testing and also presents compelling evidence that social class stereotyping does exist in America, and that it does lead to profoundly negative consequences for low-income students.

A151

RACIAL BIAS IN PERCEPTIONS OF ATHLETICISM: THE ROLE OF MOTIVATION IN THE ELIMINATION OF BIAS *B. Michelle Peruche, E. Ashby Plant; Florida State University* — In cultures with diverse populations, it is essential to treat people fairly and not be biased by preconceptions about their social group. Unfortunately, people's responses to others can be biased by both negative stereotypes (e.g., Black people are more violent than White people) and positive stereotypes (e.g. Black people are more likely to be athletic compared to White people), which can have negative implications for the targets of such bias. For example, if people expect that Black people are good athletes, they may view a non-athletic Black person as deficient. The current work examined whether people were more likely to misidentify an object as being sports-related when paired with a Black person compared to a White person and whether training on a simulation where the race of the person in the picture was unrelated to the type of object (sports-related or not) could eliminate such bias. Participants received training on a computer task where they decided whether an object that appeared in a picture paired with a Black or White face was sports-related (e.g. basketball) or not (e.g., camcorder). Participants responded with a bias toward identifying the objects as being sports-related when they were paired with a Black face than when they were paired with a White face. However, these biases were eliminated after exposure to the program where race was unrelated to the object. Also, the elimination of bias was most apparent among participants who were strongly internally motivated to respond without prejudice because of personally important nonprejudiced standards.

A152

CAN WHAT WE DON'T KNOW HURT US? EVALUATING QUALITY OF FREE CONDOMS FROM PRICE AND CREDIBILITY CUES *David Portnoy, Kerry L. Marsh; University of Connecticut* — If price is viewed as a positive attribute of a product, then in general products with low prices should evoke positive responses. Psychological research, however, suggests that low price could backfire if it is also informative about reduced product performance. This paradox is apparent in free condom programs where price might have positive pragmatic implications, but also could imply low quality, especially if there is insufficient evidence that the source of the condoms is credible. A fictional brand of condoms was evaluated by 148 undergraduates at three levels of price on either a high or low credibility website. Price and source credibility (SC) had significant effects on acquisition intentions, but only credibility was significant for perceived quality. Source Credibility was rated as more important to their evaluations by participants who viewed the low rather than the high credibility webpage. The former also took significantly longer responding to items assessing quality and listed more credibility-oriented thoughts than those who saw the high credibility webpage. This suggests that those that viewed the low SC webpage had to engage in more extensive processing than their high SC counterparts in order to reach the same quality ratings. These data suggest that information provided on the low credibility page was insufficient and thus required more cognitive effort for participants to achieve their threshold of judgmental confidence.

A153

NONCONSCIOUS GOALS TRIGGERING CONSCIOUS THOUGHT: MECHANISMS UNDERLYING EXPECTATION CONFIRMATION *Paul E. Weiland, Andrew L. Geers, Kristin Kosbab, Oscar Garza, Megan DiQuattro; University of Toledo* — Recent research has found that nonconscious goals can enhance expectation-confirmation effects (Geers et al., 2004). At the moment, the process by which nonconscious goals increase such confirmation biases is unknown. In the present experiment, we tested the hypothesis that nonconscious goals enhance expectation effects by altering conscious thought. Specifically, we hypothesized that nonconscious goals activate expectation-congruent cognitions in conscious awareness, which in turn, bring about expectation-confirmation effects. We tested this hypothesis in an experiment in which participants were given a bogus caffeine pill. Participants in the study completed a scrambled-sentence task (Chartrand & Bargh, 1996) that either primed a nonconscious goal of cooperation or no goal. Orthogonal to this manipulation, participants were either told they would be consuming caffeine (unconditional expectation) or that they may or may not be consuming caffeine (conditional expectation), to see if this mediation effect, if found, would generalize across strong and weak expectations. After evaluating their bodily reaction to the bogus pill, participants reported on their caffeine symptoms and also the thoughts they had during the assessment period, which were coded to create an expectation-congruent thought index. The results, which held for both expectation groups, revealed that the cooperation-primed participants reported stronger caffeine symptoms and also listed more expectation-congruent thoughts than those who received no-goal primed. As expected, a path analysis revealed that thought scores significantly mediated the effect of the goal manipulation on caffeine symptom reports. The present study provides the first evidence that nonconscious goals enhance expectation confirmation effects by instigating conscious thought.

A154

OPTIMISM AND COLLEGE FRESHMEN: WELL-BEING, ENGAGEMENT, AND PERFORMANCE *Lise Solberg-Nes, Suzanne C. Segerstrom; University of Kentucky* — Positive outcome expectancies, or optimism, are often associated with better psychological and physiological adjustment to stressors. The purpose of the present study was to investigate whether optimistic expectancies can be associated with success in college life. Optimists generally see positive outcomes as attainable, and may therefore invest continued engagement in order to achieve their goals, which in turn may lead to better subjective well-being, and better performance. Participants (N = 2697) were given surveys at the beginning and end of their first year in college. After completion of the freshman year, academic records were attained for each participant. Generalized dispositional optimism was associated with decreased distress (p < .001), as well as less chance of dropping out of college (p < .02) and, to a lesser extent, higher GPA (p = .05). The more specific academic opti-

mism was also associated with decreased distress (p < .01), and less chance of dropping out of college (p < .02), but also with better GPA (p < .001) and enrollment in a higher number of credit hours (p < .01). The specificity of the optimism measure appeared to influence the relationship between optimism and college success, as dispositional optimism had more impact on overall distress than the more specific academic optimism measure, and academic optimism had more impact on domain-specific motivation, as seen in number of credit hours enrolled, and domain-specific performance, as seen in GPA. Overall, positive outcome expectancies appeared beneficial with regard to emotional adjustment, persistence, and performance for college freshmen.

A155

THE EFFECTS OF CHRONIC AND CONTEXTUAL ACTIVATION OF ATTACHMENT ORIENTATIONS ON SEXUAL FANTASIES

Gurit Birnbaum, Efrat Barnea, Zehorit Assulin-Simhon; Bar-Ilan University – Within attachment theory, adult romantic love involves the integration of three distinct behavioral systems: Attachment, caregiving, and sexual mating (Bowlby, 1982/1969). Because the attachment system is the earliest developing social-behavioral system it may influence the later-developing sexual system. Indeed, past research has shown that attachment orientations are involved in the functioning of the sexual system within romantic relationships (Feeney & Noller, 2004). However, these studies have mainly focused on the associations between chronic attachment orientations and overt sexual behavior and there has been little attention given to sexual fantasies, which may provide a unique insight into the most intimate desires that motivate sexual behavior in the context of adult romantic relationships. The current study examined the effects of both chronic and contextual activation of attachment orientations on the content of sexual fantasies. Ninety-five participants visualized one of their secure, avoidant, or anxious-ambivalent relationships and later described in narrative form a sexual fantasy. Results showed that the effects of contextual activation of attachment relational schemas on sexual fantasies were moderated by chronic attachment orientations. For example, visualizing avoidant relationships led to more aversive sexual fantasies mainly among persons scoring low on attachment avoidance. However, whereas persons high in attachment anxiety perceived the objects of their fantasies as more aggressive and harmful, persons low in both attachment anxiety and avoidance perceived themselves as more dependent and humiliated. We discuss the possibility that the strategies and relationship goals, characterizing different attachment orientations, are manifested in the operation of sexual fantasies within romantic relationships.

A156

ALTERNATIVES AND EVALUATION: RELEVANT TO PROSPECT, BUT NOT TO EXPERIENCE? *Kristian O. R. Myrseth[1], Carey K. Morewedge[2], Daniel T. Gilbert[2]; [1]Graduate School of Business, University of Chicago, [2]Harvard University* – Participants were informed that they would be evaluating potato chips. Forecasters rated how much they would like chips, whereas experiencers who ate chips rated how much they liked chips. Forecasters and experiencers rated chips in the presence of either better or worse foods. Forecasters were influenced by context: participants who made forecasts in the presence of better foods gave the chips lower ratings than did participants who made forecasts in the presence of worse foods. Experiencers were not influenced by context: participants who ate chips in the presence if better foods gave the chips the same ratings as did participants who ate chips in the presence of worse foods. The results suggest that forecasters overweight the effect of possible alternatives on their subsequent experiences.

A157

A TEST OF THE ATTRACTION-SIMILARITY MODEL IN DATING COUPLES: THE PSYCHOLOGICAL AND HEALTH BENEFITS

Mie Kito, Marian Morry, Kristin Stevens, Andrea Marchylo; University of Manitoba – The attraction-similarity model (Morry, 2003, in press) indicates that across a variety of relationships attraction to other people leads individuals to perceive these others as being similar to the self. These perceptions of similarity are proposed to have psychological and health benefits for the perceiver. One correlational study tested the predictions that (a) levels of attraction would predict perceptions of similarity, (b) attraction and perceptions of similarity would predict self-esteem and emotions, and (c) self-esteem and emotions would predict health. University students (63 men, 74 women) in ongoing dating relationships (average 18.9 months) rated the self and partner on 21 positive and negative traits and completed a number of measures of attraction (satisfaction, liking, loving, inclusion of other in self), psychological benefits (state self-esteem, positive and negative affect), and health (inventory of physical symptoms).To examine perceived similarities, absolute difference scores (self minus partner) were taken for each trait and then averaged over the positive traits, negative traits, and all traits. Regression analysis indicated that attraction predicted similarity for the positive, negative, and all traits variables. Regression also indicated that the attraction measures and the perceived similarity scores predicted the psychological and health benefits although not all relations were significant. Structural equation modeling was also conducted to further test this model. In general, support was found for the predictions and the attraction-similarity model. In addition, this study extended Morry's earlier research on friendships into the area of dating relationships. The implications of this model for relationship researchers will also be discussed.

B1

THE LINGUISTIC RELATIVITY OF EMOTION CONCEPTS *Kristen Lindquist, Eliza Bliss-Moreau, Lisa Feldman Barrett; Boston College* — This study assesses the relationship between language and the perception of facial behaviors depicting emotion. We propose that emotion perception may be shaped by language in accord with the Linguistic Relativity Hypothesis (Whorf, 1956). We examined whether manipulating linguistic concepts of emotion influenced subsequent categorization of facial behaviors. Emotion concepts were deactivated by having participants repeat emotion words out loud 30 times, a paradigm known as semantic satiation (Amster, 1964). We found that participants' speed and accuracy in the categorization of facial behaviors were decreased when emotion categories were satiated, consistent with the hypothesis that linguistic categories support emotion perception.

B2

A THREE-FACTOR SCALE FOR ASSESSING AUTOBIOGRAPHICAL MEMORY CHARACTERISTICS *Gary D. Stockdale, Angelina R. Sutin; University of California, Davis* — Although questionnaires such as the Memory Characteristics Questionnaire (MCQ; Johnson et al., 1988) have been widely used to evaluate characteristics of personally meaningful memories, the factor structures of these measures are basically unknown. Thus, researchers are unable to adequately identify facets of memory, such as vividness, intensity, and sensory experiences. In a series of studies we expanded and refined the MCQ, identifying three memory factors. For Study 1 we generated 47 items (taken, in part, from the MCQ) and had participants rate two achievement memories on these items. An exploratory factor analysis revealed three factors underlying these 47 items: Vividness, Palpability, and Distancing. We retained items that loaded above .60 on one factor and added 10 additional items, for a 23-item scale. In Study 2 a new sample used this scale to rate one general and two achievement memories. Exploratory and confirmatory factor analyses revealed the same basic factor structure as Study 1 with generally improved factor loadings for the items. In Study 3, we confirmed our factor structure by having a third sample rate the same three types of memories used in Study 2. Here, however, we retained only the five highest loading items for each factor from the 23-item scale. Our final scale is composed of 15 items that adequately measure three memory factors. This 15-item, psychometrically sound measure of evaluative characteristics of autobiographical memories will have wide applicability to researchers, particularly for personality and social psychologists studying the characteristics and correlates of autobiographical memories.

B3

DOES ACCOUNTABILITY NEUTRALIZE OR MAGNIFY STEREOTYPES? EFFECTS OF ACCOUNTABILITY AND IMPLICIT THEORIES ON PREFERENCE FOR STEREOTYPIC OR COUNTERSTEREOTYPIC INFORMATION *Susanne Woolsey, Jason Plaks; University of Washington* — Does accountability reduce or magnify the effects of stereotypes on impression formation processes? Ps (n=140) were presented with a sequence of behaviors preformed by a neo-Nazi skinhead. Cognitive load (low, medium, high) and accountability (accountable, non-accountable) were manipulated. Attention to stereotype-consistent versus stereotype-inconsistent information was measured using a dual-task, attentional probe paradigm. After reading the target behaviors, Ps rated the target on eight trait dimensions. In addition, Ps completed an implicit theories personality questionnaire assessing their endorsement of the entity theory (traits are fixed) or the incremental theory (traits are malleable). Results showed that accountability reduced both entity and incremental theorists' attentional biases. However, accountability magnified the stereotypicality of entity theorists' impressions, while it reduced the stereotypicality of incremental theorists' impressions. A model of how accountability and implicit theories jointly influence basic stereotyping processes is presented.

B4

SYSTEMATIC AND HEURISTIC PROCESSING OF MAJORITY AND MINORITY ENDORSED MESSAGES: THE EFFECTS OF VARYING 'LEVELS OF ORIENTATION' AND OUTCOME RELEVANCE ON MESSAGE PROCESSING. *Robin Martin; University of Queensland, Australia* — Two experiments are reported that examine the conditions under which majority and minority sources instigate systematic processing of their messages. Both experiments crossed source status (majority vs. minority) with message quality (strong vs. weak arguments) to determine which source condition is associated with systematic processing. In each experiment message elaboration was also manipulated (low vs. medium vs. high) by the use of either orientating tasks (Experiment 1) or by varying outcome relevance (Experiment 2). Based on dual-process models of persuasion, it was predicted that source status would have an effect under conditions of low elaboration, would differentially affect message processing under moderate elaboration, and would have no or little effect under conditions of high elaboration. The results supported the predictions, showing that when either cognitive or motivational factors encourage low message elaboration, there was heuristic acceptance of the majority position without detailed message processing. When the level of message elaboration was medium, there was message processing for only the minority source. Finally, when message elaboration was high, there was message processing for both source conditions. These results show that majority and minority influence is sensitive to cognitive and motivational factors that constrain or enhance message elaboration and that both sources can lead to systematic processing under specific circumstances.

B5

SOCIAL EXCLUSION AND BIASES IN INTERPERSONAL PERCEPTION: DARK CLOUD OR SILVER LINING? *Jon Maner, C. Nathan DeWall; Florida State University* — The desire for positive social relationships is an important human motive. What effects does thwarting this motive -- through social exclusion -- have on how we perceive others? Evidence that exclusion leads to an antisocial interpersonal stance (indicated by increased aggression) suggests that exclusion might lead people to perceive others as negative and hostile. From a motivational perspective, however, a sense of social exclusion indicates that one's affiliation motive is not being satisfied. Social exclusion might, therefore, elicit an increased desire to interact with other people. This increased interest in affiliating might lead people to perceive others as friendly and approachable. Two studies examined these alternative possibilities. In Study 1, participants were led to believe that they had been either accepted or excluded by a group of peers. Participants then evaluated neutral target faces. As compared to accepted participants, excluded participants viewed targets in a more positive light (as friendlier, nicer, more attractive). In Study 2, some participants were led to believe that they had been excluded by another participant but were told that they could interact instead with an alternative partner. Results demonstrated that effects of social exclusion depended upon participants' level of chronic social anxiety. Nonanxious participants viewed the alternative interaction partner as friendlier following exclusion. Highly anxious participants, however – who tended to have negative expectancies about social interactions -- viewed the alternative partner as more hostile. Results were consistent with a motivational account of social exclusion and interpersonal perception.

B6

INFERRING INCOMPETENCE: HOW STEREOTYPES AFFECT DECISIONS REGARDING INABILITY *Kathleen Fuegen[1], Hope Hadding[2], Heather Berard[1], Monica Biernat[3]; [1]Ohio State University, [2]Widener University, [3]University of Kansas* — The standards persons employ when judging stereotyped group members reflect expectations. We hypothesize that stereotyped group members are held to higher minimum but lower confirmatory standards for inferring incompetence. Because one

93

expects incompetent behavior from stereotyped individuals, considerable evidence of incompetent behavior is needed to raise a red flag. However, less evidence of incompetent behavior is needed to diagnose inability. These higher minimum and lower confirmatory standards may correspond to important organizational decisions, i.e., decisions to place an employee on probation and fire an employee. Because more evidence of incompetence is needed before noting poor performance in a negatively stereotyped target, this individual is less likely to be placed on probation than a positively stereotyped individual. However, because less evidence of incompetence is needed infer lack of ability in a negatively stereotyped target, this individual is more likely to be fired than a positively stereotyped individual. Participants roleplayed the position of a manager in charge of evaluating employees. They viewed a (predominantly negative) performance summary of either an African American or European American employee. They then set standards for placing the employee on probation or firing the employee. Results showed that more incompetent behavior was tolerated from an African American than European American employee before placing the individual on probation. However, less incompetent behavior was needed to fire an African American than European American employee. These results were replicated using male and female employees.

B7
IMPLICIT SELF-ESTEEM AND DEPRESSION: A LONGITUDINAL STUDY *Christine Logel, Steven Spencer, Mark Zanna; University of Waterloo* — People with low self-esteem may be vulnerable to a variety of negative outcomes, including increased risk of depression (e.g., Kernis, Grannemann, & Mathis, 1991; Tennen, Herzberger, & Nelson, 1987). However, some people with low self-esteem may be less vulnerable than others. We conducted a longitudinal study to determine whether high implicit self-esteem acts as a buffer against depression among people with low explicit self-esteem. We measured explicit and implicit self-esteem and depression at multiple times during participants' first term at the University of Waterloo. Participants with low explicit self-esteem and low implicit self-esteem reported the most depressive symptoms at the beginning of the term. This persisted later in the term, even when controlling for initial depression. In contrast, participants with low explicit self-esteem but high implicit self-esteem reported significantly fewer depressive symptoms at the beginning of term and also became less depressed over time. These data suggest that high implicit self-esteem may provide a "glimmer of hope" for people with low explicit self-esteem, which may buffer them against some of the negative outcomes traditionally associated with low self-esteem.

B8
ATTITUDE STRENGTH AS A MODERATOR OF CONTEXT EFFECTS ON EVALUATIVE JUDGEMENTS *Wouter M. van den Hoogen, Anneloes L. Meijnders, Lineke A.L. Goorix; Eindhoven University of Technology* — The evaluation of an object can be influenced by the context in which the evaluation takes place. For example, judgments about a target object can be contrasted or assimilated with judgments about a context object. Mussweiler (2003) explains context effects by proposing that persons test their initial hypothesis of similarity between target and context. The main hypothesis of this research is that such contextual influences are moderated by attitude strength. To test this hypothesis, two experiments were conducted. Subjects were asked to evaluate various energy sources, including biomass. Each participant evaluated either a positive context object (sunlight) or a negative context object (coal) prior to biomass. Where in the second experiment a brief description of biomass was provided, no description was given in the first experiment. In both experiments attitudes towards biomass only were influenced by the attitude towards sun or coal for persons holding weak attitudes towards biomass. In the first experiment, subjects evaluated biomass more negatively following the evaluation of coal as compared to sunlight. In the second experiment, subjects holding weak attitudes tended to evaluate

biomass more positively following the evaluation of coal as compared to sunlight. When attitudes were strong, the context did not influence judgements. These results indicate that when prior attitudes are weak, the contextual presence of a judgement-relevant object will have a stronger impact on evaluative judgments than when prior attitudes are strong. Further they indicate a different impact of the context depending on whether or not information about the target is provided.

B9
ARE ASIAN AMERICANS AND EUROPEAN AMERICANS THAT DIFFERENT? DEPENDS ON WHO YOU ASK: DISPOSITIONAL MODERATORS OF PERCEIVED ETHNIC GROUP SIMILARITY *Sun No, Dustin Wood, Chi-yue Chiu; University of Illinois* — In two studies we examined how Asian Americans perceive Asian and European Americans in personality trait terms. Asian American participants completed reports of their general dispositions on personality scales and on ethnic identification scales, and then rated their perception of the personality profile of typical Asian American and European Americans on the Ten-Item Personality Inventory (TIPI). Hierarchical linear modeling results showed that Asian Americans who considered themselves members of both Asian and American cultures on the bicultural identity integration (BII) scale perceived typical members of the two cultures to have more similar personality characteristics, as well as participants who were high on openness to experience and agreeableness. Individuals who were low on these scales saw the typical Asian and European American as having opposing personality profiles (e.g., if one group is perceived as introverted and organized, the other is perceived as extraverted and disorganized). The effect of the BII scale was mediated by the level of comfort and ease that participants felt when interacting with Asian and European American groups. We thus conclude that seeing more similarity in how different ethnic groups generally behave may be one way that Asian Americans come to feel comfortable shifting across cultural contexts.

B10
AFRICAN AMERICANS' DETECTION OF PREJUDICE: THE DANGER OF PROTESTING TOO MUCH *Matthew Winslow; Eastern Kentucky University* — Several lines of research explore how people decide if a behavior reflects a prejudiced attitude. Some of these lines of research use majority group members as participants, which may not be the most relevant population to study, as there are several reasons to believe that minority group members may perceive behaviors in regards to prejudice differently than majority group members. While some researchers have used minority group members as participants, like most experimental studies, they 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. Qualitative analysis from African American participants (N = 114) identify 5 types of behaviors that indicate prejudice (3 non-verbal behaviors such as racial aggression and displaying rebel flags, and 2 verbal behaviors such as racial slurs and denials of prejudice), and 5 types of behaviors that indicate non-prejudice (4 non-verbal behaviors such as positive interactions and ignoring race, and 1 verbal behavior such as positive comments). 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 more prejudiced than White Americans who make no such claims. Implications for avoiding interracial misunderstandings are discussed.

B11
PARENTAL BONDING AND DISORDERED EATING AMONG WOMEN: THE MEDIATING ROLE OF SELF-SCHEMAS AND COPING RESOURCES *Alla Skomorovsky, Irina Goldenberg, Kim Matheson, Hymie Anisman; Carleton University* — Women suffering eating disorders typically hold negative assumptions about the self and about

others in relation to the self. As negative child-parent experiences have also been linked to both self-perceptions and to eating disturbances, this study assessed whether negative self- and other-assumptions mediated this relation. In addition, because early life experiences, particularly with respect to relations with parents, may influence stressor reactivity and coping methods used to deal with stressors, it was expected that individuals with negative assumptions about the self and others would favor the endorsement of coping styles that contribute to disordered eating behaviors. First year female university students (N=119) completed the Parental Bonding Instrument, World Assumptions Scale, measures of coping styles, and disordered eating behaviors. A series of hierarchical regressions indicated that poor maternal and paternal bonding and assumptions of low self-worth but not the assumptions about others predicted higher bulimic and dieting tendencies. Importantly, negative assumptions about the self, but not of others, mediated the relations between poor parental bonding and eating disturbances. Furthermore, poor parental bonding and negative self-assumptions were associated with greater endorsement of an emotion-focused coping style, and this style of coping played an additive role in predicting disordered eating behaviors. Thus, both the negative assumptions about the self and emotion-focused coping styles may have developed as a response to poor child/parent relations, and both appeared to be important factors contributing to eating disturbances among young women.

B12
GIVING OFF A ROSY GLOW: THE EXPERIMENTAL MANIPULATION OF GLOBAL OPTIMISM *Jessica Minich[1], Andrew Geers[1], Frank Bernieri[2]; [1]University of Toledo, [2]Oregon State University* — Global optimism, defined as a generalized positive outcome expectancy, has been empirically related to measures of physical and mental health, personal relationships, leadership, job performance, academic achievement, and persuasion (e.g., Scheier & Carver, 1985; Geers et al., 2003). Unfortunately, all of these reported relationships have been correlational. Until global optimism is experimentally manipulated, its causal impact cannot be known. We report a successful attempt to experimentally manipulate a participant's level of global optimism thereby providing researchers a means to test directly the causal impact of global optimism on these important life and psychological outcomes. Undergraduate participants completed pre-test measures of global optimism, mood, self-esteem, and situation-specific optimism. Two weeks later, they completed a scramble sentence task (Srull & Wyer, 1979), where the construct of global optimism was nonconsciously primed for the randomly assigned treatment group. Post-test measures were assessed immediately after the scrambled sentence task. Participants primed for global optimism by the scramble sentence task showed significantly greater increases in pre-post global optimism than no-prime participants (p < .05). No significant differences in pre-post self-esteem, mood, and specific optimism were found between priming conditions demonstrating the discriminant validity of our experimental treatment (ps>.1). This study represents the first empirical demonstration that global optimism can be independently, validly, and discriminantly manipulated, which is a necessary condition to examine its causal impact on health, personal, interpersonal and professional outcomes. Implications will be discussed.

B13
TESTING THE GOAL ACTIVATION MODEL OF PLACEBO EFFECTS *Andrew Geers, Kristin Kosbab, Paul Weiland, Sarah Landry, Katie Graham, Theresa Triftshouser; University of Toledo* — Evidence suggests that the placebo effect has, historically, been the most important component to many medical treatments. Nevertheless, little data exist regarding the social-psychological factors underlying this phenomenon. Based on the emerging nonconscious goal literature (Bargh, 1990), we propose a model (Geers et al., 2004) arguing that placebo effects occur when individuals hold a nonconscious goal that is compatible with confirming a placebo expectation. The activation and pursuit of a placebo-compatible

goal (e.g., a desire to feel better) is said to increase expectation-consistent processing and actions toward confirming a placebo expectations (e.g., this will make you feel better). This study was an initial test of our hypothesis that placebo-compatible goals increase placebo responding. In two sessions, on consecutive days, participants reported on the quality of their sleep the prior evening. The first day, participants, randomly assigned, received either a placebo expectation (beneficial sleep therapy expectation) or no placebo expectation. Participants were also primed with a placebo-compatible nonconscious goal or were primed with no goal (randomly assigned). To increase the generalizability of the findings, we used three different nonconscious goal-priming techniques. As predicted, the effectiveness of the placebo expectation depended on the nonconscious goals. Specifically, the goal-prime participants confirmed the placebo expectation (reported better quality of sleep) on the second day more than the no-prime participants (p<.05). This finding held for all three goal-prime techniques (ps<.05). These data strongly support the goal activation model of placebos and provide the first evidence that nonconscious goals combine with expectations to determine somatic experience.

B14
SELF AND WELL-BEING JUDGMENTS ACROSS CULTURES *Julie Spencer-Rodgers[1], Kaiping Peng[1], Lei Wang[2], Yubo Hou[2], [1]University of California, Berkeley, [2]Peking University* — A robust and well-documented finding in the literature is that members of East Asian cultures and East Asian minority groups report lower self-esteem and psychological well-being than do members of Western cultures. We present the results of four studies that examined cultural differences in reasoning about psychological contradiction ("dialectical thinking") and the effects of naïve dialecticism (Peng & Nisbett, 1999) on self-esteem and psychological adjustment. In Study 1, East Asian dialectical cultures exhibited greater ambivalence or evaluative contradiction in their self-attitudes than did Western synthesis-oriented cultures on a traditional self-report measure of self-esteem. This basic pattern of findings was replicated in a second study that examined individuals' spontaneous self-descriptions on the Twenty Statements Test (Kuhn & McPartland, 1954). Naïve dialecticism, assessed as an individual difference variable, was found to mediate the observed cultural differences in self-evaluative ambivalence, global self-esteem, and psychological adjustment (Study 3). In Study 4, we primed naïve dialecticism in the domain of self-perception and found that naïve dialecticism was related to lower self-esteem and well-being among Chinese participants. Implications for the conceptualization and measurement of self-esteem and psychological well-being across cultures, as well as social stigma and attitudinal ambivalence research are discussed.

B15
RESPONSES TO CAPITALIZATION IN ROMANTIC COUPLES *Amy Strachman, Shelly Gable; UCLA* — Capitalization is the process of seeking out others when good things happen, and research has found that romantic partners are the likely targets. Romantic partners can respond to capitalization in one of four ways: active constructive, active destructive, passive constructive, and passive destructive. However, research on both married and dating couples has shown that active constructive responses from a partner are positively associated, and the other three are negatively associated with relationship satisfaction, intimacy, commitment, trust, and love (Gable et al., 2004). In order to examine in a controlled setting the different types of partner responses, the current study experimentally manipulated partner response to a positive event. Dating couples were separated in the lab and told individually that they did well on a mental task. They were also told that their partner was aware of their successful accomplishment and was given the opportunity to send the participant an email after hearing the news. Participants were in actuality randomly assigned to receive one of the four types of responses to capitalization. In support of previous research, the results showed that the active constructive email was associated with more inti-

macy, relationships satisfaction, commitment, responsiveness, and less interest in alternatives than the other three types of email responses. The study lends support to the causal role partners' responses to positive events play in relationship maintenance.

B16

SOCIAL EXCLUSION AND PAIN SENSITIVITY *Geoff MacDonald; University of Queensland* — Social pain theory (MacDonald & Leary, in press) posits that reactions to social exclusion are mediated, in part, by the physical threat defense system. One physiological response stimulated by threat is analgesia, or decreased pain sensitivity. Analgesia aids in response to physical threat by allowing an organism to ignore physical injury until its safety is secured. Although research has shown social isolation can lead to analgesia in non-human animals, no such evidence exists for humans. Thus, the current study was designed to test pain sensitivity in response to social exclusion. Participants completed anxious attachment and hurt feelings scales, then played an on-line ball tossing game with three other (computer-controlled) players (Williams et al., 2000). Participants randomly assigned to the inclusion condition received the ball on 10/40 throws, while those in the exclusion condition received the ball on 2/40 of throws. Pain sensitivity was tested via the cold pressor task. Highly rejection sensitive participants in the exclusion condition reported less pain sensitivity (i.e., slower onset and lower levels of pain) than those in the inclusion condition. No differences were found for participants low in rejection sensitivity. The results support the notion that reaction to social exclusion is mediated by physical threat defense mechanisms, buttressing social pain theory's suggestion that high levels of social exclusion are processed as a primal threat equivalent with physical injury. The discussion will center on the implications of these findings for affective and behavioral responses to social exclusion.

B17

INTENTION "CAUSES" BEHAVIOR: A QUANTITATIVE REVIEW OF THE EXPERIMENTAL EVIDENCE *Thomas Webb[1,2], Paschal Sheeran[2]; [1]University of Manchester, [2]University of Sheffield* — Models of social and health behavior assume that intentions cause behavior. For example, the theory of planned behavior (Ajzen, 1991) suggests that intentions are the proximal determinant of behavior and mediate the influence of both the theory's predictors (attitudes and normative beliefs) as well as extraneous variables such as personality and past behavior. However, reviews of the intention-behavior relation to date have been based on correlational evidence and therefore, preclude causal influences. In order to determine whether or not intention causes subsequent behavior, it is necessary to manipulate intention and assess the effect of this manipulation on later behavior. The present research used meta-analysis to quantify 40 experimental tests of intention-behavior relations. Findings showed that a "medium"-sized change in intention subsequently led to a "small" change in behavior. Thus, changing intention appears to have a small, but significant, causal impact on behavior. The review also examined several moderators of intention-behavior consistency and compared effect sizes for different interventions. Intention change had a stronger effects on subsequent behavior; (a) when acting required little physical effort and was not inhibited by physiological factors (e.g., quitting smoking), (b) when measures of intention and behavior occurred in close temporal proximity, (c) when behavior was measured objectively, (d) among student compared to non-student samples, and (e) in published compared to unpublished research. The most successful interventions were based on the model of action phases (Heckhausen, 1991) and included persuasive communication, planning, and incentives for remaining in the program as behavior change strategies.

B18

DO YOU FEEL WHAT I FEEL? AFFECT DIVERSITY AND GROUP-LEVEL INFORMATION PROCESSING *Kosha Sabin, Karen Gasper; The Pennsylvania State University* — Researchers are beginning to examine whether groups whose members share similar levels of affect are more effective than groups whose members experience different or diverse levels of affect (Barsade et al., 2000). Building upon this work, we examined how manipulated moods altered information processing in groups. Because similar moods may signal similarity and comfort amongst the group members, factors that may help groups to effectively discuss and process information, we predicted that mood-similarity would be more important than mood-valence in predicting information processing and success on a task. As such, we hypothesized that both positive and negative similar-mood groups would perform better and engage in open discussion more than diverse-mood groups. In Experiment 1, groups of 4 whose members had positive similar-moods (prior to the group interaction all members wrote about a positive event), negative similar-moods (all wrote about a negative event), or diverse-moods (2 wrote about a negative event, while 2 wrote about a positive event) completed a moon survival task. Consistent with predictions, both positive and negative similar-mood groups engaged in more open discussion of the information and performed better on the task than did the mood-diverse groups. These findings were replicated in Experiment 2 using a movie mood-induction and a murder mystery task. These experiments suggest that mood similarity within a group may be an important factor across a variety of tasks, and may be just as important, if not more important, than the valence of mood when examining the influence of mood in group information processing.

B19

RECOVERING THREATENED NEEDS AFTER BETRAYAL: THE EFFECTS OF APOLOGY AND FUTURE INCLUSION *Katerina Koscova, Nicholas Hoffman, Kristine Kelly; Western Illinois University* — Williams (1997) proposed that humans have four psychological needs that are threatened when a person experiences ostracism: control, self-esteem, belonging, and meaningful existence. Although numerous studies have focused on threatening these needs, little research has investigated techniques by which people recover these needs. Koscova, Pokryfke, and Friscia (2004) found that participants recovered their four psychological needs after experiencing a hypothetical betrayal by a best friend by receiving an apology from that friend. The purpose of the current study was to investigate the effects of not only apology but also future inclusion on recovery of the four psychological needs after betrayal. Participants were 54 heterosexual undergraduate students who were told they would be participating in a relaxation study. First, participants read a betrayal scenario in which their best friend betrayed them by flirting with a person their friend knew they were attracted to. Next, threat to their psychological needs was measured with Williams' Needs-Threat Scale. After watching a 10-minute relaxation video depicting scenes from Hawaii, participants received a conclusion to the original scenario, which constituted manipulation of two independent variables: apology vs. no apology and future inclusion vs. no future inclusion. Finally, participants completed the Needs Threat Scale a second time. Results indicated that apology and future inclusion helped participants recover their psychological needs after betrayal. However, these main effects were qualified by a significant apology x future inclusion interaction whereby apology and future inclusion together decreased threat to participants' sense of belonging, control, meaningful existence, and self-esteem.

B20

THE QUESTION DETERMINES THE ANSWER: AFFECT IN FEELING-BASED AND KNOWLEDGE-BASED INFERENCES *Marcus Maringer, Diederik A. Stapel, Sabine Otten; University of Groningen* — Affect plays an important role in person perception. For example, people give more favorable impressions of an unfamiliar person when asked "How much do you like Mary?" and form more happy impressions when asked "How happy do you think is Mary?" when happy rather than sad information is accessible at the time people form their impressions. Interestingly, in the relevant literature these two types

of evaluative judgments are often treated as being equal. In the present research, however, we show that due their focus on different informational bases these questions yield different effects. When asked a "likeability" question, people base their answer on how they "feel" in the presence of the other, whereas when asked a "well-being" question, their answer is based on what they "know" about the other person. In four studies we show that because likeability judgments are feeling-based, variations in whether or not affect was primed globally or in association with a specific person do not influence people's liking of a target. However, in knowledge-based well-being judgments the same manipulation determines the direction of the accessibility-effect, causing either assimilation or contrast. The present findings help to reconcile seemingly contradicting findings supporting the Affect-as-Information Model (AI) versus the Interpretation-Comparison Model (ICM). Our results indicate that whereas the processes proposed by the AI are more likely to operate during feeling-based likeability judgments, the processes proposed by the ICM are more likely to operate during knowledge-based well-being judgments.

B21

SEXUAL HARASSMENT AND MEN'S BIAS TO OVERATTRIBUTE CRITICISM AND REJECTION TO WOMEN *William Schweinle[1], Carol Cofer[2]; [1]University of South Dakota, [2]University of Texas* — Intuitively, men who are biased against inferring women's criticism and rejection would seem more likely to sexually harass women. These men would be less likely to accurately infer the verbal and nonverbal criticism or rejection expressed by women who are sexually harassed. However, this study of 80 men using the empathic accuracy paradigm and signal detection analyses found that men who are more apt to sexually harass women are biased toward over-inferring women's criticism or rejection. This bias is also characteristic of aggressive husbands. Implications and future research will be presented.

B22

REACTANCE IN THE COURTROOM: ARE CONFIDENT EYEWITNESSES ALWAYS MORE INFLUENTIAL? *Paul Zarnoth; Saint Mary's College of California* — Abundant evidence suggests that jurors are more influenced by confident witnesses than by less certain witnesses. Research by Zarnoth and Sniezek (1997), however, suggests that there is not a positive linear relationship between confidence and persuasion. Instead, people appear to discount information from a source if the discrepancy between confidence and information quality is large enough to imply that the source could be biased. This suggests that there might be situations where eyewitnesses do not become more persuasive by expressing greater confidence. The present research explored this possibility. Ninety-six undergraduate participants were asked to read a description of a crime and a transcript of the courtroom proceedings. Three variables were manipulated: (a) the confidence of the prosecution's eyewitness, (b) the quality of the viewing conditions during the crime, and (c) whether or not the defense argues that the witness could have an ulterior motive for testifying. In general, the participants showed a tendency to be more persuaded by confident witnesses. However, this was not the case when the eyewitness had poor viewing conditions and the possibility of an ulterior motive. Participants who were presented with a confident witness under these circumstances were less likely to perceive the defendant to be guilty, less likely to view the witness as trustworthy or likable, and more likely to report that the witness's goal was to achieve a guilty verdict rather than an accurate verdict. These results constitute the first evidence that increased confidence may not always strengthen the testimony of an eyewitness.

B23

INHIBITION OF SOCIALLY INAPPROPRIATE BEHAVIOR *Karen Gonsalkorale, William von Hippel; University of New South Wales, Sydney, Australia* — An experiment explored the hypothesis that inhibitory ability enables people to avoid engaging in behaviors that are socially inappropriate. Participants were presented with an unfamiliar and unappealing food product while some of them were under cognitive load and while some of them were under social pressure to pretend that it is appealing. Participants who were not under load but were under pressure to pretend the food was appealing were least likely to emit a negative nonverbal or verbal response, and performance on the Stroop task predicted the degree to which they successfully inhibited negative nonverbal (and to a lesser degree, verbal) responses. These results suggest that the cognitive ability to inhibit unwanted or irrelevant information facilitates socially appropriate behavior.

B24

DISSOCIATIVE CHARACTERISTICS AND PSYCHOL-SEXUAL DIFFICULTIES IN AN INTERNET SAMPLE OF MEN WHO HAVE SEX WITH MEN *Amir Rosenmann, Marilyn P. Safir; Department of Psychology, University of Haifa* — Men who have sex with men (MSM), without integrating same-sex interest into their identity may suffer from dissociation, i.e., a "disruption in the usually integrated functions of consciousness, memory, identity, or perception of the environment" (American Psychiatric Association, 1994). The Internet is optimally suited for dissociated sexual pursuits. Inviting participants from MSM relevant sites, this study explored the relationship between an un-integrated gay identity and two dissociative characteristics: dissociative identity confusion which focuses on general feeling of splitting of the self, inconsistent identity structures and conflicted identity confusion; and on- & offline compartmentalization, a novel construct probing issues of dissociation and isolation of Internet activities from everyday, offline life. Un-integrated gay identity was further linked, via the mediation of these dissociative characteristics, with three measures of psychological difficulties: Sexual compulsivity, in which desires emanating from dissociated sexuality are perceived as out-of-control; online sexual problems, which are common when sexuality is deficiently expressed offline; and restricted sexuality, echoing the sexual rigidity of another un-integrated sexual group, paraphiliacs. A model, incorporating these hypotheses, was examined via path-analysis. The final pool of participants included 316 men. The model proved satisfactory on three pre-chosen goodness-of-fit-indices (GFI = .95, NFI = .91, IFI = .92). Elevation of dissociation in MSM was discussed, as well as the theoretical implications of the role of dissociation in creating psycho-sexual difficulties.

B25

THE POWER OF RELATIONSHIP GOALS: ELIMINATION OF SELF-REGULATION FAILURE FOLLOWING SOCIAL EXCLUSION *C. Nathan DeWall[1], Kathleen D. Vohs[2], Roy F. Baumeister[1]; [1]Florida State University, [2]Sauder School of Business, University of British Columbia* — Two studies tested whether self-regulation failure following social exclusion could be eliminated if the self-regulation task symbolized an opportunity for increasing one's chances for future belongingness. Previous research has shown that social exclusion produces impairments in self-regulation (Baumeister, DeWall, Twenge, & Ciarocco, 2004). These impairments were eliminated when socially excluded people increased their self-focused attention or were offered a monetary reward for successful self-regulation performance. The current studies examined whether framing self-regulation tasks as goal-directed activities aimed at increasing one's chances for future belongingness would also eliminate self-regulation failure following social exclusion. In Study 1, participants completed a personality test and received bogus feedback that they would end up alone later in life or would have meaningful and lasting relationships. Participants then completed a self-regulation that required mental and physical concentration. Socially excluded participants performed significantly worse on the self-regulation task compared to socially accepted participants. This impairment in self-regulation was eliminated if socially excluded participants were instructed that performance on the self-regulation task was associated with good relationship qualities (e.g., empathy). In Study 2, participants were instructed that a

female confederate did not want to meet them or unexpectedly had to leave the experiment. Participants then completed the Stroop task. Socially excluded participants suffered impairments in self-regulation. These impairments were eliminated if socially excluded participants were instructed that performance on the Stroop task was positively associated with having qualities that were good for relationships. These studies demonstrate the power of relationship goals in motivating effective self-regulation following social exclusion.

B26
I SHALL NOT BE OVERCOME!: PSYCHOLOGICAL CONSEQUENCES OF ENHANCING, CONSISTENT-IMPROVING, AND INCONSISTENT-IMPROVING FEEDBACK *Michelle Luke, Constantine Sedikides, Dmitri Nesteruk, David Cardy; University of Southampton* — Individuals receive frequent feedback from their supervisors, teachers, peers, and family members. Rarely, however, do they receive feedback that is strictly uniform (i.e., exclusively negative or exclusively positive). Although the effects of negative and positive feedback on self-esteem and mood are well understood (Baumeister, 1998), very little research has addressed systematically another critical dimension of feedback, namely improvement (Sedikides & Strube, 1997). In this case, feedback follows an upward rather than uniform trajectory. Furthermore, no research has examined the psychological consequences of improving feedback that includes setbacks (negative feedback) along the way. Our study addressed these issues by examining the psychological consequences (affective and cognitive reactions) of feedback that is repeatedly provided and is either neutral (uniformly stable), enhancing (uniformly positive), consistent improving (upward trajectory), or inconsistent improving (upward trajectory with a setback). Participants completed seven rounds of a stock market simulation and received fictitious feedback about their investment outcomes. In general, the feedback ratings became more favorable (especially more satisfying) across time and became less favorable following a setback. Ratings of satisfaction differed between conditions throughout the stock market simulation. However, in the last round, participants received either stable or positive feedback and rated this feedback as equally satisfying. By this round, participants had received stable feedback six times or positive feedback at least two times. Thus, it seems that individuals are resilient to negative feedback as long as (1) they receive similar amounts of positive feedback and (2) end on a high rather than a low.

B27
"DON'T GET SO EMOTIONAL!" VOLITIONAL CONTROL OF EMOTIONS VIA IMPLEMENTATION INTENTIONS *Inge Schweiger Gallo*[1], *Kathleen C. McCulloch*[2], *Peter M. Gollwitzer*[1,2]; [1]*University of Konstanz,* [2]*New York University* — Many of life's daily problems are characterized by a failure to control one's emotions. As forming implementation intentions has been shown to be a powerful self-regulatory strategy, two studies were conducted in order to assess the effectiveness of implementation intentions on modulating emotional responses. In Study 1, participants were instructed to evaluate positive, neutral, and disgusting stimuli. Whereas the control condition received no specific instructions, participants in the goal intention condition formed the intention: "I will not get disgusted!" In the implementation intention conditions, participants were in addition asked to furnish this goal intention with different implementation intentions (e.g., "If I see a bloody mess, then I will take the perspective of a doctor!"). As assessed by valence, arousal, and dominance ratings, implementation intentions were effective in controlling disgust reactions. In a second study, participants with and without fear of spiders were asked to evaluate pleasant, neutral, and spider pictures. The spider phobic participants were given either a goal intention or a goal intention furnished with implementation intentions. Results revealed that spider phobic participants were able to control their negative emotions only if they had formed implementation intentions. Implications of the differential effectiveness of different types of implementation intentions in regulating disgust and fear will be discussed.

B28
PROMOTING THE POSITIVE AND PREVENTING THE NEGATIVE: REGULATORY FOCUS AND THE PROCESSING OF VALENCED STIMULI. *Martijn De Lange, Ad van Knippenberg; University of Nijmegen* — According to regulatory focus theory (Higgins, 1997) a fundamental distinction can be made between two types of regulation: Nurturance related (promotion focus) and security related (prevention focus). In a promotion focus self-regulation is concerned with positive outcomes and using eagerness means to ensure the presence of these outcomes. Conversely, in a prevention focus self-regulation is concerned with negative outcomes and using vigilance means to ensure the absence of negative outcomes. In two experiments we investigated whether the two regulatory foci have an effect on the processing of valenced information. Using a maze task (Friedman & Förster, 2001) in the first experiment and a profit/loss manipulation in the second experiment, we manipulated regulatory focus in two different ways. The experimental task in the experiments was an interference task wherein participants had to indicate whether a word was presented in upper or lowercase letters. In line with Förster and Strack (1996) we expected less interference (distraction) from stimuli with a valence compatible with the regulatory focus (i.e. positive-promotion and negative-prevention) than from incompatible stimuli. In both experiments, we found the expected interaction of regulatory focus and stimulus valence. Participants in a promotion focus responded faster on positive stimuli, while a prevention focus led to faster responses on negative stimuli. These results suggest more efficient processing of regulation focus-congruent stimuli, while incongruent, and therefore unexpected stimuli draw attention to themselves. Regulatory focus can be determinative for the ease of processing of information out of our environment.

B29
GENDER ATTITUDES, RAPE MYTHS AND STD/HIV RISKS AMONG MEN AND WOMEN IN CAPE TOWN, SOUTH AFRICA *Michelle Kaufman*[1], *Seth Kalichman*[1], *Leickness Simbayi*[2], *Sean Jooste*[2]; [1]*University of Connecticut,* [2]*Human Sciences Research Council, Cape Town, South Africa* — The current study examined gender attitudes and sexual violence supportive beliefs (rape myths) in a sample of urban South African men and women at high risk for HIV transmission. The hypothesis was that gender attitudes and rape myth acceptance would be related to greater risks for HIV infection in men and women. Participants were recruited from a city public health clinic in Cape Town, South Africa. Participants completed measures of gender attitudes, rape myth acceptance, and sexual behavior. Results showed that both men and women frequently endorsed gender attitudes that represent traditional, submissive and passive roles of women. For example, nearly all men and women stated that women should obey their husbands, and two out of three men and women agreed there are many jobs that men can do much better than women, and one in three participants stated that women should not talk to men about sex. Analyses showed that for men, rape myth acceptance was significantly related to cumulative risks for HIV infection. In contrast, although we found that women were at substantial risk for STDs/HIV, women's risks were not accounted for by acceptance of rape myths. It is speculated that women's risks for STD/HIV are the product of partner characteristics and male-dominated relationships, suggesting the critical importance of intervening with men to reduce women's risks for sexual assault and STDs/HIV.

B30
RELATIONSHIP PROBLEMS AND PHYSICAL AGGRESSION: THE MODERATING ROLE OF TEMPORAL COMPARISON *Nancy Frye, CW Post; Long Island University* — Over half of newlywed couples report engaging in physical aggression. Which couples are most likely to engage in this behavior? One answer may be couples with more marital prob-

lems, as conflicts about those problems may escalate into physical aggression. However, previous research suggests that partners may use particular cognitive strategies to cope with their marital problems. For instance, satisfied partners tend to engage in temporal comparison, perceiving severe problems as especially likely to improve over time. If this cognitive strategy does, indeed, serve as a means of coping with marital problems, its use should moderate the association between problem severity and physical aggression. In other words, partners with severe marital problems should be less likely to engage in aggressive behavior if they perceive those problems as improving over time. The goal of the current study was to examine whether this was the case. A sample of 212 married individuals and 182 cohabiting individuals were asked to report the level of problems in their relationship, their perceptions of how those problems were changing over time, and the level of physical aggression in their relationship. In both groups, perception of change in problems was found to moderate the association between problem severity and physical aggression, such that partners who reported a high level of problems in their relationship were especially likely to report physical aggression if they did not perceive those problems as improving over time.

B31
WHEN YOUR DEFENSES ARE UP: DOMAIN-SPECIFIC EXCLUSION AS A THREAT TO SELF-WORTH *Jorgianne Civey Robinson, Rick H. Hoyle; Duke University* — We investigated the influence of competition-based exclusion feedback on state self-esteem as a function of trait self-esteem and contingency of self-esteem on competition. Several weeks after completing measures of trait self-esteem and contingency on competition, college student participants were excluded from a group based on their reports of how they typically responded in competitive situations or on an ambiguous, control criterion. In general, we predicted stronger effects for exclusion based on competition than exclusion based on the ambiguous criterion. Specifically, we predicted that high self-esteem participants whose self-worth was highly contingent on competition would respond to competition-based exclusion in a defensive manner, reporting increased state self-esteem. Hierarchical regression analyses provided support for our predictions. When excluded based on the competition criterion, high self-esteem, highly contingent participants reported greater state self-esteem than did their less contingent counterparts. Interestingly, and in accordance with sociometer theory, the pattern for participants' feelings of inclusion mirrored the pattern for state self-esteem. That is, high self-esteem, highly contingent participants reported greater perceptions of inclusion than did less contingent participants when excluded based on competition. Ancillary analyses revealed that inclusionary feelings partially mediated the interaction effect for state self-esteem. Future studies will examine the relative impact of social exclusion across domains on which self-esteem can be contingent.

B32
A REVIEW AND SYNTHESIS OF RESEARCH ON PERSONALITY IN DOGS (CANIS FAMILIARIS) *Amanda Jones, Samuel Gosling; University of Texas at Austin* — 100 years ago, the study of personality in dogs was recognized as a topic worthy of serious scientific research; for example, Nobel laureate Ivan Pavlov (1906) undertook a research program that identified four basic types of canine temperament. But after this promising early work, the idea of personality (or temperament) in dogs became associated with anthropomorphism and research on the topic soon dwindled to just a few studies published each decade. Recently, however, spurred by theoretical and applied goals, the study of dog personality has again begun to garner considerable research attention. Unfortunately, this work is dispersed across a wide array of disciplines and these discipline-bound studies tend to be isolated from the research done in other fields, each study providing only a narrow view into dog temperament. To draw together the findings emerging from this new wave of studies, we reviewed 51 studies of dog temperament. Our

review showed that research has focused on seven basic dimensions of temperament: Reactivity, Fearfulness, Sociability, Responsiveness to Training, Aggression, Activity, and Dominance. A meta-analysis revealed mixed evidence for the reliability and validity of temperament tests. The review also illuminated a number of gaps in the research literature (e.g., few studies examine pet dogs, old dogs, and the effects on personality of castration are seldom studied). The results are discussed in terms of their theoretical implications (e.g., understanding the role of critical periods in personality development) and their use in applied contexts (e.g., using temperament tests to select working dogs).

B33
ACCURACY OF MOMENT-TO-MOMENT PERCEPTIONS OF SOCIAL BEHAVIOR AND THEIR RELATION TO INTERPERSONAL PROBLEMS *David Duong[1], Julie Raja[2], Pamela Sadler[3]; [1]Queen's University, [2]University of Waterloo, [3]Wilfrid Laurier University* — During social interactions, people continuously and mutually influence each other. This process depends on real-time interpretations of people's social behaviors. However, perceptions of interpersonal behaviors can be highly variable, and some individuals may make less accurate assessments than do others. Consistently inaccurate or biased views of others' social behaviors may lead to unsatisfying patterns of interaction. Furthermore, difficulties interpreting others' behaviors may lead to a decreased capability to skillfully manage social interactions. In previous studies involving behavioral evaluations, participants often were asked to make assessments after the interaction had finished. However, in real-life interactions, we do not have the luxury of fully contemplating every action before replying. Consequently, for this study, we chose to use a real-time technique that allowed us to measure facets of social perceptions that were not obtainable by other methods, such as the variability and synchronicity of a participant's assessment. Sixty participants viewed two video clips of interactions between two strangers, while making real-time evaluations of each person's dominance and friendliness using a computer joystick. Afterwards participants completed questionnaires about their own interpersonal problems, social avoidance, social competence, and mood. Assessment accuracy was determined by comparing individual time-series assessments with a group-averaged normative standard with respect to three indexes of accuracy: mean, standard deviation, and correlation. Participants' accuracy (or lack thereof) at the task predicted their reported mood, interpersonal problems, and interpersonal style. Furthermore, our results suggest that this newly developed real-time assessment task is very promising as it yielded striking individual differences.

B34
THE CONTRIBUTIONS OF (DISTINCTIVENESS-BASED AND EXPECTANCY-BASED) ILLUSORY CORRELATIONS TO RACIAL PROFILING *Tirza Leader; Syracuse University* — The present effort examines the relative contributions of distinctiveness-based illusory correlation and expectancy-based illusory correlation to the process of racial profiling. Participants were first exposed to either the distinctiveness-based illusory correlation stimulus materials or the expectancy-based illusory correlation stimulus materials and completed the standard illusory correlation measures for each respective paradigm. Finally, participants evaluated a specific Arab passenger on a flight and a specific American passenger on a flight as a measure of racial profiling. Results revel that both of the basic illusory correlation paradigms were successfully replicated, though the distinctiveness-based illusory correlation paradigm exhibited the stronger effect. However, only the expectancy-based illusory correlation appeared to contribute to racial profiling.

B35
ATTACHMENT STYLES AFFECT OUR EXPERIENCE OF SOCIAL SUPPORT AND HINDRANCE *Adeena Gabriel, Maryhope Howland, Eshkol Rafaeli; Barnard College* — Individuals' attachment working models can shape the quality of their relationships (Carnelley, Pietromonaco

& Jaffe, 1994; Collins & Read, 1990; Hazan & Shaver, 1987); specifically, the quality of models of self and other may influence how individuals view their interpersonal interactions (Collins, 1996; Bartholomew, 1991). Two of the most relevant types of interactions in a dyadic relationship are social support and its more recently studied "evil twin," social hindrance. In our study, we examine both support and hindrance as enacted events in daily life. Forty cohabiting couples (80 individuals) participated in a 3-week diary study, reporting daily moods and relationship events. Results indicate that individuals with poorer attachment models of both self and others reported fewer positive feelings within their relationships and more exposure to hindrance enacted by their partners, but were not more reactive to the hindrance they experienced. The results also suggest that attachment style is unrelated to both experience of, and reactivity to, social support. These findings shed light on the complexity of hindrance, its precursors and its effects, as well as broaden the scope of what we already know to be a fundamental element of interpersonal relationships: attachment style.

B36

HOW CHARISMATIC LEADERS INFLUENCE WORK OUTCOMES DURING A MERGER/ACQUISITION *Jackie Wright[1], Annette Towler[2]; [1]University of Colorado at Denver, [2]Illinois Institute of Technology* — Mergers and acquisitions have become a common occurrence in today's business world. Employees need guidance transitioning through these uncertain times. This study focused on charismatic leadership as a predictor of employees' openness to change during a merger/acquisition. Charismatic leaders are unique because of their ability to motivate subordinates to achieve goals and their commitment to change the status quo (Conger & Kanungo, 1988). We propose that charismatic leaders help subordinates transition easier by giving them a vision and incorporating positive changes into their everyday work environment. We suggest that when individuals view change as a positive event they will be more open to new and bigger changes. In a sense, charismatic leaders create a positive environment through enabling their followers to perceive change as a positive rather than a negative event. Our theoretical model predicts that openness to change mediates the relationship between charismatic leadership and a range of work outcomes (i. e.., job satisfaction, job stress and intention to quit). Employees (n = 46) from a construction company that had just been bought out by a major retail store completed measures of employee satisfaction, openness to change, job-related stress, intention to quit, and the level of charisma held by the participant's supervisor. Results found that having a charismatic leader during an acquisition was positively related to employees' satisfaction, and negatively related to job-related stress and intention to leave. Openness to change did not mediate the relationship between charismatic leadership and work outcomes.

B37

RESTRUCTURING ASSOCIATIONS BETWEEN EMOTION CONCEPTS AND RACIAL GROUPS: CONSEQUENCES AND IMPLICATIONS *Natalie D. Smoak[1], Stephanie A. Goodwin[2]; [1]University of Connecticut, [2]Purdue University* — Drawing from Intergroup Emotions Theory and clinical models of emotion regulation, two studies examined whether restructuring cognitive associations between outgroups and emotion concepts would influence future associations, explicit measures of prejudice, and nonverbal responses related to prejudice. In Study 1, White participants completed a computerized task strengthening associations between emotion concepts (positive or negative) and two racial groups (Asian Americans or African Americans). Participants later returned to complete measures of cognitive emotion associations. Results suggest that practicing reassociations may have lasting effects; restructured associations persisted up to six hours (F (15, 66) = 2.122, p = .019). In Study 2, White participants completed the same reassociation task and then returned to interact with an African American confederate. As predicted, strengthening associations between outgroup members and posi-

tive emotions led participants to respond more positively to the confederate during the interaction; these participants nodded (t(80) = 1.817, p = .073), smiled (t(82) = 2.515, p = .014), talked (t(79) = 2.957, p = .004), mimicked (t(73) = 2.028, p = .046), and leaned toward the confederate (t(36) = 1.908, p = .064) more than other participants. Importantly, African American confederates perceived participants with restructured emotion associations as more comfortable (F (5,87) = 2.637, p = .029) more at ease (F (5, 87) = 2.221, p = .059), and calmer (F (5, 87) = 2.013, p = .085). The current research demonstrates that associations between outgroups and emotion concepts can be restructured, and doing so has behavioral consequences.

B38

THE SOCIAL IMPACT OF DIRECT AND INDIRECT SELF-ENHANCEMENT *Sarah Master, Shelley Taylor; University of California, Los Angeles* — What is the social impact of self-enhancement? There has been a debate in the self-enhancement literature concerning whether self-enhancement is associated with favorable or unfavorable social impressions. This study considered the amounts of directly self-enhancing (promoting oneself) and indirectly self-enhancing (promoting one's relationships and affiliations) statements people actually make when presenting themselves to others, and how these self-presentations affect how others view them. Ninety-two participants were interviewed at UCLA with questions exploring social relationships, home life, school/work, hobbies, and coping with stress. Transcripts of these interviews were then coded for directly and indirectly self-enhancing and self-deprecating statements. Videotapes of the interviews were also rated by trained peer judges as to participants' mental health, which served as the measure of social impressions. It was found that those whose direct self-enhancement was 'masked' by high levels of indirect self-enhancement made the most favorable social impressions, while those whose direct self-enhancements went 'unmasked' (i.e., were not accompanied by high levels of indirect self-enhancement) made significantly less favorable social impressions. Additionally, the 'masked' participants were characterized by high levels of psychological resources, whereas the 'unmasked' participants were more likely to exhibit high levels of neuroticism. The research thus elucidates the importance of indirect self-enhancement and also brings a potential resolution to the self-enhancement debate: it accounts for the findings that self-enhancement can be associated with both favorable social impressions (i.e., when direct self-enhancement is 'masked') as well as unfavorable social impressions (i.e., when direct self-enhancement is 'unmasked').

B39

FORGIVNESS AND HEALTH: NEGATIVE AFFECT AS A MEDIATOR *Michelle Green, Nancy DeCourville, Stan Sadava, Kathy Belicki; Brock University, St. Catharines, ON* — Several researchers have suggested that forgiveness may exert its impact on health through its ability to reduce negative affective states, such as hostility and anger (Luskin, 2002), although little research has examined empirically these mechanisms (Lamb, 2002). The present study examined whether negative affect mediates the relationship between forgiveness and health. Participants were 783 first-year undergraduate students recruited during the first 2 weeks of the academic year at Brock University. Participants ranged in age from 17 to 25 years (M = 18.7, SD = 1.2). Participants completed a battery of measures, which included measures of dispositional forgiveness, negative affect, physical health, and mental health. The results of multiple regression analyses, using mental health and physical heath as dependent variables, supported the hypothesis that the relationship between forgiveness and health was mediated by negative affect. The conditions for partial mediation were met. Specifically, as predicted, forgiveness was negatively related to negative affect; forgiveness was positively related to health; and, when negative affect and forgiveness were both included in the regression equation, negative affect was negatively related to health and the relationship between forgiveness and

health was significantly smaller than when negative affect was not included in the regression model. The present study contributes to our understanding of the pathways underlying the relationship between forgiveness and health. Implications of this research are discussed.

B40

EFFECTS OF MOOD AND FEEDBACK CONTINGENCY ON SELF-HANDICAPPING *Adam Alter[1], Joseph P. Forgas[2]; [1]Princeton University, [2]University of New South Wales* — Do mood and performance feedback contingency influence the extent to which people self-handicap? Consistent with previous self-handicapping research, we hypothesized that noncontingent performance feedback would induce self-handicapping (e.g., Berglas & Jones, 1978). On the basis of positive mood as a resource theories (e.g., Trope & Neter, 1994), we also predicted that participants in a sad mood would self-handicap more than those in a neutral mood, who in turn would self-handicap more than happy participants. Finally, we expected that the deeper, substantive cognitive processing associated with noncontingent feedback would accentuate these mood effects (Affect Infusion Model: Forgas, 1995). Participants were told that their ability would be measured on two tasks. The first task required them to either complete an easy analogy task (contingent condition), or an unsolvable analogy task (non-contingent condition). All participants received positive task feedback. Participants then experienced happy, neutral, or sad moods, after which they were given a choice between drinking 'performance inhibiting tea' (a handicapping behaviour) and 'performance enhancing tea' (a non-handicapping behaviour). Although participants in the non-contingent feedback condition tended to select the performance inhibiting tea, contrary to expectations, happy participants selected the inhibiting tea more often than sad or neutral-mood participants. No other mood main effects or interaction effects were obtained. Results are attributed to theories that suggest that, under certain circumstances, happy people are driven to maintain their positive moods more strongly than are sad people to improve their moods (e.g., Erber & Erber, 1994).

B41

IS IT IN YOU? PRIMING PERSISTENCE WITH A BOTTLE OF GATORADE *Ron Friedman, Andrew J. Elliot; University of Rochester* — The notion that visual stimuli can prime mental representations and influence behavior has been well established within social psychology (Dijksterhuis & Bargh, 2001). To date, most priming studies have used words or images to manipulate the accessibility of cognitive constructs. This study tested a novel method of priming, by exposing participants to a physical object associated with hard work to determine whether it would influence subsequent behavior. Specifically, we measured whether looking at a Gatorade bottle would prime associations related to persistence, leading participants to endure at a physically demanding task for a longer period of time. Participants were read a cover story leading them to believe that they were taking part in an ophthalmologic study measuring eye movement. Following exposure either to a bottle of Gatorade sports drink or Evian mineral water, participants were asked to keep their eyes open for as long as possible without blinking. Results confirmed our prediction, showing that participants exposed to Gatorade kept their eyes open for significantly longer following the object manipulation, $F(1,44)= 4.161, \beta = .278, p < .05$. To our knowledge, this is the first study to measure the priming effects of physical objects. The finding suggests that material objects also activate nonconscious goal pursuits in much the same way as do other environmental cues.

B42

FRIEND OR FOE? CONTEXTUALIZING PERSONALITY THROUGH IDENTITY ACTIVATION *Jennifer Steele[1], Daniel Heller[2]; [1]York University, [2]University of Waterloo* — Despite the fact that individuals show great consistency in their self-reported personality across time and situation, there is also considerable contextual variability (Mischel & Schoda, 1995, 1998). For example, when asked to rate their personality as a student, friend, employee, child, or romantic partner, undergraduates showed significant differences across roles and personality dimensions (Donahue et al., 1993; Roberts & Donahue, 1994; Sheldon et al., 1997). In the present study we focus on the context dependent nature of people's personality by examining whether differences emerge when specific aspects of participants' identity are simply made salient. Seventy-five undergraduate participants were reminded of an agreeable identity (friend) or a competitive identity (student) and then, in an ostensibly unrelated task, were asked to complete a personality inventory (IPIP) as well as a behavioral measure of cooperation (prisoner's dilemma). Consistent with previous research and theory on identity activation, participants who were reminded of their identity as a friend subsequently rated themselves as more agreeable than participants reminded of their student identity. Participants did not differ by condition on any other personality dimension. Similarly, participants in the friend prime condition were more likely to cooperate on in a prisoner's dilemma task, as compared to participants in the student prime condition. Somewhat surprisingly, these effects were not moderated by self-monitoring or self-concept-clarity. The theoretical implications for how we conceptualize personality as well as the role of the self in category priming effects will be explored.

B43

A BROADENED MIND IS RACE BLIND: INCREASED POSITIVE AFFECT AND HOLISTIC PROCESSING REDUCES OWN-RACE BIAS *Kareem Johnson, Barbara Fredrickson; University of Michigan* — Recently, Johnson and Fredrickson (2004) have demonstrated that induced states of positive emotion can improve recognition memory for cross-race faces and eliminate the robust own-race bias (ORB) in face recognition. According to Fredrickson's (1998,2001) broaden-and-build theory, positive emotions produce states of "broadened cognition" including improvements in holistic attentional processes. We hypothesized that positive emotions improve cross-race recognition and eliminate ORB by facilitating holistic attentional processes. Seventy-one Caucasian participants completed a global-local reaction time task to measure attentional scope prior and subsequent to a facial recognition task. At the beginning of the experimental session participants completed a baseline global-local task to measure attentional scope. Approximately twenty-five minutes later, participants viewed an emotion induction video before learning faces of Black and White individuals and completing a second global-local task. As predicted, increases in positive affect and improved holistic processing predicted lower levels of ORB. Additionally, change in positive affect mediated the link between improved holistic processing and reduced ORB. Results suggest a bidirectional link between positive emotions and cognitive broadening and provide additional evidence that positive emotions can reduce the own-race bias in facial recognition.

B44

"SCHOOL WAS A NIGHTMARE FOR HIM....HE HAD NO FRIENDS": REDUCING CHILDHOOD BIAS AGAINST THE DISABLED THROUGH EXTENDED CONTACT. *Lindsey Cameron, Adam Rutland; University of Kent, Canterbury, UK* — Researchers have argued the failure to design effective intervention programmes to reduce childhood prejudice is due, in a large part, to the fact theoretical frameworks are often sidelined in the development of intervention strategies (see critical reviews: Aboud & Levy, 2000; Stephan, 1999). Thus we present a study of 5-11 year old (n = 69) non-disabled children that evaluated the effectiveness of a new hypothesis for improving intergroup attitudes. This is the 'extended contact effect' (Wright, Aron, McLaughlin-Volpe, & Ropp, 1997), which suggests that reduced bias might result from 'vicarious' experiences of friendship, that is, knowledge of ingroup member being friends with outgroup members. We used a 3 (type of extended contact: neutral, interpersonal and intergroup) x 2 (age group: 5-8 and 9-11 years) x 2 (time of interview: pre vs. post intervention) mixed design. The extended contact took the form of a 6-week intervention in which children were presented with stories, which involved in-group members

who had close friendships with out-group members. Stories and post-story discussions were manipulated to create two types of extended contact, one based on Brewer & Miller's (1984) 'interpersonal' model of contact and the other on Hewstone & Brown's (1986) 'intergroup' model of successful generalized contact. Results show that extended contact did reduce negative bias and increase positivity towards children with disabilities, and this effect was significantly greater in the intergroup extended contact condition. Thus our findings support the notion of extended contact and the need to emphasise typicality when attempting to reduce bias.

B45

THE LINGUISTIC EXPECTANCY BIAS AS RESULT OF BIASED ENCODING AND COMMUNICATION GOALS *Clemens P.J. Wenneker[1], Daniël H.J. Wigboldus[1], Russell Spears[2,1]; [1]University of Amsterdam, [2]Cardiff University* — The Linguistic Expectancy Bias (LEB) is the tendency to describe expectancy-consistent information more abstractly than expectancy-inconsistent information. In three studies we investigated the impact of encoding and retrieval processes on the LEB. Participants had to relate a story in which the actor engaged in different behaviors in their own words. Study 1 established that only when participants received a stereotype-related category label before the behavioral information, stereotype-consistent behaviors were described more abstractly than stereotype-inconsistent behaviors. When participants received this category label afterwards, no LEB-effect emerged. In other words, biased encoding of behavioral information can be sufficient cause for a LEB-effect In Studies 2 & 3 we investigated the impact of a communication goal at retrieval, in addition to effects of manipulations at encoding. Results indicated that participants described negative information relatively more abstractly than positive information with a negative communication goal than with a positive communication goal. This effect emerged independent of how the behavioral information was encoded. In addition, processes at encoding influenced biased language use, but only under conditions of decreased motivation (Study 2) or under time pressure (Study 3). Thus, processes of retrieval and communication can have an independent influence on the LEB. In short, the results of these studies show how the LEB can result independently from both biased encoding and communication goals.

B46

ANTI-FAT PREJUDICE AMONG CHILDREN: "DEROGATION-BY-ASSOCIATION" IN 6-10 YEAR OLDS *Helen Jarman, Geoffrey Haddock; Cardiff University* — Numerous studies have demonstrated the prevalence of anti-fat prejudice within Western society. More recently, research has shown that normal weight individuals are consistently derogated when they are viewed next to overweight individuals rather than normal weight individuals, regardless of the perceived strength of relationship between the two individuals (Hebl & Mannix, 2003). The aim of the present investigation was to determine whether this 'derogation-by-association' effect would be obtained among children, and to determine how participant gender, target gender and size, and background size affected this finding. Fifty-one 6-10 year olds indicated whether they would like to be friends with a target character. The target character was either male or female and fat or thin. The target was presented with four other background characters of the same gender, all of whom were either fat or thin. Consistent with previous research on anti-fat prejudice among children, the results showed that fat targets were liked significantly less than thin targets. Furthermore, thin female targets were liked significantly less by both boys and girls when they were presented with fat background characters; this was not the case for male targets. These findings support the derogation-by-association effect for females and demonstrate that this mere proximity effect is present in children as young as six years of age. The implications are discussed with regards to obesity stigma.

B47

SOCIAL COMPARISON PROCESSES IN REGRET MANAGEMENT *Frenk van Harreveld[1], Joop van der Pligt[1], Loran Nordgren[1], Liesbeth Claassen[2]; [1]University of Amsterdam, [2]Free University* — Gilovich and Medvec (1995) describe two ways in which people attempt to reduce feelings of regret once they experience it. First, there is behavioral repair work, which includes opting for a behavioral option other than the one that led to regret. Second, psychological repair work, which includes dissonance reduction and seeing 'silver linings in the darkest cloud'. We focus on a different kind of psychological repair work, social comparison. In a first study participants received an outcome that was not as positive as they thought it could have been, subsequently they were presented with base-rate information about the performance of a large group of previous participants in the experiment. Results show that regret decreased as a result of base-rate information that makes one's own outcome compare favorably to a larger sample. In a second study, we examine the boundaries of this strategy to resolve regret. In doing so we again induced the experience of regret. After this experience, participants could obtain base-rate information making their individual performance look better, or information that could help them to improve their future performance. Participants' preference was determined by whether or not they were under the impression that they would be given a second chance. In case of a negative and final outcome, participants preferred base-rate information. When the outcome was non-final, participants preferred a more functional strategy (information that could improve their performance on a next occasion). Both strategies were accompanied with a decrease in regret.

B48

THE DEVIL IS IN THE DETAILS: HOW DETAIL AND NEED FOR COGNITION AFFECT THE BELIEVABILITY OF EXCUSES *Dena M. Gromet, Melanie C. Green, John Sabini; University of Pennsylvania* — The believability of excuses has not been given much attention. This study investigated how the presence of detail and need for cognition interact to affect individuals' judgments concerning the believability of excuses. An interaction was predicted: Participants who have a high need for cognition (HNC) will find detailed excuses to be more believable than no detail excuses, while those who have a low need for cognition (LNC) will not find a difference between detailed and no detail excuses. Fifty-two participants read two scenarios in which they were offered an excuse for an offending action and, in varying orders, they read one scenario with a detailed excuse and another with a no detail excuse. They also completed the Need for Cognition Scale (Cacioppo, Petty, & Kao, 1984). Participants made an initial believability judgment after each scenario and later believability judgments in which they rated the two scenarios simultaneously. As predicted, those with a HNC preferred detailed excuses to no detail excuses, while those with a LNC generally did not differentiate between the two types of excuses for both sets of believability questions. It appears that it is better to provide relevant detail with an excuse than it is to give an excuse by itself. Even though it may be difficult to determine if the excuse-receiver has a high or low need for cognition, those who have a HNC will appreciate the added detail and find the excuse more believable, while those who have a LNC will not notice the added detail.

B49

I LIKE THEM, BUT DON'T WANT TO BE THEM: HOW AGE-GROUP IDENTIFICATION MODERATES THE EFFECTS OF OLDER POSSIBLE SELVES ON AGE BIAS *Alison Chasteen, Dominic Packer; University of Toronto* — Previous research showed that asking young adults to imagine older possible selves reduces the expression of age bias (Packer & Chasteen, 2004). In the current study we investigated the possibility that older possible selves serve to restructure the intergroup environment, making the young adult group feel less like an in-group to participants and older adults feel less like an out-group. We hypothesized that this type of restructuring would be particularly threat-

ening to individuals who value their youthful identities; as such it was predicted that the effects of older possible selves on bias would be moderated by age-group identification. Participants wrote narrative essays about themselves next year (control) or at the age of 70. In the control condition, identification was negatively associated with age bias, such that strongly identified young adults expressed less bias than weakly identified participants. Consistent with the prediction that older possible selves represent a threat to strongly identified young adults, this relationship was eliminated in the possible self condition. Imagining the self at 70 increased bias among strongly identified participants, but had opposite effects among weakly identified individuals. Older possible selves also reduced overlap between strongly identified participants' self-concepts and the young adult in-group. Importantly, this change in self/ingroup overlap partially mediated the interaction between age-group identification and condition on age bias; as hypothesized, older possible selves increased age bias among strongly identified participants because they made the young adult group seem less like an in-group. Implications of possible selves for social identity theory are discussed.

B50
CONTROLLING STEREOTYPING: IMPLICIT-EXPLICIT ASYMMETRY IN PRODUCING POSTSUPPRESSIONAL REBOUND. *Masanori Oikawa; Hitotsubashi University* – Past findings suggest that explicit attempts to control stereotypic thinking result in a "rebound effect"(i.e., a paradoxical increase in stereotypic thoughts and responses following stereotype suppression attempts). However, recent research has indicated that significant proportion of motivated behavior may also be enacted implicitly by subtle situational features such as priming (Bargh, 1990; Bargh & Chartrand, 1999). The current research demonstrated that both immediate stereotyping and postsuppressional rebound (PSR) may be reduced preconsciously, by priming automatic egalitarian goals. Priming participants with words related to egalitarian goals via scrambled sentence task produced less stereotyping in the subsequent unrelated task (describing a typical day of a foreign worker) than control group. The use of stereotypic descriptions in the story written by participants in the priming condition was comparable to that of participants in suppression condition (explicitly told to avoid using stereotypic descriptions), and was significantly less than that of participants in control group. Further, participants in priming condition produced less PSR than participants in suppression condition. These results support the notion that PSR occurs because people are consciously and actively seeking to avoid being prejudiced (Wegner, 1994), and that it is possible to preconsciously control for both stereotyping (Moskowitz, Salomon, & Taylor, 2000) and PSR by activating egalitarian goals unobtrusively.

B51
WOMEN'S RESPONSES TO DISCRIMINATION AS A FUNCTION OF SUCCESS OR FAILURE UNDER PREFERENTIAL TREATMENT PROCEDURES *Ritu Gill, Kimberly Matheson, Eftyhia Helis; Carleton University* – Though controversial, preferential treatment procedures are viewed as being preferable to continued discrimination-based disadvantage. However, such strategies may be perceived as unnecessary even among targeted groups unless access to opportunities is seen as otherwise closed. The present study examined the effects of preferential treatment on women's perceptions and responses to discrimination under varying conditions of group-based success. In an experimental simulation, women (N=120) received performance feedback when they were either alone, in the presence of another female, or a male. Women either succeeded or failed, and were told that their evaluation was either based on their actual score (merit) or 10 points had been added to women's scores (preferential treatment). ANOVAs indicated that when women failed under 'merit', they acknowledged that the criteria discriminated against women; women did not view preferential treatment as alleviating this discrimination. Irrespective of preferential treatment, women perceived the procedures as fairest when they succeeded in the presence of a male (who failed), or when they failed in the presence of another woman

who succeeded (highlighting intergroup permeability). Finally, willingness to confront the discriminatory basis for the task was most forthcoming when women succeeded under merit, but was limited to endorsing normative actions (having women's tests rescored) when succeeding under preferential treatment. These findings suggest that women do not view preferential treatment as effective for alleviating sex discrimination, and felt constrained in confronting discrimination. Importantly, women who failed perceived the situation as unfair, but were also least likely to feel able to act against the discrimination.

B52
SOCIAL CATEGORIES AS CAUSAL DIMENSIONS: A MODIFICATION OF THE LEWINIAN EQUATION? *Catherine M. Bookhout, Catherine E. Seta; Wake Forest University* – Goals and Purpose: This study explored the use of social categories as causal dimensions. Do participants use social categories to explain the opinions of group members; does this dimension reflect a type of internal or external attribution, or are social categories a special, orthogonal attribution type? Design and Method: A 2 (conflict vs. deviance) x 3(Attribution Type) mixed-factorial design included participant ratings of the extent to which a target's opinion was due to situations, dispositions, and social-categories Participants read descriptions of the target whose opinion was either different from an in-group and consistent with an out-group (deviance), or consistent with an in-group and in opposition to an out-group (conflict). Results and Conclusions: A mixed-factorial ANOVA revealed a significant main effect of attribution-type, F (2, 150) = 13.47, p < .01, and condition, F (1, 75) = 7.66, p< .01. These effects were qualified by a significant interaction between attribution type and conflict/deviance condition, F (2, 150) = 45.83, p < .01. Contrasts revealed that in the conflict condition, social category dimensions were given more weight than either situational or dispositional dimensions. In the deviance condition both person and situational dimensions were weighted more heavily than were social categories. These results suggest that contextual factors related to a target's relationship to in-group and out-group members affect the dimensions used to explain his/her behavior. In addition, these data suggest that social categories may represent an attributional dimension that differs from either situational or dispositional variables.

B53
MLK DAY AND ATTITUDE CHANGE: LIKING THE GROUP MORE BUT SPECIFIC EXEMPLARS LESS *Norbert Schwarz, Sara Konrath; University of Michigan* – Martin Luther King was a 1960s civil rights activist honored with a national holiday 15 years after his assassination. What is the effect of MLK Day on people's attitudes towards African-Americans, as a group and individually? Although exposure to well-liked African-American exemplars can increase favorability toward African-Americans as a group (Bodenhausen et al., 1995), it is possible that individual group members may be contrasted against such a high standard (Gates, 1989; Jhally & Lewis, 1992). Using Schwarz & Bless' (1992) inclusion / exclusion model of assimilation and contrast, we tested the prediction that during the MLK Day holiday, individuals would rate African-Americans as a group more positively, while simultaneously rating a specific African-American leader more negatively. College students were randomly assigned to evaluate both African-Americans as a group and Colin Powell before, during, or after MLK Day 2004. The favorability ratings of those who attended (or planned to attend) one of the college's MLK Day events were compared to those who did not attend the events. Participants overall rated African-Americans as a group more positively on MLK Day as compared to almost two weeks before or after it, while rating Colin Powell more negatively on MLK Day as compared to the control days. An interaction qualified this finding: this pattern of results only occurred for people who attended one of the events. Participants who did not attend an event showed no attitude change over the three time periods toward either African-Americans as a group or the specific exemplar.

B54
UNDERSTANDING THE PROCESS AND CONSEQUENCES OF SEEKING FORGIVENESS *Michael Lister[1], Andrea Rocznik[1], Don Kuiken[2], Michael Wohl[1]; [1]Carleton University, [2]University of Alberta* — While there is now a critical mass of research directed at factors that predict a victim's willingness to forgive a wrongdoer, there is a paucity of research on the factors that encourage the wrongdoer to seek forgiveness from the person (s)he wronged. We propose that the use of first-person experiential accounts can enrich efforts to understanding the process of forgiveness seeking. In the current study, we systematically examined such accounts of forgiveness seeking, identifying recurrent themes and then clustering these accounts according to similarities in theme profiles. Cluster analysis revealed the presence of two distinct groups. The first cluster of wrongdoers focused on the pain of the person who was wronged by a) recognizing that their own behaviour caused anguish in the harmed party and b) realizing that the relationship with the harmed party was suffering. This cluster of wrongdoers was motivated by interpersonal duty and the need to re-establish trust and resulted in action taken to restore the relationship. The second cluster of wrongdoers expressed a desire to seek forgiveness to alleviate personal suffering. Specifically, they were motivated by a selfish desire to ease their own conscience. Between-group differences were also found on well-being and relationship viability. Participants who sought forgiveness because they recognized their behaviour harmed someone else reported greater satisfaction with life, higher self-esteem, lower levels of depression, and greater post-transgression relationship strength than participants who sought forgiveness for selfish reasons. The findings of the present research help to integrate seeking forgiveness into the growing forgiveness literature.

B55
DISPOSITIONAL MINDFULNESS, MINDFUL METACOGNITION, AND SUBJECTIVE WELL-BEING *Jessica Tipsord[1], Mark Leary[2]; [1]University of Oregon, [2]Wake Forest University* — This study examined the effects of the metacognitive perspective known as mindfulness on affect, self-feelings, and life satisfaction. Kabat-Zinn, Teasdale, and others have suggested that mindfully labeling one's thoughts and experiences helps people to see that thoughts are events in their mind rather than objective facts. To examine the effects of mindful strategies, participants completed a measure of dispositional mindfulness (the Mindful Attention Awareness Scale; Brown & Ryan, 2003), then wrote down their thoughts for 10 minutes. As they wrote each thought, participants were instructed to label the type of the thought, evaluate the valence of the thought, or analyze why they had the thought. They then completed measures of affect, self-evaluation, and well-being. Results showed that mindfulness predicted life satisfaction, feelings of self-worth, and optimism. Furthermore, participants who analyzed their thoughts felt less serene and more anxious than those who labeled or evaluated them. In addition, participants who scored low in dispositional mindfulness who labeled their thoughts listed more thoughts and reported higher hostility than those high in mindfulness. Within the thought-labeling condition, low mindfulness was associated with greater guilt. When participants evaluated their thoughts, the inverse relationships between mindfulness and hostility, mental serenity, and negative self-feelings were mediated by the positivity of the thoughts, supporting the idea that being mindful is associated with less judgment. In general, both dispositional and situationally-induced mindfulness were associated with higher positive affect.

B56
EVERYDAY MANIFESTATIONS OF ABSTRACT PSYCHOLOGICAL SITUATIONS FROM CHINESE IDIOMS: A CROSS-CULTURAL STUDY *Yu Yang[1], Stephen Read[1], Lynn Miller[1], Jianlue Ding[2]; [1]University of Southern California, [2]Jilin University, China* — Personality and social psychologists have long stressed the importance of systematic conceptualization of situations. In our previous work (Yang, Read & Miller, 2005), we found that goal processes, what happened to people's goals, best describe how people categorize abstract psychological situations described by Chinese idioms. Here we examine how people categorize concrete everyday examples of the same abstract psychological situations. In preliminary research, one sample of American participants generated 970 everyday examples of the 240 situational idioms used in our previous research and then a second sample rated how well the examples captured the meaning of the idioms. Two groups of Chinese college students did the same thing in Chinese. Then, in Study 1, American participants sorted 110 situational idioms, randomly chosen from the 240, based on how similar they are to each other. Chinese college students sorted the same idioms in Chinese. In Study 2, American participants sorted 110 everyday examples that were rated to best capture the meaning of the 110 idioms in Study 1. Chinese college students sorted 110 everyday examples of the same 110 idioms. Cluster analysis was used to construct a hierarchical structure for each set of sorting data. Study 1 supported our previous finding that across different cultures, goal processes describe distinctions among abstract psychological situations. Study 2 suggested that, in addition, goal contents, or the specific goals people are pursuing, also play an important role in categorizing concrete everyday situations in both cultures. Implications for conceptualizing situations and person-situation interactions are discussed.

B57
JUST ANOTHER STABBING: TRAIT ANGER, VIOLENCE-RELATED CATEGORIZATIONS, AND REGULATORY COGNITIVE ACTIVITY *Benjamin M. Wilkowski, Brian P. Meier, Michael D. Robinson; North Dakota State University* — Two studies were designed to provide evidence that individuals low in trait anger make use of an implicit anger control strategy, which individuals high in trait anger lack. Specifically, the authors sought to show that once aggressive meaning has been processed, low anger participants will devote processing resources toward this aggressive meaning, in an effort to regulate its effects. To examine our interactive hypothesis, we designed a task that required participants to disengage attention from an aggressive cue in order to complete a subsequent neutral task. We expected participants low in trait anger to exhibit difficulties with this task switch, precisely because they are engaging in regulatory processing. Study 1 required participants to categorize words as helpful or hurtful, and subsequently engage in a neutral letter identification task. Following hurtful words, low trait anger participants had slower reaction times on the letter identification task, but high anger participants did not. Study 2 replicated these results. Such results support the notion that low trait anger participants engage in extra regulatory efforts when hostile thoughts are activated, specifically within the disengagement stage of attention. It is concluded that this pattern of regulatory attention among low anger participants serves to guard against the effects of aggressive priming. A distinction is made between the regulatory processing of hostile stimuli (demonstrated in the current research) and the ruminative processing of hostile stimuli (demonstrated in past research). Moreover, it is apparent that task-switching procedures can be profitably used to examine social forms of self-regulation.

B58
WHEN BEHAVIOR DOES NOT MATCH OUR BELIEFS: THE CASE OF INFIDELITY *Josh Foster, Ilan Shrira, W. Keith Campbell; University of Georgia* — Two studies are presented that investigate cognitive and behavioral reactions to infidelity by the person who has been unfaithful. It is proposed that reactions to infidelity stem partially from inconsistencies involving self-concept relevant cognitive elements (i.e., cognitive dissonance). That is, most people consider themselves to be loyal and honest, and when faced with behavior that suggests otherwise will react in ways that minimize the resulting discrepancy. Study 1 finds that priming relevant self-concept domains causes participants to trivialize their

prior infidelities to the extent that they have committed more of them. Study 2 finds that participants with high need for consistency blame their partners more and report that they will be more loyal in the future to the extent that they report more frequent prior infidelity. The results are consistent with prior research on cognitive dissonance reduction strategies (e.g., trivialization, behavior change). This study is thought to have both theoretical and practical implications for researchers and clinicians hoping to better understand the causes and consequences of infidelity.

B59
MOTIVATIONS IN ROMANTIC RELATIONSHIPS: A REGULATORY FOCUS PERSPECTIVE *Heike A. Winterheld, Jeffry A. Simpson; University of Minnesota, Twin Cities Campus* — Three studies examined whether and how regulatory focus as a motivational principle guides the ways in which individuals interpret and experience events in romantic relationships. According to regulatory focus theory (Higgins, 1998), prevention-focused individuals (i.e., those concerned with safety, fulfilling duties and obligations, and avoiding aversive outcomes) should be particularly reactive to social events denoting the presence or absence of losses, such as conflict or rejection. In contrast, promotion-focused individuals (i.e., those concerned with accomplishment, fulfilling dreams and aspirations, and approaching rewarding outcomes) should be particularly attuned to events signifying the presence or absence of gains, such as intimacy or shared fun. Promotion and prevention-focused individuals, therefore, should appraise and experience interpersonal events differently. Moreover, their distinct ways of experiencing such events should differentially affect the perceived quality of their relationships. In Study 1, we found that, consistent with their vigilance to negative outcomes, highly prevention-focused individuals were more likely to interpret an ambiguous interaction between a fictional couple in loss-related terms. Study 2 revealed that highly prevention-focused individuals experienced greater anger-related emotions when imagining themselves in a loss-framed relationship situation. Regulatory focus theory's predictions regarding the promotion focus system were not supported. Study 3 indicated that having a promotion focus was associated with higher perceived relationship quality than was true of having a prevention focus. The implications for future research are discussed.

B60
WOMEN'S PERCEIVED RISK OF DISEASE: REASONS, RATIONALIZATIONS, AND CONTROL *Mary Gerend[1], Leona Aiken[2], Mindy Erchull[2], Jon Maner[1]; [1]Florida State University, [2]Arizona State University* — There are many ways to enhance/maintain self-image. Two of these are: (1) underestimating the likelihood that bad things (e.g., getting a disease) will happen; (2) attributing positive and negative occurrences to internal and external causes, respectively. We assessed the presence of these biases in women's perceptions of susceptibility to disease (osteoporosis). We predicted that (1) most women would underestimate their risk, (2) women who perceived themselves to be at low risk would attribute their risk primarily to internal factors (their behavior), and (3) women who perceived themselves to be at high risk would attribute their risk primarily to external factors (genes, family history). A sample of 358 women from the community (aged 40-86) participated. As predicted, most women underestimated their risk for osteoporosis. They also exhibited self-serving attributions: Women with lower perceived risk attributed their risk to internal more than external factors; women with higher perceived risk did the opposite. Internal attribution reflects a tendency to focus on causes that are under our control. Therefore, we examined links between self-serving internal attributions and internal locus of control (a personality characteristic reflecting high perceived control). Indeed, women with a high internal locus of control tended to attribute their lower risk to their own health protective behaviors more than to hereditary factors. Furthermore, the relationship between internal locus of control and self-serving bias was mediated by the perceived controlla-

bility of osteoporosis. These findings have potentially important implications for interventions designed to increase health protective behavior.

B61
THE ROLE OF KNOWLEDGE STRUCTURES ON SOCIAL RULES IN THE INTERPRETATION OF SOCIAL ADJUSTMENT. *Hiroyuki Yoshizawa, Toshikazu Yoshida; Nagoya University* — Previous research revealed that knowledge structures on social rules linearly predicted negative aspects of social adjustment based upon cognitive distortion and socially delinquent behavior tendencies (SDBT; Yoshizawa & Yoshida, 2003). However, interaction effects of knowledge structure indices, along with their relationship with positive aspects of social adjustment, have yet to be examined. This study focused on the role of knowledge structures on social rules in the interpretation of positive (sociomoral reasoning) and negative aspects of social adjustment, focusing on interaction effects. Data for positive and negative indices were collected separately from 70 and 177 undergraduate students in Japan. Knowledge structures were assessed by participants' means of applying social rules to interpersonal conflict situations based upon two structural indices i.e., differentiation (the mutual independence of social rules) and integration (the consistency of these rules), and a qualitative index of social appropriateness (the general appropriateness of them). Sociomoral reasoning was assessed by the Japanese-version of the Sociomoral Reflection Measure (Yoshizawa & Yoshida, 2004). Cognitive distortion was assessed by the three-dimensional constructs of: Self-Centered, Blaming Others, and Minimizing/Mislabeling. SDBT was assessed by evaluation of the seriousness of delinquent behaviors, along with self-reported past experience in engaging in such behaviors. A series of 2 x 2 x 2 analyses of variance (median split) showed that structural indices and the qualitative index of knowledge structures had more significant interaction effects on the negative aspects than on the positive. These results provide evidence of the regulative function of knowledge structures on negative aspects of social adjustment.

B62
FALSE MEMORY OF PERSUASIVE ARGUMENTS AND MULTIFACETS THINKING STYLE. *Hideya Kitamura; Toyo University* — The relationship between false memory of persuasive messages and individual differences of cognitive style was investigated. Multifacets thinking disposition(MTD) was one of the cognitive styles and its validity was investigated and confirmed by Kitamura(2003). MTD shows a personal tendency to think situations and events precicely from multiple perspectives. Its tendecy involves an open attitude for reconsidering alternative possibilities of solving problems. Participants' MTD was estimated by the multifacets thinking disposition scale. Then participants were presented fifteen persuasive arguments in the first session. Two weeks later in the second session, they were presented romdomly both nine old arguments and nine new arguments and asked whether each argument were presented or not two weeks before. As the results, participants showed false memories. That is they recognized some new items which were not presented two weeks before as present. And their false memories of persuasive arguments were more frequent when their MTD were low. And it was found that false memory facilitated the acceptance of persuasive messages.

B63
SHIELDING INTENTIONS FROM DISTRACTION: FORMING AN INTENTION INDUCES INHIBITION OF POTENTIALLY INTERFERING STIMULI *Harm Veling, Ad van Knippenberg; University of Nijmegen* — Previous research has shown that focal goals are shielded through inhibition of alternative goals (Shah, Friedman and Kruglanski, 2002). This previous research used existing goals from participants to examine this goal shielding. The present research aims to extend these findings and show that experimentally imposed concrete intentions are also shielded from distraction. Moreover, the experiments are designed to show that this shielding facilitates the execution of goal directed

behavior. In two experiments participants were instructed to form an intention to react to specific stimuli (intention cues). Next we assessed accessibility of (related) potentially interfering cues and unrelated cues by means of lexical decisions. Results of both experiments showed that potentially interfering cues were inhibited compared with unrelated cues. In addition, we obtained a significant negative correlation between the speed of reacting to the intention cues and the lexical decisions to potentially interfering cues. Together these results indicate that forming an intention induces inhibition of distracting stimuli and that this inhibition is functional in facilitating goal directed behavior. The present research adds to earlier research on goal shielding by showing that self-regulatory processes shield concrete intentions from distraction.

B64

THE ROLE OF SUPPRESSION STYLE IN PRODUCING PARADOXICAL EFFECTS OF THOUGHT SUPPRESSION. *Haruka Kimura; University of Tokyo* – Reports on the paradoxical effects of thought suppression has documented that suppressing a thought ironically enhances intrusions of related thoughts. Based on the assumption that this effect is more salient when people possess high intention to suppress, present study examined the effect of suppression style in producing paradoxical effects. It was predicted that individuals with "active" suppression style (e.g., to shut the thought completely out of one's mind) would have higher suppression intention and experience more paradoxical effects, while individuals with "passive" suppression style (e.g., to fend off the thought when it comes to mind) would have lower suppression intention and experience relatively less paradoxical effects. In experiment 1, 87 participants were instructed to suppress neutral thought after attending a crash course in active or passive suppression style.In experiment 2, 90 participants were divided in to 2 groups (active or passive) based on chronic suppression style assessment scores, and were instructed to identify and suppress one personal concern. The results from the both experiments support the notion that active suppressers experience more paradoxical effects, as oppose to passive suppressers. Further, among strategic suppression group, where the participants were told to strategically make use of replacement thoughts while suppression, paradoxical effects did not emerge regardless of suppression style. The role of the content of the target thought, suppression strategy, and meta-appraisals of intrusions in producing paradoxical effects of thought suppression are discussed.

B65

CULTURAL DIFFERENCES IN AFFECTIVE FORECASTING: THE ROLE OF FOCALISM *Kent C. H. Lam[1], Roger Buehler[1], Cathy McFarland[2], Michael Ross[3], Irene Cheung[3]; [1]Wilfrid Laurier University, [2]Simon Fraser University, [3]University of Waterloo* – The "impact bias" in affective forecasting - a tendency to overestimate the emotional consequences of a particular future event - might not be a universal phenomenon. This prediction bias occurs in part because of a cognitive process known as focalism, whereby predictors focus attention narrowly on the target event and neglect other mitigating events and circumstances. Two studies tested the hypothesis that East Asians, who tend to think more holistically than Westerners, would be less susceptible to focalism and consequently to the impact bias. In Study 1, participants predicted on a cold Spring day how happy they would be when outdoor temperatures first reached 20 degrees Celsius. When this warmer weather arrived, a comparable sample of participants reported their actual happiness. In Study 2, participants nominated an upcoming positive event and predicted how happy they would be two weeks later if it occurred. Two weeks later, the same participants reported their actual happiness levels. In both studies, Euro-Canadians exhibited the impact bias – predicting significantly more happiness than they actually experienced – but Asians did not. The Euro-Canadians predicted greater happiness than Asians, whereas actual happiness levels did not differ across cultures. In addition, a measure of cognitive process revealed that the cultural difference

in prediction was mediated by the degree to which participants focused on the target event itself. These results suggest that East Asians are less prone than Westerners to overestimate the emotional consequences of future events, because they focus less exclusively on the target event while generating affective forecasts.

B66

NOT SOON ENOUGH: A CRITICAL PERIOD FOR RATIONALIZATION PROCESSES *Jane Risen, Thomas Gilovich; Cornell University* – People are exceptionally good at altering their views in order to experience the world more positively. The current studies explore the timeline associated with this "psychological repair work" by asking: If people do not rationalize immediately, can they ever do it as well, or is there a "critical period" for rationalization processes? In study one, half of the participants immediately learned that, based on their performance, they did not win the grand prize. The other half of participants had five days of uncertainty, hoping for the grand prize, before they also learned that they did not win it. Participants who were uncertain of the outcome, and therefore could not rationalize immediately, reported less satisfaction with their consolation prize than participants who had been certain of their prize. In study two, participants rated ten singers and bet on the one they thought most likely to win a "Cornell Idol" contest. Some participants followed their choice with a cognitively demanding task, designed to prevent immediate rationalization. Non-distracted participants increased their ratings for their chosen singer, yet distracted participants did not. Taken together, these studies demonstrate that participants who could not do the psychological repair work immediately, did not change their attitudes to make themselves feel better. Importantly, this remained true even after the opportunity to rationalize was again possible and they had the same time and resources as those who had never been prevented from rationalizing. Possible mechanisms, such as a reduction of urgency and the effect of lasting cognitions, are discussed.

B67

FACILITATING INTERETHNIC COMMUNICATION: EFFECTS OF THE MULTICULTURAL *Alexandra Suppes[1], Victoria C. Plaut[2], Hazel Rose Markus[1]; [1]Stanford University, [2]College of the Holy Cross* – In order to understand race relations, we must understand how people of different ethnic groups communicate (Devine & Vasquez, 1998). The present research examines how two models of diversity (Plaut, 2002)--colorblindness and multiculturalism--affect communication between people of different ethnic backgrounds. According to the colorblind model, people are all the same and differences are superficial. According to the multicultural model, people are different and these differences should be valued. We manipulated these two models to see effects on interethnic communication and self- and other-perception. Twenty-two Latino male students had an informal conversation with a White confederate before which they were reminded either that "people are all the same" or that "people are different." During the conversation, Latino participants in the multicultural condition were more accommodating to the speech style of the White confederate than those in the colorblind condition. Following the conversation, Latino participants in the multicultural condition, in contrast with those in the colorblind condition, reported higher social self-esteem, were less likely to report feeling uncertain about their White partner, reported feeling less self-conscious, and did not aggrandize their self-report of academic traits to counter low self-report of personality traits. These data suggest that participants in the multicultural condition are communicating better and are experiencing less anxiety and less threat from the inter-ethnic situation. It is possible that the colorblind model, although well-intentioned, poses a threat to minority participants in an interethnic situation, whereas a multicultural model helps to lift such a threat.

B68

THE ROLE OF FORGIVENESS AND COPING IN RELATION TO DEPRESSIVE AFFECT AMONG WOMEN IN ABUSIVE DATING RELATIONSHIPS *Renate Ysseldyk, Kerry Sudom, Alla Skomorovsky, Kim Matheson, Hymie Anisman; Carleton University* — Partner abuse has been linked to the evolution of depressive symptomatology among women, and such outcomes even occur during dating phases of the relationship. Of particular interest in the present investigation was whether women remained in abusive dating relationships perhaps because they were more forgiving of their partner and adopted inappropriate coping strategies to deal with their situation. Dating abuse (psychological, sexual, physical) and depressive affect were examined in a sample of 155 undergraduate women, who responded to a questionnaire assessing the presence of abuse in their current relationships, coping styles, forgiveness (revenge, avoidance, unforgiving attitude), and depressive symptoms. Regression analyses indicated that abuse was associated with greater depressive symptomatology. However, those women experiencing abuse were, in fact, less likely to forgive their partners for a past relationship conflict. Although both abuse and depressive symptoms were related to the coping strategies women actually endorsed, forgiveness was only related to the perceived effectiveness of these strategies. In effect, women in abusive relationships were more likely to want to take revenge or avoid their partner, which in turn were associated with perceiving self- and other-blame and wishful thinking as effective strategies to deal with the situation; these perceptions were predictive of greater depressive affect. These findings suggest that women who remain in abusive dating relationships express a particular set of cognitions that may undermine well-being.

B69

CAPITALIZING ON POSITIVE EVENTS: IS IT RELIVING THE EVENT OR PERCEIVING ANOTHER'S ENTHUSIASM? *Shannon M. Smith, Harry Reis; University of Rochester* — Capitalization – sharing a positive event with another and anticipating a favorable response (Langston, 1994) – has previously been associated with increased positive feelings about the event compared to other positive events not discussed, as well as significantly greater improvement in event ratings for those receiving enthusiastic positive feedback about their event vs. those receiving disinterested feedback (Rodrigues, Carmichael, & Reis, 2003). The question remains whether positive outcomes are due to receiving enthusiastic feedback after sharing a positive event, or whether they could result from reliving the event without receiving unenthusiastic feedback. In the first of two studies, perceiving generalized enthusiastic responses from one's partner had significant positive correlations with relationship satisfaction, commitment, and companionate love. In the second, participants rated three positive events, randomly selected one of the two events not rated most highly, were randomly assigned to one of four conditions (sharing the selected event and receiving enthusiastic feedback from a confederate, writing about the selected event, watching a clip from a comedy, or completing a word search), and then re-rated all three events. As hypothesized, positive feelings about the selected event significantly increased for participants receiving enthusiastic feedback, in contrast to the other conditions. Similarly, the increase in positivity about the selected event compared to the non-selected event was significantly greater for those receiving positive feedback vs. the other conditions. These studies indicate that interacting with someone perceived to be enthusiastic about our positive events, rather than merely reliving those events, is related to positive outcomes.

B70

CAUSAL UNCERTAINTY AND ROOMMATE REJECTION *Nina K. Rytwinski[1], Jill A. Jacobson[2]; [1]Kent State University, [2]Queen's University* — The vast majority of research on Weary and Edwards' (1996) causal uncertainty construct (i.e., uncertainty about one's understanding of causal relationships in the social world) has been conducted in a social-cognitive context. For example, individuals with chronically accessible or temporarily activated causal uncertainty beliefs engage in more extensive social information seeking and processing and are less likely to stereotype than are people without such chronic or temporary beliefs (Jacobson, Weary, & Lin, 2004; Weary & Jacobson, 1997; Weary, Jacobson, Edwards, & Tobin, 2001). Other research has shown that the impact of causal uncertainty also may extend to social relationships. Specifically, causal uncertainty is uniquely associated with loneliness and shyness (Jacobson, Weary, & Chakraborti, 1997), and it mediates the relationship between depression and reassurance seeking (Jacobson & Weary, 1999), all of which are associated with difficult social interactions. In the current research, we examined whether causal uncertainty would be predictive of another index of social problems, roommate rejection. At Time 1, students' level of causal uncertainty, reassurance seeking behavior, depression, and anxiety were measured. Then, their roommates' appraisals of them were assessed 4 to 8 weeks later. For low reassurance seeking men, greater causal uncertainty was marginally related to less rejection. For low reassurance seeking females, however, greater causal uncertainty was related to greater rejection. Additionally, for low causally uncertain women, increased reassurance seeking was related to increased rejection. The implications of these findings for understanding the role of causal uncertainty in interpersonal relationships will be discussed.

B71

EMOTIONS FELT DURING A MORAL DILEMMA: BEYOND GENDER DIFFERENCES *Leah R. Warner, Stephanie A. Shields; The Pennsylvania State University* — Previous research has found that women and men differ in the emotions they report while experiencing a moral dilemma (Skoe, Eisenberg, & Cumberland, 2002). This study was an investigation of how value salience may explain these gender differences. Specifically, the authors predicted that values more likely to be chronically salient to men, entitlement, and to women, belongingness, are linked to two emotions, anger and guilt, respectively. The authors also predicted that non-chronically salient values can also be situationally primed and thereby diminish gender differences. Participants (N = 237) were randomly assigned to one of three value priming conditions: entitlement, belongingness, or a non-value control. Next, they read a moral dilemma about choosing between a potential academic reward and a potential friend. While visualizing themselves in the dilemma, participants completed measures of state anger and guilt. Results showed that, after priming, participants reported the feelings predicted to be associated with their prime. Interestingly, one gender difference persisted despite priming. Specifically, men tended to report more anger than women in the entitlement condition. Results of this study highlight the interacting role that values and emotions play in moral reasoning and also the importance of identifying when and why, not merely that, gender differences occur.

B72

THE INTEGRATED THREAT THEORY OF INTERGROUP RELATIONS: A META-ANALYTIC REVIEW *Blake Riek, Eric Mania, Sam Gaertner; University of Delaware* — This poster is based on a meta-analysis of the intergroup threat literature. As a general definition, intergroup threat occurs when one group's actions, beliefs, or characteristics challenge the goal attainment or well-being of another group. The Integrated Threat Theory (Stephan & Stephan, 1996, 2000) represents a comprehensive, inclusive approach to examining intergroup threat by proposing that several types of intergroup threat (realistic threat, symbolic threat, intergroup anxiety, and negative stereotypes) can function together to influence intergroup bias. Although a number of separate studies of intergroup bias support the importance of intergroup threat for understanding the etiology of intergroup bias, no systematic, quantitative review of this literature has been conducted. We utilized quantitative, meta-analytic procedures to examine the utility of Integrated Threat Theory for understanding the relationships between threat and inter-

group attitudes. This quantitative approach also permitted systematic examination of potential moderators. All four threat types were shown to have a strong relationship with outgroup attitudes across a number of studies. Additionally, it was found that group status and the type of group involved in the creation of the threat moderated the relationships between threat and attitudes. Implications and future directions are discussed.

B73
BEYOND COMMITMENT: SELF-DETERMINATION THEORY AND RELATIONSHIP MAINTENANCE PROCESSES *Danielle Menzies-Toman, John Lydon; McGill University* — Commitment represents the goal to sustain a close relationship. We proposed to use self-determination theory to show that motives underlying this goal pursuit would be uniquely associated with relationship maintenance responses. Therefore, we created a measure assessing intrinsic motives (e.g. "my relationship is enjoyable"), identified motives (e.g. "relationship goals are important to me"), introjected motives (e.g. "I would feel guilty if I ended my relationship"), and extrinsic motives (e.g. "my relationship allows me to have the lifestyle that I want"). Four hundred and eighty-six participants completed this measure as well as measures of relationship commitment and relationship maintenance responses such as partner perspective taking, attributions for partner behaviours, and accommodation. Firstly, relationship motives were found to be differentially associated with both commitment and relationship status. Intrinsic and identified motives correlated positively with commitment whilst introjected motives were unassociated with commitment. However, introjected motives were far greater for married people than for those who were either dating or living together. On the other hand, intrinsic motives were the highest among those who were dating. Moreover, relationship motives were found to be differentially associated with relationship maintenance responses. Identified motives were found to be uniquely associated with partner perspective taking whilst introjected motives were associated with making more negative attributions for partner transgressions. Furthermore, extrinsic motives were found to be uniquely associated with the accommodative response termed neglect. This study initiates provocative research linking relationship motives with other relevant relationship constructs in order to more accurately predict relationship well being and longevity.

B74
TWO OPPOSING DISPLAYS OF ATTACHMENT ANXIETY: LIKEABLE AUTHENTICITY AND UNLIKEABLE SUBMISSIVENESS *M. Joy McClure, John E. Lydon; McGill University* — Attachment theory offers insight into the different mental models and strategies that cause people to be differentially successful in their relationships. Less research has been done on the manner in which attachment style is manifested in initial interpersonal encounters. How is attachment style displayed in relationship formation situations? More specifically, do anxiously attached individuals, faced with the possibility of relationship formation, present themselves in a way that undermines their prospects for successful relationship development? Female students completed questionnaires, including a measure of attachment, and filmed a brief video in which they introduced themselves to another student of the opposite sex. Subsequently, 6 female raters reviewed each video and completed a series of subjective ratings. A set of composite variables was calculated: liking, perceived deceptiveness/authenticity, perceived dominance/submission and perceived inhibition/animation. There was no simple correlation between attachment anxiety and liking. Instead, two types of interpersonal displays by the anxiously attached emerged which correlated with liking in opposite directions. Large shared variance between attachment anxiety and authenticity was positively correlated with liking. In contrast, the shared variance between attachment anxiety and submissiveness was negatively correlated with liking. The relationship between the display and liking was mediated by perceived inhibition/animation. The anxious-authentic were animated

and liked, whereas the anxious-submissive were inhibited and disliked. While their desire for closeness promotes authentic relational strivings, residual fear of rejection may cause the anxiously attached to act inhibited. Overall, it is encouraging to see that high attachment anxiety is not necessarily an interpersonal handicap during relationship formation.

B75
SELF-ESTEEM MODERATES THE RELATIONSHIP BETWEEN INITIATOR STATUS AND DISTRESS FOLLOWING A BREAK-UP *Katherine L. Waller, Tara K. MacDonald; Queen's University* — A prospective study was conducted to examine the moderating effect of trait self-esteem on the association between initiator status and distress reactions to the termination of a romantic relationship. Undergraduate students who were in committed romantic relationships completed a self-report measure of self-esteem at Time 1 and responded to weekly e-mails about their relationships throughout the academic year. Among participants whose relationships ended, we assessed initiator status (i.e., who ended the relationship) and coping. Self-esteem was related to post-break-up distress. Those who were low in self-esteem reported more distress immediately following the break-up than did those who were high in self-esteem. Additionally, initiator status was related to distress, such that participants who indicated that they did not initiate the break-up reported more distress than did those who ended the relationship. These main effects were qualified by an interaction between self-esteem and initiator status, such that the relationship between initiator status and self-esteem was stronger among participants who were low in self-esteem. As self-esteem scores increased, the relationship between initiator status and distress diminished. These findings are consistent with previous laboratory research indicating that, relative to those who are high in self-esteem, people who are low in self-esteem react more negatively to interpersonal rejection from strangers (Nezlek et al., 1997). Our study replicates this finding in a dating relationship context and suggests that people who are low in self-esteem are particularly vulnerable to acute distress following the termination of a romantic relationship, especially when the partner initiated the break-up.

B76
PREDICTING PROSOCIAL BEHAVIOR IN INTERRACIAL INTERACTIONS: MOTIVATION AND EXPECTATIONS ABOUT OUTGROUP MEMBERS *David A. Butz, E. Ashby Plant; Florida State University* — Previous research has shown that when people expect that outgroup members are not open to interracial interactions they experience anger and hostility regarding such interactions. However, people who are motivated to respond without prejudice because of personally important nonprejudiced standards may instead work to improve outgroup members' responses toward them. Therefore, we posit that when these people possess negative expectations about the openness of outgroup members, they will engage in prosocial behaviors directed toward outgroup members. Thirty nonBlack participants were led to believe that their Black interaction partner was not open to an interaction with them, or they were given no information about their partner. Participants were then led to believe that they would engage in a tedious and physically taxing Scantron-bubbling task. This task required that participants select an amount of Scantrons they would complete, with the remaining Scantrons ostensibly given to their partner. Internally motivated participants who had received negative feedback about their partner's openness to the interaction selected more Scantrons for themselves, leaving fewer Scantrons for their partner compared to internally motivated participants in the control group. In contrast, participants who were low in internal motivation gave more Scantrons to their partner in the negative feedback condition compared to the control group, although this difference did not reach significance. These findings suggest that negative expectations regarding the openness of outgroup members to interracial interactions may facilitate prosocial responses among people who are internally motivated to respond without prejudice.

108

B77

INTERPERSONAL PROBLEMS AND AFFECTIVE EXPERIENCES WITH PARENTS *Toru Sato, Catherine Beer; Shippensburg University* — Recent work on interpersonal behaviors suggests that we acquire numerous interpersonal patterns in early childhood as a way to maintain relatedness with other individuals throughout our lives (e.g., Safran, 1990). Various theorists discuss how these patterns facilitate the prediction of interactions with parents and other important caregivers in early childhood (e.g., Bowlby, 1969; Stern, 1985). Though many of these interpersonal patterns facilitate the development of positive relationships, some of them are problematic in nature (e.g., Luborsky, 1984; Strupp & Binder, 1984). As a preliminary attempt to investigate the relationships between caregiver-child relationships and problematic interpersonal patterns, the present study examined how various types of interpersonal problems relate to affective experiences with mothers and fathers. Two hundred and sixty eight female undergraduate students completed the Inventory of Interpersonal Problems (Alden, Wiggins, & Pincus, 1990), and two contextualized versions ("with mother" and "with father") of the Multiple Affect Adjective Check List (Zuckerman & Lubin, 1985). The main findings suggested that women who are too domineering experienced anxiety and depression in the presence of both their mothers and fathers, whereas women who are too vindictive, cold, socially avoidant, too non-assertive, exploitable, or too nurturant had a tendency to experience anxiety and depression in the presence of their fathers. These findings are discussed in relation to parental influences in the development of interaction patterns.

B78

THE LINK BETWEEN IMPLICIT SELF-ATTITUDES AND EXPERIENCED AFFECT *Tamlin Conner, Lisa Feldman Barrett; Boston College* — Two studies examined the hypothesis that implicit attitudes towards the self influenced people's immediate, conscious experience of affect. Participants in each study completed a measure of implicit self-attitudes (the Implicit Associations Test; IAT) and also took part in a signal-contingent, computerized experience-sampling procedure measuring momentary feelings of affect for 28 days (Study 1; N = 124) or 14 days (Study 2; N = 84). Across both studies, implicit self-attitudes predicted a range of negative states, suggesting that implicit self-attitudes may be linked to changes in negative core affect (i.e., general feelings of negativity). Relative to people with more positive implicit self-attitudes, people with more negative implicit self-attitudes reported feeling more angry, ashamed, bored, disappointed, guilty, and nervous among other negative states (Study 1); they also reported experiencing more negative and stressful daily events and were more likely to report they were having a 'bad day' (Study 2). Explicit attitudes towards the self (measured separately) generally did not account for these relations, but did uniquely predict experiences of positive and negative affect. Findings extend our understanding of the factors that contribute to conscious affective feelings and are consistent with the view that mental contents outside the reach of conscious awareness are linked to feelings of which we are aware and can convey through verbal self-report.

B79

SELF-ESTEEM, LIFE EVENTS, AND HEALTH OUTCOMES OF OLDER ADULTS *Elena Ballantyne, Jill A. Jacobson; Queen's University* — According to Brown and McGill's (1989) Identity Disruption Model (IDM), the impact of a life event on one's health can be traced to the degree that it causes disturbance in one's self-concept. In two studies, Brown and McGill found that positive life events were associated with decreased illness rates in high self-esteem youths, but as predicted from the IDM, such events actually led to increased illness rates among young people with low self-esteem. The goal of this study was to replicate Brown and McGill's research using older adults (60+ years old). This population was selected because they should be more likely to experience major life events and more serious health problems than did the young

samples used by Brown and McGill. Furthermore, seniors may have more stable self-concepts and thus might be resilient to potentially identity disrupting events. Seventy-two older adults completed measures of life events, self-esteem, and health at two sessions held two months apart. Unlike the results with young people, the number of positive life events was not related to health changes in older adults. However, a greater number of negative events was associated with health improvements but only for low self-esteem older adults. Such events did not affect the health of high self-esteem seniors. Although these results appear to be the opposite of Brown and McGill's, they still support the IDM because for low self-esteem individuals, life events that were consistent with their self-views (i.e., identity validating rather than disrupting) were associated with health improvement.

B80

TESTING OBJECTIFICATION THEORY: THE EFFECTS OF A MEDIA LITERACY INTERVENTION *Becky L Choma[1,2], Mindi D Foste[1]; [1]Wilfrid Laurier University, [2]Brock University* — According to objectification theory, females are socialised to internalize a third person perspective of their own physical appearance (Fredrickson & Roberts, 1997), which in turn serves to decrease well-being (Sands & Wardle, 2003; Wilcox & Laird, 2000). In our culture, one of the biggest culprits for portraying a negative perspective of women's bodies is media (Thompson & Heinberg, 1999). In an effort to combat the harmful effects of media, researchers have suggested that being able to critically evaluate (i.e., media literacy) such messages may be helpful (Tiggeman, Gardiner, & Slater, 2000). Thus, the present study investigated the possible ameliorative effects of two commonly used media literacy videos (Jean Kilbourne's Killing Us Softly (KS) and Slim Hopes (SH)) on women high and low in trait self-objectification (TSO). Specifically, the present study examined the interaction between TSO (high, low) and state (high (SH), low (KS)) self-objectification (SSO). Women were asked to indicate their agreement and open-ended responses to the videos at two time periods. Responses were coded for well-being themes. A 2(TSO; low, high) x 2(SSO; SH, KS) x 2 (time) mixed measures ANOVA showed that women who viewed the low SSO video (KS) maintained their agreement with the film over time, while agreement among women who viewed the high self-objectification video (SH) decreased over time. Results also showed that women experienced a number of positive changes in well-being such as, increased self-confidence, feeling happier about oneself and body, and taking action or a desire to take action.

B81

COGNITIVE DISSONANCE AND GOAL PURSUIT: EVIDENCE THAT FREE-CHOICE MOTIVATES INCREASED PERFORMANCE *Alexandra A. Peterson, James M. Olson; University of Western Ontario* — The present research extends current evolutionary approaches to cognitive dissonance (e.g., Harmon-Jones & Harmon-Jones, 2002) and proposes that dissonance facilitates goal pursuit by motivating people to resolve discrepancies between current states and personal goals. It was hypothesized that making a difficult choice in the free-choice paradigm would motivate individuals to demonstrate competence because the potential for a bad decision threatens this personal goal. 132 undergraduates participated in a modified free-choice paradigm in which some participants made a difficult decision (choice condition) whereas others were assigned an option (no-choice condition). All participants then completed an ostensibly unrelated problem-solving task, which they were told either measured important abilities indicative of competence in logic and math or measured nothing important. As predicted, male participants in the choice condition showed increased performance on the problem-solving task, but only if they were told the task was a measure of important abilities, supporting the hypothesis that individuals who make a difficult choice would attempt to pursue a goal of demonstrating competence. Female participants in the choice condition, however, did not show increased performance on the task when they

were told it measured important abilities. Female participants reported finding the problem-solving task more stressful and feeling more anxious, which may have undermined their performance. Despite differences in performance, all participants showed the usual spreading of alternatives, indicating that goal pursuit did not substitute for attitude change. The analyses suggest that dissonance may be adaptive because it facilitates goal-directed behaviour.

B82
EFFECTS OF STEREOTYPES AND INFERENCE PROCESSES ON FALSE MEMORIES FOR CRIMES *Carolyn Weisz, Mark Reinitz; University of Puget Sound* — Hannigan and Reinitz (2001) tested visual false memories by presenting slide shows of episodes, and testing recognition of new show-consistent slides. Their findings suggested that automatic processes produced false memories for schema-consistent slides (e.g., getting a menu in a restaurant) while conscious controlled mechanisms produced false memories for inferred events (e.g., dropping oranges when the actor had been seen picking up oranges). We extended this research to test two important questions in social cognition: (1) Can stereotypes produce false visual memories for crimes? (2) If so, are stereotyping effects schema-like or inference-like? Participants viewed slide shows depicting a visit to a fast-food restaurant and a trip to a grocery store. Stereotypes were manipulated by varying the actor, who was well-dressed or homeless in the former show and Caucasian or African-American in the latter. Half of the shows included an inference slide that implied that a crime (either littering or wallet theft) occurred. Participants received recognition tests including new slides showing the crimes, and paper-and-pencil tests asking whether they would testify that they had witnessed the crimes in the shows. Stereotyping, and not inference, had a strong effect on slide recognition: There were more "old" responses to crime pictures for Black rather than White, and homeless rather than well-dressed actors. Inference had a larger effect than stereotyping on willingness to testify. Recognition responses and willingness-to-testify responses were uncorrelated, suggesting that they have separate causes. Findings suggest that stereotyping produced automatic false recognition responses to crimes, and inference influenced conscious deliberation.

B83
THREATS TO THE SELF AND DEFENSIVE DISTANCING AS PRECURSORS TO AGGRESSION AGAINST HOMOSEXUAL MEN *Amelia Talley, Ann Bettencourt; University of Missouri-Columbia* — Given the prevalence of hate crimes directed at homosexuals and the negative impact of these actions upon the victims and the group as a whole, it is important to investigate the precursors of such violence. The present study tested a model that considers situational, personality, and psychological variables likely to influence anti-gay aggression. Heterosexual male participants (N = 173) were ostensibly paired with either a homosexual lab partner or, in a single, control condition, a heterosexual lab partner. Next, participants were given feedback regarding their level of masculinity. Participants were either told that their masculinity score was significantly below the national average from a survey of college-aged men (i.e., threat condition) or right around the national average (i.e., no-threat condition). The final manipulation involved feedback that implied success or failure in psychological distancing from the lab partner. Subsequently, measures of aggression were collected by having participants deliver noise blasts to the lab partner during a cooperative task performed with this partner. Results revealed that the highest and most extreme levels of aggression were administered in the threat condition by participants with higher homophobia scores who were given feedback that they had succeeded in psychologically distancing themselves from their lab partner. Overall, findings supported the hypothesis that participants' aggression toward a homosexual target differed in the context of the threat and distancing feedback manipulations and were moderated by the homophobia score of the participant. Moreover, the model may

also inform our understanding of discrimination toward other stigmatized groups (e.g., overweight individuals).

B84
EMOTIONAL DIALECTICISM VS. OPTIMISM: CUTURAL STYLES OF EMOTION REGULATION AMONG CHINESE, JAPANESE, AND AMERICANS *Janxin Leu; UCSF/UC Berkeley* — The present study provides evidence of both cultural similarities and differences in the representation of positive and negative emotions, and in how good positive emotions feel. Judgments of emotions made by American, Chinese, and Japanese college students were compared using a set of rich, but standardized events. The relationship between positive and negative emotions was examined in positive, negative, and ambiguous events selected from a longer diary about a college student. Results of the study challenged two assumptions: 1) positive emotions are the opposite of negative emotions; and 2) positive emotions feel just as good (or negative emotions feel just as bad) to someone in a Western context, as they do to someone in an Asian context. In general, all cultural groups represented positive and negative emotions as distinct from each other. However, in response to positive events, only Americans demonstrated a bipolar representation of positive and negative emotions. Overall, all cultural groups associated positive emotions with feeling good, and negative emotions with feeling bad. Results demonstrated, however, that positive emotions felt better for Americans, than for Chinese, especially in positive events. We discuss the role of representing positive and negative emotions as opposites, and of the maximization of positive emotions among Americans in producing an emotional style of optimism or positivity. In contrast, we frame feeling positive and negative emotions simultaneously, and an emphasis on emotion moderation, as a dialectical emotional style among Japanese and Chinese. Both styles of emotion regulation are informed by cultural models of self, emotion, and subjective well-being.

B85
ARGUMENT STRENGTH, DESIRABILITY, AND LIKELIHOOD: STRETCHING THE LIMITS OF CREDULITY *Aaron Smith-McLallen, Blair Johnson; University of Connecticut* — Some models of attitudes (e.g., combinatorial models) posit a linear relationship among determinants of attitudes whereas other approaches (e.g., prospect theory) suggest that that the relations are non-linear. The current experiment examined these predictions by varying the likelihood and desirability dimensions of a persuasive message recommending that comprehensive examinations be instituted. Each participant (N = 1,686) was randomly assigned to one of the 50 cells of a 8 (desirability) × 3 (likelihood) × 2 (outcome-relevant involvement) + 2 (2 no-message-control groups) factorial design. The comprehensive exam policy was to be instituted at the participant's university (high involvement) or another university (low involvement). Numbers in the argument conveyed eight different levels of desirability (the percent that salaries increased or decreased post-graduation salaries at schools that had instituted the exam requirement: 6, 12, 24, or 48%). A statement regarding the percentage of studies (10%, 52%, 98%) that found the stated pattern conveyed the likelihood manipulation. Results showed that participants exhibited significantly more attitude change under low than under high-involvement. Analyses revealed that the impact of argument desirability (but not the other factors) had cubic (non-linear) trends for attitude change, argument desirability, argument probability, and argument strength. Results are discussed in terms of their support for linear and non-linear attitude models and for the meaning of argument strength.

B86
MULTI-DIMENSIONAL ROMANTIC RELATIONSHIPS: FRAMING VARIOUS THEORIES OF LOVE AS STORIES *Renae Franiuk[1], Bryan Bonner[2], Maria Logli[3]; [1]University of Wisconsin-Stevens Point, [2]University of Utah, [3]University of California-Berkeley* — The goals of this research were to integrate a set of diverse theories dealing with love relationships

though the use of multi-dimensional scaling (MDS) procedures and to provide further insight into the structure underlying people's conceptions of romantic relationships. To this end, we framed prototypes from 8 different theories as 11 relationship narratives or "love stories" (Sternberg, 1996). By choosing stories based on existing theories of love relationships (e.g., attachment theory, communal/exchange orientation), this served to draw direct ties between these theories and allowed for meaningful comparisons of the theories based on their relative locations in the solution space. Participants (N = 238) rated all pair-wise comparisons of the stories in terms of dissimilarity and MDS techniques were used to array the stories in geometrical space. Participants also rated the stories on 7 different criteria (passion, intimacy, commitment/decision, ideality, equality, dependence, and traditionality) for the purpose of projecting property vectors into the solution space. Findings suggested dimensions corresponding to ideality, passion/dependence, and an economic orientation toward relationships. A discussion of how the scaling solution allows the different theories to be meaningfully compared to one another (and also components within theories to be compared) is discussed.

B87
DO PEOPLE KNOW HOW THEIR PERSONALITY HAS CHANGED? CORRELATES OF PERCEIVED AND ACTUAL PERSONALITY CHANGE IN YOUNG ADULTHOOD *Erik E. Noftle[1], Richard W. Robins[1], Kali H. Trzesniewski[2], Brent W. Roberts[3]; [1]University of California, Davis, USA, [2] King's College, London, UK, [3]University of Illinois, Urbana-Champaign, USA* – How much do people think they change? How well do people's perceptions of change correspond with actual personality change? What are the correlates of perceived and actual personality change in young adulthood? Two hundred and ninety students completed a measure of the Big Five personality traits (NEO-FFI; Costa & McCrae, 1992) when they first entered college. Four years later, they completed the NEO-FFI again and rated the degree to which they believed they had changed on each Big Five dimension. Participants also completed measures of adjustment and achievement at multiple points during college, and academic outcomes such as grades were obtained from University records. People tended to perceive themselves as having increased in Extraversion, Agreeableness, Conscientiousness, and Openness, and decreased in Neuroticism. Actual changes in Big Five scores showed the same trends over time, except for Extraversion, which did not show significant mean-level change. Perceptions of change showed modest correspondence with actual personality change for each of the Big Five traits (rs = .15 to .33; ps < .05). Perceived and actual personality change showed theoretically meaningful correlations with achievement and adjustment. Although Conscientiousness and Neuroticism were the best predictors of college outcomes, all of the Big Five personality dimensions were linked to some aspect of the college experience.

B88
MOVING THE THREAT FROM THE AIR TO THE PAPER: IRONIC STEREOTYPE THREAT EFFECTS FROM STEREOTYPE-INCONGRUENT ROLES IN WORD PROBLEMS *Elizabeth R Corrigan, Keith Payne; Ohio State University* – One of the methods that educators and textbook writers have used in order to lessen the disparity between men and women entering the fields of science and mathematics is to use example problems in which women are presented in non-stereotypical roles. However, research on the stereotype threat phenomenon has demonstrated that any factor which increases gender salience will cause a deficit in performance for women on a mathematics test. The hypothesis was that when women are depicted in non-stereotypical roles, women test-takers would think about gender and therefore perform worse on the test. The results confirmed this hypothesis; women performed more poorly when either men or women were portrayed in stereotype-incongruent roles than when men or women were portrayed in stereotype-congruent roles. Men displayed a stereotype lift effect such that they performed better when men or women were portrayed in stereotype-incongruent roles than in stereotype-congruent roles.

B89
PSYCHOLOGICAL BENEFITS OF DRUG ABSTINENCE: EFFECTS ON DEPRESSION, SELF-ESTEEM, CONTINGENCIES OF SELF-WORTH AND COPING STRATEGIES. *Kathy Michaud, Kim Matheson, Hymie Anisman; Institute of Neuroscience, Carleton University* – Addiction to drugs of abuse (e.g. cocaine, heroin) as well as use of agents such as amphetamines and ecstasy, have been associated with depressive symptomatology and diminished self-esteem. As some have suggested that substance abuse represents a maladaptive form of coping, abstinence ought to be associated with the evolution of more appropriate alternative styles of coping. In the present investigation we assessed whether methods of coping with stressful events, as well as depressive symptoms, self-esteem, and contingencies of self-worth varied over the course of recovery from addiction among individuals involved in a self-help program (Narcotics Anonymous). In a sample of 20 female and 22 male recovering addicts, a series of multiple regressions indicated that a longer period of abstinence from drug use was associated with lower symptoms of depression, higher levels of self-esteem and a marked decrease of reliance on others for the determination of self-worth . Reduced contingencies of self-worth on others was related to a lower propensity to endorse blame and emotional expression coping strategies, but not to the enhanced use of problem-focused coping that was evident with longer periods of abstinence. Thus, over time recovering addicts appear to take greater personal control and hence more effective methods for dealing with experiential stressors.. It remains to be determined whether these improvements are persistent and whether they are etiologically related or secondary to the addiction.

B90
SENSE-MAKING UNDER UNCERTAINTY: THE RELATIONSHIP BETWEEN IMPLICIT AND EXPLICIT MEASURES *Anna MacIntosh, Timothy Wilson; University of Virginia* – Research has demonstrated that people tend to make sense of their worlds in a way to speed recovery from emotional events. The present experiment expanded on this research by investigating the hypothesis that people are able to make sense of events explicitly even when there is a small degree of uncertainty that the event has actually taken place, yet in order to make sense of events implicitly, they must be certain that the event has occurred. Participants (N=78) were given either neutral or negative feedback about the amount of conceitedness that they possessed. Some participants were then told that they could be 100% certain about the accuracy of the feedback, whereas others were told that they could only be 90% certain. As an explicit measure, participants gave explicit ratings as to how positive and desirable conceitedness is. As an implicit measure, participants completed an Implicit Association Test in which their implicit associations between conceitedness and positive were measured. As predicted, participants who were given negative feedback—both those that were 90% certain and those that were 100% certain about the accuracy of the feedback—made sense of their feedback by explicitly rationalizing that conceitedness was more positive and more desirable than did those who were given neutral feedback. Also as predicted, those participants that were 100% certain about their negative feedback had developed stronger implicit associations between conceited and positive than did those that were given neutral feedback or those that were 90% certain about their negative feedback.

B91
GENERAL TRUST AND SOCIAL PERCEPTION: DIFFERENCES IN SENSITIVENESS TO INFORMATION ABOUT OTHER'S TRUSTWORTHINESS *Keiko Ishii; Hokkaido University* – High trusters are thought to be more sensitive than low trusters to information about a person's trustworthiness and therefore are better at predicting another's behavior. However, it is unclear whether this is directly associated with

degree of general trust itself or mediated by information about another's trustworthiness (e.g. personality traits). Seventy Japanese respondents (35 high trusters and 35 low trusters) were asked to read a description of six people who engaged in either pro-social or deviant behaviors. For each description, participants indicated the extent to which they agreed with a number of personality traits characterizing the actor. They were then asked to imagine a situation in which they are paired with each target person to play a game. In that game, participants have two choices - "sure choice" (to receive a fixed small amount of money from the experimenter); and "risky choice" (to ask the target person to divide a large amount of money between the two players). Finally, they estimated how much they would receive if the target person were asked to divide. Results showed high trusters focused more on personality traits than low trusters. In pro-social descriptions, high trusters were more likely to ask the target person to divide money and expected more money from that person. The average expected amount to be returned in the pro-social description was not directly predicted by degree of general trust but was mediated by the degree of focus on personality traits. Implications for general trust and social perception are discussed.

B92

CROSS-CULTURAL DIFFERENCES IN EXPLICIT AND IMPLICIT LIFE SATISFACTION *Do-Yeong Kim; Macquarie University, Sydney, Australia* — A primary goal of the current research is introduce a new measure of SWB, the Implicit Life Satisfaction (ILS) and present recent findings from its cross-cultural application in the context of the U.S.A., Australia, and East Asia. First, I present a series of studies that arose from a research program that aims at testing some psychometric and methodological features of the ILS. Overall, the ILS demonstrated (a) the construct validity showing theoretically meaningful correlations with neuroticism, optimism, and pessimism; (b) the criterion (predictive) validity by showing that the participants' ILS score correlate with PANAS and daily mood state of the participants assessed by their close friends; (c) most people are implicitly happy as the explicit measures do across the U.S.A., Australia, and East Asia (Diener & Diener, 1996). Second, applications of the ILS for the empirical understanding of SWB will be presented. The ethnic/cross-cultural differences in SWB were tested, asking a question like "do explicit and implicit measures give the same results across different cultures?" It was found that, although European Americans and European Australians indicated more satisfaction with their lives on the self-report measures than Asian Americans, Asian Australians, and East Asians (e.g., South Koreans), they did not show reliable difference on the implicit life satisfaction (ILS). Interpretation and implications of ethnic/cultural difference between the two measures will also be discussed.

B93

WHEN INCREMENTAL THEORISTS AVOID PRACTICE: CONTINGENCIES OF SELF-WORTH AND TASK DIFFICULTY *Yu Niiya, Jennifer Crocker; University of Michigan* — Incremental theorists, who believe intelligence is malleable, increase effort as task difficulty increases (Dweck, 2000). Our study shows, however, that the effect of incremental theory on practice depends on the degree to which people base their self-worth on academic competence. When the task is difficult, practice becomes a threat to self-esteem for those who have contingent self-worth because failure directly implies lack of ability. We therefore hypothesized that low contingent incremental theorists would practice more before a difficult than easy task whereas high contingent incremental theorists would practice less before a difficult task. We expected entity theorists to avoid practice regardless of contingency or task difficulty. Undergraduate students (N = 109) high and low on the academic contingency as measured by the Contingencies of Self-Worth Scale (Crocker, Luhtanen, Cooper, & Bouvrette, 2003) were primed with entity or incremental theory (Bergen, 1992), received easy or difficult sample item from the Remote Association Test (McFarlin & Blascovich, 1984), and were

allowed to practice before the test. Consistent with our hypothesis, there was a significant Self-Theory × Task Difficulty × Contingency interaction (F (1, 101) = 4.24, p < .05). Among participants who received the incremental priming, low contingent participants practiced more items when the task was difficult than easy, whereas high contingent participants practiced more when the task was easy than difficult. This pattern was not found when entity theory was primed. The study implies that incremental theory hinders effort and practice when self-esteem is at stake.

B94

EVIDENCE FOR A DISTINCT FORGIVENESS PROTOTYPE: CONVERGENT AND DISCRIMINANT VALIDITY *Myron Friesen, Garth Fletcher; University of Canterbury* — Past prototype research (e.g., Fehr, 1999; Hassebrauck, 1997; Russell & Fehr, 1994) with social-psychological constructs has focused on convergent evidence of a concept's prototypical structure, rather then provide discriminant evidence. In the present research we report the results of five studies that show both convergent and discriminant evidence for a lay forgiveness prototype. Study 1 asked participants (N=220) to list all possible features of forgiveness. From these results, we selected and categorized those items nominated by at least 5% of the sample and in Study 2 found that participants (N=83) reliably distinguished between central and peripheral forgiveness features. Study 3 revealed that participants (N=36) favored more central features, compared to peripheral features, when distinguishing forgiveness from other victim responses (avoiding, condoning, denying, dissipating, excusing, and retaliating). Study 4 found that participants (N=54) judged hypothetical forgiving responses incorporating central forgiveness features (e.g., considering perpetrator's remorse, honest communication, sense of closure) as more forgiving than those hypothetical responses incorporating peripheral features (e.g., considering mitigating circumstances, not discussing the transgression, sense of virtue). Finally, Study 5 (N=300) showed that regardless of individual differences in the tendency to forgive others, participants reliably used the forgiveness features (primarily central features) to discriminate between forgiveness and other types of victim responses in hypothetical scenarios. These results replicate and extend prior research on forgiveness (Kearns and Fincham, In press), and supports the psychological reality of a forgiveness prototype distinct from other victim responses. Explanations and implications for theories of forgiveness are discussed.

B95

MANIPULATING THE REASONS FOR OPTIMISM: REVERSING BIAS BY SHIFTING CONSEQUENCES *Aaron M. Sackett, David A. Armor; Yale University* — Two experiments test the hypothesis that people consider the consequences of optimistic and pessimistic prediction errors when making predictions. To test this hypothesis, we created a prediction game in which (a) participants were asked to predict how well they would perform on an academic task (a trivia test), and (b) the consequences for making optimistic or pessimistic prediction errors were experimentally manipulated. Participants were told that they would be paid a set amount (e.g., 25 cents) per trivia question answered correctly, but that they would be penalized to the extent that they over- or underestimated their final score. In conditions favoring optimism, participants were told that they would be penalized for every point they overestimated their score, but that they would lose everything if they underestimated their score by any amount; these penalties were reversed in conditions favoring pessimism. In Study 1, the trivia test and all payoffs were hypothetical; in Study 2, participants took the trivia test and all payoffs were made, and all penalties collected, in cash. Results of both studies revealed that the stated consequences of making optimistic versus pessimistic errors in prediction significantly influenced the predictions participants made about their performance. When pessimism was penalized more heavily than optimism, participants were unrealistically optimistic. When penalties for optimism exceeded the penalties for pessimism, however, this tendency reversed, and participants made pre-

dictions that were unrealistically pessimistic. These results suggest that prediction errors may reflect a strategic consideration of the anticipated consequences of different kinds of prediction errors.

B96

ATTITUDE ASSIMILATION, MIMICRY AND THE ROLE OF ATTITUDE STRENGTH *Rick van Baaren[1], Marjolein Peters[2], Prisca Niel[2]; [1]University of Nijmegen, [2]University of Maastricht* – One of the factors that facilitate attitude-assimilation is similarity. We agree with similar others. Can we use mimicry as a tool in unobtrusively making other people agree with us? That is, can we make ourselves temporarily more similar to others by doing what they do, and that way make them agree more easily with what we say? Two experiments investigated this proposed link between behavior assimilation and attitude assimilation. In experiment 1, participants were either unobtrusively mimicked or not mimicked by a confederate who expressed a favorable attitude towards "korfbal" (a Dutch sport that not a lot of people like). A pre- and post-measure of their attitude towards korfbal were administered. The results showed that mimicked participants assimilated their attitude to the confederate's attitude, whereas non-mimicked participants showed no attitude change. In experiment 2, we tested whether the effect of mimicry on attitude-assimilation is moderated by attitude strength. This time a confederate expressed 2 attitudes, one towards korfbal and one towards capital punishment. A pilot study revealed that korfbal is weak attitude and capital punishment a strong attitude. We expected that, as in Experiment 1, mimicry would lead to attitude assimilation, but only when it concerns a weak attitude. The results confirmed the hypotheses. Mimicry led to attitude assimilation, but only when the attitude was weak, not when it was strong. In the no-mimicry condition, participants did not change their attitudes in either condition. These studies illustrate the subtle interplay between behavioral similarity and attitude similarity.

B97

COOPERATION BEHIND THE VEIL OF IGNORANCE: THE EFFECT OF UNCERTAINTY REGARDING RESOURCES OF OTHERS ON CONTRIBUTION DECISIONS IN A PUBLIC GOOD GAME *Tamar Kugler[1], Gary Bornstein[2]; [1]University of Arizona, [2]Hebrew University* – We examined the effect of uncertainty concerning the endowments available to other group members on the decisions regarding contribution to a public good. The experiment employed a five-person public-good game played repeatedly under three conditions. In the random condition, individual players sampled their endowments on each new round from the same, commonly known, distribution, and the outcome of this random draw was private information. In the random plus information condition the endowments were sampled in the same way, but the outcome was common knowledge. In the fixed condition the players received the same, commonly known, endowment on each round. The results show that individuals decide to contribute more in the random condition than in fixed and random plus information conditions. We conclude that not knowing how much the others have (and not simply the heterogeneity of resources) can delay the break-down of trust and slow-down the decay of cooperation observed in public good games. We reason that the uncertainty allows players to attribute low contributions to lack of resources rather than non-cooperative behavior. This interpretation is consistent with the participants' belief make-up as reflected in the post-experimental questionnaire.

B98

MOVING BEYOND ATTITUDE STRENGTH IN PREDICTING ATTITUDE RESISTANCE *Donald Saucier[1], Bethany Hoffman[2], Jodi Treadway[2], Angela Dubilier[2]; [1]Kansas State University, [2]University of Kentucky* – Research on resistance to persuasion has traditionally focused on attitude strength (e.g., Krosnick et al., 1993) or the effectiveness of various strategies to resist persuasive messages (Jacks & Cameron, 2003). We predicted that social vigilantism, an individual difference in the perception that one's own beliefs are superior to those of others, would predict the use of resistance strategies beyond that predicted by characteristics of attitude strength. Undergraduates completed the Social Vigilantism Scale, the Argumentativeness Scale, and indicated the strength of their attitude toward abortion in terms of extremity, certainty, importance, knowledge, intensity, interest, direct experience, and accessibility through thinking and talking. Participants then reported the resistance strategies they would employ when challenged on this attitude (i.e., attitude bolstering, negative affect, selective exposure, source derogation, counterarguing, social validation, assertions of confidence, impression of own views on others). Hierarchical multiple regression was used to assess the ability of social vigilantism to predict the use of each resistance strategy after controlling for participants' sex, characteristics of abortion attitude strength, and levels of argumentativeness. Results indicated that social vigilantism provided unique prediction above and beyond the other variables for several of the resistance strategies. Individuals higher in social vigilantism reported that when their abortion attitude was challenged they would engage in higher levels of counterarguing, social validation, source derogation, assertions of confidence, negative affect, and impression of their views on others. These results suggest that there are individual differences in the use of resistance strategies that are important to explore in understanding attitude resistance.

B99

SPONTANEOUS INGRATIATION INFERENCES: EVIDENCE OF SPONTANEOUS SUSPICION OF ULTERIOR MOTIVATION *Jaap Ham[1], Roos Vonk[2]; [1]Utrecht University, [2]University of Nijmegen* – Ingratiation is probably the most common form of self-presentation (Jones 1964, 1990). Therefore, social perceivers probably are very proficient at detecting various forms of brownnosing and may even do so without any cognitive effort. However, in previous studies, suspicion is regarded as a thoughtful state of mind (Fein, 1996). These studies never directly showed that suspicion of ulterior motives may emerge spontaneously (Vonk, 1998), since explicit measures were used to assess suspicion. In the current research, we studied this important and basic, but hitherto neglected question. We assessed spontaneous inferences about ulterior motives by using an adaptation of an implicit measurement paradigm from spontaneous social inference literature (the relearning paradigm). Participants read several behavior descriptions, some of which suggested ulterior motivation (e.g., "John offered his boss to help him paint his house", which implies the ulterior motivation "ingratiating", but also might imply the trait "friendly"). Next, we assessed spontaneous inferences that participants drew while reading each behavior description (e.g., "ingratiating" and "friendly"). Results showed that participants spontaneously inferred the corresponding ulterior motivation. Also, they show that co-occurring activation of spontaneous slime inferences and spontaneous trait inferences is possible. Implications for the person impression literature, and especially the Multiple Inference Model (Reeder, Vonk, Ronk, Ham, & Lawrence, 2004) are discussed.

B100

COLLECTIVISTIC CULTURAL IMPERATIVES AND PERPETUATION OF ASIAN STEREOTYPES *Jihye Chong, Virginia Kwan; Princeton University* – Collectivistic cultural influences refrain Asians from engaging in behaviors that would publicly individuate themselves from others. This cultural imperative may impede Asians from disconfirming the low sociability stereotype for their ethnic group. The present study examined Asians' meta-stereotype--expectation of others' perception toward their ethnic group and their attribution of the cause to their low sociability stereotype. A total of 122 students (63 Asians, 59 Caucasians) completed measures of both meta-stereotypes and self-perception on individuation and sociability. Asians perceived that others who expect a certain level of sociability from their ethnic group would also expect same level of individuation (r = .82); this correlation was significant but far less for Caucasians (r = .45). The correlations

between self-perception on sociability and individuation were moderately positive (r = .47 for Asians, r = .25 for Caucasians), showing that sociability and individuation are two independent construct. Together, these findings suggest that both Asians and Caucasians distinguish between sociability and individuation in self-perception. However, a perception in the minds of Asian that there is a strong link between meta-stereotype of individuation with sociability may imply that they believe they need to individuate in order to be seen as sociable. This perceived pressure for Asians to individuate clashes with the pressure from collectivistic cultural imperatives to restrict individuation; they may inadvertently increase the tension of intergroup interaction and perpetuate stereotypes against them by not producing disconfirming evidence.

B101
EMPATHY EFFECTS IN THE EVALUATION OF INGROUP AND OUTGROUP DEVIANTS
Mark Tarrant, Dirk Van Rooy; School of Psychology, Keele University, UK — Two experiments were conducted which assessed the effects of empathising with a victim of discrimination on the evaluation of the perpetrators of that discrimination. In Experiment 1, British participants (N = 118) studied a set of photographs which had been published in the international media and which appeared to depict army personnel (the targets) mis-treating war detainees (the victims). Participants were told that the targets were either members of the British (ingroup) army or the US (outgroup) army. Half of the participants were instructed to empathise with the victims. After studying the photographs, participants reported their levels of empathy, anger, sadness and fear, and then evaluated the targets. They also provided ratings of the ingroup and outgroup army as a whole. Results showed that participants evaluated the ingroup more positively overall than the outgroup, but at the same time derogated ingroup targets from their group to a greater degree than they derogated outgroup targets (the so-called "black sheep effect": Marques et al., 1988). Irrespective of the empathy instructions that participants received, higher levels of empathy together with higher levels of anger, sadness and fear were associated with more negative evaluations of the ingroup targets; however, these emotions did not predict the evaluation of the ingroup as a whole. These findings were replicated in a second experiment (N = 82) in which the media photographs were not presented. The implications of this research for strategies aimed at improving intergroup relations through empathy processes are discussed.

B102
FROM PREJUDICE TO APPROACHING SOCIAL CATEGORIES AND BACK: THE RELATIONSHIP BETWEEN ATTITUDES AND APPROACH BEHAVIORS
Curtis Phills, Kerry Kawakami; York University — Research has shown approach orientations are related to attitudes (Chen & Bargh, 1999; Priester, Cacioppo, & Petty, 1996). Specifically, a number of studies have demonstrated that approach orientations can increase positive evaluations and that positive concepts can facilitate approaching behaviors. The current research extends previous findings by examining this relationship with social categories that have strong existing negative evaluative associations. Specifically, our goals were two-fold. We examined: (1) how training in consistently associating positive or negative concepts with Blacks can influence the speed with which people approach Black exemplars, and (2) how training in consistently approaching Blacks can influence implicit attitudes toward Blacks. In Study 1, we found that participants trained to associate positive concepts with Blacks, were subsequently faster to approach Blacks than participants trained to associate negative concepts with Blacks. In Study 2, we found that participants trained to approach Blacks showed less IAT racial bias compared to control participants or participants trained to avoid Blacks. Together these findings provide initial evidence for a bidirectional causal relationship between prejudice and approaching of social categories.

B103
MOTIVATION AND SELF INTEGRATION IN A STROOP TASK
Holley S. Hodgins; Skidmore College — An experiment examined the effect of primed motivation on attention in a Stroop task. It was hypothesized that autonomous motivation would result in an integrated sense of self, as reflected in similar attention to positive and negative self-relevant traits. In contrast, control motivation was expected to lead defensiveness, as reflected in greater attention to positive than negative traits. Primed impersonal motivation was expected to cause the greatest defense of all, as reflected in the largest preference for positive traits. Participants chose self-relevant traits, were primed for one of three motivations, and completed a computerized Stroop task that measured voice-activated color-naming latencies. Acute Stroop interference scores were calculated, separately for positive and negative traits. Results showed that autonomy resulted in similar latencies for positive and negative self-relevant traits, whereas control and impersonal motivation resulted in a defensive pattern of shorter latencies for positive than negative traits. The pattern suggests that the integrated self-functioning of autonomous motivation leads to an unaware attentional strategy that should allow further integration of self-relevant stimuli. In contrast, the defensive functioning that occurs under control and impersonal motivation leads to an unaware attentional pattern that precludes further integration of self-relevant negative information, and presumably would solidify the defensive self.

B104
AN EXPERIMENTAL TEST OF THE MICHELANGELO PHENOMENON
Abigail Mitchell, Eli Finkel; Northwestern University — Can short interactions with others help people approach their ideal selves? Research on the Michelangelo phenomenon, primarily using longitudinal and correlational designs, suggests that in the same way that a sculptor shapes a block of stone to reveal the ideal form within, relationship partners can help shape each other to become more like their ideal selves (Drigotas, Rusbult, Wieselquist, & Whitton, 1999). The current investigation is the first in the Michelangelo phenomenon tradition to (a) employ experimental methods, and (b) examine whether short-term, laboratory-based interactions among strangers is sufficient to influence the degree to which individuals perceive themselves as close to their ideal selves. Participants engaged in two 4-minute interactions with a confederate who behaved toward them as if they (the participants) possessed a characteristic of their ideal or irrelevant self. Compared with participants who were treated as if they possessed a positive trait irrelevant to their ideal self, participants who were treated as if they possessed a positive trait that was relevant to their ideal self showed greater overlap between their actual and ideal selves after the interaction. This effect remained after controlling for participants' evaluation of the positivity of the trait and the extent to which the trait described the self, suggesting that these effects are not due to self-verification or enhancement. This research provides support for the causal mechanisms hypothesized by the Michelangelo phenomenon model and demonstrates that these effects can occur between new acquaintances within relatively short interactions.

B105
MIRROR, MIRROR ON THE WALL: SELF-ENHANCEMENT IN THE RECOGNITION
Erin Rapien[1], Nicholas Epley[2], Thomas Gilovich[3], [1]University of Virginia, [2]Harvard University, [3]Cornell University — People tend to hold unrealistically positive attitudes and opinions about themselves, and this research investigated whether similar self-enhancement tendencies would be observed in more perceptual-based judgments of one's own facial attractiveness. To do so, participants' photographs were morphed, up to 50% in 10% increments, with a photograph of a highly unattractive target and with a highly attractive computer-generated target. This procedure produced 11 images—the original, plus 5 morphed with the unattractive target and 5 with the attractive target. Approximately one month after taking the original photograph, participants returned to the lab, were presented with an array of all 11 photographs,

and were asked to indicate which photograph was the original. Participants then indicated the likelihood that each photograph, presented individually, was the original. Results showed significant self-enhancement. Participants were more likely to believe that a photograph morphed with an attractive face was actually their own, both when selected out of a line-up as well as when judged individually. This self-enhancement tendency was significantly correlated with a reaction-time measure of implicit self-esteem and was mediated by self-rated liking of the morphed photographs, but was not correlated with explicit self-esteem. It appears that people may not be quite as attractive as they believe themselves to be.

B106

TRAIT PRIMES PRODUCE ASSIMILATION AND CONTRAST EFFECTS ON IMPRESSIONS OF ACCUSED CRIMINALS. *John Govern[1], Monica Greco[2], Carl Walder[1]; [1]Towson University, [2]Rowan University* — According to the set-reset model, extreme trait primes produce assimilation effects and moderate trait primes produce contrast (e.g., Martin, 1986; Moskowitz & Skurnik, 1999). However, in research on this model, the target of the impression is often a fictitious, generic description (e.g., "Donald"). To determine if the set-reset model is applicable to the legal system, we tested the above predictions using a realistic description of an accused criminal as the target person. Participants (n=78) were assigned to one of six conditions in which they completed a matching task of 10 traits that were either very positive (e.g., trustworthy), moderately positive (e.g., practical), extremely negative (e.g., malicious), moderately negative (e.g., indifferent), or non-trait filler words (e.g., wrench). There was also a no-matching control condition. In a supposedly unrelated study, participants read a newspaper article about a student charged with DUI. The description was ambiguous; there was evidence of guilt and of innocence. Participants then rated the honesty of the accused (on a 1-9 scale). An a priori contrast supported the prediction that moderate primes produce contrast (moderately positive mean = 4.2, moderately negative mean = 5.5) and extreme primes produce assimilation (extremely positive mean = 5.5, extremely negative mean = 5.1) relative to the two control conditions (overall mean = 5.0): $t(72)= 1.74$, $p = .04$, $r = .2$. Results support the set-rest model and indicate that both assimilation and contrast effects can enhance (or diminish) the impression of an accused criminal.

B107

EATING YOUR WORDS: CONTROLLED PROCESSING OF ANTI-FAT STEREOTYPES *Jennifer Weisho Bruce[1], William Graziano[2], Donal Carlston[1]; [1]Psychological Sciences Purdue, [2]Purdue* — Eating your words: Controlled processing of anti-fat stereotypes Jennifer Weisho Bruce William Graziano Donal Carlston. This research explored an interpersonal, person X situation functional approach to stereotyping, using a priming paradigm and the situational variable of anticipation of future interaction. Participants (N=146) were recruited to participate in a getting acquainted study. After priming and word generation tasks participants were shown a photograph of either a typical weight or overweight female and told they would have a face to face interaction with her shortly using the words they just generated. All participants were then given an opportunity to change their responses. It was hypothesized that dispositional agreeableness would be related to the control, but not the activation of stereotypes when the overweight label was primed. This will be reflected in the content of words produced in a word generation task. We expected that in situations where anticipation of interaction was imminent controlled processing of word generation will occur for high agreeable individuals but not low agreeable individuals. We also predicted the weight of an interaction partner and the anticipation of future interaction will influence number of fat related words produced by high agreeable individuals. Results supported our hypotheses that agreeableness was related to controlled (but not automatic) processing of stereotyping. High agreeable individuals changed more words when future interaction was expected with an overweight partner than low agreeable individuals.

Results were discussed in terms of the basic social processes and motives that link individual differences and prejudice.

B108

IT COULD HAVE BEEN ME: VICARIOUS VICTIMS' DISTRESS REACTIONS FOLLOWING THE SEPTEMBER 11TH TERRORIST ATTACKS *Heidi Wayment; Northern Arizona University* — Many individuals exposed to the September 11th terrorist attacks through the media experienced the attacks as a "collective loss." Furthermore, many of those who witnessed the attacks felt that it could have just as easily happened to them ("it could have been me"). This study examined the extent to which perceived similarity to the victims was related to different types of distress reactions following the attacks. College students (N = 314) completed questionnaires between three and five weeks after the 9/11 attacks and again five months later (N = 146). Cross-sectional and longitudinal SEM analyses revealed that two classes of distress are discernable following a collective loss: general distress (depression, anxiety, somatization) and disaster-focused distress (grief, survivor guilt, intrusive thoughts). These two types of distress were only moderately correlated and had relatively independent predictors. Females and those reporting greater social strain reported higher levels of both types of distress. General distress was associated with previous stressful events and mental health issues. Perceived similarity to the victims predicted disaster-focused distress and mediated the relationship between attending to media accounts of victims and disaster-focused distress. Only the disaster-focused distress reactions of survivor guilt and grief were associated with collective helping behaviors after the attacks and, for women, these behaviors were associated with greater reductions in disaster-focused distress reactions over time. Discussion focuses on the idea that perceptions of similarity to the victims is an important social psychological construct that may help to understand disaster-focused distress reactions following a collective loss.

B109

COPING WITH THREATS TO JUST WORLD BELIEFS: DEROGATE, BLAME, OR HELP? *Graeme Haynes, James Olson; The University of Western Ontario* — According to Lerner's (1970) just world hypothesis, we are motivated to believe that people's fates are a consequence of their actions and character: Good people will be rewarded with good fortune, and bad people will get their "just desserts". Holding this belief gives people a sense of security that they themselves will be exempt from suffering undeserved misfortunes. This belief may be threatened, however, upon exposure to an innocent victim's suffering. The present research extended previous just world research by examining multiple ways of dealing with threats to just world beliefs caused by a victim's intense suffering, and by clarifying the role of individual differences in just world beliefs in responses to threats. Participants were assigned to one of four victim conditions, which involved reading a story about a victim who varied in terms of his character (likeable vs. unlikeable) and behavioural responsibility for causing his accident (high vs. low). The general pattern of results showed that: For the likeable low-responsibility victim, the preferred mode of restoring justice appeared to be through compensation; for the likeable high-responsibility victim, the preferred justice-restoring strategy appeared to be blame; and for the unlikeable low-responsibility victim, the preferred response appeared to be character derogation. Individual differences in the strength of participants' just world beliefs moderated the effect of the threat manipulation on the compensation measure: Participants with strong just world beliefs awarded a significantly greater amount of compensation to the likeable low-responsibility victim than did weak believers.

B110

THE COLLECTIVE CONSEQUENCES OF DOWNWARD SOCIAL COMPARISON INFORMATION *Erin O'Mara, Heidi Wayment; Northern Arizona University* — Examinations of the effects of downward social comparison information have focused almost exclusively on con-

trast and assimilation effects in the context of individual-level outcomes, often in laboratory settings. Far less is known about the potential collective consequences of downward social comparison information on the collective-self and on affiliative outcomes. An integrative model of downward social comparison processes was examined in a real-world context: the September 11th terrorist attacks. College students (N = 314) completed questionnaires between three and five weeks after the 9/11 attacks. Cross-sectional SEM analyses revealed that having read or seen stories about the attack victims (exposure to downward social comparison information) was positively associated with expected individual-level perceptions, perceived similarity to the victims and perceived personal vulnerability to a similar outcome but also with a collective perception of feeling a common bond with in-group members. While the usual contrast and assimilative effects were found for well-being (e.g., perceived similarity to the victims was associated with greater well-being and perceived personal vulnerability was associated with lower well-being), several collective effects were also found. Perceived similarity to the victims and perceived vulnerability were associated with collective-level concerns (empathy for bereaved, survivor guilt). Feeling a common bond with in-group members was associated with both greater well-being and collective-level concern. Only collective-level concerns (and not well-being) was associated with helping others after the attacks. Discussion focuses on the importance of considering the collective consequences of downward social comparison information and the possible collective benefits tragedy might bring.

B111

WHAT IS THE ATTRIBUTIONAL STYLE OF SELF-HANDICAPPERS? A LOOK AT INTERNAL/EXTERNAL, GLOBAL/SPECIFIC AND STABLE/UNSTABLE ATTRIBUTIONS *Dorothee Dietrich; Hamline University* — Self-handicapping has been defined as any behavior enhancing the opportunity to externalize failure and internalize success (Berglas & Jones, 1978). It has been conceptualized as an individual difference (Jones & Rhodewalt, 1982) as well as situationally-induced behavior. In contrast to research by McCrea and Hirt (2001) which found that self-handicapping was associated with certain attributions for successes and failures regarding a specific performance, this study is concerned with the association between the self-handicapping trait and a general attributional style. Attributional style (Abramson, Seligman & Teasdale, 1978) pertains to individuals' typical tendencies to explain positive and negative events in their lives. To determine if a general attributional style is associated with self-handicapping, 112 participants completed the self-handicapping scale (Strube, 1986) and the Attributional Style Questionnaire related to academic events (Campbell & Henry, 1999). Statistical analyses found that self-handicapping was associated with more external (r(112)= -.33, p=.001) and less stable (r(112)= -.16, p=.04) attributions for positive events, and more stable (r(112)= .45, p=.001) and more global (r(112)= .44, p=.001) attributions for negative events. This study builds on previous research by demonstrating that self-handicapping is not only associated with certain attributions regarding a specific performance in the short term, but is also associated with a general attributional style. More specifically this study found that high self-handicappers attribute positive events to external and temporary causes, in essence making "luck" attributions which might be the impetus for self-handicapping due to uncertainties about their abilities.

B112

REFLECTING ON UNFULFILLED GOALS: THE POSITIVE IMPACT OF RUMINATION ON TASK PERFORMANCE *Natalie Ciarocco[1], Kathleen Catanese[2]; [1]Florida Atlantic University, [2]Saint Leo University* — A wealth of past research has concluded that rumination is harmful to the self, with little evidence of any benefits. Hence, the potential benefits of rumination were explored. The present study examined the impact of rumination on task performance when participants were asked to recall a ruminative event. Forty-seven introductory psychology students recalled

and wrote about a time in their lives when an unfulfilled goal led to one of three specific types of rumination (i.e. action, task irrelevant or state rumination). Subsequently, their task performance was measured using a word task. Participants displayed enhanced performance after recalling action rumination (M = 4.73 words) than after recalling task-irrelevant rumination (M = 3.42 words) or state rumination (M = 3.08 words), F (3, 43) = 2.79, p < .05. As predicted, participants that engaged in action rumination displayed enhanced performance. When participants recalled a time when they engaged in action rumination, their performance on a verbal task was superior to other ruminative conditions. This finding suggests that action rumination, unlike state and task irrelevant rumination, may be beneficial to the self. This study provides initial evidence for the beneficial side of rumination.

B113

SHELTER FROM THE STORM? EXPERIMENTAL EVIDENCE THAT (SOME) ROMANTIC PARTNERS BUFFER STRESS *William B. Swann, Katie Larsen, Peter J. Rentfrow; University of Texas at Austin* — Correlational evidence suggests that close relationships promote physical health but evidence is lacking of how, when, or even if, this occurs. We suggest that close relationship partners may promote health by helping one another cope with stressors--but only when the personalities of relationship partners are attuned. Swann, Rentfrow, & Gosling (2003) described one type of personality combination that may lead to communication problems and lower satisfaction. They found that when critical, verbally disinhibited women are paired with verbally inhibited men, relationship quality suffers, rendering the relationship "precarious." In two experiments, we investigated the influence of these personality combinations on the ability of heterosexual pairs to cope with stressors. In Experiment 1, participants discussed stressors with strangers with whom their personalities were or were not attuned. Success in dealing with the stressor (as indexed by satisfaction with the interaction) was greatest when the personalities of the two persons were compatible and least in precarious couple pairs. Experiment 2 examined the physiological reactions of married couples to an experimentally induced stressor. Interacting with a spouse after experiencing a mild stressor abated the heart rates of both partners, but only when the personalities of spouses were attuned. Members of precarious couples did not receive the same physiological benefits. Apparently, some couples buffer one another against the physiological fallout from stressful events. Over time, such buffering could buttress physical health.

B114

BELONGINGNESS AND THE DETECTION OF LIES *Kristine Kelly, Angela Tee, Stephanie Ferry; Western Illinois University* — Recent research has proposed that the need to belong forms the basis of a social monitoring system that facilitates recognition of environmental cues that are salient to an individual's belonging and inclusion (Gardner, Pickett, & Brewer, 2000; Leary, Tambor, Terdal, & Downs, 1995). Specifically, individuals with heightened belongingness needs show accuracy in identifying detecting facial expressions, paralinguistic cues, and memory of social events. One type of social signal that could be particularly relevant to this social monitoring system includes cues of deception or lying. Thus, the purpose of this study was to investigate the relationship between belongingness needs and detection of deception. A sample of 45 undergraduate students completed the Need to Belong Scale (Leary, Kelly, Cottrell, & Schreindorfer, 2003), a 10-item measure of the extent to which a person desires social acceptance and belonging. They then watched a series of 40 20-second video clips of people either telling the truth or telling a lie and made ratings on adjectives pertaining to dishonesty for each person depicted. Thus, higher scores indicated a greater perception of lying. Results indicated that the 2 (belongingness: high vs. low) x 2 (deception: lie vs. truth) interaction was significant. Tests of simple effects revealed that participants scoring low in need to belong were unable to differentiate between truths and lies. However, partici-

pants scoring high in need to belong accurately perceived the difference between truths and lies. Our findings lend support to the social monitoring system proposed by Gardner, Pickett, and colleagues.

B115
PRIMING MODERATES THE ATTENTION BIAS TO NEGATIVE INFORMATION FOR SIMULTANEOUSLY PRESENTED POSITIVE AND NEGATIVE STIMULI *N. Kyle Smith; Ohio Wesleyan University* — Numerous studies have demonstrated that people attend more to negative information than positive information (Hansen & Hansen, 1988; Pratto & John, 1991). Recent work has suggested that this negative attention bias may be eliminated by priming people with positive information (Smith et al, 2004). In this work, however, positive and negative stimuli were always presented in isolation when assessing attention. Therefore, although Smith and colleagues showed that positive information can elicit the same amount of attention as negative information, positive and negative information were never directly competing for attention. The current study addresses this issue by adapting the method of Öhman, Lundqvist and Esteves (2001) who presented grids of happy (angry) faces with angry (happy) oddballs. By simultaneously presenting positive and negative information, this method is a more psychologically valid test of whether priming can eliminate people's tendency to overattend to negative information. Twenty-eight participants were parafoveally subliminally primed with positive or negative words. They then performed the face-detection task. Next, they were primed with the opposite valence of words and repeated the face-detection task. A prime by face valence interaction was found, such that when participants were positively primed, the attention bias to negative information was significantly smaller than when they were negatively primed $(F(1,27)=9.803, p=.004)$. Despite this interaction, both prime groups paid significantly more attention to negative information $(F(1,27)=27.134, p <.001)$. These results suggest that although positive priming may diminish the size of the attention bias, negative information still holds a potent power to attract attention.

B116
PARSING THE EFFECTS OF IMPLICIT STEREOTYPING AND EVALUATION ON RACE-BIASED BEHAVIOR *David M. Amodio[1], Patricia G. Devine[2]; [1]University of California, Los Angeles, [2]University of Wisconsin, Madison* — We proposed that stereotyping and evaluation represent two distinct forms of implicit race bias that uniquely predict different forms of discriminatory behavior. We hypothesized that implicit stereotyping is linked to cognitive systems and predicts cognitive-based judgments and impression formation, whereas implicit evaluation is linked to affective systems and predicts affective judgments and interpersonal behavior. In three studies, implicit stereotyping and evaluative race bias were measured using Implicit Association Tests (IATs). Implicit evaluation was measured with a commonly-used version of the IAT, in which stimuli were categorized as Black/White faces or pleasant/unpleasant words. A new IAT was designed to measure implicit stereotyping independently of valence effects. For the stereotyping IAT, stimuli were categorized as Black/White faces or mental/physical words. The mental category included words associated with intelligence; the physical category included words associated with athleticism. Although both sets of words were differentially associated with the African American stereotype, both were moderately positive in valence. In Study 1, significant levels of implicit stereotyping and evaluative race bias were observed, but participants' scores on the two measures were uncorrelated. Studies 2 and 3 demonstrated unique behavioral effects of implicit stereotyping and evaluation using double-dissociation designs. Implicit stereotyping uniquely predicted stereotype-consistent trait ratings and task performance ratings for an African American partner. Implicit evaluation uniquely predicted thermometer ratings of Black people and seating distance from an African American partner's belongings. We discuss how the conceptual distinction between implicit stereotyping and evalua-

tion may clarify relationships among implicit, explicit, and behavioral forms of race bias.

B117
THE RATIONAL SIDE OF EGOCENTRISM IN SOCIAL COMPARISONS *Florian Fessel, Jeremy Burrus, Justin Kruger; University of Illinois, Urbana-Champaign* — Prior work has shown that people believe that they are more skilled, possess more desirable traits, are responsible for a larger amount of completed work, and are more likely to experience positive events (and less likely to experience negative events) than a relevant comparison group. These above-average effects, however, are not as ubiquitous as once thought. Recent work has found that when people compare themselves with others they egocentrically focus on their own strengths and contributions and ignore the strengths and contributions of the comparison group. As a consequence, individuals tend to overestimate their comparative standing when absolute standing is high, but underestimate their comparative standing when absolute standing is low. Less clear, however, is the cause of this egocentrism. The present research explored one possibility: rational discounting. In study one, participants' judgments of responsibility for engaging in various activities varied as a function of knowledge of one's own activities versus knowledge of their roommate's activities. In study two, participants' confidence in winning a mock war varied as a function of knowledge of one's own army versus knowledge of their enemy's army. These results suggest that egocentrism in social comparisons is in part a rational phenomenon.

B118
DOES SUCCESS HELP OR HURT RELATIONSHIPS? INTERPERSONAL EFFECTS OF SUCCEEDING IN CONTINGENT DOMAINS *Lora E. Park, Jennifer Crocker; University of Michigan* — Previous research has shown that when people are threatened in a domain of contingency (e.g., academics), they react in ways that undermine their relationships with others (Park & Crocker, 2004). The purpose of the current study was to extend these findings and examine the interpersonal consequences of succeeding in contingent domains. Participants were scheduled in pairs (N = 148; 46 females, 28 males). They first completed questionnaires assessing self-esteem (Rosenberg, 1965) and contingencies of self-worth (Crocker et al., 2003); of particular interest to us were the academic contingency items. Then, one of the participants (target) was randomly assigned to the failure, success, or control condition, while the other (partner) wrote an essay about a personal problem. Specifically, targets completed a set of very difficult items on the Remote Associates Test that led them to fail; very easy items that led them to succeed; or a non-evaluative word association task (control). Next, partners disclosed their personal problem to targets and then completed questionnaires assessing interpersonal perceptions of supportiveness and liking. Multiple regression analyses showed that targets who were highly contingent on academics and succeeded were perceived as less supportive (β = -.46, p < .02) and less likeable by partners (β = -.38, p = .05). Mediation analyses revealed that the effect of the Contingency X Success interaction on partners' liking of targets was partially explained by partners' ratings of targets' supportiveness (Sobel's test: t (23) = -1.69, p = .09). Implications of these findings for self-esteem and relationships are discussed.

B119
THE LIGHTNESS (AND HEAVINESS) OF BEING: FATE AND COUNTERFACTUAL THINKING *Jeremy Burrus, Neal Roese; University of Illinois, Urbana-Champaign* — In his novel The Unbearable Lightness of Being (1984), Milan Kundera assumes that fate and free choice are opposites. That is, he assumes that people must either believe that their lives are determined for them (fate) or that their lives are determined as a result of their own choices. By extension then, those people who believe their lives are determined by choice ought to engage in counterfactual thinking, while those who believe in fate ought not to engage in

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counterfactual thinking. We conducted two studies to investigate this relationship. In study 1, we administered a questionnaire to University of Illinois students concerning their belief in fate and counterfactual possibility. We found that, contrary to Kundera's assumption, the participants reported a belief in a mix of both fate and counterfactuals. In study 2, we investigated the relations of counterfactual thinking to two types of fate: destiny fate (e.g. physical forces determine fate) and deity fate (e.g. God determines fate) (Young and Morris, in press). We found a positive relation between deity fate belief and likelihood to generate counterfactuals, and no relation between destiny fate belief and counterfactuals.

B120

PRE- AND POST-CONSCIOUS MECHANISMS FOR ELICITING PREJUDICE CONTROL IN PRIVATE VS. PUBLIC *Jennifer Kubota*[1], *David M. Amodio*[2], *Eddie Harmon-Jones*[3], *Patricia G. Devine*[4]; [1]*University of Colorado at Boulder,* [2]*University of California,* [3]*Texas A & M,* [4]*University of Wisconsin, Madison* — Research on the neural mechanisms of control suggests that prejudice control is elicited by preconscious conflict-detection processes, which detects when an automatic race-biased tendency conflicts with nonprejudiced intentions as a response unfolds. Past work has examined mechanisms for eliciting prejudice control only in private situations, when control efforts would arise for primarily internal (personal) reasons. However, many people report external (normative) motivations for inhibiting prejudice, irrespective of internal motivations. We proposed that the elicitation of externally-motivated prejudice control should involve the conscious perception of how observable prejudiced responses would be perceived by others. Thus, externally-motivated control should be elicited by post-conscious error-perception processes, whereas internally-motivated control should be elicited by preconscious conflict-detection processes. These processes may be assessed via the error-positivity (Pe) and error-related negativity (ERN) event-related brain potentials, respectively. We examined the contributions of pre- and post-conscious mechanisms for eliciting prejudice control while participants completed a sequential priming task, in which nonprejudiced responding required the inhibition of automatic racial stereotypes. Participants who reported either very high or very low levels of external motivation to respond without prejudice completed the task in private or public (e.g., while observed by ostensibly nonprejudiced others). In private, ERN amplitudes predicted control, replicating past work. In public, Pe amplitudes predicted control among highly-externally motivated participants; ERNs predicted control among those low in external motivation. Our findings suggest a post-conscious mechanism for eliciting prejudice control in response to external cues in public conditions, complementing past work suggesting preconscious mechanisms of prejudice control in private conditions.

B121

IDENTITY THREATS, EGO DEPLETION AND SELF-REGULATION: GETTING CANADIANS TO WORK HARDER! *Benjamin Giguère, Richard Lalonde; York University* — Recent studies suggest that the exertion of self-regulation impairs its subsequent availability (e.g., Muraven et al., 1998) and that motivation moderates this effect (e.g., Muraven & Slessavera, 2003). Social identity approaches suggest that individuals are motivated to restore threatened identities (e.g., Hogg & Abrams, 1988) and that self-regulation is an effective identity restoration tool (Abrams, 1994). This study examined the moderation of individual and social identity threats on the availability of self-regulation following its prior exertion. 96 Canadians (58 women, 38 men) were tested individually in two hour sessions. Threat was manipulated using false negative feedback following completion of a difficult test. The social threat involved telling participants Canadians underperformed on the test compared to Americans, the individual threat involved telling participants they underperformed compared to other Canadians, while nothing was done in the no threat conditions. Self-regulation was manipulated using the same procedure used by Muraven et al. (1998, study 2). Participants in the no depletion conditions completed a word listing task for six min-

utes. Participants in the depletion condition were asked to suppress thoughts of white bears while they completed the word listing task. As with Muraven et al. (1998, study 2), the central dependent variable was time spent on an unsolvable anagrams-solving task. The results indicated that identity threats moderated the influence of prior self-regulation exertion. Specifically, depleted threatened participants performed better than non-threatened depleted participants and as well as non-depleted non-threatened participants. The results are discussed in terms of social identity approaches and self-regulation research.

B122

ADDRESSING CULTURAL BELIEFS AND SOCIAL EMOTIONS TO PROMOTE SAFER SEX *Loraine Devos-Comby*[1], *Heather Ferris*[2], *Meredith Benson*[2], *Peter Salovey*[2]; [1]*San Diego State University,* [2]*Yale University* — People often feel embarrassed to buy condoms, ashamed to use them, guilty as they share their sexual history, and fearful of losing the trust of their partners if they request the use of condoms. These emotional barriers to HIV-preventive behaviors appear more salient for some populations than for others because they are grounded in broader cultural and religious beliefs, and in social norms. We conducted an intervention addressing these negative social emotions among young Latina women to increase positive feelings and behaviors related to safer sex. Participants were randomly assigned to one of three groups: 1) a standard intervention based on Fisher's Information Motivation and Behavioral Skills (IMB) model; 2) an IMB intervention modified to increase self-awareness of emotional barriers, teach emotion regulation skills, instill positive attitudes toward safer sex, and increase positive social emotions by anchoring preventive behaviors in positive cultural values such as self-respect and pride; or 3) a no-treatment control group. One month after the intervention, participants of both intervention groups perceived greater benefits of using condoms, had less negative attitudes and embarrassment about requesting condom use, and perceived more a social norm about carrying and using condoms, than the control group. Intentions to engage in preventive behaviors and self-reported condom acquisition and possession were also greater in the intervention groups than in the control group. Although the modified intervention was viewed as addressing the influence of cultural norms to a greater extent than the standard intervention, it did not affect differently attitudes, intentions or behaviors.

B123

A REGULATORY FOCUS APPROACH TO THE SELF-EVALUATION PROCESS *Geoffrey Leonardelli*[1,2], *Jessica Lakin*[3], *Robert Arkin*[4]; [1]*University of Toronto,* [2]*Rotman School of Management,* [3]*Drew University,* [4]*Ohio State University* — We argue that the self-evaluation process is guided by two motivational systems, a promotion system and a prevention system, and these two systems differentially affect how individuals evaluate themselves. A promotion system (where individuals focus on their hopes and aspirations) produces greater concern with and influences level of self-esteem, but a prevention system (where individuals focus on their duties and obligations) produces greater concern with and influences level of self-certainty. We support this prediction with two experiments. In Study 1, participants described their promotion goals or prevention goals and then completed a lexical decision task. Analysis revealed that evaluation-related words (e.g., positive, negative) were more cognitively accessible to individuals with a promotion focus, but that certainty-related words (e.g., sure, doubtful) were more accessible to individuals with a prevention focus. In Study 2, participants described a time when they failed at a promotion goal (an actual-ideal discrepancy) or failed at a prevention goal (an actual-ought discrepancy). Analysis revealed that level of self-esteem was lower after describing a promotion failure, but that level of self-certainty was lower after describing a prevention failure. The results of both studies support the idea that promotion and prevention motivational systems differentially affect the self-evaluation process.

B124
MOTIVATIONAL INFERENCES IN STEREOTYPE SUPPRESSION AND EXPRESSION *Guglielmo Calvini[1], Natalie Wyer[2]; [1]University of Reading, [2]University of Plymouth* — Liberman and Forster's (2000) motivational inference account of post-suppression rebound suggests that increases in stereotyping after suppression are due to participants' attribution of suppression difficulties to an internal motivation to use the stereotype (i.e., finding it difficult to avoid using the stereotypes, participants infer that they want to use it). In two experiments, we applied this reasoning to stereotype expression as well as suppression. In Experiment 1, participants actively suppressed or expressed female stereotypes after being told that the task was intrinsically easy or difficult. We expected participants to have difficulty with either active expression or suppression. Participants in the 'difficult task' condition should attribute suppression or expression failures to the task. In contrast, participants in the 'easy task' condition cannot attribute failures to the task, and should therefore infer internal motivation to use the stereotype (in the suppression condition) or to avoid using the stereotype (in the expression condition). Participants' use of stereotypes in a subsequent task supported this prediction. Parallel results were obtained using a false feedback paradigm in Experiment 2, where participants were told that they had succeeded or failed at suppressing or expressing female stereotypes. Participants who 'failed' at expressing were expected to infer motivation to avoid stereotyping, whereas participants who failed at suppressing were expected to infer motivation to use stereotypes. Again, participants' later use of stereotypes confirmed this hypothesis. These results suggest that motivational inferences can account not only for increased stereotyping following suppression but also decreased stereotyping following active expression.

B125
REPRESENTING SOCIAL EXCLUSION: A PERSONAL CATEGORIZATION MODEL *Natalie Wyer; University of Plymouth* — The Exclusion-Cohesion Model (ECM) suggests that social exclusion serves to categorize others into those who are relationship partners and those who are not. Following categorization (exclusion) a perceiver's mental representations of two relationship partners become assimilated (more overlapping), while representations of non-relationship partners become contrasted (more distinct). In Experiments 1-4, participants read about interactions that were characterized by exclusion (A discloses personal information to B but withholds it from C) or by inclusion (A shares the information with both B and C). In all experiments, participants perceived A and B to be closer when C was excluded than when C was included. Further, a group to which A and B belonged was seen as more cohesive when C was excluded. In Experiments 5-6, participants learned about a single relationship that was described as inclusive or exclusive. Subsequently they read a list of personality traits that described each of the two relationship partners (Experiment 5) or one relationship partner and an excluded other (Experiment 6). In a later task, participants identified which person was described by each trait. Participants who learned about the relationship partners experienced more memory confusions if the relationship was exclusive than if it was inclusive. Participants who learned about a relationship partner and an excluded other experienced fewer memory confusions when the relationship was exclusive than under control conditions. Findings suggest that following exclusion, participants assimilated their representations of members of a relationship while contrasting non-members. Taken together, these experiments provide support for the ECM.

B126
THEY THINK MEN AND WOMEN ARE DIFFERENT, AND I AGREE! THE ROLE OF INTERSUBJECTIVE CONSENSUS IN GENDER IDENTIFICATION *Ching Wan, Chi-yue Chiu; University of Illinois at Urbana-Champaign* — Past theories on gender identity predict that gender-schematic individuals endorse more gender-typed attributes.

What are these gender-typed attributes? A straightforward answer is that attributes are gender-typed when most people of a gender endorse them. However, as gender is socially constructed, gender-typed attributes should also be collectively represented as important to people of the same gender. This collective representation should in turn be related to people's perception of their own gender identity. We tested this idea by having participants rate the importance of personal attributes to the self, and the importance of the attributes to either an average student at the university of their own gender, or of the opposite gender. For females, endorsement of attributes perceived to be important to females predicted femininity and gender identity importance but not masculinity. For males, endorsement of attributes perceived to be important to males predicted masculinity and gender identity importance but not femininity. Also, attributes that were perceived to differentiate the two genders differentiated participants' masculinity and femininity. The more that female participants endorsed attributes perceived to be more important to females than to males, the more they were feminine than masculine. The more that male participants endorsed attributes perceived to be more important to males than to females, the more they were masculine than feminine. Results of this study reflect the social constructive nature of gender identity. More importantly, a gender's collective representation of gender-typed attributes plays a crucial role in individuals' management of their gender identity.

B127
DIETING: A CHRONIC STRESSOR? *A. Janet Tomiyama, Traci Mann, Shelley Taylor; UCLA* — Obesity, a condition that has serious health consequences, has become a worldwide epidemic. Dieting, or the restriction of caloric intake, is one of the most common treatments for obesity. A substantial amount of literature now indicates, however, that dieting is ineffective as a treatment for obesity in the long term. To investigate why dieting is often ineffective in treating obesity, we hypothesize that dieting may in fact be a chronic stressor. Chronic stress leads to prolonged activation of the hypothalamic-pituitary-adrenal axis activation and increased cortisol. Cortisol in turn leads to insulin resistance, which then leads to increased visceral fat deposition. Consequently, dieting may even be a potential cause of obesity. 116 female undergraduates completed the Perceived Stress Scale (Cohen, Kamarck, & Mermelstein, 1983) and the Dietary Restraint Scale (Polivy, Herman, & Howard, 1988) at baseline and nine weeks. Dietary restraint at baseline did in fact predict perceived stress at nine weeks (Beta = .293, t(116) = 2.658, p < .01), controlling for the total number of stressors. Dieting, therefore, appears to be a chronic stressor and one way through which diets likely fail as a treatment for obesity.

B128
GENDER AND GROUP-BASED REGULATORY FOCUS *Jennifer R. Spoor; Purdue University* — Regulatory focus theory (Higgins, 1997) posits that individuals can take either a promotion or prevention focus to obtain their goals. A promotion focus is associated with self-regulation toward ideal standards, while a prevention focus is associated with self-regulation toward ought standards. Regulatory focus theory has primarily been examined in terms of the individual self, but the self can also be defined in terms of relationships and important group memberships (Sedikides & Brewer, 2001). This research examined whether regulatory focus regarding an important social group affects emotions and self-esteem regarding the group. Participants completed measures of chronic regulatory focus (Higgins et al., 1994) adapted for their gender group. Specifically, participants listed attributes that they would ideally like their gender group to possess and attributes that they believed their gender group ought to possess. Participants then rated the extent to which their gender group actually possessed and ideally/ought to possess each attribute, and these discrepancy scores were used as a measure of chronic group-based promotion and prevention focus. Participants also completed measures assessing group-based agitation and dejection-related

emotions, collective self-esteem, and ingroup identification. Group-based prevention focus was related to more agitation-related emotions for men who highly identified with their gender group but was unrelated to agitation-related emotions for women. Although group-based promotion focus was generally unrelated to dejection-related emotions, stronger group-based promotion focus was associated with lower collective self-esteem for women. The results suggest that regulatory focus at the group level may have different antecedents and consequences than at the individual level.

B129

THE INFLUENCE OF EXTRAPERSONAL ASSOCIATIONS ON THE TRADITIONAL VS. PERSONALIZED IMPLICIT ASSOCIATION TEST *H. Anna Han*[1], *Michael A. Olson*[2], *Russell H. Fazio*[1]; [1]*Ohio State University*, [2]*University of Tennessee* — Previous research has found that the IAT may be sensitive to extrapersonal associations - knowledge that neither forms the basis of the attitude nor is activated automatically in response to the object. In particular, Olson and Fazio (2004) found that modifying the category labels of the IAT from "Pleasant/Unpleasant" to "I like/I don't like" markedly improved its correspondence with various explicit measures of attitude, past behavior, and behavioral intention. They argued that this improvement was due to the reduced influence of extrapersonal associations on the "personalized" IAT, although their research did not directly test this interpretation. The current experiment did so, by experimentally creating attitudes and then introducing a controlled extrapersonal association. Participants developed an attitudinal preference for one novel stimulus over another, and then were provided with incredulous information that was either consistent or inconsistent with that preference. All participants then completed either the traditional or the personalized version of the IAT. Participants who were given extrapersonal associations that were inconsistent with their attitudes were able to use that information to facilitate their coping with the incompatible mapping problem posed by the traditional IAT. They exhibited a significant reduction in their presumed preference for the objectively superior of the two stimuli, compared to those who had received the consistent extrapersonal association. The personalized IAT proved sensitive to the participants' attitudes, regardless of the congruency of the extrapersonal association. The findings experimentally confirm that the personalized IAT is less susceptible to the influence of extrapersonal associations than the traditional IAT.

B130

EMOTIONAL RECOVERY FOLLOWING RELATIONAL DEVALUATION DURING TRAINING: TIME HEALS, COMPLIMENTS DON'T *Kimberly J. O'Farrell, Pamela J. Schultz; Minnesota State University, Mankato* — Relational devaluation (RD), which is a perceived decrement in the self's value to another, often derives from interpersonal criticism (Leary & Springer, 2001). Critical feedback during training was used to manipulate RD in a deception study designed to test the impact of RD and minor social support on feelings of hurt and support: emotional recovery was of particular interest. Participants were trained to use PowerPoint™ and then provided with feedback about a presentation they created. Feedback indicated either that they did well and "knew what they were doing" (no-RD) or that they did poorly and "did not know what they were doing" (RD). Minor social support was manipulated when a confederate, who witnessed the feedback, either asked for the restroom (no-support) or told the participant that s/he liked the presentation (social support). Consistent with O'Farrell's previous research (e.g., 2003) but contrary to Leary & Springer's (2001) theory of hurt feelings, it was hypothesized that feelings of support would be more greatly impacted by RD than hurt feelings. A mixed design ANOVA with follow-up analyses supported this contention, indicating greater shifts in feelings of support than feelings of hurt as individuals recovered emotionally. Feelings of support following RD initially were at the level of hurt feelings, but increased over time to levels equal to those felt following positive feedback. Feelings of hurt did not change. Contrary to predictions, there were no significant effects of social support, indicating that time rather than minor social support was responsible for emotional recovery.

B131

EFFECTS OF ATTACHMENT STYLE AND CONTEXTUAL ENHANCEMENT OF ATTACHMENT SECURITY ON SEXUAL STRATEGIES PREFERENCE *Dory Schachner, Omri Gillath; University of California, Davis* — We examined the effect of attachment security on sexual strategies (long-term versus short-term), while exploring the moderating role of attachment style. One hundred and sixty-one undergraduate participants (77 men, 82 women, aged 17 to 25) completed questionnaires assessing sexual strategies (long-term versus short-term, each assessed with 6 items such as "I would like to have an ongoing relationship, assuming it was with the right partner" or "I can imagine myself being comfortable and enjoying 'causal' sex with different partners"). They also completed the Experiences in Close Relationships questionnaire, which measures attachment-related anxiety and avoidance with two 18-item scales. Half of the participants received an attachment security prime used in previous studies (thinking about who they turn to when they need help, support, or someone to share successes with), and half received a neutral prime (thinking about mundane daily activities). Regression analyses revealed two main effects and an interaction. Attachment avoidance was negatively associated with interest in long-term sexual strategies. Exposure to the attachment security prime (compared to the neutral prime) led to greater interest in long-term strategies. A significant interaction between priming condition and attachment indicated that the security prime increased interest in long-term sexual strategies (i.e., having sex within the context of a long-term relationship) mainly among less avoidant people. Having an avoidant attachment style seemed to present a barrier to increased interest in having sex within the context of a long-term relationship. The results have implications for both attachment theory and evolutionary theories of human mating behavior.

B132

PERCEPTIONS AND METAPERCEPTIONS OF NEGATIVE EVALUATION: GROUP COMPOSITION AND INTERPERSONAL ACCURACY IN A SOCIAL RELATIONS MODEL *Alecia Santuzzi; University of Illinois* — The goal of this research was to examine whether socially stigmatized individuals demonstrate bias in person perception of out-group individuals. Tulane University students (N = 104) completed measures of self-esteem and personal characteristics, including smoking status. Based on smoking status, participants were divided into groups of four, representing one of three group compositions: all smokers, all non-smokers, or two smokers with two nonsmokers. Participants interacted in a round-robin design, rated each other on evaluative items, and post-dicted others' ratings of themselves. Based on past research, smokers were expected to show less accuracy in their postdictions of how others view them when engaged in social interaction with nonsmokers. Using a social relations model framework, results provided some support for hypotheses. Variance components analyses indicated that, in general, evaluations of others were driven by both response sets and unique interaction experiences. Response set was an important contributor to variance in metaperceptions for nonsmokers rating smokers, nonsmokers rating other nonsmokers, and smokers rating other smokers. When smokers were interacting with nonsmokers, however, smokers' metaperceptions of nonsmokers' evaluations were not significantly influenced by smokers' response sets, consensual metaperception of nonsmokers' evaluations, or unique impressions that smokers formed of particular nonsmokers. Disattenuated correlations between variance components confirmed that smokers in mixed groups were less accurate in judging nonsmokers' evaluations of them, relative to metaperceptions among nonsmokers of smokers and in homogeneous group situations. In addi-

tion, self-esteem was a significant predictor of response set in metaperceptions for all conditions except for smokers in mixed groups.

B133

EXPERIENTIAL VERSUS COGNITIVE INFLUENCES ON EMOTIONAL SELF-REPORT: THE MODERATING ROLE OF TEMPORAL DISTANCE *Denise Beike, Karen Naufel; University of Arkansas* — The accessibility model of emotional self-report (Robinson & Clore, 2002) posits two potential sources of information about emotion: Specific experiential information, and abstract decontextualized schemas. As time passes, people use schematic rather than experiential information as the basis of judgments about their emotional experience. Based on this model, we hypothesized that activating experiential information through facial feedback (Strack, Martin, & Stepper, 1988) would affect emotional self-report, but only for recent events. Activating abstract emotion-related information through cognitive appraisals (Smith, Haynes, Lazarus, & Pope, 1993) would affect emotional self-report, but only for older events. To test the hypothesis, 115 participants reported a temporally recent or distant unpleasant event. One-third were randomly assigned to hold a drinking straw in their mouths (to pose a scowl) for five minutes while writing about the event. One-third were randomly assigned to answer questions that activated an appraisal supporting anger (e.g., whose fault was it?) for five minutes. One-third simply described the event for five minutes. Measures of recalled and current emotional experience were taken. The results for current subjective well-being supported the hypothesis. The unpleasantness of the event depressed current well-being ratings, unless participants posed a scowl while relating a temporally distant event or wrote about fault while relating a temporally recent event. The results suggest that facial feedback theories and cognitive appraisal theories of emotion are both valid, but in different temporal domains.

B134

IDENTITY NEGOTIATION IN PSYCHOTHERAPY *Jonathan Tandos, Arthur A. Stukas; La Trobe University* — Identity negotiation involves the interplay between behavioral confirmation, when perceivers lead targets to behave in ways that confirm perceivers' expectations, and self-verification, when targets elicit feedback from perceivers that confirms targets' self-concepts. We investigated identity negotiation in 15-minute audiotaped counseling sessions (assessed by two objective coders) between therapist trainees (perceivers) and undergraduate clients (targets). Two therapeutic strategies, diagnosis and rapport-building, thought to moderate expectation-relevant processes, were also investigated. Therapists were randomly assigned to be told that their clients were depressed or given no expectations. Across two sessions, each therapist employed the two strategies (in counterbalanced order) with two randomly-assigned (and actually non-depressed) clients. Split-plot ANOVAs were conducted on client, therapist, and coder ratings of client distress. Coders rated clients in the rapport/no expectation condition as less distressed than all other clients [Expectation X Strategy Interaction F(1, 31) = 4.06, p = .05]. Therapists with depressed expectations perceived clients as somewhat more distressed than therapists with no expectation [Expectation F(1, 32) = 3.34, p = .07]. After the interaction, all clients rated their own behavior as more distressed than usual [Pretest to Posttest F(1, 32) = 4.49, p = .04]. These results suggest that therapists may lead clients to appear more distressed when expectations of depression are activated or a diagnostic strategy is used (which may imply an expectation), thus supporting predictions of behavioral confirmation. Therapists with no expectation focused on rapport-building may allow clients to self-verify. Motivational orientations of therapists and clients are further discussed.

B135

THE DEVELOPMENT OF IMPLICIT SOCIAL ATTITUDES IN THE UNITED STATES AND JAPAN *Yarrow Dunham, Andrew Baron, Mahzarin Banaji; Harvard University* — Although much is known about children's verbal expressions of prejudice toward members of other social groups, almost nothing is known about the development of implicit social group attitudes. We present data from a study of American and Japanese children and adults using a child-friendly version of the IAT (Ch-IAT), as well as traditional, explicit measures of attitude towards white, black and Japanese social groups. On explicit statements of attitude, younger children in both cultures showed strong ingroup preference. This tendency was weaker in older children and almost nonexistent in adults, replicating the developmental decline in explicitly reported bias often found in the literature. On the implicit measure, preference for the ingroup over both racial outgroups was also present in the youngest children, but revealed no developmental decline, remaining strong in both older children and adults. Interestingly, in the rural Japanese sample, attitudes towards Whites grew more positive and attitudes towards Blacks more negative with age, despite the fact that the Japanese sample had experienced little or no direct contact with either outgroup. Overall, the developmental asymmetry between implicit and explicit attitudes lends support to 'dual process' models that emphasize the independence of each system. The Japanese data also support the notion of attitudes that are "in the air" – ones that develop subtly in response to preference signals present in the culture, in spite of no direct contact with the target groups.

B136

WHEN YOU'RE NOT AS GOOD AS YOU THINK: SELF-OTHER ASYMMETRIES IN INDIRECT SELF-PRESENTATION IN INTERPERSONAL CONTEXTS *Seth Carter, Lawrence Sanna; University of North Carolina at Chapel Hill* — People use minimal connections with successful others to increase their own social status (e.g., Cialdini et al., 1976), especially after failure. Although this effect is well-established for people's ratings of themselves, no research has yet tested whether other raters view the target person similarly. This omission is surprising in light of self-other asymmetries in several domains (e.g., actor-observer bias, spotlight effect), which suggest that these tactics might be differentially effective for the self versus others. We thus tested whether participants who were minimally connected to a celebrity through a shared birthday would rate themselves differently than observers. In a 2 x 2 design, participants were assigned to be actors or observers. They were told they would be conversing about a randomly assigned topic (viz., a celebrity about their age, Katie Holmes). Actors were first given bogus failure feedback about their performance on a test of interpersonal knowledge, which observers overheard. Actors and observers read short biographies about each other and were given a data sheet about a celebrity indicating that the actor and the celebrity shared a birthday. Results provided strong support for our hypotheses. After failures, when actors shared the minimal birthday connection with the celebrity, there was a significant difference between actors' ratings of themselves and observers' ratings of the actors. In cases where there was no birthday connection, there was no difference. Results are discussed in terms of placing indirect self-presentation back into an interpersonal context.

B137

SEX DIFFERENCES IN ATTITUDES TOWARD LESBIANS AND GAY MEN: THE ROLES OF INTERNAL AND EXTERNAL MOTIVATION TO RESPOND WITHOUT PREJUDICE *Jennifer J. Ratcliff, G. Daniel Lassiter, Stacey M. Dauster, Keith D. Markman; Ohio University* — Research has uncovered robust sex differences in prejudicial attitudes toward gay men, with females expressing less prejudice than males (Herek, 2002). Findings concerning attitudes toward lesbians, however, have been inconsistent, with males sometimes exhibiting less prejudice. The purpose of the present research was to better understand the motivation underlying these sex differences. To this end, we conducted a survey-based study in which the Attitudes Toward Lesbians and Gays Scale (ATLG, Herek, 1988) and adapted versions of the Internal and External Motivation to Respond without Prejudice Scales (IMS and

EMS Scales, Plant & Devine, 1998) were administered to 760 self-identified heterosexual students. The ATLG consists of two subscales that separately measure attitudes toward lesbians (ATL-subscale) and gay men (ATG-subscale). The IMS assesses reasons for responding without prejudice that are internal in nature (e.g., egalitarian beliefs), whereas the EMS assesses reasons that are external in nature (e.g., political correctness). The ATG and ATL were regressed on sex-of-respondent, IMS, and EMS in separate hierarchical regression analyses. Findings revealed that relative to males, females evinced higher internal but not external motivation to respond without prejudice, and moreover, that this difference partially mediates the relationship between sex-of-respondent and attitudes toward gay males. Interestingly, although females showed less prejudice than males toward lesbians, this pattern actually reversed once IMS was controlled for. These results highlight the importance of the motivation to respond without prejudice in fully understanding attitudes toward lesbians and gay men.

B138

SENSATION SEEKING, SUBSTANCE USE, AND HIGH-RISK SEXUAL BEHAVIOR IN HIV-POSITIVE MEN *Eric Benotsch*[1], *Seth Kalichman*[2]; [1]*University of Colorado at Denver*, [2]*University of Connecticut* — Sensation seeking has been shown to be related to substance use and high-risk sexual behavior in a number of populations. However, few studies have examined the relationship of sensation seeking to substance use and sexual behavior in HIV-positive persons, the group for whom high-risk sexual behavior has the greatest public health consequences. In the present investigation, 84 HIV-positive gay and bisexual men were recruited while attending a Gay Pride festival in the southeastern United States. Participants completed a questionnaire assessing sensation seeking, substance use, and sexual risk behaviors. Controlling for demographic factors, sensation seeking was associated with higher rates of HIV transmission risk behaviors, including unprotected anal sex. Sensation seeking was also correlated with total number of sexual partners with whom the participant had engaged in unprotected sex. The relationship between sensation seeking and high-risk sexual behavior was largely mediated by substance use. Participants in the upper quartile of sensation seeking were significantly more likely to report recent use of alcohol, marijuana, amyl nitrate (poppers), and methamphetamine, and reported higher rates of substance use in conjunction with sexual activity. Individuals high in sensation seeking were also significantly more likely to report engaging in unprotected sexual activity specifically for the purpose of infecting a partner with HIV. Findings suggest that sensation seeking is associated with HIV transmission risk behaviors, but that this association is mediated by substance use. Prevention interventions for individuals high in sensation seeking should focus on reducing substance use in conjunction with sexual activity.

B139

RISING OR FALLING TO THE CHALLENGE: BASELINE TESTOSTERONE AS A PREDICTOR OF STATUS SEEKING BEHAVIOR *Katie Larsen, Robert Josephs; University of Texas at Austin* — Research suggests that baseline levels of testosterone may serve as a biomarker for status. Josephs and colleagues have recently suggested a mismatch hypothesis in which optimal functioning depends on a match between individuals testosterone level and their actual status. The current study sought experimental evidence that high testosterone people seek high status, whereas low testosterone people may actively avoid high status. Male participants completed a study of math performance either individually (non-competitive) or in a competition. In the non-competitive condition, participants were run individually and told the study was about the relationship between hormones and individual performance. In the competitive condition, participants were run in same-sex dyads and told the study was to see who could win a math competition and get more items correct. Participants in both conditions completed two 10 minute math tests, and scores from each test were

combined as a measure of performance. A 2 (testosterone: high vs. low) x 2 (condition: competitive vs. non-competitive) ANCOVA (controlling for SAT-M) revealed a 2-way interaction such that high testosterone individuals performed better in the competitive condition than the non-competitive condition. Low testosterone participants, in contrast, performed better in the non-competitive condition than under competition. These results provide support that baseline testosterone is related to desire for high status. High baseline levels of testosterone are associated with status seeking, as evidenced by increases in performance during status competition. Alternatively, low testosterone individuals appear averse to high status positions by performing worse during competition.

B140

LET THE VERDICT FIT THE CRIME: CRIME HEINOUSNESS AND JURY VILIFICATION *Andrew Jones*[1], *Kipling Williams*[2]; [1]*Macquarie University Australia*, [2]*Purdue University* — In sentencing criminals it is appropriate for judges and juries to take into account the heinousness of the crime. However, crime heinousness should not affect verdicts. In two studies, we ask whether mock jurors require less evidence and lower their standard of proof in particularly heinous crimes. Participants read either one of two trial transcripts pertaining to a murder. The evidence against the accused was held constant across both transcripts, however in the high heinousness version brutal and cruel elements were added to the crime. Jurors in the high heinous condition were subsequently more likely than their low heinousness counterparts to find the defendant guilty despite the fact that they did not think it more likely that the defendant committed the crime. We refer to this effect as "heinousness vilification." Using a decision utilities approach to calculate the reasonable doubt threshold used by jurors, we found that jurors in the high heinous condition associated greater regret with the prospect of releasing a guilty defendant. This led to their employing a lower standard when deciding whether they were "convinced beyond a reasonable doubt" of the defendant's guilt. Finally, we explored the idea that when crimes are particularly brutal, motives other than adhering to the law, influence jurors. In particular the goal of restoring community harmony, a concept we describe as social healing, may lead jurors to place excessive importance on gaining a conviction at all costs. As a result they may unconsciously lower their reasonable doubt threshold.

B141

AN ATTACHMENT PERSPECTIVE ON TWIN RELATIONSHIPS *Caroline M. Tancredy*[1], *R. Chris Fraley*[2]; [1]*University of California, Davis*, [2]*University of Illinois at Urbana-Champaign* — The twin relationship has been touted as one of the most unusual and intimate of human bonds (Burlingham, 1952; Segal, 1997). However, there has been little empirical research on the nature of twin relationships. The objective of the present study was to explore the extent to which twin relationships could be viewed as attachment relationships—relationships involving the same dynamics as infant-caregiver and adult romantic relationships. To address these issues we studied a sample of 1,012 siblings, 68 of whom were twins. Participants answered questions about the extent to which they rely on their siblings for attachment-related functions (e.g., proximity, safe haven, secure base). We found that twins were more likely than non-twins to report using their siblings as attachment figures. Moreover, we found that twins were increasingly likely to use their siblings as attachment figures as they grew older--a pattern opposite of that observed for non-twin siblings. Our findings suggest that an attachment theoretical framework may serve as a useful starting point for understanding the nature of twin relationships.

B142

THE RELATIVE IMPACT OF COGNITIVE LOAD AND AFFECT ON INTERPERSONAL COMMUNIATION *Claire Ashton-James*[1], *Neal Ashkanasy*[2]; [1]*University of New South Wales*, [2]*University of Queensland* — The authors investigated the hypotheses (a) that affective state and cognitive load influence interpersonal communication strategies, (b) that the

impact of cognitive load on interpersonal communication is mediated by affect, and (c) that cognitive load moderates the influence of affect on interpersonal communication strategies. Support for these hypotheses was provided by three experimental studies examining the impact of mood (positive, neutral and negative) and cognitive load (low, medium, and high) on subsequent request politeness. Experiment 1 established that positive mood decreases and negative mood increases request politeness. Experiment 2 found an inverse relationship between cognitive load and request politeness, and further, that high cognitive load attenuates positive affect. Both affect and cognitive load were manipulated in experiment 3. It was found that moderate cognitive load facilitates the impact of positive and negative mood on request politeness, and that high cognitive load reverses the influence of positive and negative mood on interpersonal politeness. These findings are interpreted with reference to the Affect Infusion Model (1995) and the limited resource model of self-regulation (Muraven, Tice & Baumeister, 1998).

B143
MULTIPLE PRIMING ATTENUATES THE AUTOMATIC EVALUATIVE PRIMING EFFECT *Hwajin Yang, Melissa Ferguson; Cornell University* — Because prior research on evaluative priming has focused almost exclusively on the effect of a single prime stimulus on response speed to a target stimulus, little is known about the effect of multiple prime stimuli. Two experiments were conducted to examine the effect, if any, of multiple priming on the evaluative priming effect. In Experiment 1, one, two, or three prime stimuli of the same valence were presented sequentially before each target stimulus in an otherwise standard evaluative priming paradigm. The findings suggest that the traditional evaluative priming effect was significant only within the single prime condition, and was reduced to nonsignificance in both the double and triple prime conditions. In Experiment 2, one, two, or three primes of the same valence were presented simultaneously either in a vertical or horizontal axis at the center point of a computer screen. Consistent with the results of Experiment 1, the evaluative priming effect emerged only in the single prime condition but not in the double or triple prime conditions. These experiments together demonstrate that multiple priming attenuates the automatic evaluative priming effect relative to single priming conditions. Overall, the findings have implications for the proposed underlying mechanism(s) of the evaluative priming effect.

B144
THE EMERGENT NATURE OF CULTURALLY-BASED SOCIAL CATEGORIZATION: EFFECTS OF SPONTANEOUS USE OF CATEGORY INFORMATION ON PERSON MEMORY *Minoru Karasawa[1], Anne Maass[2], Tamara Rakic[2], Ai Kato[1]; [1]Kobe University, Kobe, Japan, [2]University of Padova, Padova, Italy* — Different cultures confer different meanings onto social categories. The present study aimed to reveal how people living in different cultures activate a certain meaningful classification from diverse categorical information attached to a person. Japanese and Italian undergraduate students were presented with profiles of six stimulus individuals. Each profile contained one number. The meaning of the numbers was manipulated so that they indicated either the stimulus person's age or his/her favorite number. According to these numbers, the stimulus persons could be divided into those with large numbers (indicating that they were older than the participants in the age condition) and those with small numbers (i.e., a "younger group" in the age condition). After a distraction task, participants were given a surprise memory task to recall the numbers contained in the original profiles. Analyses of memory errors revealed that Japanese participants showed a significantly greater number of intra-category than inter-category confusions, but this was the case only for the age categories, not for favorite numbers. Italian participants showed no such memory bias in any of the experimental conditions. Furthermore, the age-based memory bias among the Japanese participants was particularly visible when the task involved an interaction context (i.e., sending communication to the tar-

gets). These results demonstrated that the use of tacit categorical information can be facilitated by culturally constructed meanings attached to the category and by social roles. Potential influence of language use associated with culturally shared categorization is also discussed.

B145
CAN A FACIAL FEATURE BE A SCHEMA? THE INTEGRATIVE NATURE OF INFERENTIAL PROCESSING OF FACIAL INFORMATION *Ruth Mayo, Yaacov Schul; Hebrew University, Jerusalem* — The face of a person is an important and rich source of information for social perceivers, allowing them to form rapid impressions and draw inferences on the fly. The current research explores how impressions are formed from facial information. Specifically, it examines whether facial features are combined piecemeal, or whether they are integrated to form a configural whole. We investigate this issue using a variant of a discounting paradigm. After being shown a face, perceivers were informed that a particular facial feature had been modified by us. They were instructed to discount the feature in forming impressions or making inferences about the target person. We hypothesize that integrative encoding of the facial features would hinder successful discounting. Experiment 1 shows that without specific instructions, people fail in discounting the to-be-ignored feature while drawing inferences from the face. Experiments 2-5 induce either featural or configural encoding of the face in three different ways: showing the true feature apart from the face, manipulating the sequence of exposure to two alternative versions of the face, and manipulating the processing mode in an early task. Our results clearly show that featural processing facilitates successful discounting compared to the baseline/no-instructions condition, and that the integrative processing interfere with perceivers' ability to discount. We discuss these results within a theoretical framework suggesting that the integrative processing of facial information creates a configural impression that cannot be readily unpacked to its featural components, thus making it extremely difficult to change inferences derived from face information.

B146
THE MENTAL REPRESENTATION OF INTERGROUP CONFLICT: STABILITY AND CHANGE OF INTERGROUP CONFLICT TEMPLATES *Nir Halevy[1], Lilach Sagiv[1], Sonia Roccas[2], Gary Bornstein[1]; [1]The Hebrew University of Jerusalem, [2]The Open University* — A recent theory of intergroup conflict templates suggests that people perceive and react to intergroup conflict using mental templates that correspond to various mixed-motive games. The propositions underlying this conceptualization were tested using surveys and experiments in a variety of contexts (conflict between ethnic groups, rivalry between religious factions, and competition between business organizations). Perceiving a conflict in terms of a specific template was consistently correlated with in-group identification and in-group bias. An experimental manipulation of incidental anxiety increased the tendency to view the intergroup conflict in terms of a more cooperative (less competitive) template. Cognitive load did not affect individuals' dominant template, but it increased the endorsement of an alternative, opposing, template. Combined together, these studies highlight the role of motivation and of cognitive consistency in the mental representation of intergroup conflict.

B147
DEROGATION AND CATEGORIZATION: THE DIFFERENTIAL EFFECTS OF GOALS ON STEREOTYPING *Arne van den Bos, Diederik Stapel, David Marx; University of Groningen* — It is known that both self-enhancement and comprehension goals can affect the amount of stereotype endorsement and application; however, the mechanisms underlying these relationships and their consequences for person judgment are unclear. Accordingly, in three experiments we primed these two goal-orientations and examined their differential effects on gender stereotyping. Our expectations were that a self-enhancement goal would lead to more "derogative" stereotyping (applying negative traits regardless of target category), whereas a comprehension goal would lead to

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more "categorical" stereotyping (applying categorically consistent traits). In Experiment 1, after being primed with a particular goal, participants performed trait ratings about males and females. Both goal-orientations led to more stereotype endorsement compared to a control condition. Moreover, this effect was moderated by goal-orientation, such that a self-enhancement goal led to more derogative stereotyping compared to a comprehension goal. For Experiment 2 we investigated stereotype application using a variation of the "Donald" paragraph, in which participants had to interpret ambiguously aggressive behavior of a male or female target and then evaluate the target on various trait-dimensions. A comprehension goal resulted in more categorical stereotyping whereas participants with a self-enhancement goal demonstrated more derogative stereotyping. Experiment 3 replicated the results of Experiment 2 using a different ambiguous behavior (dependence). For both experiments there was less stereotype application in the control condition. Taken together, this research shows that people with an enhancement goal consequently describe others more negatively, while people with a comprehension goal only judge others in stereotype consistent terms.

B148

ON MODELS AND VASES: BODY-DISSATISFIED WOMEN'S PRONENESS TO SOCIAL COMPARISONS *Debra Trampe, Diederik A. Stapel, Frans W. Siero; University of Groningen* — Due to the prominent role of the mass media in Western societies, women are constantly confronted with images of extremely thin female physiques. However, the specific effects of these exposures on women's self-evaluations are yet unclear. We conducted four studies to improve our understanding of this issue. Our main hypothesis is that body dissatisfaction plays an important role in whether or not exposure to thin women affects self-evaluations. In Study 1, we showed that female participants regarded themselves less attractive after exposure to a thin woman but not when she was labeled a model, thereby replicating an earlier study (Cash, Cash, & Butters, 1983). Next, we tested the hypothesis that body-dissatisfied rather than body-satisfied women more readily and frequently engage in social comparison. An explorative study gathered preliminary evidence: body-dissatisfied women rather than body-satisfied women indicated comparing to models and celebrities. Study 3 demonstrated that the effect in Study 1 was indeed moderated by body dissatisfaction: body-dissatisfied women felt less attractive after exposure to a model, whereas self-attractiveness ratings of body-satisfied women were not affected. In Study 4, we showed that body-dissatisfied but not body-satisfied women rated themselves less attractive after exposure to a thin object (a thin vase) compared to a fat object (a fat vase). Together, these studies demonstrate that body-dissatisfied women compare to a wider range of targets than do body-satisfied women, which results in continued negative body evaluations. Thus, body dissatisfaction is an important moderator of the effects of exposure to idealized female physiques.

B149

THE ROLE OF PERCEIVING EFFORT IN AUTOMATIC GOAL INFERENCES AND CONTAGION *Giel Dik, Henk Aarts; Utrecht University, The Netherlands* — Recent research has demonstrated that people are capable of automatically inferring the goals implied in scripted behavioral information (Aarts, Gollwitzer & Hassin, 2004). Based on the notion that expenditure of effort serves the attainment of incentives or goals, the current study extends this research by examining whether perceiving effort in others' behavior can be a cue to infer the others' goal. Specifically, we tested the hypothesis that people are more prone to automatically encode the goal implied by a person's behavior if an expenditure of effort is observed. Using the Animated Film Technique, experiment 1 exposed participants to a short film in which a ball exhibited specific movements implying the goal to help another ball. The amount of effort to execute the movements was experimentally varied between participants. Reaction times on a subsequent lexical decision task indicated that accessibility of the goal concept (of helping) increased

when the ball exerted more effort. In addition, it was established that goal inferences occurred automatically. A second experiment replicated these results by using a word completion task to measure goal accessibility. Finally, Experiment 3 extended these findings by demonstrating that, in line with the goal contagion hypothesis (Aarts, et. al., 2004), stronger goal inferences as a result of perceiving effort led to automatic goal adoption. Implications for goal attribution, spontaneous inferences and goal contagion are discussed. Reference: Aarts, H., Gollwitzer, P., & Hassin, R. (2004). Goal Contagion: Perceiving is for pursuing. Journal of Personality and Social Psychology, 87, 23-37.

B150

MAKING A DIFFERENCE: DIFFERENT EMOTION REGULATION STRATEGIES AFFECT DIFFERENT EMOTIONAL ASPECTS DIFFERENTLY. *Judith D.M. Grob, Diederik A. Stapel, Annekee Renaud; University of Groningen* — Whistling while walking through a scary alley, clenching your fists while arguing with your mother: many different ways exist for regulating emotions. We believe these ways differently affect different aspects of the emotion. Though Gross (1998) showed this for the physiological aspect of emotions, until now the hypothesis that different emotion regulation techniques affect cognitive activation and subjective feelings differently has gone uninvestigated. In two experiments participants looked unemotionally at disgusting pictures (reappraisal), tried to hide their emotions (poker face), or expressed their emotions (expression). Whereas expression significantly yielded the strongest feelings of disgust, both forms of suppression led to less subjective disgust, compared to a control group that had watched the pictures without instructions. A control group that had watched neutral pictures reported the least disgust of all. Cognitive activation tasks such as word completion revealed a different pattern. The reappraisal group scored similar to both control groups. Expression led to a significantly higher activation, and consistent with rebound effects found in thought-suppression literature, the poker face group showed the highest activation. This group also showed a significantly higher activation of general negative concepts. All in all, expression increases and suppression decreases subjective feelings of disgust. However, both expression and keeping a poker face give a heightened cognitive activation with the latter causing emotional leakage of negative concepts into the cognitive channel. These data suggest that one should not only research different regulatory methods, but realize that results depend on what aspect of emotion is measured as well.

B151

INTENTIONS OF PROVIDING SUPPORT: THE MEDIATIONAL ROLE OF VICTIM'S NEEDS AND THE COSTS OF INTERACTION *Katrina Steers-Wentzell, Martin Greenberg; University of Pittsburgh* — Previous research has demonstrated that a victim's emotional state can influence the support that they receive. This study examines the potential mediational role played by supporters' perceptions of the victim's needs and the costs involved with providing help. We hypothesized the following: (1) The participants' perceptions of the victims' needs would mediate the relationship between the victims' emotional state and the participants' intention to provide support. (2) The participants' perceptions of the costs of interacting with the victim would mediate the relationship between the victims' emotional state and the participants' intention to provide support. 110 participants viewed a videotape of a "burglary victim" discussing her experience. The "victim" responded to her victimization with either anger or sadness (emotional state), and by coping in either an approved or disapproved manner (coping state). After watching the video clip, participants rated the confederate, their own feelings, and their own intentions to be supportive. Support was found only for the second hypothesis. Although much work has suggested that emotional expression by an individual provides information about that person's needs, this study suggests that it may also provide information about costs in interacting with that person.

B152

THE GUILTY BY ASSOCIATION EFFECT: AN EXPERIMENTAL DEMONSTRATION *Ian Newby-Clark; University of Guelph* — Recently preliminary evidence was obtained that, when someone behaves in an inappropriate manner, a friend of that person erroneously anticipates being judged "guilty by association." A definitive demonstration was sought here. In an experiment titled "How Do People See Me?" predictor participants viewed a personality report about themselves and a separate report about their friend—both of which were to be shown to an observer. The personality reports were ostensibly based on information gathered earlier. In fact, the content of the reports was systematically manipulated. To manipulate friendship status, the reports identified the predictor participant and his/her friend as either mutual friends or strangers to each other. The presence/absence of an inappropriate behaviour was manipulated in the friends' report. That report either did or did not mention that the friend had committed academic misconduct. Predictor participants then predicted how an observer would rate them on an honesty scale (alpha = .80). Observer participants were randomly assigned to read one of the four pairs of personality reports and rated the predictor participant on the same scale (alpha = .84). A Perspective (predictor vs. observer) X Friendship Status (friends vs. strangers) X Behavior (inappropriate vs. not) ANOVA revealed only the hypothesized three-way interaction, $F(1, 186) = 4.19$, $p < .05$. As hypothesized, simple effects analyses revealed that, when the reports described the pair as friends, predictor participants overestimated the adverse impact of their friends' inappropriate behaviour. Future studies will focus on moderating conditions of the guilty by association effect.

B153

SOME MECHANISMS UNDERLYING ATTENTION AND MEMORY DISTORTIONS IN SELF-ENHANCERS *Maja Djikic, Irene Chan, Jordan B. Peterson; University of Toronto* — The purpose of the present study was to examine potential causes for differences in attention and memory distortions in the individuals with moralistic and egoistic (Paulhus & John, 1995). Djikic, Zelazo, & Peterson (in press) have shown that individual's level of moralistic bias correlated positively with higher overall viewing times, when presented with bogus personality feedback. Individuals with egoistic bias have shown no such distortion. The present study attempted to determine whether the increased viewing times of moralists was due to their feeling obliged to pay prolonged attention to the feedback due to the experimental demand. For that purpose we have tested 78 undergraduates (who were participating in this study for credit) under an increased experimental demand. We have placed a large camera, directed at the participants, in the testing room, and told them that the camera is present so that 'we could make sure everything goes well during the testing.' Our results show that this increase in self-awareness provoked by the presence of a camera had the effect of reducing the viewing times of moralists, particularly for positive statements. Our results thus indicate that moralists view their feedback longer not because they feel pressured by the situation, but because they are intrinsically motivated to view it.

B154

RELATIVELY MOODY: A SOCIAL COMPARISON PERSPECTIVE ON THE SOCIAL INDUCTION OF AFFECT *Kai Epstude, Thomas Mussweiler; Universitaet Wuerzburg, Germany* — Perceiving affective responses of other people is likely to have affective consequences for the observer. Most research has found affective convergence, an affective shift into the direction of the person perceived. However, affective convergence can also result. A social comparison framework is presented to integrate these findings. It is assumed that the perceiver's affective response is influenced by social comparison processes and selective changes in the accessibility of self-knowledge. If the perceiver searches for similarities between self and the target, affective convergence is likely to result. If dissimilarities are searched for, then affective divergence will

occur. This logic implies that the self plays a crucial role in the induction of affect. Therefore in Study 1 self-activation is directly manipulated. Results demonstrate that an affective change after being exposed to affective expressions of others can only be found if the self was activated before. If comparison processes are relevant for the social induction of affect, enhancing the tendency to compare should result in an increased affective change in the observer. This is shown in Study 2. Participants who were procedurally primed to rely more strongly on comparison processes showed a larger affective change than control participants. In Study 3 participants were procedurally primed to search for similarities or dissimilarities. Participants were then exposed to affective facial expressions of others. Participants primed on similarity searching showed affective convergence, whereas participants primed on dissimilarity searching showed affective divergence. Results will be discussed in relation to previous models for the social induction of affect.

B155

REDUCING STEREOTYPE THREAT VIA CROSSED CATEGORIZATION *Harriet E.S. Rosenthal, Richard J. Crisp; University of Birmingham* — The present research aims to establish if the crossed categorization approach to reducing prejudice could be used as a way to reduce stereotype threat experienced by women in the domains of mathematics performance and career choices. In the first experiment, compared to a control condition, female participants generated characteristics shared between men and women. Participants then received a survey, consisting of both stereotypical male and female careers. As hypothesized, participants in the similarity condition chose significantly less stereotypical careers than participants in the control condition. Experiment 2 expanded the scope of the first experiment by including a mathematics task and a third condition which asked participants to generate characteristics that distinguished females and males. In line with the results of Experiment 1, participants in the crossed categorization condition completed significantly more maths questions correctly, compared to participants in the distinct and control conditions. Mathematics performance also mediated subsequent career choices. To relate these findings to stereotype threat, Experiment 3 included a specific threat manipulation, and we found that participants who received the threat manipulation but who also completed the shared characteristics task completed significantly more mathematics questions correctly than participants in the control and simple threat conditions. The research suggests that the crossed categorization approach, and reducing the salience of intergroup boundaries, might be beneficial in reducing stereotype threat.

B156

UNDERSTANDING THE FRAMING EFFECT: THE ROLE OF APPEAL IN MEDIATING THE RELATION BETWEEN FRAME AND CHOICE *Emily Stark, Austin Baldwin, Andrew Hertel, Alexander J. Rothman; University of Minnesota, Twin Cities* — Although the principle that people are risk-averse when considering potential gains but risk-seeking when considering potential losses provides a compelling description of people's choices in response to framed options, the psychological processes underlying this phenomenon are not well-specified. In the present study, we examine the processes underlying the effect of frame on choice by testing whether affective reactions to the choice options provided in framing problems underlie the relation between frame and choice. Participants (N=159) completed four different computerized versions of the disease problem (Tversky & Kahneman,1981) that included on-line rating of the appeal of the certain and uncertain options. Participants read either gain or loss-framed scenarios and rated the appeal of the options immediately after reading each option and prior to indicating their choice. The presentation order of the options was counterbalanced across participants and did not affect any of the results. Across the scenarios, a robust framing effect was obtained such that preferences were risk-averse in the gain frame (60% certain option choices) and risk-seeking in the loss frame (28% certain option choices;p<.0001). The certain

gain was rated more appealing than the uncertain gain, whereas the certain loss was rated as less appealing than the uncertain loss (p<.001). Moreover, as predicted, the appeal of the options completely mediated the effect of frame on choice; with appeal ratings in the model, the effect of frame on choice was no longer significant (p>.2). These results advance our understanding of the processes that underlie the framing effect.

B157

"I AM NOT...": THE EFFECT OF PRIMING AGREEABLENESS ON HELPING BEHAVIOR *Meara M. Habashi, William G. Graziano; Purdue University* — This study examined the effects of priming Agreeableness words on helping behavior. Previous research found a link between Agreeableness, empathy, and helping behavior (Graziano et al., 2004). These findings suggest that Agreeableness may act as a proxy to empathy in Batson's (1991) empathy-altruism hypothesis. Based on these findings, we predicted that priming positive Agreeableness trait words (Goldberg, 1992) should lead people to volunteer more help, whereas negative Agreeableness trait words should lead to less helping. Participants were randomly assigned to one of 3 prime conditions (positive, negative, or neutral trait words); one of 2 thought listing conditions (before or after request for help); and categorized as high (top 25%), middle (middle 50%), or low (bottom 25%) on Agreeableness. After completing a sentence scramble task, listening to the broadcast story of a student in need of help, and undergoing thought listing, participants were given the opportunity to offer help. Results revealed a significant Agreeableness X Prime interaction. Low Agreeable participants were more likely to offer help in the negative prime condition than the positive and neutral prime condition. Middle and high Agreeable participants did not vary in their helping regardless of prime condition. A significant Agreeableness X Thought interaction emerged also. Participants low in Agreeableness offered more help in the after thought listing condition than in the before thought listing condition. Middle and high Agreeable participants did not differ in their helping regardless of thought listing condition. We discuss social-cognitive mechanisms underlying priming of prosocial behavior.

C1
COLLEGE COMMITMENT AND ASSOCIATED OUTCOMES: PERSPECTIVES FROM THE INVESTMENT MODEL *Benjamin Le, Page Widick, Emily Purchia, Lonnie M. Spinelli, Elizabeth Koster; Haverford College* — Much research has validated the Investment Model (Rusbult, 1983) approach to investigating romantic relationship commitment. In addition, this framework had been used to successfully examine organizational commitment, with limited research specifically using this approach to study college commitment. Working from an Investment Model perspective, we hypothesized that satisfaction with, alternatives to, and investments in a college would predict commitment to that college. Second, intending to donate money to the college, purchasing college-branded clothing, and displaying a college sticker on one's car were hypothesized to be associated with increased levels of college commitment. Third, increased commitment was hypothesized to be related to higher quality of life (physical and mental health, subjective well being; SWB). Finally, differences between first and fourth year students, and those in long-distance romantic relationships, were investigated. Data were collected from 144 undergraduates at a small residential college, including measures of college commitment, satisfaction, alternatives, and investments. Furthermore, participants reported on their pro-college behaviors, and completed measures of physical and mental health and SWB. Results supported the Investment Model framework applied within the college context, and indicated that commitment significantly predicted pro-college related behaviors as well as physical and psychological health. Additionally, first year students and those in long-distance relationships were least invested in the college community. Overall, the Investment Model proved to be a useful framework for understanding college commitment. These results suggest that college commitment is an important predictor of positive quality of life for college students, as well as behavioral outcomes of interest to administrators.

C2
GOAL CONTAGION AND MIMICRY *Marina S. Kouzakova, Rick B. van Baaren, Ad van Knippenberg; University of Nijmegen, Netherlands* — Recent research shows that non-conscious mimicry plays a substantial role in altering internal states, such as moods or emotions (e.g. mood-contagion and emotional contagion). The question remains, however, whether mimicry can also mediate goal contagion. The present study investigated the influence of behavioral mimicry on goal adoption. Participants watched an actor subtly perform 'neat' behavior on a short video. While watching the video, participants in the 'mimicry' condition explicitly imitated the exhibited behavior whereas participants in the 'mimicry constrained' condition were restricted from any imitation by an unrelated physical activity. In the control condition participants were exposed to an irrelevant video to establish a base rate of 'neat' behavior. Two implicit behavioral measures of neatness: the 'crunchy biscuit' task (secretly videotaped while eating the biscuit) and the 'coloring' task (whether the coloring remained within the pattern of the drawing) were administrated to participants after exposing them to the video in order to measure the extent to which 'being neat' was taken over from the actor on the video. The results revealed an increase in amount of 'neat' behavior on both implicit measures in the 'mimicry' condition and a decrease of 'neat' behavior in the 'mimicry constrained' condition compared to the control condition. Participants were unaware of any influence of the video on their own behavior. This supports our expectation that mimicry indeed functions as a mediator in (non-conscious) goal contagion.

C3
FAST, FASTER, FASTEST: PRACTICE EFFECTS IN SOCIAL COMPARISONS WITH ROUTINE STANDARDS *Katja Rüter, Thomas Mussweiler; University of Würzburg* — Social comparisons are one of the fundamental processes by which people gain self-knowledge. People frequently compare themselves with others to evaluate their abilities, affective reactions and opinions. In light of this ubiquity social comparison processes necessarily have to be highly efficient. The influence of efficiency concerns is widely known from social cognitive research on person perception, decision-making, and attitude change. However, so far little has been said about the efficiency of social comparisons. In our research we focus on the mechanisms by which the efficiency of social comparison processes increases with practice. In particular, we explore the efficiency advantage of comparisons with routinely used standards. In the first experiment we demonstrate that participants compare themselves faster with a frequently used standard (i.e., a routine standard), than with a less often-used control standard. This effect emerges even though the control standard was used equally often in prior comparisons with other people. In a second experiment we show that this facilitation of comparisons is caused by, first, repeatedly processing the same standard knowledge and, second, by repeatedly comparing the same two people even though changing knowledge is involved. Such a procedural efficiency assures the generality of the routine standard's efficiency more than increased standard-knowledge accessibility and therefore we focus on this second mechanism in a third experiment. In sum, the presented experiments demonstrate the efficiency advantage of routine standards. In addition, they show that the comparison process itself can be practiced, at least if the target and the standard remain the same.

C4
TELLERS OF CRIME STORY, LOSS AND GAIN FRAMES, AND POSITIVE COERCION BIAS *Kaoru Kurosawa; Toyo University, Faculty of Sociology* — In this study, 153 undergraduates saw simulated TV news of a corporate crime. In the news story, a manager of the company had been forced to use false labeling of origins and grades of meat by his superior, who was also identified in the news. The news reporter explained the circumstance of the criminal act -- why he had done it -- in the words of the accused man, the superior, or his (the reporter's) own. In addition, they were told that he had been coerced, under generally poor recent business performance of his company division, either by threat of demotion if not complied or promise of no demotion if complied. A third group of participants were given no information concerning the context of the superior's order, except that it had been coercive, making a 3 x 3 factorial design. Results showed that the manager was judged less criminally responsible in the threat condition, replicating positive coercion bias (Kassin and Wrightsman, 1981). Framing effect may, at least in part, explain the bias, because the threat and promise stories were written in loss and gain frames. Also, in an interaction effect, the promise story was most damaging to the accused if it was told in the words of the news reporter. Implications for media reporting, social construction of crime, and practices in the criminal justice system are discussed.

C5
WE THINK (OUR VALUES ARE DIFFERENT FROM THEIRS), THEREFORE I AM. AN INTERSUBJECTIVE CONSENSUS PERSPECTIVE ON REGULATORY FOCUS AND SOCIAL DESIRABLE RESPONDING *Sau-lai Lee[1], Chi-yue Chiu[2], Kim-pong Tam[1], Yee-man Ivy Lau[1]; [1]The University of Hong Kong, [2]University of Illinois at Urbana-Champaign* — Most psychological theories of culture assume that cultural influences are mediated by internalized values. However, values may influence a cultural group's behavior not necessarily because most people in the group endorse these values (objective consensus effect), but because the majority believe that the values are widely shared in the group (intersubjective consensus). The present study applies this intersubjective consensus approach to explain American students' regulatory focus and social desirable responding. American students indicated their own responses to a value survey and standardized measures of regulatory focus and social desirable responding, prior to estimating how Americans and how Chinese people would respond to the same set of measures. The results showed that participants who endorsed values that were generally perceived to be more characteristic of Americans (than Chinese) preferred regulatory focus and self-presentation styles

that would help them be seen by others as being more American than Chinese.

C6

FOUR HORSEMEN OF THE APOCALYPSE: EFFECTS OF CONFLICT AND ATTACHMENT ON DYADIC ADJUSTMENT IN DATING RELATIONSHIPS *Betty Witcher, Carrie Vinson, Catrina Scruggs; Peace College* — Research suggests that avoiding negative behavior in response to conflict within romantic relationships may have a larger impact on relationship health than does engaging in positive behavior (Holman & Jarris, 2000). Gottman and Carrere (2000) identify four responses to conflict that are especially problematic in romantic relationships: criticism, contempt, defensiveness, and stonewalling. Adult attachment styles have also been linked to relationship health (Waters & Cummings, 2000). Individuals with insecure attachments may be more likely to engage in the four conflict responses identified above. Thus it is hypothesized that attachment style will mediate the association between the "four horsemen" responses and dyadic adjustment. Dating couples came to the laboratory and engaged in videotaped conversations of an area of disagreement in their relationships. Videotapes were then coded for the extent to which partners engaged in criticism, contempt, defensiveness, and stonewalling. Participants also completed a questionnaire designed to measure dyadic adjustment and attachment style. The overall model significantly predicted dyadic adjustment (F(5,59) = 7.30, p <.001). Criticism, contempt and defensiveness were found to be related to dyadic adjustment, but each fell to nonsignificance when attachment was entered into the regression equation. The avoidance dimension of attachment remained the only significant predictor of dyadic adjustment (beta = .44, p <.01). Limitations and future research are discussed.

C7

WHEN YESTERDAY'S NEWS BECOMES ANCIENT HISTORY: DETERMINANTS OF THE SUBJECTIVE TEMPORAL DISTANCE OF COLLECTIVE INJUSTICES *Craig Blatz, Michael Ross; University of Waterloo* — Reporters told atrocity stories in the Balkans were uncertain whether the episodes had occurred yesterday, in 1941, 1841, or 1441. Anecdotally, the subjective temporal distance of past injustices can differ dramatically, depending on characteristics of rememberers. We examined reactions to a decades-old injustice that was allegedly committed either by ingroup (one's own country) or outgroup (a different country) members. We told participants exactly when the event occurred, and asked them to report how far away it felt to them. Based on Social Identity Theory, we proposed that participants would be particularly motivated to dissociate themselves from, and thus feel temporally distant from, injustices committed by ingroup members. We also examined the effects of blaming the injustice diffusely on society as a whole, or specifically on a few individuals. We expected diffuse blame to pose a greater threat and to lead to greater distancing in the ingroup condition. Results supported the hypotheses, but were moderated by scores on a Modern Racism Scale. High modern racists were particularly likely to regard the injustice as far away when the incident occurred in their own country and the blame was diffuse. Alleviating group threat, by situating the injustice in another country, or by blaming a small group of individuals, lessened the tendency of high modern racists to temporally distance the event. In contrast, low modern racists were unaffected by the experimental manipulations and perceived the episode to be relatively close. We discuss the implications of the findings for demands for revenge and reparations.

C8

WHY ASKING "WHY" DOESN'T ALWAYS HURT: PSYCHOLOGICAL MECHANISMS UNDERLYING COOL EMOTIONAL PROCESSING *Ethan Kross[1], Mark Hatzenbuehler[1], Ozlem Ayduk[2], Walter Mischel[1]; [1]Columbia University, [2]University of California, Berkeley* — Previous research indicates that instructing people to adopt a psychologically distanced perspective (i.e., adopt the perspective of a detached observer) while focusing on the reasons underlying

negative feelings allows them to "work-through" negative emotions without increasing anger (Kross, Ayduk, & Mischel, 2003). The present study examined the psychological mechanisms underlying this effect. Following the recall of an autobiographical anger-eliciting experience, participants (n = 126) were randomly assigned to analyze the reasons underlying their negative feelings from either an immersed-self perspective (relive and re-experience the event through your own eyes…) or distanced-self perspective (take a step back… relive and re-experience the event through the eyes of the distant you…). Subsequently, participants rated their mood on a self-report measure and answered a series of self-report questions designed to assess current levels of insight, closure, self-efficacy, negative arousal, and partner blame. In addition, participants were asked to describe in writing the stream of thoughts they experienced during the experiment to provide an implicit measure of participants' representations of the event. Results indicated that Ps in the distanced-self condition displayed significantly less negative arousal, partner blame and implicit/explicit anger, and significantly more insight, closure, and self-efficacy relative to Ps in the immersed-self condition. Furthermore, self-reported negative arousal mediated the effect of the immersed-self vs. distanced-self condition on both explicit and implicit anger. These findings help clarify the psychological mechanisms that enable people to analyze negative feelings without leading to avoidance or rumination.

C9

ON THE REGULATION OF COGNITIVE CONTROL: THE INTERACTIVE EFFECTS OF SITUATIONAL DEMAND AND ACTION ORIENTATION *Nils B. Jostmann, Sander L. Koole; Free University, Amsterdam, the Netherlands* — The capacity to override strong but inappropriate action tendencies, here referred to as cognitive control, is an essential prerequisite for goal-directed behaviour. The functioning of cognitive control depends on a variety of factors such as task-related constraints (e.g., task-difficulty) and personality factors (e.g., intelligence). In addition to these relatively stable determinants, we suggest that cognitive control is also determined by a dynamic interaction of environmental constraints (e.g., situational demand) and individual differences in coping with these constraints. Based on a theory of volitional action (Kuhl, 1984, 2000), we argue that individuals who are highly action-oriented cope effectively with environmental constraints and therefore show improved cognitive control compared to individuals who are low in action orientation (state-oriented individuals). We tested our hypothesis in four studies. Situational demand was induced by means of a reward-contingency paradigm (cf. Ryan, Mims, & Koestner, 1983). In Study 1, high situational demand reduced Stroop-interference among state-oriented participants compared to action-oriented participants. In Study 2 and 3, a similar pattern was found using a social categorization-task (Blair & Banaji, 1996) as a measure for cognitive control. Finally, in Study 4, task-related constraints were systematically manipulated by varying the proportion of congruent trials in a Stroop-task (Kane & Engle, 2003). We found that the interactive effects of situational demand and action orientation only appeared when task constraints were tightened, i.e., when cognitive control was required. In all studies, low situational demand did not reveal similar effects as high demand.

C10

SELF-CONCEPT STRUCTURE AND DISCREPANT SELF-ESTEEM *Virgil Zeigler-Hill[1], Carolin J. Showers[2]; [1]University of Southern Mississippi, [2]University of Oklahoma* — The present study examined the possibility that the structure of the self-concept is associated with discrepancies between implicit and explicit self-esteem. The model of self-concept structure examined in the present study was evaluative organization. Evaluative organization focuses on the distribution of positive and negative beliefs across the self-concept. This model identifies two types of self-concept structure: compartmentalized and integrative. In compartmentalized self-concepts, positive and negative attributes are

separated into distinct self-aspects such that each contains primarily positive or primarily negative information about the self. Integrative structures are composed of self-aspects containing a combination of positive and negative self-beliefs. Previous work has shown that individuals with compartmentalized self-concept structures possess fragile self-esteem (Zeigler-Hill, 2004). That is, these individuals possess self-esteem that is unstable over time, highly responsive to daily events, and contingent upon meeting certain standards. The association between compartmentalization and fragile self-esteem is believed to be due to shifts in the salience of positive and negative self-aspects. The results from the present study confirmed that individuals with congruent high self-esteem possessed integrative self-concept structures, b=-.19, p<.01. These results suggest that some of the benefits believed to be associated with compartmentalization (e.g., high self-esteem) may actually reflect defensive processes rather than true psychological adjustment.

C11
MEASURING EMPATHIC ACCURACY WITH DAILY DIARY DATA
Shonali Sashikant, Maryhope Howland, Adeena Gabriel, Eshkol Rafaeli; Barnard College — In measuring empathic accuracy, the ability to accurately infer the thoughts and feelings of another, a method must "allow a perceiver to generate empathic inferences and to do so in dynamic or process terms, rather than in a static fashion" (Ickes, Marangoni, & Garcia, 1997). Traditionally, this has been accomplished in short-term laboratory interactions. We argue that there is much to be gained by investigating these interactions not only on a moment-to-moment basis in, but longitudinally and in reference to specific constructs within a relationship. How does empathic accuracy help or hurt a relationship on a day-to-day basis? Is accurately perceiving a partner's fluctuation in certain moods more influential than in others? Forty cohabitating couples completed three weeks of daily diary mood and relationship questionnaires. This rich data allowed for drawing out what appear to be five elements of mood perception: 1) bias, the extent to which an individual within a dyad under- or overestimates his or her partner's mood; 2) discrepancy, the difference between observer prediction and target response; 3) signal detection, detection of the mere presence of distinct emotions; 4) correlation, the extent to which observers' predictions and target responses are synchronous; and 5) pattern, the extent to which observer's predictions and target responses fluctuate in similar directions. Our data reveal that these statistically and theoretically distinct elements are potentially central to our understanding of person perception, and actively enrich the ways in which we can examine the precursors and effects of empathic accuracy in close relationships.

C12
BELIEFS ABOUT FUTURE RELATIONSHIPS: ACCOMMODATION AND RESISTANCE TO SOCIETAL ROLE CHANGE
Allison Truax, Amanda Diekman; Miami University of Ohio — Will men adjust their personal relationship beliefs to accommodate women's increase in male-dominated roles? One possibility is that men may conform to the changes by assuming more female-traditional roles (e.g., doing laundry) and seeking less female-traditional qualities in mates (e.g., purity). Alternatively, men may resist the changes by retaining male-traditional roles (e.g., paying taxes) and seeking more female-traditional qualities in mates. We experimentally manipulated men's perceptions about women's entry into male-dominated roles by having men read an ostensibly factual news article. The dynamic condition claimed that women were increasing in male-dominated roles, while the stable condition claimed that women were remaining underrepresented in these roles. Male participants then completed measures related to their success in male-traditional and female-traditional roles in the home, qualities preferred in a mate, and ambivalent sexism. Projections of success in roles depended on both the prime condition and the traditional sex-typicality of the role, reflected in the Condition by Role interaction, p=.05. Male participants projected themselves to have greater success in male-traditional domestic roles in the dynamic condition than in the stable condition, p=.01. In contrast, projections of success in female-traditional roles were similar across conditions, p=.59. In the dynamic condition, men also trended toward displaying more hostile sexism but preferring a partner with fewer female-traditional qualities. These results suggest complex reactions to social change, with men showing both resistance and accommodation to an increase of women in male-dominated roles. We discuss the implications of these results within the context of social role theory.

C13
THE SOCIAL AND EVOLUTIONARY PSYCHOLOGY OF HAIR COLOR PREFERENCES ON THE NORTHERN AND SOUTHERN PRAIRIE
Casey Spieker[1], Verlin Hinsz[1], David Matz[2]; [1]North Dakota State University, [2]Augsburg College — One characteristic in mate attraction that has received limited attention is hair color. Evolutionary approaches suggest men prefer lighter haired women because it signals youth and health, whereas women prefer darker haired men because it signals maturity and stability. Mere exposure suggests attraction to hair colors in mates will be positively correlated with the colors' prevalence in their region. A uniqueness principle predicts people desire the distinctiveness that is associated with least prevalent hair colors. We examined hair color preferences in mates in northern and southern prairies. Evolutionary approaches predict men should prefer lighter hair and women should prefer darker hair in mates, regardless of their region. Mere exposure and uniqueness approaches predict that hair color preferences in mates would differ with the distributions of hair colors in the regions. Participants from the northern and southern prairie answered a questionnaire indicating their gender, own hair color, and the hair color they prefer on members of the opposite sex. Results are consistent with both the evolutionary and mere exposure approaches, but contradict a uniqueness principle. There were more dark haired students in the southern prairie and more light haired students on the northern prairie, with preferences corresponding somewhat with these regional differences; a result that supports the mere exposure prediction. Consistent with an evolutionary approach, in both regions males preferred lighter hair on women and females preferred darker hair on males than was prevalent. Our findings suggest that evolutionary and social processes combine to influence hair color preferences in mates.

C14
MISGUIDED IMPRESSION MANAGEMENT? MEN'S MISPERCEPTIONS ABOUT WOMEN AND AGGRESSION
Joseph Vandello, Sean Ransom, Christopher Blagg; University of South Florida — Norms about violence may be perpetuated in part because of misperceptions about how expected or attractive aggression is. Because aggression is often tied into masculine identity concerns, males may be particularly prone to such misperceptions. This study looked at whether men's aggression may be driven in part by misperceptions they have about women's preferences. Male and female participants (N = 143) answered questions about what they thought they and other people would and should do in various confrontational scenarios. In addition, participants rated the desirability of aggressive traits in men, and they reported their own experience with aggression. We found that men overestimate how attractive women find aggression and underestimate how attractive women find men who respond non-violently. We also found that these measures of beliefs about women's preference for aggression correlated somewhat with real-life measures of aggressiveness. That is, those men who reported being more aggressive also reported believing women would find aggression attractive. These results provide evidence that men may have mistaken beliefs about how others see aggression or non-aggression, and this may in turn influence their own aggressive behaviors.

129

C15

SMELLS LIKE CLEAN SPIRIT: THE UNCONSCIOUS INFLUENCE OF SCENT ON COGNITION AND BEHAVIOR *Rob Holland[1], Merel Hendriks[1], Henk Aarts[2]; [1]University of Nijmegen, [2]Utrecht University* – The scientific study of the impact of scent on human behavior is scarce. In the present series of experiments we aim to show that scent may influence our behavior, in line with principles of the perception-behavior link. Scents may automatically activate mental representations that have become associated with the scent and thereby guide our behavior. These ideas were tested with the smell of all-purpose cleaner. The general procedure was as follows: in the experimental condition the scent of all-purpose cleaner was diffused in a cubicle, whereas in the control condition no scent was diffused. In Study 1, participants performed a lexical decision task. Results showed that words related to cleaning were more accessible in the scent condition than in the control condition. In Study 2, we asked participants to list five activities they planned to do during the rest of the day. Results indicated that participants in the scent condition more frequently listed activities that were concerned with cleaning than participants in the control condition. Finally, in study 3 we examined the influence of scent on behavior. It was found that participants that were firstly exposed to the scent of all-purpose cleaner kept their environment cleaner during an eating task than control participants. Across the three studies, most participants were not aware of the diffused scent. Importantly, awareness was not nessecary for the effects to occur. In sum, the present studies suggest that scent may unconsciously influence the accessibility of cognitions and intentions related and guide our behavior.

C16

UNCONTROLLABLE LAUGHTER: SOCIAL EXCLUSION AND EMOTION REGULATION *Mark W. Reid, Jean M. Twenge; San Diego State University* – Previous research has found that social exclusion sometimes leads to self-reports of negative mood, and sometimes does not (e.g., Twenge, Catanese, & Baumeister, 2003). Thus it is possible that socially excluded people are regulating their emotions. If so, excluded people should have trouble controlling their emotional responses in a subsequent task, as their initial emotion regulation will have depleted their limited resources of self-control (e.g., Muraven, Tice, & Baumeister, 1998). 87 undergraduate participants underwent a social exclusion manipulation, hearing that they would end up alone later in life (Future Alone), hearing they would be accident prone later in life (Future Misfortune), or hearing nothing (No Feedback). Participants were then asked to remain neutral as they watched a comedy video; their responses were videotaped and coded. Future Alone participants displayed significantly more emotion while watching the comedy video, $F(2, 84) = 6.13$, $p < .003$, with Future Alone participants different from the other two groups at $p < .02$. Thus, excluded people have more difficulty controlling their emotional expressions when asked to do so, suggesting that they had already been regulating their emotions. This effect was driven by the second half of the task, when excluded participants were less able to manage both the negative thoughts stemming from their exclusion and their positive reactions to the video. These results show that excluded people actively work to regulate their emotions, depleting their self-control in the process.

C17

BIRDS OF A FEATHER FLOCK TOGETHER, OR DO THEY? *Roy Spina[1], Steve Heine[2], Julie Foster[2]; [1]Queen´s University, [2]University of British Columbia* – Past research has demonstrated that people prefer similar others to dissimilar others (Byrne, 1970). This similarity-attraction effect is robust among North Americans across varied domains including attitudes and personality variables. Would the same effect be found with East Asians, such as Japanese? Given the hierarchical structure of Japanese relationships, we hypothesized that if the effect is to be found among Japanese, social roles would be a logical domain to investigate. The study measured how much each participant liked another participant (actually a confederate), who had either similar or dissimilar social

roles. The sample comprised 59 European-Canadian university students and 60 Japanese nationals who had been in Canada for less than six months on a working holiday or to study English. Canadians displayed the similarity-attraction effect while the Japanese showed none. This result is consistent with other studies examining Japanese on their ratings of strangers (Heine & Renshaw) and close friends (Heine & Foster). Cultural differences in motivation, self-enhancement vs. self-improvement, are discussed to account for the findings.

C18

AN EXPERIMENTAL INVESTIGATION INTO THE IMPORTANCE OF COLLECTIVE IDENTITY FOR THE SELF *Esther Usborne, Donald M. Taylor; McGill University* – Although self-psychologists have offered us a comprehensive understanding of the personal self, there is a lack of appreciation in the field for the role that one's culture or, more generally, one's collective identity plays in self-phenomena. Taylor's (2002) theory of the self suggests that collective identity is in fact the most psychologically important component to the self-concept, and that without a clear collective identity, the personal self cannot function efficiently. It is with the primacy of collective identity in mind that the present study investigates how collective identity clarity is related to feelings about oneself and one's performance. Participants were first placed into groups using the minimal group paradigm (Tajfel et al., 1971). They were subsequently given a clear or unclear collective identity in the form of a supposedly successful group strategy, and were then faced with challenging tasks. For those participants who identified with their group (as suggested by a perceived match between their personal strategy and the group strategy), it was found that participants in the unclear condition were more frustrated, more anxious, less confident with their strategy, and felt that they did worse on the tasks compared to participants in the clear condition. The clarity of one's collective identity is related to task performance and feelings of self-worth, emphasizing the importance of collective identity for the self-concept.

C19

AM I GNASTY OR GNICE? THE GNAT AS AN INDEX OF FRAGILE SELF-ESTEEM IN NARCISSISTS *Aiden Gregg, Constantine Sedikidess; University of Southampton* – Narcissists exhibit an inordinate propensity to self-enhance. Is this an expression of the unequivocal robustness of their self-regard or an attempt to mask its underlying brittleness? Implicit measures of self-esteem, which quantify automatic preferences for self-related stimuli, provide an empirical means of addressing the question. Assuming that the valence of self-related stimuli derives from well-crystallized attitudes towards self, positive correlations with narcissism would suggest that narcissistic esteem is robust, negative correlations that it is brittle. We conducted a five-session study (N~160) in which we assessed narcissism once (NPI; Raskin & Hall, 1979), explicit self-esteem twice (RSI; Rosenberg, 1965), and implicit self-esteem twice (GNAT; Nosek & Banaji, 2001). Narcissism consistently correlated positively with explicit self-esteem but negatively with implicit self-esteem. Implications and complications are discussed.

C20

INTERNAL CONSISTENCY OF AFFECT IN CLINICAL AND NON-CLINICAL POPULATIONS *Rebecca Drejet[1], Eshkol Rafaeli[1], Debra Ehrlich[2], Martin Teicher[2], J. Alexander Bodkin[2], [1]Barnard College, Columbia University, [2]McLean Hospital, Harvard Medical School* – According to Feldman Barrett et al. (2001), individuals who describe their negative emotions using specific terms are more likely to engage in adaptive emotion regulation behaviors. Similarly, Tugade et al. (under review), found that individuals who describe their positive emotions with discrete labels are likely to have better coping skills. Thus, it seems that describing one's emotions (both positive and negative) using exact terms is associated with mechanisms promoting psychological well-being. The present study extends this research into the clinical arena, and compares the emotion differentiation of a clinical sample (whose emotion regulation is presum-

ably disrupted) with that of a control sample. Using electronic diaries, 30 psychiatric patients and 133 control participants rated their moods several times a day for a week. We used Cronbach's alpha as an index of internal consistency of items, and computed it for several possible affect scales, including positive activation (PA), negative activation (NA), pleasantness, and unpleasantness. We found that the clinical sample had higher consistency for NA and for unpleasantness than the non-clinical sample, while the non-clinical sample had higher consistency for PA and for pleasantness than the clinical sample. The clinical sample described positive emotions more discretely and negative emotions more globally, while the control sample showed the reverse pattern. These comparisons augment the earlier findings by Feldman Barrett, Tugade, and colleagues, extend the research beyond the typical college sample, and give us a greater understanding of internal affect structure and psychopathology.

C21
THE INFLUENCE OF META-STEREOTYPES ON BEHAVIOR AND THE MODERATING ROLE OF PREJUDICE *Hilbrand Oldenhuis, Ernestine Gordijn, Sabine Otten; University of Groningen, The Netherlands —* There is a lot of knowledge about "other-stereotypes"; however, there is far less knowledge about "meta-stereotypes" (i.e. a person's beliefs regarding the stereotypes that outgroup members hold about their group). In particular, it is not known how prejudice level affects the influence of meta-stereotypes on behavior. We addressed this issue in the current study by examining whether high-prejudiced participants would assimilate more to the meta-stereotype than would low-prejudiced participants, because those participants want to preserve the psychological distance between their ingroup and the outgroup. We tested this hypothesis using participants from a Christian fraternity. To activate meta-stereotypes, half of the participants were told that they would write a story about themselves, which would then be evaluated by members of a non-Christian outgroup. The remaining participants did not expect to be evaluated. A word-completion task revealed that there was more meta-stereotype activation for participants who expected to be evaluated compared to those who did not expect such evaluation. Furthermore, among these "evaluated" participants only those who were high-prejudiced reacted more to statements regarding conservatism (a strong meta-stereotype regarding the outgroup). That is, when meta-stereotypes were activated for high-prejudiced participants, being conservative seemed to preserve the psychological distance between their ingroup and the outgroup. This interpretation is further supported by the fact that conservatism and perceived distance between the ingroup and outgroup correlated positively. In sum, this study is the first to show that meta-stereotypes influence behavior and that this result is moderated by participant's prejudice level.

C22
THE RELATIONSHIP BETWEEN IMPLICIT SELF-ESTEEM AND PERSONALITY PATHOLOGY *Jason L. Pagan, Mayumi Okada, Thomas F. Oltmanns; Washington University in St. Louis —* As part of a larger personality assessment project, we examined the relationship between (1) implicit self-esteem, measured by an implicit associations task (IAT) and a name-letter task (NLT), (2) explicit measures including the Rosenberg Self-Esteem Scale (RSE), Beck Depression (BDI) and Beck Anxiety Indexes (BAI), and (3) self-reported personality disorders (PDs), as measured by the Personality Disorder Questionnaire (PDQ), the Structured Clinical Interview for DSM-IV Personality Disorders-Questionnaire (SCID-II-Q), and the Multi-source Assessment of Personality Pathology (MAPP). Across PD measures, 36 out of 51 college students (71%) identified themselves as having at least one PD. As expected, IAT and NLT scores were not correlated with scores on explicit measures, while scores on the IAT and NLT were significantly correlated (r = .39). Implicit measures were differentially correlated with PDs across personality measures. IAT scores were significantly correlated with Dependent PD (r = .31), Paranoid PD (r = .35), and Antisocial PD (r = .34) on the PDQ, with a trend

found for Dependent PD (r = .22) on the SCID-II-Q. NLT scores were significantly correlated with Antisocial PD (r = .34) on the PDQ, and a trend was found for Obsessive Compulsive PD (r = -.25) on the SCID-II-Q. Implicit self-esteem was not correlated with scores on the MAPP. Importantly, the dynamics of the relationship between implicit self-esteem and PDs depends on the measures used. Also interesting is that, in most cases, positive implicit self-esteem is related to more personality pathology. Theories as to why these findings were found are discussed.

C23
THE EFFECT OF SELF-HANDICAPPING ON DAILY NEED SATISFACTION *Ryan E. O'Loughlin, Miron Zuckerman; University of Rochester —* Research by Zuckerman and Tsai (in press) found a prospective effect of self-handicapping on lower competence but did not identify the daily mechanism that may underlie this relationship. The present research investigated the relationship between self-handicapping and daily satisfaction of the three basic needs postulated by Self-Determination Theory (Deci & Ryan, 1991): Competence, relatedness, and autonomy. One hundred and ninety-one participants completed a baseline questionnaire assessing trait self-handicapping and self-esteem and, subsequently, 14 daily diaries measuring challenge and need satisfaction. Using HLM analysis, the relationship between daily challenge and daily need satisfaction was investigated controlling for the previous day's need satisfaction. Trait self-handicapping and self-esteem were included at level 2. As expected, self-handicappers were lower in mean competence (p < .10). More importantly, self-handicappers showed (p <.05) greater decreases in competence on challenging days relative to those low in self-handicapping. Self-handicapping was not related to mean autonomy or relatedness and did not moderate the relationship between daily challenge and relatedness. Self-handicappers did show marginally (p=.11) greater decreases in autonomy due to challenge than those low in self-handicapping. These results support the position that self-handicapping in the face of challenge leads to decreases in need satisfaction, especially competence. As this research continues, it will allow a test of whether these daily effects mediate the long-term effects of self-handicapping on well being.

C24
DO MEXICANS AND AMERICANS BEHAVE DIFFERENTLY? A CROSS-CULTURAL STUDY USING THE ELECTRONICALLY ACTIVATED RECORDER (EAR) *Nairán Ramírez-Esparza[1], Matthias Mehl[2], James W. Pennebaker[1]; [1]University of Texas, Austin, [2]University of Arizona —* It is widely assumed that Mexicans tend to have a more interdependent self and Americans a more independent self (Markus & Kitayama, 1991). It would follow, then, that Mexicans should spend more time socializing in groups and less time alone than Americans. Similarly, Mexicans are thought to be more expressive than Americans which would lead to the prediction that Mexicans cry, laugh and/or argue more than Americans. In this study we used the Electronically Activated Recorder (EAR, Mehl et al., 2001) to capture real-life social interactions of students in Mexico and in the U.S. The EAR was programmed to record 30-sec snippets of ambient sounds approximately every 12min over a period of four days. Fifty three students from the National University of Nuevo Leon, Mexico and 59 students from the University of Texas participated. Various aspects of participants' social interactions (e.g., dyadic and group conversations), activities (e.g., eating, reading, studying) and moods (laughing, crying, arguing) were coded from the ambient sound recordings. Preliminary results indicate that across several dimensions Mexicans and Americans behave similarly. Although Americans spend more time using a computer, and Mexicans spend more time in a working outside the university, the two groups of students socialize and express emotions at comparable rates. The implications of this investigation for cross-cultural stereotypes of Mexicans and Americans are discussed.

C25

WHEN IDENTITY SWITCHING IMPLICATES WELL-BEING FOR MULTIRACIALS *Diana Sanchez, Margaret Shih; University of Michigan* — Previous research demonstrates that people of multiple racial or cultural backgrounds engage in a process called identity switching whereby they alternate between multiple identities depending on the social context (e.g. Benet-Martinez, Leu, Lee, & Morris, 2002). Many theorists propose that people of multiple racial or cultural backgrounds that identity-switch should show better psychological well-being (c.f. LaFromboise, Coleman, & Gerton, 1993). At the same time, research on self-concept stability alternatively argues that chronically unstable self-concepts lead to poor psychological health (e.g. Rosenberg, 1985). To resolve this conflict, we propose one needs to consider peer acceptance. Specifically, identity-switching may be an adaptive long-term strategy only when one's social environment is supportive. Feeling accepted by others provides a safer environment for negotiating the potential costs of an unstable racial self-concept and the benefits of adapting to the social situation. The present study examines how acceptance from peers impacts the relationship between identity-switching and multiracials' psychological well-being. Results from 160 internet survey respondents suggest that greater identity-switching negatively affected psychological well-being. However, this main effect was qualified by a significant interaction with perceived acceptance from peers. Identity-switching significantly predicted poor psychological well-being for multiracials who reported low peer acceptance, but not multiracials who reported high peer acceptance. Results indicated that peer acceptance plays an important role in determining the psychological costs of identity-switching.

C26

ROMANTIC IDEALS: A TEST OF THREE THEORIES OF PERSONALITY ATTRACTION *Holly Serrao, Erin Kornsey, Elisabeth Cherry, Cindy Moran, Patrick Markey; Villanova University* — Examining which type of personality one desires in a romantic partner is of considerable interest to personality psychologists. The current study extends past research, which has traditionally examined only one model at a time, by testing three models of attraction simultaneously: (1) the model of personality similarity (i.e., individuals are attracted to others whose personalities are similar to their own), (2) Carson's (1969) model of interpersonal complementarity (i.e., individuals are attracted to others whose personalities are similar to their own in warmth, but opposite on dominance), and (3) Wiggins' (1979) model of interpersonal complementarity (i.e., individuals are attracted to those whose personalities are in agreement with the social exchange theory). The personalities of 85 females and 47 males were assessed using the Interpersonal Adjective Scale (IAS-R). Participants also completed a variation of the IAS-R to describe the personalities of their romantic ideals. For each gender, the correlation matrices of the self-rated IAS-R and the romantic ideal IAS-R were examined using randomized tests of hypothesized order relations to determine which model best fit the data. Results indicated that the model of personality similarity predicted personality attraction better than the other two models. Both females and males tend to seek romantic ideals whose personalities were similar to their own.

C27

A COMPUTERIZED TEXT ANALYSIS OF ENGLISH AND SPANISH: ITS APPLICATION WITH DEPRESSED PEOPLE ON THE INTERNET *Florencia Andrea García[1], Nairán Ramírez-Esparza[1], Raquel Suria[2], James W. Pennebaker[1]; [1]University of Texas at Austin, [2]University of Alicante, Spain* — Linguistic Inquiry and Word Count (LIWC, Pennebaker, Francis, & Booth, 2001) is a computerized program that analyzes texts. This program's reliability has been demonstrated widely in the context of the English language. In this investigation two studies were carried out in order to analyze the psychometric properties of the program in Spanish. Study 1 presents the translation procedure from English to Spanish and the equivalence between both versions.

Study 2 shows the applicability of the LIWC in English and Spanish while analyzing the language used by depressed and non-depressed people from Internet chat rooms. The results showed a high correlation across versions. Furthermore, depressed people used different categories of words than non-depressed people and these differences were similar in chat rooms in English and Spanish. The implications of using this program in the Spanish language are discussed.

C28

BETTER THAN BETTER-THAN-AVERAGE: ELEVATED SELF-EVALUATIONS FOLLOWING INVIDIOUS SOCIAL COMPARISONS *John Seta[1], Catherine Seta[2], Todd McElroy[3]; [1]University of North Carolina, Greensboro, [2]Wake Forest University, [3]Appalachian State University* — Goals and Purpose: The research was designed to investigate perceivers' self-evaluations following exposure to the accomplishments of superior performers. Theoretically, the research assessed whether persons generated compensatory expectations following invidious social comparisons. In addition, the role of self-esteem and negative affectivity were examined as moderators and mediators of these effects. Methods and procedures: Participants took a bogus test and were told that their performance was either similar to, slightly below, or much below another performer. Measures of mood and self-evaluations were taken. Results and Conclusions: It was expected, and found, that participants evaluated themselves more positively than an "average-other" following downward social comparisons. Both high and low self-esteem performers raised their self-evaluations following exposure to a superior performer whereas only high self-esteem performers raised their self-evaluations following exposure to a very superior performer. The research provided evidence that following exposure to the accomplishments of superior performers, participants experienced negative affective reactions. These findings converge and extend prior work in suggesting that both high and low self-esteem persons can engage in compensatory self-evaluations following a relatively mild invidious social comparison; by inflating their own worth relative to that of an inferior performer, they compensate for the negative implications of failing relative to another person. However, the relatively poor self-image of those with low self-esteem limits their ability to compensate for a relatively severe failure experience. In contrast, high self-esteem participants were able to engage in this compensatory response. Several alternative interpretations were examined.

C29

GOAL COMPATIBILITY AND RELATIONSHIP OUTCOMES: IT'S THE LITTLE THINGS THAT MATTER *Sonya Dal Cin, John G. Holmes, Sarah B. Young; University of Waterloo* — Interdependence theory (H. H. Kelley) posits that compatibility of goals between relationship partners is vital to relationship quality. That is, romantic partners whose goals are incompatible are more likely to suffer conflict and dissatisfaction in their relationship than are partners whose goals are compatible. However, we know that relationship partners may misperceive or exaggerate their similarity to one another. To what extent are we able to exaggerate the similarity of goals, and does doing so have consequences for a relationship? In the current study, we hypothesized that such exaggeration is greater for goals which are abstract (e.g., closeness in the relationship) than for goals which are more concrete (e.g., talking with each other several times a day), as the former are more easily bolstered by the generous interpretation of ambiguous behavior. We also tested the interdependence theory hypothesis that actual goal compatibility is related to relationship outcomes. Twenty-eight dating couples completed a series of surveys assessing goals and relationship outcomes. We found that both men and women exaggerated their goal compatibility to a greater extent when assessing abstract goals relative to concrete goals. The interdependence theory hypothesis was also supported—actual compatibility of concrete (but not abstract) goals was the only significant predictor of rela-

tionship outcome, whether or not relationship partners were aware of this incompatibility.

C30

IMPLICIT STEREOTYPES OF RACIAL AND SOCIOECONOMIC SUBGROUPS *Suzanne C. Klonis, Patricia G. Devine; University of Wisconsin, Madison* — Recent self-report data from our lab indicates that on a measure of personal beliefs, high-prejudice people are more likely than low-prejudice people to endorse the stereotype of Black people as being lower socioeconomic status (SES) and as possessing traits associated with low SES (e.g., lazy) than White people. The current studies examined whether high- and low-prejudice people possess these associations on an implicit as well as explicit level. We used the Implicit Association Test (IAT) to assess the strength of associations between the racial categories of Whites and Blacks and the socioeconomic trait categories of rich and poor. In one study, low- and high-prejudice participants categorized male faces absent of any SES cues (eyes and nose only) as White or Black, and synonyms of poor and rich as a "rich" or "poor" word. A main effect of Prejudice level revealed that high-prejudice participants possess stronger White-rich/Black-poor associations than low-prejudice participants. A second IAT study included SES cues in stimuli photographs to examine whether such cues moderate the activation of implicit stereotypes. A 2 (Prejudice level: high, low) x 3 (IAT type: Undefined-SES, High-SES, Low-SES) mixed-model ANOVA revealed that, consistent with the first study, high-prejudice participants showed greater IAT bias than low-prejudice participants. IAT type produced no main or interactive effects. The possibility that participants categorized stimuli only by race and not SES is discussed (De Houwer, 2001). Alternative methods to sensitively test the influence of SES cues on implicit stereotypes are suggested.

C31

AUTOMATIC OPTIMISM? MOTIVATED USE OF BASE RATE INFORMATION *Heather C. Lench, Peter H. Ditto; University of California, Irvine* — Although people are sensitive to base rate information, they also rate positive events as more likely than negative events with identical base rates (Lench & Ditto, 2004). The current studies examined the factors that influence biased processing of base rates. In Studies 1 and 2, participants played a game resembling blackjack in which the probabilities for drawing winning and losing cards were clearly explained. In Study 1, participants either played the game for no prize or could win a prize. Some participants could also win a prize for accurately assessing if they had the card. Results showed that participants believed they were more likely to draw winning cards than losing cards with identical probabilities, even when no prize was at stake and they were motivated to be accurate. If this optimistic bias is due to relatively automatic processing, then interrupting cognition should not influence judgments. Thus in Study 2, some participants played the game under cognitive load. Results showed that participants remained optimistically biased even under load. In Study 3, we asked participants to judge the likelihood that positive and negative life events would happen to them. Participants were forced to answer in either a short (1 second) or long (10 second) time frame. Results showed that participants given less time tended to be more optimistic, supporting the proposition that the observed bias is due to automatic processing. Implications of these findings for dual process theories of motivated reasoning and unrealistic optimism are discussed.

C32

MY MISTRESS' EYES ARE NOTHING LIKE THE SUN: AN EXPLORATION OF THE VALUING OF PHYSICAL ATTRACTIVENESS AND MARITAL SATISFACTION *Bonnie L. Settlage, Jennifer Aube; University of Rochester, NY* — When asked to predict the degree of marital satisfaction among fictitious married couples, previous research found that both men and women perceive physical attractiveness to be an important component in marital satisfaction (Tucker & Grady, 1990). However, it remains unclear to what extent the

valuing of physical attractiveness is related to marital satisfaction and whether this differs for men and women. The present study of 57 married couples sought to investigate the relationship between self reports of the importance subjects placed on physical attractiveness (IPA) and self and partner reports of marital satisfaction. In addition, self reports of physical attractiveness and perceived partner acceptance of physical appearance were examined as mediating variables. Three significant indirect relationships between IPA and marital satisfaction emerged. High levels of both wife and husband IPA were associated with wives perceiving their husbands to be less accepting of their appearance, which was in turn associated with lower levels of wife marital satisfaction. A gender difference emerged in that neither wife nor husband IPA were associated with the way husbands' viewed their own attractiveness or the way they perceived their wives' acceptance of their appearance. However, husband IPA was associated with lower levels of wife self-perception of physical attractiveness, which was in turn associated with lower levels of husband marital satisfaction. Finally, even when controlling for husband reports of wife attractiveness, the direct and indirect relationships were supported suggesting that it is the overvaluing of physical attractiveness rather than unattractiveness itself that is associated with negative outcomes.

C33

THOU SHALL OR THOU SHALT NOT? EXPLORING THE RELATIVE PREVALENCE OF PROSCRIPTIVE AND PRESCRIPTIVE MORAL CONVICTIONS *Christopher W. Bauman, Linda J. Skitka; University of Illinois at Chicago* — Definitions of morality commonly assert that morals can be prescriptive or proscriptive (Rokeach, 1973). However, considerable anecdotal evidence suggests that proscriptions are much more common than prescriptions (e.g., eight of the Ten Commandments are prohibitions). Moreover, multiple theories of morality suggest a stronger link between morality and proscription than between morality and prescription, irrespective of the psychological mechanism proposed to drive moral judgment. Specifically, perceptions of harm (Turiel, 1983) or negative affect (Haidt, 2001) may be more likely responses to commissions of immoral acts than omissions of moral acts. Therefore, people may be more likely to proscribe immoral acts (thou shalt not be immoral) than prescribe moral acts (thou shall be moral). That is, morality may be defined more by what is immoral than what is moral. Three studies tested the hypothesis that moral conviction is more strongly associated with opposition than support for different social policies. Each study assessed participants' attitude strength and moral conviction about social issues (e.g., abortion, capitol punishment, Iraq War, gay marriage). Study 1 found higher levels of moral opposition than support for these issues, even when controlling for indices of attitude strength (i.e., attitude extremity, importance, and certainty). Studies 2 and 3 replicated the results of Study 1 across different issues, and controlled for individual differences in political orientation and strength of moral identity (see Reed & Aquino, 2003), respectively. Implications are discussed in light of new evidence that moral mandates are more impactful than other strong, but non-moral attitudes (Skitka & Bauman, 2004).

C34

THE RELATION BETWEEN A STIMULATING HOME ENVIRONMENT AND READING ACHIEVEMENT IS NOT ALL IN THE GENES *Kali Trzesniewski; Institute of Psychiatry, King's College London* — Objective: Achievement researchers have reported that growing up in a stimulating environment has impressive effects on children's reading achievement (Bradley et al., 2001). It is possible this effect can be explained by genetic influences. That is, parents who are better readers provide more stimulating environments for their children and also pass on genes that are related to better reading. The present research tests this hypothesis using a twin design to disentangle genetic and environmental influences on reading achievement. Methods: The study follows a nationally representative sample of 1,116 families with twins born in 1994 and

1995 in England and Wales. At age 7, trained clinical interviewers visited the home and administered each twin a reading test and made observations of the home based on the HOME interview. Results: Children who lived in more stimulating environments were better readers (r = 0.27, p < .05), but when genetic influences were controlled for, the effect was reduced (b = .08, p < .05). This suggests that the relation between a stimulating environment and reading achievement was partially mediated by genetic transmission of reading talents; however, the effect remained significant after controlling for genes, suggesting the relation is also partially mediated by environmental influences. This environmental effect was robust, holding for reading disabled and non-reading-disabled children and for families from all socioeconomic backgrounds. Finally, there was a gene-by-environment interaction: the benefit of growing up in a stimulating environment was greater for children who have a high genetic risk for developing a reading disability.

C35
PERCEIVED FAIRNESS OF STRUCTURAL SOLUTION DECISION-MAKING UNDER CONDITIONS OF UNCERTAINTY *Donelle Posey, Craig Parks, Jeff Joireman; Washington State University* — In research investigating structural solutions to resource dilemmas individuals have been allowed to choose solutions to manage a resource. In most ecologically valid circumstances, however, policy-makers choose a solution and individuals have little or no input in what solution is chosen. Furthermore, in these situations, people often have limited knowledge of the size or status of a resource. This study was initiated to investigate the perceived fairness of either a decision made by an authority (command-and-control; CAC) or a voting procedure (public participation; PP) to decide a structural solution based on the environmental certainty of the resource, either size information or no information. In this study, 160 participants played a resource dilemma game in which they either received information as to the size of the resource or no information. Following the game, half of the participants voted on the structural solution they preferred and the other half were told that the experimenter would choose the solution for them. All participants then rated the fairness of the procedure of decision-making. Results showed that, overall, the participatory procedure was rated fairer than the procedure of decision-making by an authority. This effect was qualified by a marginally significant interaction (p = 0.06). The nature of this interaction was such that the effect of procedure (CAC versus PP) was stronger in the certainty condition. These results suggest that with information about the resource, people perceive a participatory procedure as fairer than when no information is available.

C36
FACIAL DISFIGUREMENT ACTIVATES DISEASE CONCEPTS DESPITE CONFLICTING KNOWLEDGE *Lesley A. Duncan, Mark Schaller; University of British Columbia* — Social perception can be influenced by a psychological disease-avoidance mechanism that is over-inclusive, and is activated by the perception of morphological anomalies (e.g., facial disfigurements) that are not actually symptomatic of disease (Zebrowitz et al., 2003). It is hypothesized that there is an automatic cognitive association between facial anomaly and disease, independent of rational assessments of actual disease status. We conducted a study to provide a strong test of this hypothesis. Participants (N=26) were shown photographs and read additional information about two men. One man ("Bob") had a birthmark on his face, but participants learned that this birthmark was superficial and unrelated to any contagious cause. The other man ("Jake") looked normal, but participants learned that he suffered from a contagious disease (tuberculosis). Participants then performed a computer-base reaction time task (the "Implicit Association Test"; Greenwald et al., 1998) that assessed the extent to which the semantic concept "disease" was associated more strongly with Bob or with Jake. The measure of implicit association was computed such that positive values indicated an implicit association linking "disease" to Bob, and nega-

tive values indicated an association linking "disease" to Jake. Results revealed a positive mean value (significantly greater than zero, p = .02). Thus, the concept "disease" was implicitly linked more strongly to the superficially disfigured person (who was known to be healthy), rather than to the person who was known to be diseased. This result indicates that facial anomalies automatically connote disease, even when people clearly know otherwise.

C37
IMPLICIT AND EXPLICIT ATTITUDES ARE RELATED, BUT DISTINCT CONSTRUCTS: A MULTITRAIT-MULTIMETHOD STRUCTURAL MODELING VALIDATION *Frederick Smyth, Brian Nosek; University of Virginia* — Recent theoretical and methodological innovations suggest a distinction between attitudes that are the products of introspection (explicit) and those that are not (implicit). In two studies, we used a multitrait-multimethod (MTMM) design and structural covariance models to test the validity of this distinction for attitudes measured by self-report and the IAT. Study 1 (N=287) included measurements of seven different (relative) attitude objects: Flowers-Insects, Democrats-Republicans, Humanities-Science, Straight-Gay, Whites-Blacks, Creationism-Evolution, and Thin people-Fat people. Two self-reports and two IAT measures (split-halves of an IAT) were obtained for each attitude domain. We fit a sequence of nested covariance structure models to compare alternative hypotheses for the interrelations between the resulting 28 measured variables, including (a) a seven factor "traits-only" model, in which both self-report and IAT indicators formed a single attitude factor for each domain, (b) a 14 factor "traits-only" model with correlated explicit and implicit attitude constructs for each domain, and (c) models adding explicit and implicit method factors. Clear convergent and discriminant validity was demonstrated for the IAT, and the models specifying distinct, but related implicit and explicit attitudes provided the best fit to the data, whether or not method factors were included. In Study 2 (N=13,165), correlated two-factor (implicit and explicit attitudes) structural models fit the data better than one-factor (single attitude) models for each of 57 different attitude objects. We conclude that implicit and explicit attitude measures assess related, but distinct constructs and recommend further MTMM studies with other implicit attitude measures.

C38
THE EFFECTS OF REWARD CONTINGENCY ON TASK PERFORMANCE, AFFECT, AND CARDIOVASCULAR ACTIVITY *Keisuke Saito[1], Joe Tomaka[2]; [1]Nihon University, [2]University of Texas at El Paso* — The study examined the role of behavioral inhibition in social behavior. Specifically, this study examined how contingency training (i.e., extent to which rewards and punishments were directly linked to behaviors) during a preceding task affected cardiovascular, affective, and behavioral reactions during a subsequent choice reaction time task. Variables examined included task performance, self-report affect, and cardiovascular activities. Thirty participants were assigned to experience a training task that either had contingent (i.e., rewards and punishments that were linked to their correct and incorrect reactions) or non-contingent (i.e., rewards and punishments not linked to actual reactions). In a subsequent test task period, all participants performed the same task with contingent feedback. Results indicated that task performance was reliably better in contingent group than in the non-contingent group during both priming task period (p < .005) and test task period (p < .05). Self-reports indicated that the non-contingent group had greater negative feelings than contingent group after both task periods (both p < .10 - .01). Finally, blood pressure also differed between the groups with the contingent group having greater mean arterial (p < .05) and diastolic (p < .10) pressure during the training task. The results are interpreted in terms of non-contingent feedback activating the behavioral inhibition system (Gray, 1987), an effect that carries over affectively and behaviorally into subsequent periods, despite a change in reward contingencies.

C39

THE POTENTIAL OF MOTIVATION TO PRODUCE GROUP MEMORY PERFORMANCE BEYOND OPTIMUM *Verlin Hinsz, Casey Spieker, Sarah Heimerdinger, Dana Lawrence; North Dakota State University* — Recent research regarding information processing in groups has drawn attention to memory processes of interacting groups. A recent report suggests that group recognition memory performance can exceed the optimal performance predicted by an ideal group model (Sorkin & Dai, 1994). This beyond optimal performance is a potential example of the processing gains ascribed to groups and may result because forming groups may motivate their members to higher performance levels. This experiment tested this potential motivational effect. Undergraduate students responded to 60 true-false recognition items regarding material in a mock-job interview. Students made their responses under three conditions: (1) the control condition had no motivating manipulation, (2) the social incentive condition involved informing the students that they would be responding later as a dyad with the other dyad member dependent on them for their collective performance, (3) the monetary incentive condition involved telling the participants that the top 10% would receive a $20 bonus. After completing the memory test individually under these conditions, dyads were formed from participants in each condition and were asked to complete the memory test again as a dyad. Analysis revealed no differences among the motivation conditions, however, dyadic performance was significantly better than individual performance. No differences were found between the motivation conditions for dyadic performance on the second memory test. This experiment revealed memory performance of dyads to be superior to individuals. It also demonstrated that the beyond optimal group performance previously reported cannot be a function a motivational effect of forming groups.

C40

PROSOCIAL BEHAVIOR BEYOND BORDERS: UNDERSTANDING A PSYCHOLOGICAL SENSE OF GLOBAL COMMUNITY *Anna M Malsch, Allen M Omoto; Claremont Graduate University* — Evidence suggests that as people become more disconnected from one another, community engagement, volunteerism, and other prosocial behavior declines. Rather than focusing on the collapse of what we have traditionally defined as community, important knowledge can be gained by incorporating a more encompassing definition of community and examining the social capital that may result. In a global community people are no longer confined to communities based on geographical and physical boundaries. The goal of this study was to understand the psychological underpinnings of why some people engage in prosocial behavior at a global level while others do not. It was hypothesized that a key factor that predicts global prosocial behavior is a psychological sense of global community (PSGC). A conceptual model of relationships between variables hypothesized to represent pathways to this type of behavior was tested in both an older (over 65 years of age) and a younger adult sample (Ns > 140). Three personality variables were related to a PSGC: universal orientation; empathic concern; and humanitarian values (rs >.42, p < .01). Each of these variables explained unique variance in PSGC. In turn, PSGC was positively related to engagement in global prosocial behavior (rs > .54, p < .01). The relationship between PSGC and prosocial behavior was moderated by a sense of global social responsibility. This topic is timely in light of current world events, suggesting that communities, countries, and cultures are not isolated from one another. Helpful and cooperative behavior is necessary for a healthy global community.

C41

DISTRACTING PEOPLE FROM UNCERTAINTY MAY BREED GREATER UNCERTAINTY: EFFECTS OF TEMPORARY UNCERTAINTY ACTIVATION ON CAUSAL JUDGMENT CERTAINTY ARE GREATER AFTER A DELAY *Aaron Wichman, Gifford Weary; The Ohio State University* — Recent work (e.g. McGregor, 2001; van den Bos, 2001) suggests that uncertainty inductions can elicit mortality salience-like effects. Terror management theorists have shown that mortality salience (MS) effects emerge only after a short delay, which presumably allows death-related thoughts to drift outside focal attention (e.g. Pyszcynski, Greenberg, & Solomon, 1999). In the context of developing a prime to increase Causal Uncertainty (Weary & Edwards, 1994), we tested the idea that situationally-activated uncertainty, like MS, would have effects only after a short delay. Participants completed a scrambled sentence task (SST) prime designed to activate either uncertainty or neutral thoughts. Either before or after the SST, they completed a short filler task designed to distract them from recollection of any materials they had just completed. Finally, participants made causal judgments, and indicated their uncertainty in these judgments. Prime interacted with delay to predict uncertainty in causal judgments (p < .01). Participants who completed the filler task before the SST, then immediately completed the DVs after being primed, showed no prime effects (p > .50). However, participants who completed the filler task between the prime and the DVs showed prime effects (p < .01). Specifically, uncertainty-primed participants were more uncertain of their causal judgments than participants who completed the neutral SST. Chronic Causal Uncertainty did not interact with the manipulated factors. Ongoing research seeks to understand whether attempts to reduce situationally-activated uncertainty take different forms when temporary uncertainty is either in or outside of focal awareness.

C42

THE EFFECT OF VICTIM INFORMATION ON CAUSALITY JUDGMENTS IN A RAPE TRIAL SCENARIO *Dan Rempala, Andrew Geers; The University of Toledo* — A recent study (Rempala & Bernieri, in press) showed that, in a rape trial scenario, a greater amount of neutral, non-diagnostic information about the rape victim led to a lower percentage of guilty verdicts. The current study was conducted to test between several mechanisms that could be responsible for this phenomenon. Specifically, we tested if increased victim information altered guilty verdicts due to changes in participants' affective evaluations, similarity assessments, or judgments of causality. Based on prior illusory causation research (Lassiter et al., 2001), we anticipated judgments of causality would mediated this effect. Participants read one of four scenarios depicting a rape trial. The scenarios were identical except for the amount of non-diagnostic information about the defendant and the alleged victim (2x2). Participants then provided a verdict and rated the targets on several dimensions. As predicted, the pattern of guilt verdicts in the Rempala and Bernieri study was replicated (p<.05). Also, the data indicated that when more victim information was present, participants found the victim to be more causally responsible for the event. A path analysis indicated that, as hypothesized, increased victim information altered causality judgments, which in turn, affected guilt verdicts. Similarity and affect assessments did not produce this same mediating effect. Finally, a potential confound of the Rempala and Bernieri study was ruled out. These results represent the first evidence that non-diagnostic information about a rape victim alters guilt verdicts due to changes in causality assessments.

C43

UNCOUPLING MOOD AND AROUSAL REACTIONS TO GROUP INTERACTION *Dana Lawrence, Verlin Hinsz, Ernest Park, Renee Magnan; North Dakota State University* — Although mood influences in group situations has emerged as an intriguing concern, it raises a number of conceptual questions. One complication of the investigation of moods

is that arousal associated with social facilitation may result from group interaction. Often studies of mood ignore this potential confound with arousal, which is a critical issue in research on mood in social interaction. Our study teases apart the influence of positive and negative mood from high and low arousal. Participation in the experiment occurred as individuals acting alone or as members of three-person groups. Participants were induced with a neutral, positive, or negative mood using a combination of revised Velten and music procedures. Subsequent to mood induction, participants completed the PANAS and independent measures of low and high arousal. Results indicated that the mood induction was effective for both individuals and group members. High arousal was also influenced by the mood induction. High arousal was highly correlated with positive mood. Moreover, the effect of the positive mood induction on positive mood assessment was no longer evident when controlling for high arousal. The opposite was also the case for high arousal controlling for positive mood assessment. These results suggest that researchers cannot ignore the potential influence of arousal in mood research involving group interaction. Furthermore, this research suggests that one possible reason for the inconsistencies found in mood research is the presence of varying levels of arousal. It is critical for research on mood in social interaction to acknowledge the separate contribution of arousal.

C44

WHEN MISERY MAKES BAD COMPANY: THE EFFECT OF DIAGNOSIS ON ILLNESS COGNITIONS AND SOCIAL SUPPORT *Jerusha Detweiler-Bedell[1], Brian Detweiler-Bedell[1], Abigail Hazlett[1], Miya Barnett[1], Michael Friedman[2]; [1]Lewis & Clark College, [2]Rutgers University* – In three studies, we investigated how a diagnosis of a mental illness affects a person's cognitive model of symptoms and how that model influences one's reactions to the illness. Study 1 explored participants' views of objectively equivalent symptoms labeled as depression, a heart condition, or no diagnosis. Results suggest that the diagnostic label influenced interpretation of the symptoms. Participants asked to imagine they had a heart condition perceived their symptoms as being more chronic and having more external causes. Participants asked to imagine they were experiencing depression saw themselves as more responsible for the condition and considered social support important for improvement. Study 2 focused on how one perceives the symptoms of a friend depending on diagnosis. Equivalent symptoms were labeled as depression, a thyroid condition, or no diagnosis. Participants who read that their friend had a thyroid condition perceived the symptoms and treatment to be significantly more medical. Participants who read that the diagnosis was depression foresaw the most long-term frustration in helping. In Study 3, participants interacted with a confederate posing as someone diagnosed with depression or a thyroid condition. Results were consistent with those from Studies 1 and 2. Participants perceived the confederate differently and reported being more or less likely to help depending upon diagnosis. The results of these three studies have implications for the application of illness cognition models to mental illnesses and the relationship among depression, stigmatization, and social support.

C45

"THAT'LL NEVER HAPPEN": ADULT ATTACHMENT STYLES AS PREDICTORS OF FUTURE RELATIONSHIP EXPECTATIONS *Diane Holmberg, Angela Romaine; Acadia University* – If adult attachment styles represent internalized mental models of self and other in relationships, then they would be expected to shape people's specific predictions about future relationship developments (i.e. their relationship "scripts"). However, most previous research has correlated attachment styles with relatively diffuse measures of current relationship behaviours and beliefs; concrete expectations of future relationship events have been neglected. In this study, 185 participants (43 male and 68 female high school students; 23 male and 51 female university students) were given a

set of 54 index cards containing typical relationship events, both positive/neutral (e.g. "two people meet"; "first kiss") and negative (e.g. "experience jealousy / lack of trust"). Participants were asked to select those events they realistically expected to occur when they entered into a new dating relationship. They were also asked to arrange these events in the order that they realistically expected them to occur, thereby forming a script representing their future relationship expectations. Participants subsequently completed the Experiences in Close Relationships Inventory, which assesses two attachment dimensions, avoidance and anxiety. As hypothesized, higher levels of attachment avoidance predicted including fewer events relevant to forming a commitment in the scripts, as well as more events rated as indicating a fear or lack of commitment. Avoidance was associated with shorter scripts terminated at an earlier stage, before more serious commitment-related events (e.g. "decide you want to spend the rest of your life with this person") occurred. Attachment anxiety was not predictive of script events or order.

C46

EXPLORING CONVERGENT AND DISCRIMINANT VALIDITY OF THE THREAT ORIENTATION SCALE *Loryana Wurzman[1], Michelle J. Bovin[2], Michele M. Schlehofer[2], Suzanne C. Thompson[2]; [1]Pomona College, [2]Claremont Graduate University* – Throughout everyday life, people receive threats to important personal values such as their safety, health, or relationships. According to the Threat Orientation Model, people commonly respond to threats in one of three ways: by making changes to deal effectively with the threat (control-based response), by denying the threat via such means as counterargument or avoidance (denial-based response), or by making changes to deal with the threat that are ineffective in reducing anxiety (heightened sensitivity-based response). The Threat Orientation Scale (TOS; Thompson, 2003) assesses these orientations. This study explored the TOS' psychometric properties. Undergraduate students (n = 59) and residents of the local community (n = 50) aged 21 – 94 years completed the control, denial, and heightened sensitivity subscales of the TOS, and measures of: perceived control, monitoring and blunting, anxiety, obsessive-compulsiveness, neuroticism, conscientiousness, vigilant and hypervigilant decision-making, and optimistic bias. We examined how the TOS subscales correlated with each of the other sets of items. Demonstrating convergent and discriminant validity of the subscales, control-based items were positively correlated with optimistic bias and vigilant decision-making and negatively correlated with neuroticism. Denial-based items were positively correlated with blunting actions and optimistic bias, and negatively correlated with monitoring actions and vigilant decision-making. Heightened sensitivity-items were positively correlated with hypervigilant decision-making and neuroticism, and negatively correlated with perceived control and optimistic bias. These findings support using the TOS to assess people's threat orientations. Additionally, the TOS may be beneficial in developing tailored health promotion materials targeting those with specific threat orientations.

C47

THE COGNITIVE AND BEHAVIORAL EFFECTS OF THREAT ORIENTATION DIMENSIONS *Erin Carter[1], Michele M. Schlehofer[2], Sharone Trifskin[2], Suzanne C. Thompson[1]; [1]Pomona College, [2]Claremont Graduate University* – The Threat Orientation Scale (TOS; Thompson, 2003) assesses three main orientations to responding to threatening information: a control-based, a denial-based, and a heightened sensitivity-based response. This study assessed the effect of control- or denial-based orientations on cognitive and behavioral responses to a threatening message. It was hypothesized that threat messages are differentially processed depending on one's orientation; while control-based orientations would be associated with greater message recall, intentions to modify one's risky behavior, and perceptions of threat susceptibility, those with a denial-based orientation would recall less information from the message, have fewer intentions to modify their behavior, and deny their threat sus-

ceptibility. At time 1, undergraduate students (n = 47) completed the TOS and measures of their meat consumption. At time 2, they read a short article detailing the health hazards of consuming meat and meat by-products. Participants then recalled information from the article and rated their intentions to eat meat and meat by-products and their susceptibility to risks associated with meat consumption. As predicted, control-based orientations were associated with recalling more information and lowered intentions to eat dairy products, fattening foods, and eggs, and denial-based orientations recalled less information on the risks of meat consumption. Control-based orientations were further associated with feeling more susceptible, and denial-based orientations with feeling less susceptible, to health risks associated with eating meat. These findings suggest people with different threat orientations respond to threat messages in different ways, and that the effectiveness of health threats may depend on the threat orientation of the recipient.

C48

ATTITUDINAL CONSEQUENCES OF CHOOSING A PRESIDENTIAL CANDIDATE *Alison Pfent[1], Jon A. Krosnick[2]; [1]Ohio State University, [2]Stanford University* — Classic cognitive dissonance research has shown that when individuals make a choice between two alternatives, they subsequently change their attitudes about the objects. The present research examines whether, after forming only a tentative choice, people shift attitudes indirectly related to a decision. Two studies tested this hypothesis in the context of Presidential elections. Specifically, after individuals form a tentative candidate preference, they may be motivated to shift related attitudes, such as party identification, to make their political attitudes and beliefs more consistent with that preference. For Study 1, we used National Election Study survey data from several Presidential election years. Multivariate regressions indicated that candidate preferences two months before the election predicted changes in political attitudes (e.g. party identification) following the election. Study 2 utilized data from a 6-wave panel survey conducted in 1976. Results indicated that after forming a tentative candidate preference, people shifted their political attitudes throughout the year. We found strong evidence of these attitude shifts in three broad categories: political attitudes, personality traits of candidates, and evaluations of the incumbent President. In the latter two categories, the amount of attitude change increased as election day approached. In addition, both studies showed that individuals most interested in politics were the most likely to shift their political attitudes after forming an initial candidate preference. This research suggests that after making tentative decisions, people may shift attitudes indirectly related to the choice to achieve cognitive consistency.

C49

THE INTEGRATION OF SOCIAL COGNITION AND SOCIAL SUPPORT: NEEDS FOR COMPETENCE AND RELATEDNESS *Amie S. Green, Niall Bolger, Patrick E. Shrout; New York University* — Contrary to conventional wisdom, researchers have documented negative consequences associated with the receipt of social support, including increased anxiety and depression (Bolger, Zuckerman & Kessler, 2000). However, feeling supported by loved ones is consistently a positive experience with adaptive outcomes (Barrera, 1986). We aim to explain how and why the receipt of support can have both costs and benefits for the recipient by applying social cognitive research methods. Using sequential-priming techniques, we tested whether recounting a recent experience in which support was received has the unintended consequence of threatening one's need for competence, but also of satisfying one's need for relatedness. Study 1 sought to demonstrate that remembering and writing about support received in response to a recent stressful event heightened the accessibility of incompetence-related words as compared to participants who wrote about a stressful event but not about social support. Importantly, response times to competence-related words should only be facilitated when preceded by subliminal self-primes

("me") and not when preceded by neutral primes ("the"). Study 2 replicated this design but sought to demonstrate increased accessibility of connectedness and relatedness concepts when preceded by the self prime. These studies represent a unique integration of social cognitive research methods and the social support research domain. They provide a cognitive explanation for why receiving social support can have unintended negative consequences for an individual while simultaneously affecting the self and one's relationships in a positive way. Future research will seek to determine when the need for competence versus for relatedness triumphs.

C50

MORTALITY SALIENCE AND BELIEF IN THE SUPERNATURAL: ALL-EMBRACING WORLDVIEW DEFENSE *Ara Norenzayan, Ian Hansen; University of British Columbia* — Terror management research has demonstrated that people are more inclined to worldview defense under mortality salience, often manifesting such defense as intolerance or prejudice. Does worldview defense still have an intolerant character when the worldview defended is belief in supernatural agency? In two studies in the United States and Canada, participants who claimed a religion (primarily Christian) were more likely to express belief in supernatural agency under mortality salience. The supernatural agents defended, however, were culturally alien ones: Buddha (Study 1) and ancestral spirits of Siberian shamans (Study 2). Study 1 asked participants to read and imagine either a neutral or death-including story of a child visiting a hospital. Participants later read a doctored article claiming that Buddhist prayer had positively affected attempts at in-vitro fertilization and then indicated their belief in Buddha/a higher power. Study 2 asked participants to write an essay about their own death or about dental pain or a team activity. Participants later read a doctored article claiming that Russian military intelligence employed clairvoyant Siberian shamans who contacted their ancestral spirits, and then indicated their belief in clairvoyance and Shamanic spirits. In both studies, religious participants under mortality salience were significantly more inclined to believe in the supernatural agent posited, but in the control conditions were inclined to neutrality or disbelief. These findings support the view that expressing supernatural belief is a kind of worldview defense sensitive to mortality concerns, but it appears to be an all-embracing rather than culturally exclusive worldview defense.

C51

MULTILEVEL MODELING OF LAGGED EFFECTS: AFFECT AND INTERACTION QUALITY IN LONELY AND SOCIALLY CONNECTED INDIVIDUALS *Louise C. Hawkley[1], Kristopher J. Preacher[2], John T. Cacioppo[1]; [1]University of Chicago, [2]University of North Carolina* — In the current study, we employed a novel alternative means of assessing temporal relationships between variables by testing lagged effects within the context of multilevel modeling (MLM). Our goals were to test whether temporal separation between affect (positive and negative) and interaction quality (positive and negative) supported a causal role for either or both, and then, whether loneliness moderated the magnitude of any lagged relationships. Experience sampling methodology was used to obtain nine diaries per day for seven days from 134 undergraduate college students in their everyday settings, which resulted in a three-level data hierarchy (diary, day, and person levels). Initial MLM analyses revealed that diaries separated by one time-point (i.e., t-1, or approximately 90 minutes) showed strong effects of interaction quality on mood across valence domains, and strong valence-specific effects of mood on interaction quality. The duration of lagged effects was examined by extending the temporal separation between predictor and outcome, and this analysis revealed that diaries separated by two timepoints (i.e., t-2, or approximately 3 hours) still showed a strong effect of negative interaction quality on negative affect, and mood continued to exert valence-specific effects on interaction quality. None of these level one relationships between affect and interaction quality varied across

137

days or persons. The combination of greater perceived negativity and the tendency of negativity to be self-reinforcing fosters greater negativity in interactions and affect among lonely individuals, and this downward spiraling of negative affect was uniquely evident through lagged analyses within multilevel modeling.

C52
RELIGIOUS DEVOTION AND RELIGIOUS CULTURE: STRONGLY-RELATED CONSTRUCTS THAT MAKE OPPOSING CONTRIBUTIONS TO RELIGIOUS TOLERANCE *Ian Hansen, Ara Norenzayan; University of British Columbia* – Three studies conducted in Canada and Malaysia assessed (1) religious devotion (2) authoritarianism and (3) religious exclusivity with regard to predicting (A) belief in the supernatural, (B) religious pluralism and (C) religious tolerance. All studies found that religious devotion, authoritarianism and religious exclusivity converge on a single construct with high reliability (alphas between .95 and .97), a construct associated with belief in the supernatural in Study 1 and religious intolerance in Studies 2 and 3. In Study 1, conducted in Canada, a simultaneous regression on the three constructs found that only religious devotion independently and positively predicted belief in the supernatural, while religious exclusivity negatively predicted such belief, and authoritarianism had no significant independent effect.In Study 2, conducted in Malaysia, the same regression was used to predict support for religious pluralism: only religious devotion independently and positively predicted support for pluralism, religious exclusivity negatively predicted it, and authoritarianism had no independent effect. In Study 3, conducted in Canada, the same regression was used to predict support for four measures of religious tolerance. On all four measures, religious devotion was the only independent positive predictor of tolerance, with religious exclusivity and authoritarianism both generally negative predictors. Results indicate that religious devotion, which is the only measured aspect of religion to independently predict belief in the supernatural, is also the only aspect to independently predict support for religious pluralism and religious tolerance. The implications for the conceptual overlap and distinction between religious devotion and religious culture are discussed.

C53
WHO'S A COOPERATOR? USING INTENTIONS TO CATEGORIZE FREE RIDERS AND COOPERATORS *Andrew W. Delton, David Pietraszewski, Leda Cosmides, John Tooby; University of California, Santa Barbara* – Groups are a fundamental part of human sociality and engender intense loyalty. Evolutionary analyses suggest that for group cooperation to be maintained, people must solve the free rider problem. Free riders are individuals who enjoy a group resource without contributing to it. Others must detect them in the group and categorize them appropriately. Although people might categorize based on contributions to the group, they may also use a subtler cue: the intentions behind a failure to contribute. We hypothesized that people categorize individuals who intentionally fail to contribute separately from individuals whose failure is unintentional, and that these individuals are mentally represented as free riders and cooperators, respectively. Data from a non-reactive memory confusion protocol support the separate categorization hypothesis. Data from self-reported reactions to the target individuals (e.g. desire to have the targets in one's group, amount of punishment targets deserve) indicate that targets who intentionally fail are mentally represented as free riders and targets who unintentionally fail as cooperators.

C54
POSSIBLE SELVES AND WEIGHT MANAGEMENT: HEALTHY AND UNHEALTHY MOTIVATION *Robert Hessling, Sasha White; University of Wisconsin, Milwaukee* – Possible selves (affect-laden images of oneself in the future) have long been studied as a source of motivation (Markus & Nurius, 1986), but can this motivation become unhealthy? This question was examined in the context of weight management. The purpose of the present study was to test whether frequency of thinking about possible selves could predict both healthy and dysfunctional weight control behavior, controlling for endorsement of the thinness norm. The sample consisted of 203 female undergraduates (M age = 20.4 yrs) who completed a questionnaire at two time points, three months apart. The questionnaires included measures of 1) how frequently the participant thought about feared and hoped-for possible selves related to body mass, 2) internalization of the thinness norm, 3) bulimic symptoms, and 4) frequency of engaging in regular exercise. Two hierarchical, multiple regressions were conducted. Controlling for time 1 bulimic symptoms, participants who thought frequently about the hoped-for possible self were significantly more likely to report bulimic symptoms at time 2 (b = .22). Controlling for time 1 exercise behavior, a significant interaction effect was found in predicting exercise frequency. Participants who thought frequently about both the hoped-for and feared possible selves at time 1 were most likely to report exercising at time 2. These findings suggest that possible selves can have a powerful influence on both healthy and unhealthy behaviors. Future research should examine under what conditions possible selves become problematic.

C55
POSITIVE MEANING, LANGUAGE CHANGE, AND FLEXIBLE USE OF SOCIAL SUPPORT NETWORKS *Michael Cohn, Barbara Fredrickson, Stephanie Brown; University of Michigan* – We investigated the cognitive and emotional determinants of giving and receiving social support in an longitudinal experiment designed to increase daily positive emotions. The broaden-and-build theory (Fredrickson, 1998, 2001) holds that positive emotions broaden people's mindsets, which in turn builds personal resources. Providing social support was studied because it may produce benefits beyond eliciting support in return (Brown et al., 2003). For 28 days, participants wrote about either the positive consequences of their daily experiences (positive-meaning group), the negative consequences (negative-meaning group), or the simple facts (control group). They reported on social support before and after the 28 days. Writing was analyzed for style and emotional tone. The assignment to find positive meaning produced an immediate shift toward a more inclusive, creative, socially-oriented, and emotionally positive writing style. Searching for positive meaning appears to produce positive emotions and broadened cognition. Group assignment did not affect social support directly, but did affect its correlates: In the positive-meaning group, an increase in use of positive emotion words over the 28 days correlated with an increase in support given to others relative to support received. Negative emotion words predicted increased receiving relative to giving, together explaining 26% of variance. Emotion words did not predict social support in the negative and control groups. Drawing on broaden-and-build theory, we speculate that people who search for positive meaning in their lives come to use their support networks more flexibly, drawing on them when necessary and investing in them when able.

C56
SHE WORKS HARD FOR THE MONEY: ACCURACY AND BIAS IN GENDER STEREOTYPES OF STATUS MOTIVATION *Clifford D. Evans, Amanda B. Diekman; Miami University* – Over time, women have increased their participation in a male-dominated workforce (England, 2003), and this role change is accompanied by the perception that women are acquiring male-typical characteristics and experiencing a commensurate increase in structural power (Diekman, Goodfriend, and Goodwin, 2004). To ascertain whether current stereotypes accurately reflect women's aspirations, we examined college students' perceptions of the importance of types of status for other students. For both male and female targets, participants estimated the importance of several items comprising four dimensions of status: Power (e.g., having a great deal of power or influence), wealth (e.g., making lots of money), strength (e.g., being in peak physical condition), and image (e.g., looking better than your co-workers/friends). Participant estimates were compared to peer

self-ratings of importance. The resulting discrepancy scores were then submitted to analyses of variance to examine effects of target sex and participant sex, as well as tested against zero to assess participants' accuracy. Overall, participants underestimated the importance of status to women more than men, although this main effect was moderated by status dimension, participant sex, and target sex. Participants underestimated the importance of wealth for female targets more than male targets, but they underestimated the importance of strength for both male and female targets, with greater underestimation for targets of the opposite sex. In contrast, participants generally accurately estimated the importance of power and image. Among other implications, the underestimation of women's value of wealth may affect workplace compensation and promotion.

C57
DO WE LIKE THOSE WHO GIVE US ADVICE AND SUPPORT? AN EXPERIMENTAL TEST OF THE EFFECTS OF SUPPORT RECEIPT AND PROVISION ON CLOSENESS AND LIKING
Marci E. J. Gleason[1], Niall Bolger[2], Patrick E. Shrout[2]; [1]Washington University, [2]New York University — Research on support transactions has not demonstrated that the actual receipt or provision of support leads to increased feelings of closeness with the support provider. One reason for this is that it is difficult in ongoing relationships to determine whether instances of support result in greater feelings of closeness or whether feeling closer to a partner makes support more likely to occur. In order to investigate these questions an experiment was conducted that manipulated both the receipt and provision of support between strangers. Seventy-seven participants engaged in a stressful activity—practicing a speech—in front of a confederate. This provided an opportunity for the confederate to offer advice/support to and ask for advice/support from the participant. Exerting control over the support transaction enabled us to measure change in closeness when support is both received and given, when support is only received, only given, and when no support transaction occurs. Because the participant and confederate were strangers, this experiment provided a stringent test of the association between support and closeness. A 2 (receipt vs. no receipt) X 2 (provision vs. no provision) ANOVA revealed that receiving and providing support both led to increased feelings of closeness with the confederate. Interestingly, participants found the confederate more caring when they received support, but also pushier and more critical. These results suggest that support does indeed create feelings of closeness between recipient and provider, but that closeness is tempered by feelings of being criticized.

C58
ON-LINE VERSUS MEMORY-BASED PROCESSING: IMPLICATIONS FOR ATTITUDE STRENGTH
George Bizer[1], Zakary Tormala[2], Derek Rucker[3], Richard Petty[3]; [1]Eastern Illinois University, [2]Indiana University, [3]Ohio State University — Two experiments tested whether the manner in which attitudes are created -- through on-line or memory-based processing -- influences the strength of those attitudes. Specifically, we postulated that attitudes formed on-line would, in general, be easier to retrieve and that this ease would foster stronger attitudes (e.g., attitudes held with greater certainty and more predictive of behavior). We tested our hypotheses in two experiments by presenting participants with behavioral statements about "Marie," a fictitious person. Participants assigned to the on-line condition were asked to continually evaluate Marie as they read each statement, whereas participants assigned to the memory-based condition were instead asked to pay attention to the sentence structure as they read the behaviors. After reading the statements, all participants reported attitudes toward Marie. Furthermore, in Experiment 1, participants were also asked to report how certain they were of their attitudes toward Marie, while in Experiment 2, participants were asked to report behavioral intentions toward Marie. Participants who formed attitudes on-line were more certain of their resultant attitudes, and this effect was mediated by the perception of the ease with which the attitudes could be retrieved from memory. In addition, attitudes were better predictors of behavioral intentions when formed on-line. The research shows for the first time how processing style (on-line versus memory-based) can influence a variety of strength-related attitude features (e.g., attitude certainty and attitude-behavior correspondence) via perceived ease. Implications for attitude formation and change as well as attitude strength are discussed.

C59
THE EFFECT OF OBJECTIVE INFORMATION ON SOCIAL COMPARISON, SELF-EVALUATION, AND AFFECT
Ethan Zell, Justin Buckingham, David Schurtz, Tiffany Mathis; Towson University — Festinger's (1954) social comparison theory argues that individuals only compare to others when objective information about them is unavailable. Recent research has disputed this claim. Klein (1997) found that social comparison information affects self-evaluations and behavioral responses even when objective feedback is provided. The primary purpose of the present experiment was to test whether objective information affects peoples' desire to actively seek social comparisons. We also examined the effect of objective information on affect and self-evaluations. 93 female students took a test of lie detection ability on which a score of 7 was required to pass and received randomly assigned scores of 4, 6, or 8 out of 10. Participants then completed a computer questionnaire assessing affect and self-evaluations. The computer program assessed social comparison seeking by giving participants the option to request up to 12 different pieces of comparison information (e.g., the average score). Objective feedback had significant effects on self-ratings of lie detection ability, self-efficacy, and positive and negative affect, p's < .05. The higher the score, the higher their ratings and the better their mood. However, feedback had no significant effect on interest in social comparison information, F < 1. Although participants in all groups were interested in social comparison information (M = 4.09), correlational results suggest that they were interested in it for different reasons. For participants with low scores, greater desire to compare was predicted by lower self-efficacy whereas for participants with medium scores greater desire to compare was predicted by higher self-efficacy.

C60
SELF AND SIGNIFICANT-OTHER REPRESENTATIONS IN ARGENTINA, CHINA, JAPAN, KOREA, AND THE U.S.
Eun Rhee[1], Serena Chen[2]; [1]University of Delaware, [2]University of California, Berkeley — Extending existing evidence for content differences in the self representations of East Asians and North Americans, the present study examined cross-cultural differences in: (a) both self and significant-other descriptions, (b) references to the self in significant-other descriptions, and (c) enhancement and criticism in self and significant-other descriptions. The sample consisted of 731 college students from Argentina, China, Japan, Korea, and the U.S. Participants' open-ended descriptions of the self and 3 significant others (i.e., family member, relative, friend) were classified into one of five categories of information: demographic, physical, behavioral, trait, and privileged. Results showed that for both self and significant others, Chinese, Japanese, and Koreans' descriptions contained more privileged information than those of Argentines and White Americans, while the latter two groups provided more trait information in their descriptions. Proportions of demographic, physical, and behavioral information were low across all groups. Regarding references to the self, the East Asian groups, especially the Japanese, referred more to the self than did Argentines and White Americans in the privileged information they provided about their significant others. Finally, all groups gave more positive than negative descriptions of their significant others, suggesting significant-other enhancement. In descriptions of the self, however, only Argentines, Chinese, and White Americans evidenced self-enhancement; Japanese gave more negative than positive self-descriptions, suggesting self-criticism, whereas Koreans gave similar proportions. Overall, these findings reveal both similarities and differences in

the nature of cultural differences in self and significant-other representations. Implications for cross-cultural theorizing and research on self and social perception are discussed.

C61
NEUROTICISM AND CARDIOVASCULAR REACTIVITY FOLLOWING EMOTIONAL SUPPORT FROM A NON-INTIMATE *Michelle Jarrett, Jennifer Vallier, Mary Slewo, Courtney Powers, Jamie McCreary; CSU, Stanislaus* — Emotional social support interactions between non-intimate persons have been described as both soothing (Lepore, Allen, & Evans, 1993) and irritating (Tardy, 1992). This study focused on determining the relationship of neuroticism to an individual's cardiovascular response to an emotional support message during a stressful task. A sample of 55 females was asked to prepare a speech on failure to be videotaped 5 minutes later. During the preparation period, they either did or did not receive a support note from a research assistant they had just met. Blood pressure readings were taken at baseline, after the task was explained, and after receiving the note. All participants completed the Eysenck Personality Questionnaire, the PANAS mood assessment, and a manipulation check questionnaire. Contrary to the prediction, persons scoring high in neuroticism were not soothed by the emotionally supportive note; cardiovascular reactivity was the same for those who did and did not receive it. Conversely, those scoring low in neuroticism experienced heightened cardiovascular reactivity after receiving the note, and in this group only, blood pressure readings correlated positively with self-reported hostility. The results indicate that emotional support provided by non-intimate individuals is at best distracting, and may increase hostile attitudes in persons who are otherwise emotionally stable. Future research is indicated to better understand the meaning people give to expressions of support by non-intimates and to determine if messages delivered orally have the same effect as the written messages used in this study.

C62
EXTREME RESPONSES AS AN INDICATION OF DEFENSIVE HIGH SELF-ESTEEM *John Yost, Ife Ashabo; John Carroll University* — Standard self-report measures of self-esteem are open to participants responding in a socially desirable way (e.g., presenting themselves as having high self-esteem; HSE). The purpose of the present study was to attempt to distinguish between those who truly have HSE and those who may be presenting themselves as having HSE (but actually have low to moderate self-esteem). The underlying rationale is that the endorsement of extreme responses is indicative of defensiveness. The theory of Protective Intolerance served as a general method for determining whether individuals were falsely presenting themselves as having HSE. Past research in Protective Intolerance has demonstrated that individuals are intolerant of their own negative characteristics in others. Assuming that those with defensive HSE find low self esteem (LSE) to be negative, it is predicted that HSEs that endorse a relatively high number of extreme responses on a self esteem measure will recommend a higher penalty to the LSE transgressor than LSEs, in general, and HSEs who do not endorse a relatively high number of extreme responses. A focused-contrast analysis supported the hypothesis as HSEs who endorsed a relatively high number of extreme responses recommended the highest penalty to the LSE target (p < .04). The present study indicates that individuals who endorse a relatively high number of extreme responses on a self-esteem measure are relatively intolerant of low self-esteem individuals. The results of the present study offer evidence for using extreme responding as a promising method for assessing socially-desirable responding and defensive HSE.

C63
PARTNER-ESTEEM: THE LINKS BETWEEN BIASED ATTRIBUTIONS, SELF-OTHER OVERLAP, AND RELATIONSHIP COMMITMENT *Wind Goodfriend; Boise State University, Purdue University* — There is much evidence that individuals utilize cognitive biases in efforts to increase or maintain self-esteem (Baumeister, 1998). One example is the self-serving attribution bias: we tend to attribute our own positive behaviors to dispositional causes, but attribute negative behaviors to situational causes (Miller & Ross, 1975). Research has also established that romantic partners tend to include each other in their own sense of self (cognitive interdependence, Agnew et al., 1998; and self-expansion theory, Aron & Aron, 1997). The current research combined aspects of both of these research areas by exploring the new concept of partner-esteem bias, or the application of self-serving biases to one's romantic partner. It was hypothesized that positive correlations exist between degree of partner-esteem bias and degree of both self-other overlap and relationship commitment. Eighty-two undergraduates responded to a sentence-completion task to explain 16 positive and 16 negative behaviors their current partner might enact (e.g., "gave you a compliment because…"). Responses were coded for either dispositional or situational causes. Participants then completed scales assessing self-other overlap and relationship commitment. Results indicated that the proportion of dispositional attributions participants made for positive sentences was higher than that for negative sentences, providing evidence for a partner-esteem bias in attributions, F(1, 81) = 39.94, p < .001. Simple regressions between degree of bias and both self-other overlap and relationship commitment were also significant, β = .34, p = .002 for both tests. Implications for both self and relationship research are discussed, as well as future research to explore partner-esteem.

C64
THE EXPERIENCE OF AUTHORSHIP IN CO-ACTION *Betsy Sparrow, Daniel M. Wegner; Harvard University* — Something happens to our experience of our own action when we know we are co-acting with another person. Actions may feel less like ours merely because another person has done them first. And by the same token, the experience of action authorship seems enhanced when we know another's action is mimicking our own. We conducted three experiments to test the hypothesis that the timing of two co-actors relative to each other has effects on their individual experiences of action authorship. The experimenter and participant made predictable movements through an alphabet maze, moving from one letter to the next on the beat of a metronome. These studies included three within-subject conditions (leading, simultaneous, and following the experimenter's movements), and two between-subjects conditions (movement with a pointer and movement made by moving gaze between one letter and the next). Results of the first two studies revealed that actions performed prior to another's coaction were experienced as more willed by self, whereas those performed following the other's coaction were experienced as less willed by self. This occurred whether the participant was acting with an experimenter who was performing the same action using a pointer or using gaze. The third experiment found these effects even when the participant was aware that the experimenter was blind to whether the participant was leading or following—when the movement was performed with experimenter and participant separated by a one-way mirror.

C65
ATTENDING TO RACE: SOCIAL COGNITIVE AND PSYCHOPHYSIOLOGICAL MEASURES OF INTERGROUP ATTENTION *John Ryan, Sean Rossi, Maria Bermudez, Eric Vanman; Georgia State University* — Although the categorization of another's race appears to be "automatic," it is not as clear, once this categorization is made, whether it is ingroup or outgroup members who are more likely to draw our attention. The goal of this research was to measure differential attention to same or different race individuals using an implicit measure.

Prior research has demonstrated the influence of attentional demands of foreground stimuli (e.g., photos of people) on the startle eyeblink reflex (to an acoustic probe). For example, if one views a novel stimulus, the startle reflex is diminished, suggesting that greater attentional demands reduce the reflex. In two experiments, college students viewed photos of White and Black Americans. We predicted that Whites would be more likely to favor Whites over Blacks, but that they would also attend more to Black faces. In Experiment 1, a startle probe was presented during picture viewing. White participants exhibited smaller startle responses to pictures of Blacks, whereas Black participants tended to exhibit larger responses to Whites. To demonstrate that outgroups do indeed draw more attention than the ingroup, we used a secondary reaction time procedure in Experiment 2. As participants viewed the pictures, they pressed a key whenever an acoustic probe was presented following picture onset. Analyses revealed that White participants were slower when viewing Black faces, whereas Black participants were slower when viewing White faces. We conclude that startle modification can be used to index attentional demands to social stimuli that are not emotionally evocative.

C66

AN INFORMATION-PROCESSING EXPLANATION FOR SELF-OTHER DIFFERENCES IN TRAIT ATTRIBUTION *Alisha Janowsky[1], Thomas Monson[2], Robert Shuhi[2]; [1]Southwest Missouri State University, [2]Florida Atlantic University* — While self-enhancement motivational rationales are often utilized when interpreting self-other differences in trait attributions, Bem warns that information-processing explanations may actually be more appropriate. Case in point, Janowsky, Monson, and D'Souza reported that self-other differences in trait attributions for the Big Five do not necessarily fall in line with motivational expectations. In fact, for Extraversion subjects made more negative attributions for themselves than others. A strong case for an information-processing explanation for these findings can be made if these differences can be interpreted as a function of target observability. That is, one must consider situational constraints which influence when targets are available for observation. Situations encouraging Introversion, for example, are those where a target is alone and unavailable for observation by others. Situations encouraging Extraversion, however, are those in which a target is involved with others and therefore available for observation. Consequently, Introverts may appear Extraverted because others cannot observe their Introverted behaviors. In the current diary study, subjects reported how Extraverted they were behaving five times a day for four days. Results suggested that, regardless of their dispositional tendencies, subjects behaved in accordance with situational demands acting Extraverted Extraverted sitautions and Introverted in Introverted. However, subjects were more likely to be viewed in Extraverted than Introverted situations. When simulating how outside others should view the subjects as a function of subjects' observability, it was found that subjects viewed their own behaviors as being more Introverted than would others, a finding in line with the information-processing explanation.

C67

I DIDN'T LIKE YOU BUT NOW I DO: IMPRESSION REVISION FROM THE I-SHARING PERSPECTIVE *Anson E. Long, Elizabeth C. Pinel; Pennsylvania State University* — Research on similarity and attraction focuses primarily on similarity with respect to objective characteristics. We examine the role that subjective similarity plays in people's liking for one another by asking whether it can alter impressions made on the basis of objective similarity information. Participants interacted with an ostensible partner on the computer. This partner first appeared either very similar or very different to the participant with regard to either the objective or subjective self. Based on this information, participants rated their liking for and comfort with their partner. Then participants received information about their partner on the remaining self-dimension. This information always differed from the initial information in terms of perceived similarity: initially similar partners appeared different on the remaining self-dimension, and initially different partners appeared similar on the remaining self-dimension. Participants again completed the liking and comfort measures. Not surprisingly, information about objective similarity caused people to alter their liking for a subjectively similar/dissimilar person. As predicted, the reverse effect also held true: information about subjective similarity caused people to alter their liking for an objectively similar/dissimilar person. Moreover, subjective similarity predicted interpersonal comfort more so than did objective similarity: people who received objective similarity information first revised their initial feelings of comfort with their partner; people who received subjective similarity information first retained their initial feelings of comfort with their partner. Despite its fleeting nature, subjective similarity plays an important role in interpersonal relations and reveals the degree to which the self-as-subject factors into people's lives.

C68

NEGATIVE AFFECT REPAIR MOTIVATION AND THE LACK THEREOF IN NEUROTICS *Adam Augustine, Scott Hemenover, Tirza Shulman; Kansas State University* — This study investigated neuroticism and individual differences in negative affect repair motivation. Individuals scoring in the upper (n = 20) and lower (n = 22) 15th percentile on a measure of neuroticism (NEO-PI-R: Costa & McCrae, 1992) viewed a series of pictures designed to induce global negative affect. Participants were then given a list of videos and asked to choose which one they would like to watch next. The list contained numerous videos pilot tested to be neutral (e.g., nature program) along with the critical video pilot tested to be positive affect inducing (i.e., a stand-up comedy performance). Video choice served as an indirect measure of repair motivation such that participants choosing the comedy video over the more neutral videos were viewed as the most motivated to repair their negative affect. Results reveal that although all participants believed the comedy video would improve their affect, marginally fewer (p < .07) of the highly neurotic (compared to emotionally stable) individuals choose the positive video. Thus when faced with a choice of activities during a negative affective state, neurotics (v. stables) avoided the activity that they believed would make them feel better. These findings suggest that individuals scoring high (v. low) in neuroticism are less motivated to repair their negative affect, and have implications for future research.

C69

SOCIABILITY AND PHYSIOLOGICAL REACTIVITY IN THE IOWA GAMBLING TASK *Cecil Powell, Lisa Elliott, Christina Vlahou, Eric Vanman; Georgia State University* — According to Damasio's (1994) somatic marker hypothesis, somatic markers, such as unpleasant feelings in the gut, assist in the deliberation process when one is confronted with a situation that poses risky alternatives. Evidence in support of the hypothesis comes from studies of patients with prefrontal damage and matched controls while they perform the Iowa Gambling Task, which involves choosing cards from good and bad decks. In the early trials, normal controls typically exhibit anticipatory skin conductance responses just before they make a risky decision, even before they understand the reward structure, whereas patients fail to exhibit these responses and make more choices from the bad decks. In this study we investigated the extent to which performance on the task and physiological measures of somatic markers were related to individual differences in sociability. An unselected sample of participants performed the gambling task for 100 trials while skin conductance, heart rate, and facial EMG were recorded. Analyses revealed that better performance on the task (i.e., fewer draws from the bad decks) was related to both a higher heart rate and more skin conductance responses while the participant decided which card to choose. In addition, shyness was positively correlated with performance on the task. That is, those subjects who tended to perform most poorly on the task and showed the least physiological reactivity were the least socially inhibited. Our results suggest that individual differences in pro-

cesses that underlie somatic markers may have important implications for research in personality and social psychology.

C70
MEASURING IMPLICIT GENDER ATTITUDES USING THE SINGLE CATEGORY ASSOCIATION TEST *Jonathan Lytle, Andrew Karpinski; Temple University* – Investigations of implicit gender attitudes using the Implicit Association Test are difficult to interpret because the IAT can only assess comparative gender attitudes. For example, a female bias on a gender attitude IAT could be due to positive associations with women; however, it could also be the result of having negative associations with women, but even more negative associations with men. The Single Category Association Test (SCAT; Karpinski & Steinman, 2004) is a modification of the IAT that allows for the measurement of evaluative associations with a single attitude object. In the current study, a female-SCAT and a male-SCAT were used to measure evaluative gender associations. Feeling thermometer ratings of men and women were obtained as explicit measures of gender attitudes. On the explicit attitude ratings, male and female participants reported positive attitudes toward men and women, all ds > 0.93, but both genders reported a trend toward outgroup favoritism (for women, d = -0.33; for men, d = -0.38). On the implicit attitude measures, male and female participants again reported (at least a trend toward) positive attitudes toward both men and women, all ds > 0.24. In this case, however, the SCAT response times for both genders indicated a trend toward ingroup favoritism (for women, d = 1.25; for men, d = 0.53). These implicit results are consistent with past research using the IAT (Aidman & Carroll, 2003), but more specific conclusions about gender associations can be made from research using the SCAT than from IAT research.

C71
TESTOSTERONE AND THESPIANISM IN THE ARENA OF PUBLIC SPEAKING *Kelly Leach Cate[1,2], Angela Brower[3], Tiffany Leach[4], James Dabbs[2], [1]North Georgia College, [2]Georgia State University, [3]Austin Peat University, [4]Brenau University* – Testosterone's role in public speaking was explored among 21 members of a national public speaking organization. Participants gave saliva samples, which were assayed for testosterone concentration, both before and after performing a formal speech before an audience. Participants' verbal mistakes while speaking were tallied and their nonverbal behavior was videotaped and later examined by impartial judges. Results showed that participants with higher testosterone used fewer filler words ("um", "ah") and engaged in less nervous movement during their speech than did their lower testosterone counterparts. Results are discussed in light of recent research on actors' testosterone levels and the similarity between public speaking and acting.

C72
DO WE AUTOMATICALLY CATEGORIZE PEOPLE ACCORDING TO SEX AND RACE? A LOOK AT FAMILIAR OTHERS *Kimberley A. Clow[1], Victoria M. Esses[2]; [1]University of Ontario Institute of Technology, [2]University of Western Ontario* – Research utilizing a variety of paradigms, including subliminal priming, use of the Donald paradigm, and the Implicit Association Task (IAT), has suggested that we automatically categorize other people according to their sex and race. All this research, however, has had one thing in common: the people being categorized are strangers. The current research investigated the automatic categorizations of familiar others instead. Participants were presented with the names of familiar White and Black, male and female, actors and athletes in a semantic priming task. A third of the participants were asked if pairs of the celebrities were of the same sex or not, another third were asked if the same pairs of celebrities were of the same race or not, and the last third were asked if the celebrities were of the same occupation or not. Reaction times and error rates indicated that participants automatically categorized the celebrities according to their occupation (e.g., participants responded faster to two actors than to an actor and an athlete) regardless of what explicit task they were performing (sex, race, or occu-

pation decisions). In contrast, however, participants did not automatically categorize the celebrities according to their sex or race. In fact, even when participants were asked to indicate whether the celebrities were of the same race or not, automatic racial categorizations did not occur. The results demonstrate that for familiar others, our categorizations are based on relevant group memberships (e.g., occupation) rather than visible group memberships (e.g., sex and race).

C73
THE INFLUENCE OF NEGATIVE GOAL FRAMING AND ACHIEVEMENT GOALS ON PERFORMANCE *Melissa C. Grigg[1], Christopher J. R. Roney[2,1]; [1]University of Western Ontario, [2]King's University College* – Research has found that negative framing of specific goals - defining the goal as a negative state to be avoided - may lead to poorer performance (e.g. Roney, Higgins, & Shah, 1995). Other research has examined broader goals or orientations representing qualitatively different types of achievement goals, which may also influence performance (e.g. Elliot & Church, 1997). The present research sought to integrate these two literatures, examining how specific goals and broader orientations may combine. 139 Introductory Psychology students indicated their specific goal level for an upcoming exam in the course, completed measures of goal framing and achievement goal type, and a measure of emotions experienced in relation to the course. A series of regression analyses were used to determine the influence of these factors on subsequent exam performance. Overall, negative framing predicted poorer exam performance, independent of goal level and prior performance. Further, goal framing seemed to operate differently in relation to different broad achievement goals. Negative framing interacted with mastery achievement goals, such that negative framing predicted poorer performance only for individuals high in mastery goals. In addition, negative framing was a partial mediator of the negative association between performance-avoidance goals and exam performance. Further, evidence was found that anxiety mediated the performance-avoidance, negative framing, performance path, but was unrelated to the interaction between mastery goals and negative framing. The different effects of negative framing in relation to mastery goals and performance-avoidance goals suggest that self-regulation to specific goals may play out differently for different people.

C74
WHEN FEELING WRONG HELPS YOU MAKE YOUR JUDGMENTS RIGHT: REGULATORY FIT AND CORRECTION OF JUDGMENTS *Leigh Ann Vaughn, Thomas O'Rourke, Sandra Schwartz, Jill Malik, Zhivka Petkova, Kumar Yogeeswaran, Lindsay Trudeau; Ithaca College* – It is a truism that people often do not correct their judgments for bias. However, research shows that once individuals suspect that their judgments are biased, they can correct them in ways consistent with their lay theories of bias. The current set of experiments tested the hypothesis that the phenomenal experience associated with regulatory nonfit can enhance motivation to correct judgments. People experience regulatory nonfit when they engage in a strategy of goal pursuit inconsistent with their current regulatory focus (Higgins, 2000). In the first experiment, participants received a regulatory focus prime, then were told to use either a fitting or nonfitting strategy on a subsequent task. Compared with individuals experiencing regulatory fit, those experiencing nonfit corrected later Midwestern weather judgments more for tropical weather primes. It appears that participants attributed their experience of regulatory nonfit to the presence of bias, which motivated correction of judgments. To test this hypothesis directly, we carried out a second experiment in which we orthogonally manipulated regulatory fit and whether participants' attention was drawn to the true source of their feelings of rightness or wrongness from regulatory fit or nonfit, respectively. We found that drawing participants' attention to the true source of their regulatory fit experience reversed the effect of regulatory nonfit on correction, this time of attractiveness judgments about various female celeb-

rities. These experiments suggest that the phenomenal experience of regulatory nonfit is not always deleterious to motivation (cf. Higgins, 2000), as it can enhance motivation to correct judgments for bias.

C75
RELIGIOSITY, PARENTAL SUPPORT AND SELF-ESTEEM: INTERACTIONS OF SIGNIFICANT SOCIAL AGENTS *Moshe Machlev, Avidan Milevsky, Melissa Schlechter, Melissa Leh, Danielle Keehn, Ann Marie Kolb, Sarah Netter, Keri Spedding; Kutztown University of Pennsylvania* – Introduction: Religiosity has been found to be associated with self-esteem (Nelson, 1990; Milevsky & Levitt, 2000) and with parent-child relationships in adult populations (Okagaki & Bevis, 1999). However, little research has been done examining these associations in adolescences. The current study examines religiosity as a social agent influencing self-esteem and how religion interacts with other social agents such as parent relationships. Method: Participants in the current study included 272 students in grades 9 and 11. Intrinsic and extrinsic religiosity were assessed using items similar to those employed by Wright, Foster and Wisecarver (1993). Self-esteem was assessed with the Rosenberg Self-esteem Scale (1965). Parental support was assessed using the support questions from the Convoy Mapping Procedure (Levitt et al., 1993). Results: Hierarchical regression analyses were used to examine the influence of religiosity on self-esteem and the influence of parental support on religiosity. Intrinsic religiosity was found to be a significant predictor of higher self-esteem. The effects of intrinsic religiosity on self-esteem were comparable across gender. Maternal and paternal support were both found to be a significant predictor of intrinsic religiosity. No interactions were evident in the analyses, indicating that there were no differences by grade and gender in the effects of parental support on intrinsic religiosity. Conclusions: The current results suggest that intrinsic religiosity is associated with higher self-esteem. Additionally, the current results suggest that parental support is related to an adolescent's intrinsic religiosity. The current study highlights the importance of religion as a social agent in the life of adolescences.

C76
LEVELS AND COVARIATION OF PSYCHOLOGICAL CONSTRUCTS CONCERNING POSITIVE AND NEGATIVE VALENCE IN THE US AND JAPANESE CULTURES *Kenji Noguchi[1], Carol Gohm[1], David Dalsky[2,1], Shinji Sakamoto[3]; [1]The University of Mississippi, [2]Shinshu University, [3]Nihon University* – Differences between North American and East Asian cultures have been described in terms of self-enhancement and self-criticism (Fiske, Kitayama, Markus, & Nisbett, 1998). Hence, North Americans are likely to pay attention to positive things concerning self and East Asians are likely to focus on negative characteristics of self. We assumed that this tendency is applicable in general, i.e. Americans are more biased toward positive information, whereas East Asians tend to pay attention to negative information. Previously, we constructed the Attention to Positive and Negative Scale, which has two higher order factors "attention to positive" and "attention to negative" and four first order factors "attention to positive/self", "attention to positive/others", "attention to negative/self", and "attention to negative/others" (Noguchi, Gohm, & Dalsky, 2004). These subscales allow us to examine self-enhancing and self-critical tendencies. The results showed that valence information was very salient for US Americans who pay more attention to positive information, whereas Japanese were better described by their self-critical tendency. Other psychological constructs related to positive and negative valence were included and factor analyzed. Two factors, positive and negative valence, were extracted and factor score comparisons showed that Americans scored higher than Japanese on the positive valence factor but no difference was found on the negative valence factor. Past studies indicated that a dialectical way of thinking in East Asia affects relations of semantically opposite constructs (Peng & Nisbett, 1999; Schimmack, Oishi, & Diener, 2002).

As expected, these two factors were negatively correlated in the US but positively correlated in Japan.

C77
STRESS RESILIENCE: EXPLORING THE BENEFITS OF EMOTIONAL INTELLIGENCE *Joseph B. Lyons, Tamera R. Schneider; Wright State University* – The transactional stress model accentuates the role of cognitive appraisals in triggering the stress process. These appraisals result in avoidance (threat) or approach (challenge) tendencies. Threat and challenge appraisals involve different affective responses, suggesting that emotions are an integral part of the stress process. Emotional intelligence (EI) represents abilities in perceiving, integrating, understanding, and managing emotions, and may influence appraisals and their outcomes. Individuals high in EI were expected to report challenge appraisals, more positive and less negative affect, and evidence cardiac as opposed to vascular reactivity during stressful tasks. Seventy-seven undergraduates completed an ability-based EI measure and performed two tasks, mental arithmetic and videotaped speech. Emotional perception interacted with task order and time to predict appraisals with those higher in perception reporting more challenge in response to the speech task. Emotional management tended to interact with task order and time, showing that high managers tended to appraise the math task as a challenge when it was the second task. Individuals high in emotional understanding reported more positive affect, while individuals high in emotional perception reported less negative affect. Higher emotional perception and understanding generally predicted a physiological pattern associated with challenge appraisals (increased cardiac output coupled with decreased vascular resistance). With the exception of emotional integration, the skills associated with EI predicted cognitive, affective, and physiological adaptation to stressors. This study supports claims that EI influences stress. However, these benefits differ for each EI dimension, suggesting that future studies examine dimension-level effects and not overall EI scores.

C78
IDENTITY AND NEGOTIATION: EXAMINING THE INTERPLAY OF OPTIMAL DISTINCTIVENESS THEORY AND STEREOTYPE THREAT. *Amy C. Lewis[1], Bryan Bonner[2]; [1]Drury University, [2]University of Utah* – Issues of identification and stereotyping are of great importance and interest to behavioral researchers. The current study combines two streams of research, Optimal Distinctiveness Theory (Brewer, 1991) and Stereotype-Threat (Steele & Aronson, 1995), to make unique predictions regarding expectations on a stereotype relevant negotiation task. We argue that participants who are given feedback designed to induce a need to feel either unique or included will be differentially influenced by stereotype threat manipulations. One-hundred eight (54 male, 54 female) undergraduate students were recruited to participate in this study. Mixed-gender dyads were formed and we primed either a need for uniqueness or a need for belonging through false feedback. After the optimal distinctiveness manipulation, the dyads engaged in a multiple issue negotiation simulation. The negotiation task was ideal for this study, as male and female participants could be given plausible information that lead them to believe either masculine traits (assertiveness, competitiveness) or feminine traits (cooperation, communication) were associated with greater degrees of success, allowing for independent manipulation of stereotype threat condition across dyads. Within-dyad analyses on participants' goals for the negotiation exercise showed the predicted three way interaction between gender, manipulated need, and stereotype-threat instructions. Ironically, participants who received feedback indicating that they were extremely similar to others of their gender group were less influenced by the stereotype-threat manipulation than were participants who were told they were very unique in their gender group. Implications of this finding for improving negotiation performance and reducing the impact of negative stereotypes is discussed.

143

C79

CULTURAL DIFFERENCES IN STEREOTYPING OF NATIONAL AND NOVEL GROUPS *Melissa J. Williams[1], Julie Spencer-Rodgers[1], Kaiping Peng[1], Lei Wang[2]; [1]University of California, Berkeley, [2]Peking University* — Relative to Westerners, members of East Asian cultures are less likely to draw inferences about stable personality traits when explaining the behavior of others; that is, to commit the fundamental attribution error (Norenzayan & Nisbett, 2000). However, much less is known about cultural differences in the process of stereotyping, or how culture affects the inference of traits from group and social-category membership. In Study 1, Chinese participants made stronger trait inferences based on targets' membership in imaginary social categories, and stronger category-membership inferences based on traits, than did Americans. Studies 2 and 3 demonstrated that, relative to Americans, Chinese participants formed stronger and more consistent impressions based on target nationality for both the ingroup and outgroups (Chinese, American, or Kenyan). These results cannot be fully explained by cultural differences in historical context, intergroup contact, or ingroup favoritism. Instead, they are interpreted as consistent with research demonstrating that East Asians are more likely than Westerners to infer dispositions when the behavioral unit is a group rather than an individual, and perceive groups as having both dispositions and causal agency (Menon, Morris, Chiu, & Hong, 1999). As a result of this tendency to understand groups as having unique internal properties (rather than as a collection of individuals with these properties), members of East Asian cultures may see social categories as powerful tools for explaining behavior and thus be more likely than Westerners to stereotype.

C80

THE EFFECT OF REWARD AND PUNISHMENT IN VIOLENT VIDEO GAMES ON AGGRESSIVE AFFECT, COGNITION, AND BEHAVIOR *Nicholas L. Carnagey, Craig A. Anderson; Iowa State University* — Past studies (Bandura, 1965; Bandura, Ross, & Ross, 1963) have demonstrated that reward and punishment of aggression displayed in film can influence viewers' imitative behavior. Three experiments examined the effects of rewarding and punishing violent actions in video games on aggression-related variables. In all three studies participants were randomly assigned to play one of the three versions of a racecar video game for twenty minutes. The three versions were: 1) killing bystanders and race opponents was rewarded, 2) killing bystanders and race opponents was punished, and 3) nonviolent. In Study 1 the dependent variable was state hostility. Results showed that rewarded and punished participants were more hostile than nonviolent participants. There was no difference in hostility between rewarded and punished game participants. In Study 2 the dependent variable was aggressive cognition. Rewarded participants were highest in aggressive cognition; punished and nonviolent participants displayed equally low levels of aggressive cognition. In Study 3 the dependent variable was retaliatory aggressive behavior in a mildly provoking context. Results closely mirrored that aggressive cognition results. Rewarded participants were more aggressive than either punished or nonviolent groups. There was no difference in aggression between punished and nonviolent game groups. The number of pedestrians killed in the violent game versions mediated laboratory aggression. These experiments demonstrate that reward for violent actions within a violent video game can moderate the effect on aggression-related variables, and that aggressive cognitions appeared to drive aggressive behavior in this context.

C81

COPING STYLES AT WORK: RELATIONSHIPS WITH ATTRIBUTIONAL STYLE, WELLNESS CONSTRUAL, AND JOB SATISFACTION *Jennifer Welbourne[1], Donald Eggerth[2], Tara Williams[2], Francisco Sanchez[3]; [1]University of North Carolina at Charlotte, [2]National Institute for Occupational Safety and Health, [3]Albuquerque Veterans Affairs Medical Centers* — Relationships between coping style, attributional style, wellness construal, and job satisfaction were examined among a sample of nurses, an occupational group reporting high levels of workplace stress. It was predicted that the use of positive coping styles in the workplace would be associated with optimistic attributional styles, wellness-oriented construals of stress, and greater job satisfaction. To test these hypotheses, a sample of 191 nurses employed with a southwestern Veterans Affairs Medical Center completed a questionnaire assessing these constructs. The Brief COPE (Carver, 1997) was used to measure coping styles used by the nurses to deal with workplace stress. Attributional styles for positive and negative workplace events were assessed using the Occupational Attribution Style Questionnaire [OASQ] (Furnham, Sadke, & Brewin, 1992). Job satisfaction was assessed using the Minnesota Satisfaction Questionnaire [MSQ]- Short Form (Weiss, Dawis, England, & Lofquist, 1967). Construal of stress in terms of wellness versus illness was measured on a 7-pt scale. Results indicate that an optimistic occupational attribution style and a wellness-oriented construal were associated with the following positive coping strategies: reframing, active coping, and acceptance (all p<.05). Additionally, an optimistic attributional style was associated with "planning" as a coping strategy (p<.05), and a wellness-oriented construal was associated with the use of religion as a coping strategy (p<.05). Use of these coping strategies (except for religion) was also associated with greater job satisfaction (all p<.01). Results suggest that attributional style and wellness orientation may contribute to choice of coping strategies in the workplace, potentially influencing job satisfaction.

C82

RACE, THE IMPLICIT-EXPLICIT DISTINCTION, AND EXECUTIVE FUNCTIONING: ARE ONLY WHITE AMERICANS MOTIVATED TO CONTROL PREJUDICE? *Patricia A. McCord, Sara Addison, John P. Ryan, Eric J. Vanman; Georgia State University* — Studies that have included measurement of one's motivations to respond without prejudice, such as the IMS/EMS (Plant & Devine, 1998) and the MCPRS (Dunton & Fazio, 1997), have typically examined the responses of only White Americans with respect to their prejudices against Blacks. The goals of this study were to examine (a) whether such motivations to control prejudice are really limited to White Americans, and (b) the extent to which those motivations are related to implicit and explicit measures of prejudice. A large sample of White, African-American and Asian American participants completed a modified MCPRS, as well as both an explicit (i.e., social distance scale) and an implicit (i.e., implicit association test) measure of White versus Black bias. Participants also completed a Stroop task as a measure of executive functioning. We found that MCPRS scores did not differ by race, but the measures of prejudice did differ. In addition, across all groups, we found a strong positive relationship between the social distance scale and the IAT. This relationship was strengthened after we controlled for scores on the MCPRS. White and Asian American participants showed a bias that favored Whites, whereas African-American participants showed a bias favoring African-Americans. The results of this study suggest that when considering topics related to prejudice, we should examine the responses of non-Whites more closely. These results should also be considered with respect to recent controversies about the distinction between implicit and explicit measures of prejudice.

C83

STRUCTURE OF CREATIVE BEHAVIOR: VARIABLE-CENTERED AND PERSON-CENTERED APPROACHES *Zorana Ivcevic; University of New Hampshire* — There is a fundamental similarity between creativity and personality; they are both described in terms of patterns of attributes that act collectively in producing behavior (Feist, 1998). Researchers in both areas emphasize the need for the study of behavior as an observable manifestation of internal traits (Funder, 2001; Hocevar, 1981). Furthermore, both areas share goals and approaches in examining

the structure of behavior: the variable-centered approach aims to identify dimensions of individual differences and the person-centered approach aims to describe intraindividual patterns in these dimensions (York & John, 1992). In a large survey study, structure of creative behavior was studied using both variable and person-centered approaches. Self-reported creative behavior was assessed using multiple scales in domains of everyday, artistic, and scientific activity. In a variable-centered analysis, three factors of individual differences in creative behavior differentiated one rather content general dimension (Creative Life-Style) from specialized dimensions (Intellectual Achievement and Performing Arts). In a person-centered analysis, five clusters of individuals with similar behavior patterns were identified and labeled Conventional Person, Everyday Creative Individual, Artist, Scholar, and Renaissance Person. Full understanding of the structure of behavior is possible only from a combination of variable and person-centered approaches. Variable centered approach identifies meaningful dimensions for interindividual comparison. Person-centered approach brings the person back into the research focus and suggests common personality and developmental mechanisms behind observed behavior patterns (Bergman, 2000).

C84
EXAMINING CONDOM USE AMONG ETHNIC MINORITY WOMEN: THE LINKS BETWEEN RACIAL IDENTITY AND CONDOM USE AS MEDIATED BY PSYCHOSOCIAL FACTORS.
Desiree Despues[1], Sabine E. French[2]; [1]University of California, Riverside, [2]University of Illinois, Chicago — Young ethnic minority women contract HIV/AIDS through heterosexual contact at high rates. In 1999, HIV/AIDS was the 5th leading cause of death among women age 25-44 (CDC, 2002). During the same year, women accounted for 20% of all adults/adolescents living with AIDS (CDC, Division of HIV/AIDS Prevention, 2002). African American and Hispanic American women make-up less than one-fourth of all women in the United States, however they account for 78% of AIDS cases reported in U.S. women (CDC, 2002). Although the number of ethnic minority young adults using condoms has increased, consistent use of condoms is still low. The main goal of this research is to determine the role of racial identity and ideology in condom use and how it may be mediated by psychosocial factors associated with condom use among multi-ethnic young female adults. A sample of 166 (45 African American, 62 Asian American, 59 Latino American) sexually experienced heterosexual undergraduate female students were recruited from a large multi-ethnic college campus. For African American females relationship concerns and pleasure mediated the relationship between oppressed minority and nationalist ideologies, racial centrality and condom use. For Asian American females, pleasure mediates the relationship between public regard, oppressed minority ideology and condom use. For Latino American females, identity stigma, embarrassment to negotiate condom use, and intoxicants mediated the relationship between humanist and nationalist ideologies and condom use. Results will be discussed in terms of racial identity, racial ideology and psychosocial factors as a point of intervention among young ethnically diverse women.

C85
IN DEFENSE OF THE BODY: THE EFFECT OF MORTALITY SALIENCE ON FEMALE BODY OBJECTIFICATION *Shelly Grabe[1], Clay Routledge[2], Alison Cook[2], Christie Anderson[2], Jamie Arndt[2]; [1]University of Wisconsin, [2]University of Missouri-Columbia* — Previous research in Self-Objectification Theory has illustrated the negative psychological consequences of female body objectification. Although self-objectification, the process of viewing oneself as an object to be evaluated on the basis of appearance, can have a number of negative psychological consequences for women, clinging to cultural standards concerning the body may serve important psychological functions. Drawing from Terror Management Theory, an experiment was designed to test the potential functionality of female body objectification. Specifically, the present study explores how female body objectification may serve as a defense against unconscious

existential fears. Men and women were primed to think about either their own mortality or an aversive control topic, and levels of body objectification were then assessed for both self- and other (women)-objectification. Findings supported the hypotheses. Not surprisingly, there was a main effect suggesting that women self-objectify more than men. Results also suggested that females tended to self- and other-objectify more in the mortality salience condition compared to the control, whereas men did not. Finally, we further demonstrated that priming mortality increased self-objectification among those who derived self-esteem from their body (for both women and men). These findings suggest that even though women tend to self-objectify more than men, both females and males will self-objectify after mortality salience to the extent that their physical appearance is an important component of their self-worth. The present study adds to the self-objectification literature by exploring how body-objectification may help people manage concerns about death.

C86
EGOCENTRIC EVALUATION APPREHENSION: UNCHARITABLE PREDICTIONS OF OTHERS' (CHARITABLE) EVALUATIONS
Joanne Kane[1], Leaf Van Boven[1], Nicholas Epley[2]; [1]University of Colorado at Boulder, [2]Harvard University — People engaged in embarrassing behaviors overestimate how harshly they will be judged. Study 1 found that people engaged in neutral (not particularly embarrassing) tasks such as connect-the-dots puzzles overestimated how harshly observers would judge them on their performance. This result extends the findings from research involving more embarrassing tasks. Study 2 examines whether these egocentric fears stem partly from arousal. Individuals who were aroused (after briskly climbing 6 flights of stairs) reported greater egocentric fear than individuals who were not aroused (took an elevator). Discussion of the two studies centers on the previously unexamined role of arousal in people's judgments about how they are seen by others.

C87
EFFECTS OF CHRONIC AND TEMPORARY SOCIAL EXCLUSION ON INTERPERSONAL PERCEPTION *Jason Faulkner, Mark Schaller; University of British Columbia* — Social exclusion causes psychological distress and constitutes a threat to the fundamental need for affiliation. Drawing on this background, it is hypothesized that social exclusion leads to biases in person perception: People who feel socially excluded may be motivated to perceive strangers as especially approachable. To examine this possibility, we conducted a study assessing effects of chronic and temporarily aroused social exclusion on perceptions of others' characteristics. 83 participants completed a measure assessing chronic perceptions of social support. In addition, through a false feedback manipulation, they were led to believe that they had either relatively low or high levels of social inclusion. Following this manipulation, participants rated the sociability (a composite of happiness, trustworthiness, and friendliness) and hostility (a composite of hostility, anger, and threat) evident in the faces of strangers. Results revealed an interaction between chronic and temporary perceptions of exclusion/inclusion on ratings of hostility (p = .05): Among those who felt chronically excluded (low social support), feedback indicating relative exclusion led to lower ratings of perceived hostility. No such effect was found among people who felt chronically high levels of social support (suggesting perhaps that chronic confidence in social support may provide a buffer against temporary threats of exclusion). Overall, these findings indicate that people who feel chronically excluded are especially sensitive to temporary threats of exclusion, and that they may respond to these threats by perceiving others in an unrealistically positive manner.

C88
NEURAL EVIDENCE FOR THE INTERACTION OF SOCIAL AND EMOTIONAL PROCESSES *Catherine Norris, John Cacioppo; University of Chicago* — Social stimuli function as emotional barometers for the immediate environment, are the catalyst for many emotional reactions, and have inherent value for relationships and survival independent of

their current emotional content. We therefore propose that the neural mechanisms underlying social and emotional information processing may be partly redundant and interactive. Specifically, regions of the brain implicated in processing social stimuli (e.g., superior temporal sulcus, fusiform gyrus) may also be sensitive to emotional content. In the current study, we examined the independent and interactive effects of social and emotional processes on brain activation. Whole brain images were acquired while participants viewed and categorized affective pictures that varied in emotional (neutral, emotional) and social (faces/people, objects/scenes) content. Patterns of activation were consistent with past findings demonstrating that the amygdala and regions of the visual cortex were more active to emotionally evocative pictures than to neutral pictures. Furthermore, the middle occipitotemporal cortex, the STS, and the fusiform gyrus showed evidence of the interactive processing of emotional and social information. In addition, the medial prefrontal cortex was more active to emotional than to neutral pictures, but only when stimuli were social in nature. This finding, coupled with existing literature on the role of the mPFC in theory of mind tasks and emotion regulation processes, suggests that the mPFC may be critical for the interpretation of social cues and the production of appropriate emotional responses in a changing social environment. Implications for research on emotional and social processes in the brain are discussed.

C89

BEHAVIORS OF ACCURATE JUDGES OF PERSONALITY *Tera D. Letzring, Lisa A. Greve, David C. Funder; University of California, Riverside* — Many researchers have examined how personality characteristics relate to the accuracy of personality judgment (Allport, 1937; Taft, 1955; Vogt & Colvin, 2002), but few have examined how behaviors of the judge are related. This study examines the relationship between level of accuracy and behavior in a laboratory interaction. Participants judged 100 personality characteristics of two partners in an experimental interaction (active condition), and three targets viewed in another experimental interaction via videotape (passive condition). Judgments were compared with criterion ratings based on a composite of acquaintance-ratings, self-ratings, clinical-ratings, and behavioral observations. As predicted by the Realistic Accuracy Model (RAM; Funder, 1995), behaviors related to accuracy differed by context of observation. In the active condition, accuracy was related to behaviors that may encourage targets to reveal personality-relevant information, such as appearing interested in the partner, expressing warmth, and not being condescending. In sharp contrast, accuracy in the passive condition was related to behaviors such as showing physical signs of tension or anxiety, behaving in a fearful or timid manner, and keeping partners at a distance. Judges who exhibit behaviors that are likely to lead to positive and comfortable interactions are also likely to judge the personality of their interaction partners with a high degree of accuracy, whereas judges who exhibit poor social skills are more likely to judge people they passively observe with a high degree of accuracy. These findings support the importance of the relevance and availability stages of RAM to the accuracy of personality judgment.

C90

SELF-VERIFICATION PROCESSES IN SOCIAL INFLUENCE: THE ROLE OF TRAIT SELF-ESTEEM IN DETERMINING RESPONSES TO LABELING *Diane Lines, Cathy McFarland; Simon Fraser University* — Labeling, the act of communicating an attribution about a target's personal qualities to the target, is a well researched form of social influence that has been shown to have strong effects on targets' behaviours. Interestingly, research examining the effects of negative and positive labels has yielded inconsistent findings regarding the degree to which such labels induce label consistent behaviours. In an attempt to reconcile these findings, the current study introduced trait self-esteem (SE) as a moderating variable. Based on self-verification theory, it was hypothesized that individuals would be most likely to respond consistently with labels that verify their self-conceptions (i.e., high SE persons

will respond more to positive than negative labels whereas low SE persons will respond more to negative than positive labels). HSE and LSE persons were exposed to either a positive, negative, or no label induction regarding their concern for the environment, and their willingness to help with an environmental group was assessed. A 2 (self-esteem) by 3 (label) ANOVA revealed an interaction effect ($F(2, 96) = 4.14, p < .019$) on helping that supported the prediction: Relative to the no label group, high SE participants were more influenced by positive labels than negative labels, whereas low SE participants were more influenced by negative labels than positive labels. The results extend prior work by clarifying the conditions under which positive vs. negative labels will be most efficacious in inducing label consistent behaviour, and by applying self-verification theory to the social influence domain.

C92

HUMOR RELEVANCE VS. PICTURE RELEVANCE AND MESSAGE PROCESSING *Stephen Smith[1], Curtis Haugtvedt[2], Richard Petty[2]; [1]NGCSU, [2]Ohio State University* — The "common sense" notion that humor enhances the persuasiveness of a message has not received consistent empirical support, in part because researchers have asked the first generation "main effect" question rather than the more contextualized questions that stem from a consideration of the mechanisms by which humor might influence attitudes (Petty, 1997). Recent process-oriented studies have indicated that humor can either undermine processing or increase processing, depending on whether or not the humorous elements are thematically congruent with message claims. However, since studies supporting this humor relevance view have compared relevant or irrelevant cartoons, it remains possible that relevant (or irrelevant) pictorial material is behind the effect, and humor is not actually responsible for the processing effects observed. The present experiment employed high and low relevance pictures, as well as high and low relevance humorous cartoons. 60 undergraduate students were randomly assigned to conditions of a 2 (humorous cartoon vs. nonhumorous picture) x 2 (relevant vs. irrelevant) x (strong vs. weak arguments) design, and viewed ads for a fictitious dating service. Results indicated that humor is indeed important to processing, as the relevance by argument quality interaction was significant for participants viewing humorous ads, but not for those viewing ads containing nonhumorous pictures.

C93

"THANKS FOR YOUR SUPPORT (NOT)": WHEN PARTNERS' STRATEGIES AND SOCIAL SUPPORT DON'T MIX. *Faby Gagne, Julie Norem; Wellesley College* — This study examined how the coordination between one's goal pursuit strategies and the type of support offered by a relationship partner can influence goal performance. We hypothesized that people should benefit most from support given by a partner if that support matches their goal pursuit strategies. Specifically, defensive pessimists should benefit from informational support conducive to their reflective thinking, whereas strategic optimists should benefit from emotional support conducive to their optimism. Fifty-one students (Mage = 20 years) prescreened for their habitual goal pursuit strategies received a note of social support from their dating partners prior to giving a videotaped speech on the value of a college education. Half of participants received a note designed to convey informational support, whereas the other half received a note conveying emotional support. Results revealed that speech performance, as rated by three objective judges, was significantly better in the informational support condition (M = 7.72) than in the emotional support condition (M = 7.35), $F(1,47) = 4.68, p < .05$. This effect was qualified by an interaction with participants' habitual goal pursuit strategies, $F(1, 47) = 11.86, p < .001$. As predicted, defensive pessimists' performance depended on the type of support received from their partners. Those receiving informational support did significantly better (M = 8.92) than those receiving emotional support (M = 6.60). In contrast, the performance of strategic optimists did not vary according to the type of

social support they received, although there was a trend in the expected direction.

C94
STRESSFUL EVENTS AND CONTROLLABILITY: AN EXPERIMENTAL TEST OF THE OPTIMAL MATCHING MODEL OF SOCIAL SUPPORT *Kelli Gardner; Iowa State University* — The optimal matching model predicts that the type of social support that is most effective depends upon the controllability of the stressor in question. For controllable stressors, informational support should be most helpful. When people have control over a stressor, receiving relevant information or advice can help them take actions to solve their problem. Individuals facing relatively uncontrollable stressors, however, should respond better to emotional support. Receiving expressions of caring and concern, while unable to change the stressor itself, can improve one's emotional state. The optimal matching model was tested in a laboratory setting. Female participants were told they would have to give an impromptu public speech to a small audience. Participants' sense of controllability over the speech was manipulated, and participants received no social support, emotional support, or informational support. Manipulation checks showed that the controllability and support manipulations were effective. Participants' anxiety was measured with the Positive and Negative Affect Schedule (Watson, Clark, & Tellegen, 1988) and support satisfaction was measured with a modified version of the Interaction Supportiveness Scale (Cutrona, Hessling, & Suhr, 1997). For anxiety, effects were small and in the opposite direction of predictions. For support satisfaction, participants in both the low control and the high control conditions were more satisfied with informational support than with emotional support; this effect was small and stronger for the high control group, suggesting partial support for the model.

C95
GROUP MORALITY AND INTERGROUP COMPETITION *Taya R. Cohen, Chester Insko; University of North Carolina at Chapel Hill* — A three-choice prisoner's dilemma game (PDG-Alt; a PDG plus a third withdrawal choice yielding intermediate outcomes regardless of the opponent's choice) was used to test the effects of normative social influence and guilt on intergroup competition. Participants were randomly assigned to one of two three-person groups and interacted for one trial by making choices on a PDG-Alt matrix. Participants anticipated discussing their choices with either members of their own group (in-group members) or a member of the opposing group (an out-group member) after each group had made a decision based on a majority vote. We hypothesized that normative social influence would be stronger when participants anticipated meeting members of their own group because only in this condition would they face public evaluation by in-group members. Consistent with an in-group-favoring-norm hypothesis, we predicted that participants who anticipated meeting their in-group would act more competitively than participants who anticipated meeting an out-group member. In addition, because past research has shown that guilt proneness increases adherence to social and moral norms, two measures of guilt proneness were administered at the beginning of the session. As predicted, there was an interaction between anticipated meeting and guilt proneness such that participants who anticipated meeting in-group members made competitive choices, but only if they scored high on guilt proneness. Unexpectedly, we found that participants who anticipated meeting an out-group member also made competitive choices, but only if they scored low on guilt proneness. Implications of these findings for the theory of two moralities are discussed.

C96
EXPRESSIVE WRITING AND GRADUATE SCHOOL ENTRANCE EXAMS *Michael Thomas, Joanne Frattaroli; University of California, Riverside* — Important exams, such as those required to enter graduate school, are prominent stressful events for college students that can detrimentally affect health and well-being. Research has demonstrated that physical and psychological health can be improved by writing expressively about stressful and/or traumatic events (Sloan & Marx, 2004; Smyth, 1998). In a study by Lepore (1997), students preparing for a graduate or professional school entrance exam who were assigned to write expressively showed a decrease in depressive symptoms, but not intrusive thoughts, prior to taking their exams. However, exam performance data was not collected. The present study sought to determine if expressive writing could improve exam performance in addition to improving measures of well-being. Students preparing to take graduate or professional school entrance exams, including the Graduate Record Examination (GRE), Medical School Admission Test (MCAT), and Law School Admission Test (LSAT), were recruited for this study. Approximately 10 days before taking their exam, participants were randomly assigned to write expressively (or about a neutral topic) during one 30-minute session. Participants were also given measures of distress and depression, test anxiety, and intrusive thoughts one month before, one week before, and one week after their exam. Exam scores were then collected. Findings indicate that expressive writing not only decreases symptoms of depression one week before a major exam, but also decreased symptoms of distress, test anxiety, and intrusive thoughts. Furthermore, preliminary results suggest that expressive writing may improve performance on graduate or professional school entrance exams.

C97
EMBODIED EMOTIONS *Joshua Ian Davis, Robert Krauss; Columbia University* — These studies were designed to assess whether body states are merely by-products of an emotional experience, or rather, are integral to the experience. The targeted body states were facial expressions, as they are commonly associated with emotion and have been studied extensively in the facial feedback literature. Our method differed from the facial feedback approach in that those authors induced facial expressions and noted how that affected emotion; whereas we prevented facial expressions and noted whether that dimished the experience of an emotion. Both methods allow one to draw conclusions about how facial expressions influence affect. The latter method, of preventing the expression, also allows one to make a claim of integrality. If the expression is prevented and as a result the experience is diminished then the expression is integral to the experience. Indications of diminished affect were found. Valence ratings of Ps' current state after watching each of three films (one positive, one neutral, and one negative) showed flattened affect when the face was restricted as compared to controls. Furthermore, the possiblity that the distracting effects of preventing the facial gesturing was tested and found not to be the cause of the effect.

C98
MOTIVATIONAL ASPECTS OF POLITICAL IDEOLOGY: BELIEFS AND VALUES ASSOCIATED WITH LEFT-RIGHT ORIENTATION IN 19 COUNTRIES. *Hulda Thorisdottir, Jost John, Ido Liviatan; New York University* — Previous research indicates that there are a number of cognitive and motivational differences that characterize proponents of left- vs. right-wing ideological opinions. A quantitative review by Jost, Glaser, Kruglanski, and Sulloway (2003) found that a number of variables pertaining to the psychological management of uncertainty and threat predict political conservatism, defined in terms of resistance to change and tolerance for inequality. We use recent data from 19 countries included in the European Social Survey (ESS) to assess several hypotheses derived from this theoretical framework: (1) Resistance to change/traditionalism is associated with right (vs. left) wing orientation; (2) Acceptance of inequality is associated with right (vs. left) wing orientation; (3) Needs for order and structure are associated with right (vs. left) wing orientation; (4) Needs for security/sensitivity to threat are associated with right (vs. left) wing orientation; (5) Openness to experience is associated with left (vs. right) wing orientation. In order to assess both asymmetrical effects associated with specific ideologies and symmetrical effects associated with ideological extremity in general, we investigated

linear and quadratic effects between psychological variables and political orientation. Calculations were done using multiple regressions and structural equation modeling. Results are in line with the Jost's et al. (2003) review, and reveal that there are consistent, general patterns associated with left vs. right wing orientation across countries. At the same time, we do observe some cross-national variation in the psychological predictors of political ideology.

C99

RELIABILITY AND CRITERION VALIDITY OF AN IMPLICIT MEASURE OF HATE CRIME ATTITUDES *Kristina Schmukler[1], Christopher Aberson[2], Lyzz Oliver[2], Sarah Haag[3]; [1]University of California Santa Cruz, [2]Humboldt State University, [3]University of Iowa* — Four studies addressed the reliability and criterion validity of an implicit measure of attitudes toward hate crimes against gay men. We adapted the Go/No Go Association Task (GNAT) to measure hate crime endorsement. Participants responded to two sets of categories. The first set includes hate crimes and positive words, the second hate crimes and negative words. Participants' implicit hate crime endorsement is evidenced by more accurate categorizations for hate crimes paired with positive words than hate crimes paired with negative words. Participants completed trials using several response deadlines (1000, 750, and 600 ms). Studies 1 (n = 36) and 2 (n = 45) demonstrated adequate internal consistency for the measure (α = .51, .54 respectively). Study 3 (n = 41) demonstrated sufficient test-retest reliability over a 1-week period, r (38) = .46, p = .004. Though reliability is mediocre compared to explicit measurement strategies, our findings compare favorably to other reported uses of the GNAT (e.g., r = .20; Nosek & Banaji, 2001). Study 4 examined whether gay and heterosexual men differed on this measure. Supporting the criterion validity of the measure, gay men exhibited less hate crime endorsement (d = -0.30, n = 33) than heterosexual men (d = -0.04, n = 41), t(72) = 2.1, p = .04, d = .49. Future studies will use the measure to predict aggression directed at gay men.

C100

IT'S NOT ME IT'S MY GENES: STEREOTYPE SOURCE'S ROLE IN STEREOTYPE THREAT *Steven J. Heine, Ilan Dar Nimrod; University of British Columbia* — The theory of stereotype threat states that activating self-relevant stereotypes can lead people to exhibit stereotype-consistent behavior. Stereotype threat most commonly arises under circumstances in which a negative self-relevant stereotype is applicable, the person's membership in the stereotyped group is made salient, and the person believes that their performance on a task will be evaluated. It seems that a certain element in stereotypes conveys an inescapable expected behavior to members of the stereotyped social group. Putting this assertion to test we manipulated the perceived inevitability of a stereotype-related group difference. Research on Nature vs. nurture causal attributions suggests that people perceive genetic causes to be more inescapable than experiential ones. Using a repeated measures design, causal attributions concerning gender-based differences in mathematical ability were manipulated by presetting either genetic-based or experientially-based explanations for the difference, while the strength of the alleged differences was held constant. A third condition asserted that there are no gender differences in math. A fourth condition primed women with "womanhood" to produce traditional stereotype threat manipulation. Additional variable tested was the presence of men's influence on women-classmates' math performance. Results supported the hypothesis that the perceived cause for gender differences in math ability affects women's mathematical performance. Women who were exposed to a genetic explanation performed significantly worse than those exposed to experiential explanation. Men's presence did not significantly influence women's math performance. The results indicate one way in which genetic essentialism might affect people's behaviour. Several more implications, as well as future directions are discussed.

C101

THE "ESSENCE OF COOL": EMPIRICAL INVESTIGATION *Ilan Dar Nimrod, Travis Proulx, Ian Hansen, Darrin Lehman; University of British Columbia* — What does it mean to be cool? Cool is ubiquitous in the West, crossing ethnicity, class, and gender. Cool has also translated cultures. While the general positive valence of cool means that many people use it as a synonym for the socially desirable, our investigation sought to pare cool down to its core with two studies aimed at identifying the essence of cool, should one exist beyond a mere synonym for anything that is socially desirable. In Study 1, participants generated coolness definitions and up to 8 traits associated with "cool" and "uncool." These traits were coded as reflecting various potential aspects of coolness, and contributed to a list of coolness-related attitudes and personal characteristics. In Study 2, participants first rated the "coolness" and then the "social desirability" of each of the characteristics. For all characteristics, ratings of coolness were positively correlated with ratings of social desirability. Paired t-tests were conducted to determine if a given characteristic was rated more "cool" or more "socially desirable." Items rated cooler than desirable better reflect the unique variance of coolness. Based on both theoretical and empirical considerations, we aggregated the characteristics into broader categories. Whereas rebelliousness, individualism, confidence, and irony were rated more cool than socially desirable, expected cool characteristics such as trendiness and hedonism were not. Furthermore, a principle components analysis of (a) items rated more cool than desirable and (b) items rated more desirable than cool yielded two different portrayals of the prototypically cool person and the prototypically socially desirable person.

C102

IMPLEMENTAL MINDSET & ATTITUDINAL AMBIVALENCE: REDUCING THE CONFLICT WITHIN *Marlone D Henderson[1], Yaël de Liver[2], Peter M Gollwitzer[1,3], Shelly Chaiken[1]; [1]New York University, [2]University of Amsterdam, [3]University of Konstanz* — Throughout attitude research, it is assumed that ambivalence is problematic for individuals who experience it (Sincoff, 1990), particularly for decisions regarding action (Eagly & Chaiken, 1998). The present set of studies examined whether cognitive procedures which facilitate action could reduce ambivalence associated with attitude objects. Past research (Gollwitzer & Bayer, 1999) has focused on two such procedures, implemental and deliberative mindsets. During an implemental mindset people are concerned with when, where, and how they will perform their goal directed behaviors, while during a deliberative mindset people are focused on deciding which of their desires they will actively pursue. We conducted two studies to test the hypothesis that an implemental mindset reduces the amount of attitudinal ambivalence that people express toward attitude objects. In Study 1, participants self-reported the amount of ambivalence that they experience towards 30 attitude objects (e.g., police officers, sex, exercise, condoms). As predicted, participants induced into an implemental mindset prior to reporting their ambivalence evidenced a lower overall level of ambivalence relative to participants induced into a deliberative mindset or no mindset at all. In Study 2, in addition to replicating the results from Study 1, we found that participants induced into an implemental mindset evidenced a lower level of ambivalence as compared to a cognitive load group who rehearsed an 8-digit number while reporting their ambivalence, demonstrating that this effect of an implemental mindset was not due to limited cognitive resources. Implications for the stability of ambivalence and role of self-regulatory orientations are discussed.

C103

RELATIONAL DISCREPANCIES AND NEGATIVE EMOTION: THE ROLE OF DISCREPANCIES AT THE LEVEL OF RELATIONAL GUIDES *Warwick Hosking, Jennifer Boldero; University of Melbourne, Australia* — Relational discrepancy theory (RDT; Robins & Boldero, 2003) predicts that perceived discrepancies between relational partners' actual

selves in comparison to a relational guide result in negative emotion, a prediction supported by recent empirical studies (Boldero, Robins, Williams, Francis, Hampton & Waldron, under review). The aim of the present study was to investigate whether differences in the extent to which partners aspire to relational guides (i.e., aspiring to higher or lower ideals or oughts than one's partner) moderate this association. The results indicated that the valence of relational guide discrepancies relative to the valence of discrepancies between partners' actual selves (i.e., discrepancy valence pattern) differentially moderated the association between relational actual discrepancies and dejection for ideal guides, and agitation for ought guides. These results suggest that it is important to consider discrepancies at the relational guide level when examining people's emotional responses to their relationships.

C104

HOW LONG DOES IT LAST? THE PERSISTENCE OF THE EFFECTS OF OSTRACISM ON THE SOCIALLY ANXIOUS
Lisa Zadro, Catherine Boland, Rick Richardson; University of New South Wales — Previous research has demonstrated that ostracism (to be excluded or ignored) leads to detrimental effects on four human needs (belonging, control, self-esteem, and meaningful existence; Williams, 2001). To date, the duration of these effects has not been investigated. Therefore, we examined the persistence of the detrimental effects of ostracism in both high and low socially anxious participants. The results show that being ostracized affected both groups at the immediate test, and that the high socially anxious participants recovered more slowly. The results also show that being ostracized affects personality/attractiveness ratings of sources, and increases the likelihood of interpreting ambiguous situation in a threatening manner. Overall, the findings illustrate that a comprehensive understanding of ostracism, and the effects of moderating factors such as social anxiety, requires assessing the effects across time rather than only focusing on immediate reactions.

C105

RECONSIDERING A SCALE FOR FANTASY-PRONENESS: THE INVENTORY OF CHILDHOOD MEMORIES AND IMAGININGS
Eric Klinger, Vincent Henning, Jonathan Janssen; University of Minnesota, Morris — This study attempted to clarify what a measure of "fantasy proneness," the Inventory of Childhood Memories and Imaginings (ICMI; Wilson & Barber, 1981, 1983), actually measures and how it and other measures of fantasy are related to psychological disorder. Investigators have reported relationships with utilization of mental health services and selected scales of the Minnesota Multiphasic Personality Inventory (e.g., Rhue & Lynn, 1987; Waldo & Merritt, 2000), suggesting that fantasy proneness is related to psychological disorder. This inference conflicts with other findings that daydreaming frequency is unrelated to psychological adjustment and that daydreaming is a common, usually psychologically constructive activity (e.g., Klinger, 1990; Singer, 1975). To resolve these inconsistencies, this study analyzed the dimensional structure of the ICMI and examined differential relationships of these dimensions to measures of ordinary daydreaming, dissociation, aberrant mentation, and mental disorder. The 126 students took the ICMI, Curious Experiences, Magical Ideation, and Perceptual Aberration Scales, Short Imaginal Processes Inventory, Symptom Checklist 90-R, and Lynn and Rhue's (1987) questions on mental health history. Principal components analysis of ICMI items revealed 18 moderate to weak components that were differentially related to other measures. When rotating just two oblique components, an ICMI dimension that reflects vivid, powerful mental imagery was related to all measures of psychopathology, hospitalization for psychological problems, and aberrant mentation. A dimension that reflects time spent imagining and daydreaming was unrelated to hospitalization and psychopathology but significantly related to aberrant mentation. The ICMI is factorially complex and heavily related to dissociation.

C106

JEALOUSY: EVIDENCE FOR THE AUTOMATIC DETECTION OF RIVAL CHARACTERISTICS AND THE MEDIATING ROLE OF MATE VALUE
Karlijn Massar[1], Bram P. Buunk[1], Mark Dechesne[2]; [1]RijksUniversiteit Groningen, The Netherlands, [2]Katholieke Universiteit Nijmegen, The Netherlands — When someone else is flirting with our partner, we become jealous. Research (Dijkstra & Buunk, 1998, 2001) has shown that women and men differ in the rival characteristics that evoke jealousy, with women focusing more on physical attractiveness, and men on social dominance. The present research examined whether evaluating a rival is an automatic process, and what the role of one's mate value is in this process. Participants completed a mate value questionnaire, after which they were subliminally primed with words referring to rival characteristics either relating to physical attractiveness or to social dominance. Each word was subliminally presented for 17 ms and paired with either 'he' or 'she' (also presented for 17 ms). Next, participants read a short scenario describing a flirtation between their partner and a third person, and indicated how jealous they would feel in that situation. Participants with low mate value reported high levels of jealousy, independent of the rival prime. However, participants with high mate value differed in reported jealousy, depending on the primes: women reported more jealousy when exposed to words relating to physical attractiveness than to social dominance words. Men exposed to the social dominance words reported more jealousy than men exposed to the attractiveness words. It can be concluded that evaluation of a rival is indeed an automatic process, which, through (subliminal) social comparison, has an effect on subsequent jealousy. Furthermore, mate value plays a crucial role in in determining whether, and which, social comparisons are made.

C107

SAFETY OR ROMANCE? THE ASYMMETRY OF FUNDAMENTAL MOTIVATIONS ON MEMORY FOR FACES
Joshua Ackerman, Jenessa Shapiro, Vaughn Becker, Brian Hofer, Steven Neuberg, Douglas Kenrick; Arizona State University — From a functionalist perspective, there exist fundamental motivations that correspond with the domains of social life. We investigated the potentially asymmetric effects of two such motivations, physical safety and romantic mating, on memory for faces. Participants received a motivation induction manipulation (fear, romance, control) and viewed a series of slides, each containing one male and one female face. Male faces varied by race (African-American, Caucasian) and emotional expression (neutral, angry), while female faces varied by physical beauty (average, attractive). On a later memory test, participants showed the predicted asymmetry as a function of both motivational state and target cues. Participants in a fear state remembered neutral males better than females, and participants in romantic frame of mind remembered attractive females better than males. Memory for angry target males was relatively better across all motivation conditions. Interestingly, this effect was more powerful for white target males than for black target males. These results are discussed in terms of their functional relevance for social cognitive processes.

C108

THE FOUR MODES OF IDENTIFICATION
Sonia Roccas[1], Lilach Sagiv[2], Nir Halevy[2]; [1]The Open University, [2]The Hebrew University of Jerusalem — We present a multidimensional model of identification with groups that integrates conceptions from the social identity perspective with those in research on nationalism-patriotism and individualism-collectivism. The three perspectives differ in their views regarding the content and structure of identification, and have contrasting views of the very nature of identification. While according to Social Identity Theory identification is highly dependent on the social context, individualism-collectivism and patriotism-nationalisms view identification as a personal disposition that is relatively stable across situations.We pr opose four conceptually distinct modes of identification that capture the essence of the various conceptualizations of identification and organize them.

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The importance of the group to the self-concept (Importance), affective commitment to the group (Commitment), perception of the ingroup as better than other groups (Superiority), and respect for the central symbols of the group (Idealization). Three studies of identification with one's nation validated this conceptualization. Study 1 supported the model using CFA and MDS analyses in samples drawn from the USA and Israel. Study 2 showed commonalties and differences in the relations of the four modes of identification to Right Wing Authoritarianism. Study 3 showed that a situational manipulation, increasing the accessibility of conservation versus openness to change values, influenced the importance mode of identification. This contextual variation did not, however, affect the other three modes of identification. Together, these studies deepen our understanding of the nature of identification and reconcile the controversy regarding the extent to which identification is affected by stable dispositions versus the immediate context.

C109

IS "DONALD" ONE OF US? – THE EFFECTS OF AGGRESSION PRIMING ON PERCEIVED HOSTILITY IN INGROUP AND OUTGROUP TARGETS *Sabine Otten, Diederik A. Stapel; University of Groningen, The Netherlands* – When one fan shoves another fan in a crowed soccer stadium, their joint or different group membership may determine whether the act will be perceived as hostile, possibly resulting in a fight. Obviously, group membership can be such a powerful cue that it automatically elicits associations with aggression. Yet, surprisingly little is known about how social identities affect our perceptions and reactions to such aggression-provoking events. In three studies with Dutch participants, we used a variation of the "Donald" paradigm to investigate how social identities implicitly shape aggressive interactions. In addition to priming aggression, we varied the target person's group affiliation (Dutch/ingroup vs. Moroccan/outgroup). When just the concept "aggression" was primed in a sentence-unscrambling task, participants evaluated only a Moroccan, but not a Dutch target, as more hostile than in the control condition (Study 1). However, when including a group label in the priming task ("The Dutch act aggressively"), hostility ratings also increased for Dutch targets (Study 2). Finally, after unscrambling sentences describing intergroup aggression ("A Dutch person hits a Moroccan"), the priming effect on ingroup targets depended upon whether ingroup hostility was directed against a stereotypically aggressive or non-aggressive outgroup (Moroccans vs. Surinamese; Study 3). Taken together, these results reflect the relevance of group memberships in the perception of aggression. Generally, ingroup members are associated less easily with aggressiveness than outgroup members; but if the associative link between ingroup and aggression is strong (particularly if the outgroup victim is not stereotyped as aggressive) then this ingroup bias diminishes.

C110

MEASURING PERSONALITY IN ONE MINUTE OR LESS: THE BIG FIVE SCREENING (BFS) *Beatrice Rammstedt[1], Oliver P. John[2]; [1]Centre for Survey Research and Methodologies (ZUMA), Mannheim, Germany, [2]University of California at Berkeley, U.S.* – With the increasing acceptance of the five factor model of personality, the need to assess the Big Five in many different contexts arises. As subject time is severely limited in many of these settings, such as national survey research, all the established Big Five inventories are much too lengthy. For such settings, an extremely brief measure is the only possible way to include a personality assessment (screening). The Big Five Screening (BFS) was developed to address this problem. It measures the Big Five using ten items adopted from the Big Five Inventory (BFI), a well established inventory for assessment of the Big Five. To facilitate cross-language applications, the BFS was developed simultaneously in German and English, yielding parallel forms in the two languages. The psychometric properties of the BFS are presented; evidence for construct validity of the BFS involves the factor structure of the ten items and convergent and discriminant correlations

with the scales and facets of the NEO-PI-R, a commonly used measure of the Five-Factor Model. To evaluate the findings, retest reliability and validity coefficients for the BFS are compared (a) to those of the full-length BFI scales and (b) across the two languages. Given its brevity, the BFS proved a surprisingly reliable and valid instrument to measure the Big Five. Possibilities for applications are discussed.

C111

WE ALL THINK YOU SOUND LIKE A SECRETARY, BUT WHY DON'T YOU?!: CONSENSUS AND ACCURACY IN VOCAL PERCEPTIONS *Sei Jin Ko[1,2], Melody S. Sadler[2], Charles M. Judd[2], Bernadette Park[2]; [1]University of Groningen, [2]University of Colorado at Boulder* – Listeners make stereotypic inferences on the basis of vocal cues, but how consistent are these inferences and how much do they correspond to self-perceptions? To answer these questions, we used the Social Relations Model (Kenny, 1994) to examine consensus and accuracy in gender-stereotypic judgments on the basis of voice. Of further interest were the moderating effects of trait abstractness (e.g., "competent" vs. "can easily handle challenging projects") and gender of target. Finally, we investigated the association between vocal femininity and these stereotypic judgments. For this purpose judges rated either female or male target-voices on vocal femininity and trait dimensions that varied on stereotypicality, valence, and abstractness. Targets made self-ratings on the same trait dimensions. Based solely on vocal cues, judges' gender-stereotypic inferences showed high consensus, particularly for abstract rather than specific traits. This effect did not depend on target gender. In contrast, there was minimal accuracy, as shown by the low correlations between judge- and self-ratings. To conclude, the more judges are free to have subjective concepts of what it means to possess a given trait (i.e., trait is abstract), the more they show inter-agreement (higher consensus) on whether a given target possesses that trait. The low accuracy highlights the different types of information accessible to judges and targets: judges derive target information only from one context (the voice), whereas targets derive self-information from many different contexts. This interpretation is supported by the high correlation between vocal femininity and trait inferences among judges' ratings, but not among targets' self-ratings.

C112

DISTINGUISHING STEREOTYPE THREAT FROM STEREOTYPE PRIMING EFFECTS: THE ROLE OF SELF-RELATED AND THREAT-BASED CONCERNS *Diederik Stapel; David Marx University of Groningen* – An increasing amount of research has examined how negative stereotypes can lead the targets of those stereotypes to underperform on challenging tests; however, the underlying cause for this stereotype threat effect remains unclear. For instance, some researchers argue that stereotype threat can be explained from a priming perspective, while others claim that it necessarily involves self-related concerns. In three experiments we argue and demonstrate that stereotype threat must involve concerns about confirming a negative stereotype linked to the collective self; thus, it cannot be sufficiently explained from a simple priming perspective. In Experiment 1 we manipulated this link by having male and female participants write a paragraph (using a "He" or "I" focus) about a day in the life of "Paul" and then take a diagnostic emotional sensitivity test. We found that males underperformed in both the "I" and "He" focus conditions (because they were already targets), but females only underperformed in the "I" focus condition when they "became" a target. For Experiments 2 and 3 we primed male and female participants with positive traits (e.g., emotional intelligence, math competence) and demonstrated that in non-threat conditions, where the collective self is less accessible, these primes enhanced performance for both genders. The positive primes were not as beneficial in threat conditions (i.e., males taking a diagnostic emotional sensitivity test, females taking a diagnostic math test), where the collective self is more accessible, because

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they were not powerful enough to override stereotyped targets' self-related concerns about confirming the negative group-based stereotype.

C113

DIFFERENT SELVES HAVE DIFFERENT EFFECTS: SELF-ACTIVATION AND DEFENSIVE SOCIAL COMPARISON *Saskia Schwinghammer[1], Diederik Stapel[1], Hart Blanton[2]; [1]University of Groningen, the Netherlands, [2]University of North Carolina, Chapel Hill* — Title: Different selves have different effects: Self-processes and defensive social comparison Authors: Schwinghammer, S. A., Stapel, D. A., & Blanton, H. An importamt issue in contemporary social comparison research is to identify the conditions under which comparison information is processed defensively. Up till now, research has not provided a clear answer to this question. Specifically, the role of the self has been largely neglected in this matter. We posit and show in three studies that activation of different types of self-cognitions have differential influences on the processing of (upward and downward) social comparison information. Activating neutral self-cognitions results in defensive processing of threatening social comparison information (Study 1), as heightened attention to the self leads to greater concern for maintaining positive self-esteem. On the other hand, activating positive self-cognitions promotes non-defensive processing of threatening social comparison information (Study 2), as a positive self-focus functions as a self-protective buffer. Finally, activating negative self-cognitions maximizes defensive reactions of both threatening and non-threatening social comparison information (Study 3), as a negative self-focus poses a threat to the self, irrespective of comparison information. Together, these studies show that when examining defensive reactions to social comparison inofrmation it is crucial to take into account not only whether self-cognitions are activated, but also the specific valence of these activated cognitions.

C114

WHEN STRIVING FOR SUCCESS BREEDS INTOLERANCE. GOAL CONFLICTS IN THE FIELD OF TOLERANCE *Kai J. Jonas, Kai Sassenberg; University of Jena* — Tolerance is a highly valued goal. In daily life often more than one goal is being pursued. Thus, it is of interest in how far basic attainment of basic human standards, such as tolerance, is influenced by alternative goal activation. Following Goal Systems Theory (Kruglanski at al. 2002) a focal goal receives less attention, commitment, and means to attain the goal are less accessible, when a second competing goal is activated. The present studies test the hypothesis that the attainment of the focal goal to be tolerant is undermined by priming alternative goals. This prediction was tested using the negative interdependence between health and tolerance perceived by smokers (Study 1) and between success and tolerance perceived by students (Study 2 and 3). After the initial commitment to tolerance, participants were primed with the alternative goal or not primed (Study 2 and 3). In Study 1 endorsement of tolerance attitudes was smaller for smokers, only. In Study 2 and 3 after a success prime endorsement of tolerance attitudes, as well as motivation to attain the focal goal was smaller than after tolerance or no priming. Moreover, Study 3 demonstrated that the intrinsic motivation not to discriminate moderates the impact of goal priming on tolerance and social discrimination. Our results show that goal conflicts that were so far only shown in non-social contexts are also working for critical content goals, e.g. tolerance. Attainment of such basic human standards is seemingly easy to disrupt by the mere presentation of an alternative goal.

C115

BE GLAD TO FEEL BAD?: THE MODERATING ROLE OF AFFECT REGULATION STYLES IN COPING WITH REMINDERS OF MORTALITY. *Arnaud Wisman; Free University Amsterdam* — The present research examined the novel hypothesis that affect regulation styles (PSI; Kuhl, 2000), and as such affect, play a role in the regulation of mortality salience. Across 5 experiments, it was found that affect regulation styles (action-orientation versus state-orientation) moderated the effects of mortality salience on participants' implicit state of positive affect, worldview defense, and hemisphere processing. Specifically, action-oriented particpants, felt relatively 'better', and state oriented participants felt relatively 'worse', after mortality salience (study 1- 2). Interestingly, I found that action-oriented particpants were more prone to defensive behaviors (study 4) as defined by the Terror management Theory (TMT; Greenberg, Solomon, & Pyszczynski, 1997). On the other hand state-oriented particicpants were relatively more inclined to embrace critical 'philosophical' worldviews after mortality salience (study 5). Moreover, evidence was found that action oriented participants showed relatively more right hemisphere activation after mortality salience, whereas state-oriented participants showed relatively more left hemisphere activation after mortality salience (study 2-3). Various impications are discussed.

C116

PARENTS' REACTIONS TO COMING OUT AND PARENT-CHILD RELATIONSHIP FUNCTIONING *Kathy Carnelley[1], Colin Hicks[2]; [1]University of Southampon, [2]University of Surrey* — The impact of childhood parental care upon the parent-child attachment relationship has been documented, however later interactions, such as parents' reactions to their child's disclosure of a lesbian, gay, or bisexual (LGB) identity may also influence the quality of parental care and the parent-child relationship. We examined parents' reactions to coming out and their influence on parents' reports of current parent-child relationship quality. Results are discussed in comparison to those found in a LGB sample (Carnelley, Hicks, Gamble, & Kakavelakis, 2004). Parents were 47 mothers and 6 fathers of LGB individuals recruited primarily via parental support groups. Parents' reports of being accepting of their child while growing up predicted current parent-child relationship satisfaction, intimacy and trust; parents' reports of independence encouragement marginally predicted trust. Results are consistent with those found in a LGB sample (Carnelley et al., 2004). Parents' positive initial reactions to the disclosure marginally predicted trust (but not relationship satisfaction or intimacy), whereas results from a LGB sample show strong effects of parents' reactions to disclosure on current parent-child attachment (Carnelley et al., 2004). Results suggest that parents' perceptions of their current relationship may be less affected by more recent events like the disclosure, than are LGB individuals'. We explored agreement between reports of LGB individuals and mothers. Although there was a tendency for mothers to see things more positively than LGB individuals, both reported favourable relations between mothers and LGB individuals and agree on reports of mothers' initial reactions. Results are discussed in light of attachment theory.

C117

WHEN NEGATIVE EXPECTANCIES TURN INTO NEGATIVE PERFORMANCE: THE ROLE OF EASE OF RETRIEVAL *Herbert Bless, Johannes Keller, Rainer Greifeneder; University of Mannheim* — The research presented in this contribution relates two fields of research in social cognition: (a) research on the ease of retrieval heuristic and (b) research on the detrimental impact of negative stereotypes on test performance (stereotype threat). It is argued that when individuals recall information that supports negative stereotypic expectations regarding their ability in a domain, this activation results in impaired performance on a subsequent test relative to conditions when no or counter-stereotypic expectations are activated. This impairment, however, should be most pronounced when the respective information is brought to mind with ease. If the retrieval of the respective information is associated with difficulty, the impairment should be attenuated. We tested this prediction by asking male participants to generate either few (easy recall) or many (difficult recall) stereotype-consistent or stereotype–inconsistent pieces of information concerning men's emotional intelligence. Afterwards, participants worked on a verbal test that was introduced as a subtest of a standard emotional intelligence test. Results support our hypothesis. Participants who recalled only few pieces of negative stereotypic infor-

mation underperformed compared to those who recalled counter-stereo-typic information. In contrast, participants who recalled many pieces of negative stereotypic information slightly outperformed those who were asked to recall counter-stereotypic information. In line with prior research these results suggest that the experienced ease of retrieval is an important moderator of how accessible information is used. Going beyond existing evidence documenting ease of retrieval effects on atti-tude and frequency judgments, our results demonstrate ease of retrieval effects on test performance.

C118

ATTRIBUTIONAL STYLE, PERSONALITY, AND DISPOSITIONAL OPTIMISM AS PREDICTORS OF ACADEMIC PERFORMANCE: AN EXAMINATION OF GENDER DIFFERENCES *Thom Taylor, Randall Gordon; University of Minnesota, Duluth* — Studies that have used person-ality or attibutional style measures to predict academic outcomes (Chamorro-Premuzic & Furnham, 2003; Musgrave-Marquart, Bromley, & Dalley, 1997) have shown that both measures can predict academic per-formance, but that such relationships differ as a function of gender. Research on the relationship between attributional style and personality (Bunce & Peterson, 1997; Haugen & Lund, 1998; Poropat, 2002) has also revealed significant gender differences. The present study sought to fur-ther examine relationships between these constructs and their ability to predict academic achievement. One hundred sixty-six introductory psy-chology students (84 male; 82 female) completed the Academic Attribu-tional Style Questionnaire (AASQ) Peterson & Barrett (1987) and the mini-marker version of the Big-Five personality measure (Saucier, 1994). The Life Orientation Test (LOT) (Scheier & Carver, 1985) was also included as a measure of dispositional optimism. We expected to find positive relationships between all three predictors (LOT, AASQ, compo-nents of the Big-Five measure (e.g., conscientiousness)) and academic performance. Results failed to reveal significant relationships between dispositional optimism or the Big-Five and academic performance. How-ever, significant positive relationships were found between optimism and extraversion, agreeableness, conscientiousness, and emotional stabil-ity. Consistent with research on depressive attributional style, partici-pants who attributed negative academic outcomes externally had higher course grades than those who attributed such outcomes internally. How-ever, this relationship was primarily a function of male participants. The extent to which female participants' AASQ responses may be indicative of a "defensive" (Norem & Cantor, 1986) as opposed to a "depressive" form of pessimism is discussed.

C119

DIFFERENCES IN NEURAL CORRELATES OF EVALUATION ASSOCIATED WITH PROMOTION AND PREVENTION REGULATORY FOCUS *William Cunningham[1], Carol Raye[2], Marcia Johnson[2]; [1]University of Toronto, [2]Yale University* — Higgins (1998) pro-posed that people have two self-regulatory or motivational systems – one involved in the attainment of rewards (promotion) and one involved in the avoidance of punishment (prevention). Although people can vary in their self-regulatory focus at different times, they tend to have a domi-nant self-regulatory orientation. Promotion-focus individuals seek posi-tive outcomes and seek to avoid errors of omission whereas prevention-focus individuals seek to avoid negative outcomes and errors of commis-sion. Thus, people with different orientations are likely to be relatively more sensitive to information relevant to their particular motivational goals. To examine this interaction of motivation and cognition, 20 partici-pants made Good/Bad or Abstract/Concrete judgments about 144 con-cepts during fMRI scanning. After scanning, participants indicated the extent that each stimulus was good and bad and completed a question-naire that measured prevention/promotion orientations. For each partici-pant, contrast maps were generated that represented the association between neural processing and stimulus valence (bad-good), which were then regressed against participants' prevention and promotion focus

scores. For the Good/Bad but not the Abstract/Concrete task, and consis-tent with our hypothesis, motivational style influenced the way that eval-uative information was processed. Activity was greatest in the anterior cingulate, extrastriate cortex, and amygdala for negative stimuli for indi-viduals with a prevention orientation and for positive stimuli for partici-pants with a promotion orientation. These results suggest that the way in which evaluative information is processed is influenced by individual differences in self-regulatory focus.

C120

APPROACHING CONTACT VS. AVOIDING PREJUDICE: EFFECTS OF REGULATORY FOCUS ON EXECUTIVE FUNCTION AFTER INTERRACIAL INTERACTIONS *Sophie Trawalter[1], Jennifer Richeson[1], Nicole Shelton[2]; [1]Dartmouth College, [2]Princeton University* — Recent research finds that interracial interactions can negatively impact execu-tive function (Richeson et al., 2003; Richeson & Shelton, 2003). The present study investigated one putative mechanism for this impairment; namely, the regulation of thoughts, affect, and behavior in order to avoid appearing prejudiced. According to this work, actively attempting to appear non-prejudiced during an interracial interaction impairs perfor-mance on subsequent tasks that require cognitive inhibition through the temporary depletion of self-regulatory resources (Baumeister, Muraven, & Tice, 2000). But, does this research suggest that individuals should not attempt to avoid behaving in prejudiced ways during interracial interac-tions? If so, how should individuals behave in order to avoid becoming depleted? The present study examined one potential remedy: regulatory focus. Specifically, prior to an interracial interaction, 45 White, female Dartmouth students were told either to try to have a positive interracial exchange (promotion), avoid prejudice (prevention), or given no instruc-tion (control). After the interaction, participants completed the Stroop color-naming task, which assessed cognitive performance. Results revealed that participants in the prevention and the no instruction, con-trol conditions performed worse on the Stroop than participants in the promotion condition. Thus, these findings suggest that negotiating inter-racial interactions with a promotion-focused self-regulatory strategy may be preferable to attempting to prevent or avoid the expression of preju-dice during interracial dyadic interactions. Indeed, the findings suggest that promoting positive contact through active engagement rather than prejudice avoidance attenuates the previously documented negative effects of interracial contact on subsequent cognitive functioning.

C121

MODELING THE ROLE OF SOCIAL DOMINANCE IN STEREOTYPE THREAT PHENOMENA *Michael C. Philipp, Helen C. Harton; University of Northern Iowa* — Stereotype threat studies have pop-ularly used ANOVA designs to evaluate individual differences with varying levels of success. Yet unconsidered, however, is the moderating influence of social dominance on stereotype threat effects. Performance of individuals high in social dominance may suffer under threat conditions because of their acute attention to social hierarchies. In an effort to encourage a more thorough explanation of stereotype threat phenomena, regression modeling was used to precisely calculate how social domi-nance and other well-known stereotype threat factors affected perfor-mance. 110 participants (63 females) participated in a math assessment validation study. Participants completed measures of social dominance and math identification. An introduction to a math assessment followed that either alluded to a negative stereotype about women and math (threat condition) or made no reference to gender differences at all (con-trol condition). A regression model including gender, math ability, math identification, threat condition, social dominance, and their interactions predicted math performance. Performance was reduced among women under threat who were high in social dominance but remained unaf-fected among women low in social dominance. Interestingly, math ability only predicted performance for men and women who were exposed to the threat. The regression model explained approximately 52% of the

variance in math performance. An ANOVA using the same factors revealed the same 3-way interaction, but failed to point out the differential effects of math ability across threat conditions. Future stereotype threat research should continue use of regression modeling to more fully examine the unique and shared effects of stereotype threat factors.

C122

THE QUALITY OF RELATIONSHIPS DURING CHILDHOOD AND THEIR ASSOCIATION WITH SELF-DETERMINED RELATIONSHIP REGULATION IN ADULTHOOD AND WELL-BEING *Catherine F. Ratelle; Laval University* — Our goal was to examine whether the quality of peer and family relationships during childhood predicts self-determined relationship regulation in adulthood and its relation to well-being. Are positive family relationships as important as positive peer relationships in predicting a self-determined regulation of adult relationships? According to Self-Determination Theory (Deci & Ryan, 2000), humans have a fundamental need to be related to significant others. Need satisfaction is important for promoting regulatory styles that are self-determined (i.e., based on personal choice or satisfaction), which in turn predict various indices of well-being and adaptation (Ryan & Deci, 2000). Despite tremendous research on need satisfaction and self-regulation in life contexts like leisure and work, few studies focused on the regulation of interpersonal relationships. We hypothesized that poor satisfaction of the need for relatedness during childhood would undermine self-determined relationship regulation in adulthood, where we examined the contribution of parents and friends. Participants were 194 students surveyed in elementary school and 8 years later. T1 measures include relationship problems with friends (peer victimisation) and parents (parental control) while T2 measures include relationship regulation and indices of psychological and relational well-being. Results revealed that having problematic peer relationships during childhood significantly undermined individuals' self-determined relationship regulation in adulthood while the quality of relationships with parents was trivial. In turn, self-determined relationship regulation predicted psychological (low depression and anxiety, high self-esteem) and relational (dyadic adjustment, support, low abuse) well-being. Results are discussed in terms of their implications for research and theories on need satisfaction and social development.

C123

THE DIMENSIONAL STRUCTURE OF THE NEED FOR CLOSURE SCALE: RELATIONSHIPS WITH "SEIZING" AND "FREEZING" PROCESSES *Arne Roets, Alain Van Hiel, Ilse Cornelis; Ghent University, Belgium* — At present a consensus emerges that the need for closure scale (NFCS) is comprised of two dimensions, of which the first consists of items pertaining to the Need for order, Need for predictability, Intolerance of ambiguity, and Closed-mindedness facet sales, and the second consists of Decisiveness items. However, much controversy remains about Neuberg, Judice, and West's (1997) assumption that the scales loading on these two dimensions respectively map onto seizing and freezing processes. In order to test this assumption, we assessed the performance on objective structured tasks that constitute prototypical indicators of seizing and freezing processes. The results indicated that the seizing and freezing processes could be reliably distinguished. Analyses revealed a superior fit for a model with paths of equal strength between the Need for structure and Decisiveness on the one hand and the seizing and freezing dimensions on the other hand, corroborating Kruglanski's perspective.

C124

WHAT'S IN A NAME? UNIQUE AND COMMON PERSONAL NAMES, SELF-CONCEPT, AND RACIAL TEASING IN AFRICAN AMERICAN ADOLESCENTS *Nicolle M. Singer[1], Angela M. Neal-Barnett[1], Karla L. Snipes[2]; [1]Kent State University, [2]Alabama State University* — Differences in racial identity, self-esteem, and frequency of being accused of acting white (racial teasing) were assessed in terms of the uniqueness of personal names. Specifically, unusual names that violate cultural expectations of pronunciation and/or spelling were predicted to be related to a lower likelihood of being accused of acting white, higher levels of private and public regard, more centrality of racial identity, and higher self-esteem. Past research has shown social and economic disadvantage associated with non-Anglo-Saxon sounding names, although few studies have assessed potential benefits of unique names within diverse communities. Participants were 98 African American adolescents from Northern Ohio (44 female; mean age 15½). Since 51% reported having been accused of acting white, additional data were collected on a subset of 31 adolescents to examine the role of personal names. Names were coded as completely novel/unique (23% of subset), novel in appearance with familiar pronunciation (29%), or typically North American (48%). Questionnaires revealed that having been accused of acting white (55% of subset) correlated significantly with having a more typically Anglo-Saxon sounding name (r = -.369, p<.05, n=30). Additionally, higher levels of self-esteem were reported by adolescents who indicated that they had never been accused of acting white (r = .310, p<.01, n=96), while more positive private regard was related to higher self-esteem (r = -.311, p<.01, n=86). In contrast to the negative effect of unique names typically discussed, African American adolescents with less typical names may experience smoother peer interactions and more positive self-concepts.

C125

GROUP LEVEL EMOTIONS AND STRENGTH APPRAISALS MEDIATE THE RELATIONSHIP BETWEEN INDIVIDUAL DIFFERENCE VARIABLES AND COLLECTIVE ACTION *Daniel Miller; Purdue University* — Group identification and an internal locus of control (LOC) are two individual difference variables that have previously been shown to be positively related to collective action participation. The current research examines affective mediators of these individual difference variables using Intergroup Emotions Theory (Smith, 1993) as a framework. The results indicate that effects of group identification and Locus of Control on collective action are mediated by appraisals of group strength and feelings of group anger. Furthermore, this mediational chain occurs for both low-effort and high-effort forms of collective action. Increased attention to the role of appraisals and emotions in collective action appears to be necessary.

C126

EXTENDED SELF-ENHANCEMENT: IDENTIFYING AND MEASURING INDIVIDUAL DIFFERENCES IN INDIRECT SELF-ENHANCEMENT STYLE *David Dalsky[1,2], Carol Gohm[2], Kenji Noguchi[2], Kimihiro Shiomura[1]; [1]Shinshu University, [2]The University of Mississippi* — One of the most fundamental and widely documented human motivations is the need to self-enhance, i.e. the need to elevate the positivity of one's self. Gender theorists (Cross & Madson, 1997) suggest that self-enhancement strategies may be unique for people with a relational-interdependent self-construal. To investigate this idea, the goal of this study was to identify and measure individual differences in indirect self-enhancement style, or enhancement of the extended self (a self in which the other is included (Aron & Aron, 1986)). Specifically, indirect self-enhancement style was operationally defined as praising a close other in one's extended self, and receiving praise from a close other in one's extended self as a strategy for self-enhancement. We constructed a new scale called the Indirect Self-Enhancement Style scale with 7 items based on previous research where Americans and Japanese listed situations in which their self-esteem increased (Kitayama et al., 1997). A representative sample of 262 undergraduates at a mid-sized US Southern University completed the preliminary English version of this scale along with other measures. Principle axis factor analysis supported a single factor structure for the 7-item scale (alpha = .85). As predicted, t-tests revealed that females scored higher than males on indirect self-enhancement style. Scale scores correlated moderately with measures of the rela-

tional-interdependent self-construal and self-esteem, but did not correlate with measures of collectivism, providing evidence for convergent and discriminant validity. Replication studies including tests of predictive validity are currently underway in the US and Japan.

C127

TRAIT AND STATE MOODS IN INDIVIDUAL AND GROUP MEMORY PERFORMANCE *Renee Magnan, Verlin Hinsz, Dana Lawrence, Ernest Park; North Dakota State University* — Past research has shown many links between mood and information processing, particularly memory. Most of this research, however, has focused on individuals' temporary mood states. Little research has looked at how dispositional mood influences memory performance. In this study, we investigated the influences of trait and state moods on memory performance when alone or in groups. We believed that performance would improve when the material being learned and the mood being manipulated were congruent. Further, trait and state mood should interact such that dispositional mood influence the degree to which state mood affects memory. After completing a trait mood measure, participants were induced into positive, negative, and neutral moods by combining a revised-Velten procedure with positive, negative, or neutral music. After the mood manipulation, participants studied a collection of positive, negative, or neutral valenced statements and then completed a memory test by themselves or in three-person groups. The mood manipulation was successful for both individuals and groups. Results indicate that both trait and state mood influenced memory performance, however, these measures had opposing influences and were only found for positive memory items. Specifically, negative trait mood had a positive effect on memory performance, but negative state mood had a negative influence. No interaction was found between trait and state moods. These findings were inconsistent with state mood and trait mood congruency theories that suggest individuals tend to process stimuli that are emotionally congruent with current mood states or stable personality traits.

C128

USING MESSAGE FRAMING AND CULTURE TO PROMOTE CANCER SCREENING IN HISPANIC WOMEN *Joe Tomaka, Kim Ese, Beatriz Gamboa, Natalie Hidalgo; UT, El Paso* — One of every eight women will develop breast cancer during her lifetime. Although recommended for all women over 40, roughly 38% do not obtain regular mammograms, a number that increases to 46% among Mexican-American (MA) women. The present study examined the motivational value of several messages designed to encourage regular breast cancer screening among MA women. The messages included a standard reminder (currently in use) and three messages based on message framing research (Rothman & Salovey, 1997). A gain-framed message emphasized the ability of the mammogram to find small tumors. One loss-framed message emphasized missing out on not knowing if you had cancer; a second emphasized missing out on time with family by not getting a mammogram. Based on message framing research and the importance of family in MA culture, we expected women to evaluate the last message as most motivating. Twenty-four women (including groups of community members and elementary teachers) participated in the study. Participants viewed each message and ranked them in terms of how motivating the message was (range 1-4). Results of a 3 x 4, Participant Group x Message Content ANOVA indicated only a significant effect for Message Content, $F(2,63) = 9.69, p < .001$. Participants rated the family-based, loss-framed message as most motivating (M = 3.38) and the standard reminder as least motivating (M = 1.67). Ratings of the find-small-tumors, gain-framed message (M = 2.54) and loss-framed, not knowing message (M = 2.41) fell between. The results encourage combining loss frames with cultural values to further promote breast cancer screening.

C129

BEHAVIORAL EFFECTS OF AUTOMATIC INTERPERSONAL VERSUS INTERGROUP SOCIAL COMPARISON *Ernestine Gordijn, Diederik Stapel; University of Groningen* — This research highlights the importance of taking social relations between people into account when examining the influence of automatic social comparison processes on behavior. Accordingly, we tested the hypothesis that the way in which performance of other people automatically affects our own behavior is a function of whether the comparison context makes interpersonal or intergroup comparisons salient. Study 1 revealed that exposure to an intelligent rather than an unintelligent target decreased performance when an interpersonal context was salient, but this effect was reversed when an intergroup context was salient. Study 2 showed that exposure to an ingroup target increased performance when the target was intelligent compared to unintelligent. However, opposite effects were found when the target was an outgroup member or when no intergroup context was salient. Finally, participants in Study 3 performed better when they were confronted with a group of intelligent targets, but performed worse when this group of targets was not as intelligent. In contrast, when this group consisted of outgroup targets, we found that performance was lower when these targets were intelligent rather than unintelligent. Taken together, these studies show that mere perception of specific traits about other people influences how we behave, even without our awareness of this influence. Moreover, the direction of such influence is a function of the salient relationship we have with the comparison target: assimilation occurs when we see them as fellow ingroup members, while contrast occurs when we think of them as other individuals or as outgroup members.

C130

DO PEOPLE BRACE SENSIBLY? RISK JUDGMENTS, OUTCOME IMPORTANCE, AND RISK PREVALENCE *Kate Dockery, James A. Shepperd; University of Florida* — Previous research has shown that people become pessimistic about impending bad news to "brace for the worst" (Shepperd, Oullette, & Fernandez, 1996). By lowering their expectations, people reduce or avoid feelings of disappointment that arise when outcomes turn out poorly (Carroll, Dockery, & Shepperd, 2003). The current study examined whether the commonality and importance of an event moderates bracing. Students learned about a bogus billing error that would result in an unexpected bill for either 20% (rare event) or 80% (common event) of the students at their university. Participants then completed a questionnaire regarding their reactions to the news of the billing error. The questionnaire included an estimate of personal risk of receiving the bill and ratings of financial need. Students in the common event condition made higher personal risk estimates than did students in the rare event condition. Financially needy students also made higher risk estimates than did non-needy students. Comparing risk estimates to the base rates provided to participants revealed that students in the rare event condition were pessimistic about their risk of receiving a bill, with the financially needy students making the most pessimistic estimates. In contrast, students in the common event condition were optimistic about their risk, with non-needy students making the most optimistic estimates. The discussion explores several possible explanations for these findings, including the possibility that people brace "enough" for possible negative outcomes.

C131

PERPETRATOR IDENTIFICATION: DOES PREJUDICE MATTER? *John Edlund, John Skowronski; Northern Illinois University* — Understanding individual differences in people's ability to identify a perpetrator in a lineup is an important consideration in criminal justice. In this study, one group of participants viewed a video vignette depicting an African American shooting a victim. A second group of participants viewed the same incident depicting a Caucasian perpetrator. The participants later attempted to identify the perpetrator from a lineup. For some partici-

pants, the perpetrator was in the lineup, while for others the perpetrator was not in the lineup. Participants' level of prejudice was also assessed through two separate means: the Implicit Associations Test and the Quick Discrimination Index. Participants who were higher in both explicit and implicit prejudice were better able to correctly identify African American perpetrators in the lineup than were participants who were more egalitarian in their views. When the actual perpetrator was not in the lineup, the participants who were higher in prejudice did not make any more mistakes than those who were more egalitarian in their views. The race of the participant did not affect this result. Explanations, implications, and suggestions for future research are also discussed.

C132
DEFENSE MOTIVATION AND THE PROCESSING OF FEAR-AROUSING COMMUNICATIONS *Natascha de Hoog, Wolfgang Stroebe, John de Wit; Utrecht University, the Netherlands* — Fear-arousing communications are widely used in health education campaigns. It is assumed that the more one succeeds in making individuals concerned about the consequences of their health impairing behavior, the greater the probability that they will change their behavior. However, even though research on fear appeals resulted in evidence that high fear messages are more effective than low fear messages (e.g., Witte & Allen, 2000), these empirical studies have not succeeded in fully elucidating the processes that mediate persuasion. Three experiments were conducted to examine the processing of fear-arousing communications, testing predictions derived from the stage model of processing of fear-arousing communications (Das, de Wit & Stroebe, 2003; De Hoog, Stroebe & de Wit, in press). The studies focused on the impact of vulnerability to and severity of a health risk on the processing of both the fear appeal and the subsequent recommended protective action, and assessed how these processes relate to changes in attitude, intention, and behavior. Respondents' vulnerability was experimentally manipulated, after which they read a message depicting either mild or severe health consequences. Following, an action recommendation was presented, ehich was supported by strong or weak arguments. Results were consistent with the assumptions derived from our stage model. Vulnerability to a severe health risk induced defense motivation, which showed itself in a negative processing bias of the fear appeal and a positive processing bias of the action recommendation, which combined resulted in more persuasion.

C133
THE RULES DON'T APPLY? SOCIAL PSYCHOLOGY CLASSICS REPLICATED IN THE VIRTUAL WORLD *Paul Eastwick, Wendi Gardner; Northwestern University* — A recent New York Times article suggested that the appeal of virtual environments (such as There.com and The Sims) is that people could engage one another "in situations with few real social risks or consequences." On the contrary, the present study sought to demonstrate that, since these virtual environments are grounded in the understanding that one is still interacting with other human beings, similar social consequences should apply. Two classic social psychological findings were replicated in the virtual environment of There.com. The first study replicated Freedman and Fraser's Foot-in-the-Door phenomenon (1966). Participants were asked to travel to a distant location to have their screenshot taken for a "photo scavenger hunt". Compliance with this large request was assessed by itself (control condition) or following a smaller request to take the participant's photo at the current location (experimental condition). As expected, compliance with the large request was significantly higher after participants agreed to a small request. The second study replicated Benson, Karabenick, & Lerner's (1976) finding that attractive individuals are more likely to be the recipients of helping behavior. Experimenters approached participants as either attractive or unattractive "avatars" and asked for assistance. Participants were more likely to ignore unattractive avatars and were more likely to be over-accommodating for attractive avatars. The impact of attractiveness in the virtual world is compelling, given partici-

pants' awareness that avatars bear little resemblance to the "real" individual. Both findings suggest that in the virtual world, like the real world, social rules and consequences do, in fact, apply.

C134
STEREOTYPE THREAT AND WOMEN'S PERFORMANCE ON A MENTAL ROTATION TASK *Lauren Duncan, Maryjane Wraga, Molly Reynolds, Laura Medina; Smith College* — Mental rotation is an important cognitive ability used in many everyday spatial reasoning tasks. Spatial reasoning is necessary for success in the physical sciences and engineering. Although the number of women participating in these fields is increasing, women are still underrepresented at all levels. Stereotype threat, the fear of confirming a negative stereotype about a group to which one belongs, has been shown to negatively affect the math test performance of women when compared to men (Spencer, Steele, & Quinn, 1999). The current study looked at the effects of stereotype threat on women's performance on a mental rotation task. Thirty-seven college-aged women were randomly assigned to either control or experimental conditions. Participants in the control condition were told that their results would be compared to that of other students across the nation. Participants in the experimental condition were also told that the task showed sex differences favoring men. Participants viewed images of single three-dimensional objects centered within a sphere and imagined rotating themselves to a T-shaped prompt appearing outside the sphere at different locations. They then judged whether a segment of the object would be visible from the new viewpoint.   Results showed that participants in the experimental condition produced significantly more errors and had marginally slower reaction times than participants in the control condition.   This study expands the research on stereotype threat in women by testing a mental rotation task. This research may have practical applications related to increasing the representation of women in the physical sciences and engineering.

C135
HOW RESTRAINED EATERS INFER EATING ENJOYMENT ON SEEING THE INTAKE OF TASTY FOOD *Esther Papies, Wolfgang Stroebe, Henk Aarts; Utrecht University* — Overweight is an increasingly pressing health problem in Western societies, but most people who try to lose weight by dieting cannot reduce their body weight or maintain weight loss. According to the recently proposed Goal Conflict Model of Eating (Stroebe, 2002), one of the main causes of this ineffective weight regulation in restrained eaters, who are chronically trying to diet, is that they are more receptive to the competitive goal of eating enjoyment than unrestrained eaters. Consequently, their goal of eating enjoyment ultimately "wins" the fight for dominance and guides overt behavior. The present study examined the primary proposition that restrained eaters are more receptive to eating enjoyment than unrestrained eaters. A probe recognition task was used that allowed us to assess the spontaneous activation of the goal of eating enjoyment upon reading eating-related actions. Participants thus were presented with sentences describing eating-related actions and non-eating related actions, and each sentence was followed by an eating enjoyment probe word. Results showed that restrained eaters took longer than unrestrained eaters to indicate that the eating enjoyment probe was not presented in the preceding sentence, but only when the sentence was eating-related. This indicates that restrained eaters spontaneously infer eating enjoyment from behavior descriptions that refer to eating. Results also indicate that these inferences are not due to hunger. Results are discussed in the context of current research on the psychology of overweight and restrained eating. Stroebe, W. (2002). Übergewicht als Schicksal? Die kognitive Steuerung des Essverhaltens. Psychologische Rundschau, 53, 14-22.

C136

WHAT DETERMINES MUSIC PREFERENCES? THE INTERPLAY OF ENDOGENOUS AND EXOGENOUS INFLUENCES ACROSS THE LIFESPAN *Azucena Rangel, Samuel Gosling, Jason Rentfrow; University of Texas at Austin* — Music pervades many aspects of everyday life and most people have preferences for certain music genres. But what determines these preferences? Recent research has identified robust links between personality and preferences but very little is known about how music preferences develop. What factors influence the kind of music we like and how do these factors vary across the life course? To address this question, a community sample of 300 volunteers, ranging in age from 13 to 75, completed a survey detailing the various influences on their music preferences. To avoid constraining their answers, a free-response format was used. Trained coders categorized the responses into four categories of influence (family, friends, media, and personal tastes). The impact of these influences fluctuated across the lifespan. For instance, family has a strong influence during childhood but diminishes in adolescence and adulthood disappearing altogether during one's thirties. In contrast, the influence of one's "natural" endogenous preferences increase in their influence, beginning during high school and peaking in one's forties. Together the findings illustrate the complex interplay between endogenous and exogenous factors in the development of music preferences.

C137

THE INFLUENCE OF AFFECT ON CATEGORIZING PEOPLE *Kirsten Ruys; University of Amsterdam* — Previously, researchers have assumed that how a perceiver categorizes a person, largely determines the perceiver's first impression of this person. As a consequence of categorization, associated stereotypes become activated that provide perceivers with information regarding the social category and thus regarding the person. However, because every person can be categorized in multiple ways, the present research focuses on how a person is categorized. Building on the theory of affective primacy, I argue that affect influences the activation of social categories and thus how people categorize a person. A person's facial expression (e.g., happy, angry) or attractiveness can evoke an automatic affective reaction in a perceiver, and this affective reaction activates affect congruent social categories. Therefore, the use of an affect congruent category to characterize the person, is facilitated. To investigate this hypothesis, I measured how fast Dutch participants categorized attractive and unattractive people that appeared typical foreign or Dutch. In the Netherlands, the social category foreign people is generally regarded as negative and the social category Dutch people as positive. Furthermore, I assumed that attractive people would evoke a positive affective reaction and unattractive people a negative affective reaction in the perceivers. Hence, I expected that Dutch participants would faster categorize attractive Dutch people as Dutch than unattractive Dutch people, whereas participants would more slowly categorize attractive foreign people as foreign than unattractive foreign people. The results confirm the expectation that the affective congruency between the affective reaction that a person evokes and his/her social category facilitates categorization.

C138

THE LINKS BETWEEN ATTACHMENT AND THE SELF: TRAIT INFLUENCES AND SPECIFIC RELATIONSHIPS *Robin Barry[1], Brian Lakey[2], Edward Orehek[3]; [1]University of Iowa, [2]Wayne State University, [3]University of Maryland* — Two studies used Cronbach et al.'s (1972) multivariate generalizability analyses to address two important theoretical issues for adult romantic attachment. First, to what extent do attachment dimensions reflect stable characteristics of respondents that generalize across mother, father and romantic partners (i.e., trait influences) and to what extent do attachment dimensions reflect specific relationships? Second, to what extent does the correlation between attachment dimensions and the self reflect trait influences and specific relationships? In two studies, 54 (Study 1) and 66 (Study 2) students rated their mother, father and romantic partner on attachment dimensions and completed measures of their self-esteem (Study 1) and self-discrepancies (Study 2) when in the presence of these relationship partners. In both studies, anxious and avoidant attachment reflected specific relationships more so than traits. Consistent with previous research, performance and social self-esteem were approximately equally influenced by trait factors as by specific relationships, whereas appearance self esteem was more influenced by trait factors. Actual/ought and actual/ideal discrepancies were approximately equally influenced by trait factors and by specific relationships. The correlations involving self-esteem and anxious attachment reflected both trait and social influences, whereas the correlations involving self-esteem and avoidant dimensions reflected only specific relationships. In contrast, the correlation between avoidant attachment and self-discrepancies reflected only trait influences. Thus, multivariate generalizability analyses can distinguish between the trait and relationship specific components of attachment and these separate components can have different relations to different aspects of the self.

C139

ON-LINE EVIDENCE OF SPONTANEOUS TRAIT INFERENCES DURING SPOKEN LANGUAGE COMPREHENSION *Ad van Knippenberg, Daniel Wigboldus, Maarten Lippmann; University of Nijmegen* — Ample empirical evidence for the occurrence of spontaneous trait inferences has been obtained, using research paradigms such as the cued recall task, the relearning paradigm, and the probe recognition paradigm. All research paradigms used so far have their advantages and disadvantages. Importantly, however, all of these paradigms share one characteristic. STIs are measured some time after the presentation of the information on which these STIs are based. In the current experiment we used a cross-modal research paradigm that enabled us to measure the spontaneous activation of traits on-line, that is, during the processing of spoken language. In this cross-modal research paradigm participants were orally presented with trait implying sentences. Simultaneously, participants made lexical decisions on the basis of the words presented to them visually. In the critical trials, a trait that was implied by the verb in an orally presented sentence was presented visually in a lexical decision task. Importantly, this trait was presented either 100 ms before the onset of the verb in the sentence or 300 ms after the offset of this verb. It was found that participants were quicker to recognize the implied traits as words when these traits were presented 300 ms after the offset of the trait implying verbs in the orally presented information than when these traits were presented 100 ms before the onset of the verbs. These findings in our view provide convincing evidence that STIs are made spontaneously and online during spoken language comprehension on the basis of behaviors.

C140

THE AFFECT MISATTRIBUTION PARADIGM: A RELIABLE AND VALID IMPLICIT METHOD FOR ASSESSING ATTITUDES *Clara Michelle Cheng, B. Keith Payne; The Ohio State University* — The past decade has seen a sudden surge of implicit attitude measures (e.g., IAT, sequential priming, Stroop task, etc.). Unfortunately, many of these paradigms suffer from low reliability and effect size. The current research explored a new implicit method for attitude assessment: the Affect Misattribution Paradigm (AMP). During each trial of the AMP, a prime image appeared, followed by a Chinese pictograph (which is meaningless to participants). Participants were told to make a judgment, as quickly as possible, of the visual pleasantness of each Chinese pictograph as either more or less pleasant than average. Study 1 found that participants were more likely to judge a Chinese pictograph as pleasant following a positive prime (e.g., puppies), while they were more likely to judge those following a negative prime (e.g., cockroaches) as unpleasant. Thus, the judgments of the meaningless Chinese pictographs were influenced by the misattribution of affect from the primes. Moreover, the priming effect prevailed despite explicit instructions to correct for the potentially bias-

ing effect of the primes. Examining a more socially sensitive topic, Study 2 used photos of African-Americans and Caucasians as primes and found that the AMP successfully predicted black-white racial attitudes. Overall, the AMP was found to have a large effect size, high reliability and criterion validity, and is not susceptible to participants' attempt to correct for bias.

C141

SHARED ATTITUDES ABOUT OTHERS: EVIDENCE THAT BAD MAY BE STRONGER THAN GOOD *Amber B. Johnson[1], Kate Niederhoffer[2], Jennifer K. Bosson[1], William B. Swann, Jr.[2]; [1]University of Oklahoma-Norman, [2]University of Texas-Austin* — Given that social desirability pressures inhibit the expression of negative information, the sharing of a negative attitude (as opposed to a positive attitude) about another person may be particularly informative and promote greater intimacy in friendship. In Study 1, participants recalled and listed positive and negative attitudes they currently shared with their closest friend and completed a measure of folk beliefs regarding friendship and sharing attitudes. Although participants believed they become closer to those with whom they share positive attitudes about others (p<.001), when thinking about their closest friendship they reported sharing a greater number of negative attitudes about others (p<.001). In Study 2, participants recalled positive and negative attitudes shared with three close friends during friendship formation and completed the folk beliefs measure. Consistent with Study 1, participants held folk beliefs about sharing positive attitudes about others (p<.001), but recalled sharing more negative attitudes (p<.001). In Study 3, after listening to a taped conversation between "Brad" and "Melissa", participants listed both a positive and a negative attitude about Brad, and were then informed of sharing either their positive or negative attitude with a future interaction partner. Results indicated that participants expressing a weakly held attitude reported greater positive expectations about meeting an interaction partner when they learned they shared a negative attitude with their partner than when they learned they shared a positive attitude (p<.01). Findings are discussed in terms of Social Identity Theory (Tajfel, 1978), the power and informative nature of negative information, and intimacy in friendships.

C142

WHEN FEELINGS MATTER: DETERMINANTS OF THE USE OF COGNITIVE SUBJECTIVE FEELINGS *Rainer Greifeneder, Herbert Bless, Johannes Keller; University of Mannheim, Germany* — There is ample empirical evidence that judgments and decisions may be influenced both by the information available at the time of judgment and by the experienced ease with which the information comes to mind. Little is known, however, about factors making the one or the other path of judgment formation (on the basis of the activated content versus on the basis of subjective experiences) more likely when both paths may serve as a reasonable strategy. Furthermore, the few existing pieces of empirical evidence result in seemingly different implications. For example, processing motivation has been shown to increase (Tormala, Petty, & Briñol, 2002) as well as to decrease (Rothman & Schwarz, 1998) the reliance on cognitive subjective experiences. Addressing this issue, we orthogonally crossed processing motivation (Experiment 1) or processing capacity (Experiment 2) with the methodological paradigm introduced by Schwarz and colleagues (1991). Participants listed either few or many arguments in favour of or in opposition to a specified attitude position (e.g., introduction of a quarterly surgery fee). Importantly, pilot studies assured that listing few arguments was perceived as easy whereas enumerating many arguments was experienced as difficult. Following this, attitude judgments were assessed. After the argument generation but prior to the assessment of attitudes, participants´ processing motivation or processing capacity was manipulated. The results confirm the hypothesized moderating function of processing motivation and capacity. Theoretical and practical implications of these findings are discussed. In sum, exper-

imental evidence for variables moderating the use of feelings as basis for judgments is presented.

C143

ASSIMILATION FOLLOWING PRIMING OF OBESE VERSUS NORMAL WEIGHT MODELS USING A NEW DIGITAL PHOTOGRAPHY BODY IMAGE ASSESSMENT INSTRUMENT. *Jennifer S. Mills, Kerry Kawakami, Galina Freed; York University* — This study examined the effects of social category activation on self-perception. It was hypothesized that activation of a social category (specifically, the category "Overweight" in this study) would lead to an assimilation effect. Participants presented with the "Overweight" social category were predicted to subsequently perceive themselves as more overweight than the participants in the control condition. Forty undergraduate students were randomly assigned to one of three experimental conditions: 1) a Geometric Shape Prime, 2) an Overweight Prime, or 3) No Prime. In a previous testing session, all participants had a digital photograph of themselves taken, which was morphed using a new graphical image altering program into a 13-point scale of images, ranging from very heavy to very thin, with the actual, realistic image being the mid-point of the scale. Participants were then asked to select the body they felt was the most accurate representation of their current self. As predicted, those in the Overweight Prime condition saw themselves as significantly heavier than did those in either of the control conditions. These findings highlight the elasticity of self-perception and the assimilating effect of cognitive activation of a specific social category, in this case "Overweight." In addition, these results demonstrate the usefulness of this new body image assessment instrument that creates a more realistic graphical image than past techniques. The conclusions of the study are discussed within the context of theory on social category activation and the self.

C144

A PSYCHOLOGICAL SPACE MODEL OF SOCIAL COMPARISON ASSIMILATION AND CONTRAST *Bethany Johnson, Marc Kiviniemi; University of Nebraska, Lincoln* — Individuals often display assimilation and contrast patterns in social comparison judgments (Blanton, 2001). At times, individuals enhance their perceived similarity to targets (assimilation), but at other times they minimize similarity (contrast). This study used a psychological space model (e.g., Smith & Zarate, 1992) to examine assimilation/contrast patterns in cognitive representations of the self and upward versus downward comparison targets. Eighty eight participants rated themselves and five self-selected friends on seven personality traits (e.g., intelligence). They also completed a similarity rating task, reporting how similar they were to each friend and how similar the friends were to each other (15 pairwise comparisons). Similarity ratings were analyzed using multidimensional scaling. The scaling results were used to identify which trait individuals used to judge similarity (Kruskal & Wish, 1978). Trait ratings were used to categorize each friend as an upward or downward comparison target relative to the self (e.g., for a participant rating herself 7 on intelligence, a friend rated 9 would be an upward comparison whereas one rated 4 would be a downward comparison).It was hypothesized that the distance in the psychological space between the self and upward comparison targets would be smaller than that for downward targets. On average, the distance between the self and better performing others was smaller (M=0.88) than the distance for worse performing others (M=1.69), t=-3.70, p<.01. This pattern was shown for over 80% of the individual participants' ratings. These findings have implications for understanding the cognitive processes underlying assimilation and contrast in social comparison.

C145

POST HOC SCALE CONSTRUCTION *Kristin Kosbab[1], Frank Bernieri[2], Andrew Geers[1], Paul Weiland[1], Brad Okdie[1], David Oberleitner[1]; [1]University of Toledo, [2]Oregon State University* — Although pre-existing (archival) data sets with behavioral and personality scales are plentiful, they are often overlooked by researchers as the original data sets did not

incorporate the particular scales needed to test a researcher's hypotheses. Post-Hoc Scale Construction is a technique for creating behavioral or personality scales from pre-existing data that allows for better utilization of archival data. We attempted to create a Post Hoc Scale from a sample of longitudinal data collected as part of Toledo Round Robin Assessment Project (TRRAP). The goal was to determine if we could measure the TRRAP participants' level of self-monitoring (Snyder, 1974), even though the participants' never actually completed the Self-Monitoring Scale (SMS). In Study 1, an initial pool of items related to self-monitoring was generated from items contained in dozens of questionnaires completed by TRRAP participants. In Study 2, this item pool was refined into a final scale through assessing the reliability and validity of the individual items with new independent samples. In Study 3, the validity of our final Post Hoc Self-Monitoring Scale (PHSMS) was assessed by correlating the PHSMS with the original SMS, in new samples. Finally, in Study 4, the construct validity of the PHSMS was assessed through a post-dictive application of the data collected in TRRAP. Results from the 4 Studies indicate the PHSMS could serve as a reliable and valid proxy for the original SMS. The method used in this investigation provides a tool that will enable researchers to test novel hypotheses from, rich, pre-existing data sets.

C146
CONSTRUCT ACCESSIBILITY AS INFORMATION: AN INDIRECT LINK BETWEEN PRIMING AND BEHAVIOR *Valerie E. Jefferis, Russell H. Fazio; The Ohio State University* — Past research has demonstrated the potential for priming to affect behavior. Theoretical accounts of such seemingly direct effects have relied primarily on the notion of a link between perception and behavior. The current research sought to examine an indirect, mediating construal process in the link between priming and behavior. We hypothesized that accessible constructs are subject to interpretation as to the meaning and significance of their heightened activation, which then determines their ultimate effect. Participants were subliminally primed with either "fast" or "slow". They were then given a series of anagrams, accompanied by varying "stop-rule" instructions regarding termination of the task. One rule directed participants to stop when they were tired of the task, whereas the other told participants to stop when they had mastered the task. For participants given the tired stop-rule, the slow prime was expected to lead to earlier stopping than the fast prime, as slowness is more indicative of tiredness. An opposite effect of the prime was expected under the mastery stoprule, as fast indicates that mastery has been reached more so than does slow. Consistent with this reasoning, a prime x stop-rule interaction was observed on task persistence. Participants primed with fast persisted longer than those primed with slow under the tired stop-rule, but the fast prime led to less persistence under the master stop-rule. Thus, our results suggest that the heightened accessibility of a construct can serve as information about one's current state, and ultimately affect behavior differently depending upon one's construals.

C147
SELF-AFFIRMATION AND THE BIASED PROCESSING OF THREATENING HEALTH-RISK INFORMATION. *Peter R Harris, Lucy Napper; University of Sheffield, Centre for Research in Social Attitudes* — Study one tests whether self-affirming produces less biased processing of threatening health-risk information. Other goals of the study were to establish how durable these effects are and whether they are specific to the targeted disease. Study two examines in more detail how self-affirmation changes the way people thought about the threatening material. Participants were young UK women for whom the risk message (regarding alcohol and breast cancer) was novel and relevant. They were randomly assigned to self-affirmation/control condition before reading the message. In study 1, lower- and higher-risk drinkers (N = 83) completed three-waves of measures of key cognitive and affective variables. In study two, higher-risk drinkers (N = 30) described their thoughts while reading the information. In study one, self-affirming reduced biased processing in higher-risk participants, producing differences maintained up to one month later, including increases in personal and average risk perceptions, in the belief alcohol causes breast cancer, and in worry. There is some evidence of generalization to non-targeted diseases. The findings overall suggest self-affirmed, higher-risk participants were less likely to challenge the personal relevance of the message than were their non-affirmed counterparts. Study two provides direct evidence of this: Content analysis revealed fewer thoughts challenging, and more asserting, the personal relevance of the evidence in self-affirmed participants. Self-affirming produces significant and durable changes in cognitive and affective responses to threatening health-risk information. It undermines the tendency to challenge the personal relevance of the threat. The durability of the effects suggests self-affirmation may also have applied potential.

C148
FEELING PROUD AND ASHAMED: EMOTIONAL RESPONSES OF ASIAN AND NON-ASIAN CANADIANS TO REMEMBERED ACTIONS OF SELF AND OTHERS *W. Q. Elaine Perunovic, Michael Ross, Chester Kam, Lisa Libby; University of Waterloo* — Foreign-born East Asians and non-Asians living in Canada recalled their own praiseworthy or shameful action, or a similar action not involving themselves by the person in their lives whom they liked or disliked most. They then indicated how proud and ashamed they felt when they thought about the incident. East Asians and non-Asians felt equally proud when they recalled their own praiseworthy action and felt equally ashamed when they recalled their own shameful action. Neither cultural group reported feeling proud when thinking of a disliked person's praiseworthy action or ashamed when thinking of a disliked person's shameful action. Also, both groups felt equally proud when they described a most-liked other's praiseworthy action. The major cultural difference occurred in emotional responses to a most-liked other's shameful action. East Asians reported feeling ashamed and non-Asians did not. Non-Asians' reports of emotional responses to actions of liked others are consistent with the basking in reflected glory and avoiding reflected blame phenomena obtained in previous research on Westerners. East Asians did not report this same asymmetry in their emotional responses to the actions of liked others. Instead, their emotional responses to the actions of most-liked others exactly paralleled their emotional responses to their own actions, suggesting that East Asians experience a high degree of interdependence with most-liked others and are less motivated than non-Asians to disassociate themselves emotionally from negative actions by these individuals. Our research contributes to understanding cultural differences in Easterners' and Westerners' emotional associations with other people.

C149
SOCIAL PROJECTION AND CROSSED-CATEGORIZATION *Theresa DiDonato, Joachim Krueger; Brown University* — This research used gender and sexual orientation to explore how crossed-categorization influences social projection, a robust phenomenon wherein people expect similarities between themselves and others. Approximately 225 Brown University students completed a series of measures that assessed the degree to which they projected to each of four target groups: straight males, straight females, gay males, and gay females. Participants also provided explicit similarity ratings for each group. Our results were expected to be consistent with crossed-categorization research on in-group favoritism, and, indeed, both straight males and straight females projected the most to their double in-groups. Straight males tended to project the least to their double out-group, gay females. Gender proved to be a significant factor for straight females, who projected the least to their partial in/out-group, straight males. The greater projection to gay males than straight males by straight females may have resulted from the socially accepted perception of homosexual males as effeminate. The patterns of projection for both straight males and straight females were mir-

rored in the patterns found for their ratings of perceived similarity. Contrast analysis was conducted and the implications of our findings were discussed.

C150

WHEN TERROR DISAPPEARS. PERCEPTIONS OF CONTROL OVER ONE'S OWN DEATH ELIMINATE THE WORLDVIEW DEFENSE REACTION. *Immo Fritsche[1], Eva Jonas[2]; [1]Friedrich-Schiller-University Jena, Germany, [2]Ludwig-Maximilians-University Munich, Germany* — Research on Terror Management Theory has shown that the salience of personal mortality (MS) results in increased defense of cultural worldviews. According to the theory, human awareness of mortality combined with the desire for self-preservation elicits the potential for terror that must be buffered in daily life. This might be done either by high self esteem or by establishing or defending a stable cultural worldview, as a source of meaning and symbolic immortality. In the present research we were interested in the role, control perceptions play for the work of MS effects. Particularly, we assumed, that mortality receives its threatening quality mainly because it implies deprivation of general control needs. Thus, we hypothesized, that MS effects on worldview defense disappear if individuals perceive a certain amount of control over their death. That was exactly what we found in two 1 x 3 questionnaire studies, using two different mortality salience treatments that presented death either as being self-determined or in an unspecific fashion in addition to a dental pain control group. As dependent variables we measured social consensus estimates and gender ingroup bias (study 1) as well as perceptions of national ingroup entitativity and ingroup bias (study 2). On all of these measures worldview defense was increased in the unspecific death group compared to both the control as well as the self-determined death group. In a third study, death thought accessibility was increased in both of the MS conditions (compared to the control group). Implications for the theory are discussed.

C151

WHAT ADOLESCENTS WANT AND WHAT PARENTS EXPECT: ROMANTIC RELATIONSHIPS AND PARENT/OFFSPRING CONFLICT *Gabriel Schlomer, Kristine Kelly, Stephanie Drane, Shauna Radel; Western Illinois University* — Parents and their adolescent children often conflict over what is considered an appropriate dating partner for the adolescent. One reason for this conflict may be that parents differ from their adolescent children in terms of what they think the child wants in a dating partner. Parents may then intervene in an attempt to influence their child's dating practices towards the highest quality mates in an effort to protect and enhance their inclusive fitness (Sheets, Schlomer, Heath & Anderson, 2003). In this study, first year college students and their parents were provided with a fictional profile of a potential dating partner for the child that varied on gender, attractiveness and status. The student participants were asked a series of questions regarding how likely they would be to date the individual depicted in the profile while their parents were asked to indicate the likelihood that their child would date the same individual. Results indicated that while sons desired attractiveness in dating partner (and both parents agreed), daughters desired only the high status, high attractiveness man far more than any other, a finding inconsistent with what their parents reported. Rather, the girls' parents indicated that their daughters would be willing to trade-off attractiveness for status. Thus, boys and their parents agreed on the boys' dating choices, but girls and their parents disagreed on the girls' dating choices. Results are discussed in terms of their evolutionary implications as well as those of sexual strategies theory.

C152

LET'S BE FRIENDS: THE RELATIONAL SELF-CONSTRUAL AND THE DEVELOPMENT OF INTIMACY *Jonathan Gore, Susan Cross, Michael Morris; Iowa State University* — Two studies examined the role of the relational self-construal in the development and maintenance of intimacy in roommate relationships. In Study 1, 98 roommate pairs completed questionnaires assessing attitudes toward their relationship. Results showed that high relationals disclosed more personal information than lows, which was then associated with their roommates' perceptions of relationship quality. In Study 2, 142 roommate pairs followed the Study 1 procedure with a one-month follow-up session for the participants (86% returned). Results replicated the findings of Study 1 and showed reciprocated disclosure from the roommates, followed by increased disclosure by the participants at Time 2. These findings support the Reis and Shaver (1988) intimacy model and indicate the importance of the self-construal in this interpersonal process.

C153

ACCENTUATING THE POSITIVE: THE EFFECTS OF COMEDIC MOVIES ON THE ATTENTION BIAS *Jennifer Brunsdon, N. Kyle Smith; Ohio Wesleyan University* — Previous research has suggested that there is a tendency to automatically focus more attention on negative information than positive information (Hansen & Hansen, 1988; Pratto & John, 1991). Recent findings have suggested that priming people with positive stimuli can eliminate or decrease the magnitude of the attention bias (Smith, Larsen, Chartrand, Cacioppo, Savage & Moran, 2004). The current study focused on whether or not real world experiences, such as watching a movie, could also affect the attention bias. We hypothesized that, similar to positive priming, watching a comedic movie would attenuate the attention bias. Fifty-six participants were recruited at a local movie theater. Participants' tendency to attend to positive and negative information was measured both before and after watching either a comedy or a non-comedy. This was accomplished by presenting participants with a visual search paradigm (Öhman, Lundqvist, Esteves, 2001) in which they had to detect a happy or angry oddball face in grids of nine faces. Results showed that, while there was no difference in the attention bias of participants before watching a movie, the type of movie seen (comedy vs. non-comedy) significantly moderated the attention bias to negative information in post-movie measurements ($F_{(1,52)}=4.862$, $p=0.032$). Consistent with our hypothesis, participants who watched non-comedies still displayed the attention bias ($t(23)=4.267$, $p<.001$) whereas participants who watched non-comedies did not ($t(24)=0.805$, ns). These findings demonstrate that everyday, real world experiences, such as watching a comedy, can attenuate or eliminate the attention bias to negative information.

D1
THE ROLE OF CONTEMPLATIVE PRACTICES IN SHAPING IMPLICIT ATTITUDES *Scott Akalis[1], Jhansi Nannapaneni[2], Mahzarin Banaji[1]; [1]Harvard University, [2]Andhra University* — Research on the two facets of consciousness, processes that lie within its bounds and those outside, can gain by attention to novices and experts in the science and art of mental control. Contemplative practices such as meditation and yoga are purported to expand the limits of awareness and control and thus may serve as a magnifying lens for examining these concepts more closely. In a series of studies, we investigated the malleability and predictability of implicit attitudes as a consequence of different forms of concentration. Multiple studies were run with both untrained college students in the United States and novice and expert practitioners in India. Pre- and post-intervention Implicit Association Tests were administered to measure change in unconscious attitudes toward social groups. Analyses of the U.S. studies focused on the acute effects of guided concentration, whereas the study in India addressed the acute and long-term effects of contemplative yoga. Results revealed that participants were able to reduce their implicit bias by doing as little as concentrating on the positive aspects of a disfavored social group for 10 minutes. Implications for the growing literature on implicit attitude malleability and the status of concepts of awareness and control more generally are discussed.

D2
THE ROLE OF AFFECT-BEHAVIOR ASSOCIATIONS IN BEHAVIORAL DECISION MAKING *Amy Humke, Marc Kiviniemi; University of Nebraska, Lincoln* — Cognitions about behaviors (e.g., cost/benefit beliefs) are well-established influences on behavioral practices (e.g., Ajzen, 1985). In addition, individuals have affective associations with specific attitude objects (Edwards. 1990), including behaviors (Kiviniemi & Rothman, 2000). Although general mood and momentary affect have been shown to influence decision making (e.g., Schwarz & Clore, 1983), the influence of specific affect-behavior associations has not been well explored. This study examined the relative influence of cognitions and affective associations about dietary behaviors on eating behavior. 74 undergraduate students reported their cognitions (cost/benefit perceptions) and affective associations (perceived enjoyment) for high fat foods, low fat foods, and fruits and vegetables prior to eating a meal in a university dining hall. After eating, participants reported the type and quantity of foods consumed. Nutritional data was used to compute the calories, fat, cholesterol, and sodium each person consumed. To examine the relative contribution of cognition and affect on dietary behavior, we estimated a general linear model with the four nutritional variables as multivariate criterion variables and the cognitive and affective variables as continuous predictor variables. Affective associations significantly influenced the healthiness of individuals' eating behavior, $F(4,62)=3.30$, $p<.05$. By contrast, cognitions did not relate to dietary behavior, $F(4,62)<1$, ns. These findings suggest that theoretical models of behavioral decision making should better incorporate affective factors. Moreover, they suggest that efforts to encourage changes to healthier eating habits should include techniques to alter individuals' affective associations with dietary behaviors.

D3
EPISTEMIC MOTIVATION UNDER THREAT *Mark Dechesne; University of Nijmegen* — The present contribution examined the implications of various epistemic motivations instigated by a reminder of mortality. Terror management theory argues that mortality salience instigates the need for particularly desirable information, i.e. information that affirms one's cultural worldview and self-worth. A recent analysis by Dechesne and Kruglanski (2004), however, suggests that mortality salience also instigates the need for non-specific closure, i.e. a motivational state to accept any knowledge independent of its desirability. Three studies examined circumstances under which participants were either reminded about death or a control topic, and confronted with

information that might be considered particularly desirable or undesirable upon a confrontation with mortality. It was found that mortality salience increased belief in miracles (Study 1) and belief in afterlife (Study 2) upon a prior presentation of evidence that miracles and an afterlife do exist, but decreased belief in miracles (Study 1) and the existence of an afterlife (Study 2) upon a prior presentation of evidence that miracles and an afterlife do not exist. A third study revealed that the tendencies to also accept particularly undesirable information upon a confrontation with mortality (i.e. to accept that an afterlife doesnot exist) was particularly strong among participants high in need for closure. Thus, a reminder of mortality led participants to accept any information rather than desirable information, thus providing support for the idea that the effects of mortality salience may also be caused in part by non-specific epistemic motivation, which may actually override any need for specific, desirable knowledge.

D4
THE EFFECTS OF MORTALITY SALIENCE ON COOPERATIVE BEHAVIOR *Blythe Duell, Jeff Joireman, Craig Parks; Washington State University* — Terror Management Theory (Solomon, Greenberg, & Pyszczynski, 1991) assumes that humans deal with their fear of death via belief in a cultural worldview, and the esteem that comes from meeting the standards of that worldview. Recently, Jonas et al. (2002) demonstrated that mortality salience (MS) increased contributions to in-group charities (i.e., the "scrooge" effect), suggesting that MS may increase prosocial behavior. The present study is an attempt to examine the effect of MS on cooperation within a social dilemma game and to examine the effect of a possible moderator, social value orientation (SVO). A social dilemma is a situation where the individually rational decision conflicts with the collectively rational decision. Participants (N = 162) categorized as prosocial or proself (Van Lange et al., 1997) wrote about their own death (mortality salience) or a control topic, and then participated in a social dilemma called a give-some game. A main effect was found for SVO, such that prosocials tended to be more cooperative than proselfs. A marginally significant interaction (p = .088) between SVO and condition demonstrated that prosocials showed an increase in cooperation in the MS condition, while proselfs did not. These results reveal that prosocials are more likely to engage in cooperative behavior following MS, while the behavior of proselfs is unaffected by MS. This may occur because prosocials hold cooperation as an important aspect of their self-esteem, whereas proselfs may actually value competitive behavior, resulting in no increase in cooperation for proselfs in the MS condition.

D5
EFFECTS OF ADVERSARY'S EXPRESSIONS OF EMPATHY AND ASSUMED RESPONSIBILITY AND RECIPIENTS' TRUST ON INTER-GROUP RECONCILIATION *Ido Liviatan[1,2], Arie Nadler[1]; [1]Tel Aviv University, [2]New York University* — Previous research on reconciling interpersonal conflicts showed the importance of the offender's expressions of empathy and assumed responsibility for the victim's pain (e.g., Holtgraves, 1989; Hodgins & Libeskind, 2003). These effects are moderated, however, by the offender's trustworthiness (e.g., Darby & Schlenker, 1989). The present research explored similar processes in an intergroup conflict involving mutual suffering. In two studies, Israeli participants were exposed to a speech ostensibly by a Palestinian leader who either expressed or did not express empathy and/or Palestinian responsibility for Israelis' suffering. Participants had previously rated their trust in Palestinians. Following the speech, participants' perceptions of Palestinians and future relations with them were assessed. This procedure was replicated at two periods – once during relative peace (experiment 1) and once during heightened conflict (experiment 2) in the relations between Israelis and Palestinians. In both studies, high-trust participants tended to show more positive reactions when the speaker had expressed empathy than when he had not; low-trust participants, in contrast, tended to show more negative reactions when the speaker had expressed empathy

than when he had not. Similar effects were not found for expressions of assumed responsibility. Taken together, these experiments indicate that the positive effects of an adversary out-group's expressions of empathy for the in-group's suffering depend on the level of trust in the adversary. This suggests that inter-group reconciliation attempts may benefit from a two stage process: Parties should first establish a foundation of trust and only then address the past of mutual infliction of suffering.

D6
RESISTANCE TO STRONG AND WEAK ARGUMENTS MEASURED ON-LINE *Eric Knowles, James Wellence, Dan Riner; University of Arkansas* — Persuasion is the attempt to overcome resistance (Knowles & Linn, 2004). Resistance has been inferred from the absence of attitude change or from counterarguments in post-hoc thought-listings. This study measured the on-line resistance to strong and weak arguments. A computer presented a speaker advocating that the university monitor all e-mail. The 2-minute message was divided into 9 epochs: speaker introduced, topic introduced, 6 different supporting reasons, and conclusion. The reasons were either strong (e.g., eliminate spam) or weak (e.g., employ more students). Post-study attitudes showed that strong arguments were much more persuasive (5.26) than weak arguments (3.30 on 7-point scale). During the message, participants turned a large wheel which moved a pointer from Like (+3) through Neutral (0) to Dislike (-3) to indicate acceptance or resistance to the message. The first weak argument produced more resistance (-1.65) than the first strong argument (-.93). Six strong arguments decreased resistance progressively, leading to a positive pointer position (1.69) at the conclusion. Six weak arguments also lessened resistance at the conclusion (-.71). The interaction between six argument epochs and condition was significant, $F(5, 185) = 5.08$, $p < .001$. Significant linear decreases in resistance occurred for strong arguments, $F(1,18) = 57.06$, $p < .001$, and for weak arguments, $F(1,19) = 8.38$, $p < .009$. Seven weak arguments produces LESS resistance than 1 weak argument. So, in this case, the more dumb ideas, the better.

D7
SOCIAL IDENTITY VERSUS SOCIAL CONVENTION IN RESPONSES TO CRITICISM OF GROUPS *Robbie Sutton, Tracey Elder, Karen Douglas; Keele University, UK* — Recent research has documented the "intergroup sensitivity effect" (ISE: Hornsey, Oppes, & Svennson, 2002) whereby group members respond more favorably to internal versus external criticism of their group. The authors conducted two experiments designed to clarify the contribution to the ISE of (a) social identity concerns associated with the protection of one's group from external attacks, and (b) social convention concerns associated with the general regulation of communication. Experiment 1 replicated Hornsey et al.'s (2002) study of reactions to criticism of Australians with one crucial change: participants were British, and therefore were not members of the criticized group. These "bystanders" exhibited the ISE, responding with less sensitivity, more agreement, and more favorable speaker evaluations when the critic was Australian. Experiment 2 replicated Hornsey and Imani's (2004) study involving experienced and inexperienced critics who were either ingroup or outgroup members. Again, participants were bystanders and not insiders as in the original experiment. This experiment showed that the ISE depends on critics' perceived motives as well as their degree of experience of the group. The results underscore the importance of social convention concerns in reactions to group criticism. Specifically, observers, whether members of the criticized group or dispassionate bystanders, judge external critics to violate norms associated with constructiveness and expertise.

D8
ENLARGING PEOPLE'S DEFINITION OF RACISM *Mary Inman; Hope College* — Study 1 determined whether Ps use prototype-matching or exemplar-matching when deciding whether an event reflects racism. We encouraged 90 White students to think of racism as a prototype (Whites-deny-Blacks or Powerful-deny-Weak) or as specific exemplars

(KKKlan brutality). The control condition didn't mention racism. Ps then decided whether 32 events reflected racism. Ps in the control condition used exemplar-matching: They said classic instances (racial slurs) reflected racism but atypical White-Black exchanges (mocking) and non-White perpetrators didn't, $p < .001$. Study 2 attempted to enlarge racism definitions to include atypical racism, by explaining why atypical acts are offensive or by reflecting on White privileges. White Ps indicated whether 31 events reflected racism. Four weeks later, 70 of these Ps were randomly assigned to four conditions: control, exemplar, why interracial mockings are racist, or racism involves lack of privileges. Ps indicated their guilt and anger and said whether the 31 events reflected racism (1=not racism, 5=definitely is). Pilot Ps indicated the degree of harm victims received in the 31 stories. ANOVAs on Time-2 perceptions showed condition effects for mild-harm and moderate-harm stories, $Fs (3, 67) > 2.99$, $ps < .04$. Why-condition Ps perceived racism more than control Ps. Guilt mediated these results: Ps in the why condition felt guilty (B=.27, $p<.03$) and perceived racism (B=.27, $p <.03$). This relationship vanished when guilt was entered, B=.11, p=ns. The condition effect was nonsignificant with severe and extreme harm stories (ceiling effects). To enlarge definitions, explain why an event is racist. Don't focus on lack of privileges.

D9
RESISTANCE DEPLETION: WATCHING TV COMMERCIALS CAN REMOVE RESISTANCE TO A PERSUASIVE MESSAGE *Dan Riner, Eric Knowles; University of Arkansas* — Is resistance to persuasion a finite and depleteable resource? If so (see Muraven & Baumeister, 2000), resisting several persuasion attempts should make people more susceptible to subsequent persuasive message. Furthermore, those with a small resource of resistance should be more affected by depletion than those with a large resource of resistance. In this study, 314 participants watched 10 television commercials. Participants listed two instances in which each commercial was less than honest (depletion condition) or two images from each commercial that caught their attention (control condition). Participants then watched and evaluated a strong or weak persuasive message about adding a fee to the departmental experiment requirement. The argument strength manipulation allowed assessing whether resistance depletion reduced central route processing (Petty & Cacioppo, 1979, 1996). Two question assessed participants' skepticism about commercials (high or low). Strong messages produced much more favorable attitudes than weak messages, $F(1, 307) = 71.57$, $p < .001$. Participants high in skepticism showed no significant change between the depletion and control conditions. People low in skepticism evaluated messages more positively in the depletion condition than in the control condition, $F(1, 206) = 7.22$, $p< .01$. Because this increase in persuasion was parallel for strong and weak argument conditions, interaction $F(1, 206) = .341$, p=.56, depletion seemed not to reduce central route processing. The results supported the hypothesis that resistance can be consumed, at least for those with relatively little resistance, and the resistance reduction falls equally on strong and weak arguments.

D10
WHO DOES THE DISHES? SELF-EFFACEMENT AND SYNCHRONICITY AS STRATEGIES FOR HAPPY MARRIAGES *Nadav Goldschmied, Andrew Biga, Joseph Vandello; University of South Florida* — Individuals self-enhance as a strategy for maintaining high self-esteem, but this tendency may be harmful to relationship health. Self-enhancement in the context of romantic relationships may come at the cost of crediting one's partner, and may lead to resentment. We tested the idea that the most satisfied couples would be those who enhance their partner's relative contributions in relationships. In addition, we predicted couples would be most happy when their beliefs about each person's relative contributions matched their partner's (regardless of whether these contributions were balanced or unbalanced). To test these ideas, 48 married couples completed surveys asking them about their own and their

spouses' contributions to housework. We looked at couples' perceived contributions to household labor and found two phenomena that predict relationship satisfaction: 1) "synchronicity," where couples who were in closer agreement about how housework was being divided were happier than couples who were not, and 2) partner-enhancing biases, where those couples who were not in agreement were more satisfied when they gave housework credit to their spouses instead of taking credit for themselves. These effects were as powerful as simply looking at inequalities in labor division in terms of predicting marital happiness. Results suggest that a combination of matching of perceptions and self-effacing tendencies contribute to marital satisfaction. Thus, in contrast to self-serving biases that protect individual esteem, partner-enhancing biases may be a key to satisfying relationships. This research extends other work suggesting positive illusions about one's partner lead to satisfying relationships.

D11

ADOLESCENTS' PERSONAL GOAL PROGRESS: MOTIVATIONAL DIFFERENCES FOR ACADEMIC VERSUS SOCIAL GOALS *Hugo Gagnon, Richard Koestner; McGill University* — As adolescents strive to master the educational demands of high school, it becomes increasingly important for them to self regulate and set personal goals. Previous research has shown that adults with more autonomous goals, and those who make implementation plans are more likely to make progress in their personal goals. Although this process has been studied in diverse populations, no study to date has looked at this process in adolescents. Importantly, as academic motivation becomes fragile during the high school period, it is important for researchers to determine what motivational factors may play a role in youths' successful goal attainment. The present study examined the relation of autonomy and implementations to weekly goal progress among 350 adolescents for both a self chosen academic goal and social goal. Results revealed significant differences related to goal type. Academic goals were rated as less autonomous than social goals and participants reported less implementation activity and less progress for these goals. Results also supported a mediation model for social goal success in which autonomous motivation resulted in greater implementation activity, which, in turn, led to greater progress. For academic goals, the same model was supported only for girls. Surprisingly, for boys the only significant positive predictor of academic goal success was controlled motivation rather than autonomous motivation. The implications of these findings for understanding gender differences in school engagement and persistence are discussed.

D12

IT'S NOT WHAT YOU SAY, IT'S HOW YOU SAY IT: SELF-PRESENTATIONAL STRATEGIES FOR CONFRONTING PREJUDICE *Sarah J. Gervais, Erin Quinlivan, Janet K. Swim; The Pennsylvania State University* — Self-presentation concerns about being liked by others can hinder people's willingness to confront prejudice (Swim & Hyers, 1999). Yet, confronting is not an either or behavior; people can confront in multiple ways. Moreover, different ways to confront can reflect different self-presentation goals used in service of influencing others opinions. We examined the self-presentation consequences of five different presentation strategies used to confront prejudice. Based on Jones and Pittman (1982), we predicted that ingratiating responses would be associated with ratings of likableness, self-promoting responses with ratings of competence, intimidating responses with ratings of fearfulness, exemplifying responses with ratings of morality, and supplicating responses with ratings of helplessness for the confronter. Using a Latin square design, participants read scenarios describing an individual who had made a racist statement. These statements were pre-tested to be blatantly racist. A second individual was described in the scenario as either confronting in a manner consistent with one of the five self-presentation strategies or not confronting the statement at all. Participants rated confronters on traits tapping each self-presentation style. Consistent with predictions, confronters using self-promotion, exemplification, and

intimidation were seen as most competent, moral, and dangerous, respectively. Responders who did not confront the racist statement were seen as most likable and helpless, though ingratiating and supplicating confronters were seen as most likable and helpless when compared to the other strategies. Implications for confronting and impression management research are discussed.

D13

FMRI STUDY OF WOMEN'S ENHANCED SPATIAL COGNITION PERFORMANCE VIA POSITIVE STEREOTYPE *Molly Helt[1], Emily Jacobs[2], Kerry Sullivan[1], Maryjane Wraga[1]; [1]Smith College, [2]University of California, Berkeley* — Recent research has demonstrated that positive stereotypes have the power to enhance cognitive performance in underrepresented groups such as women (e.g., Shih et al., 1999). We used functional magnetic resonance imaging (fMRI) to examine the neural substrates underlying women's enhanced performance of a spatial cognition task performed within the context of a positive stereotype. We tested mental rotation, a spatial ability in which men consistently have been found to outperform women (e.g., Linn & Petersen, 1985). Rather than the traditional mental rotation paradigm involving rotations of objects (e.g., Shepard & Metzler, 1971), we used a task that involved imagined rotations of the self. Participants were scanned while viewing images of single three-dimensional objects centered within a sphere. They were required to imagine rotating themselves to a T-shaped prompt appearing outside the sphere at different locations, and then to judge whether a segment of the object would be visible from the new viewpoint. Prior to scanning, the Experimental group was exposed to a false but plausible stereotype of women's superior perspective-taking abilities. Another group of women (Controls) received neutral information. Activation in both tasks was compared to fixation conditions. Behavioral results indicate that participants in the Experimental group make significantly fewer errors than Controls, demonstrating the effect of positive stereotype. We predict that this enhanced performance will reflect greater efficiency of processing within brain regions associated with the self-rotation task.

D14

STEREOTYPE THREAT, GENDER, AND MENTAL ROTATION PERFORMANCE *Emily Jacobs[1], Lauren E. Duncan[2], Molly Helt[2], Maryjane Wraga[2]; [1]University of California, Berkeley, [2]Smith College* — Stereotype threat, the fear of confirming a negative stereotype about a group to which one belongs, has been shown to negatively affect intellectual performance in stigmatized populations such as women (e.g., Spencer et al., 1999). There is increasing evidence that dominant groups such as White men also may be susceptible to stereotype threat (e.g., Leyens et al., 2000). We directly compared the role of stereotype threat on mens' and womens' performance of a spatial cognition task involving imagined self-rotations. Participants viewed images of single three-dimensional objects centered within a sphere and imagined rotating themselves to a T-shaped prompt appearing outside the sphere at different locations. They then judged whether a segment of the object would be visible from the new viewpoint. Experiment 1 established baseline differences between men's and women's performance of the rotation task. Women made 12% more errors than men on average. Experiment 2 tested whether exposure to a nonstigmatizing stereotype about womens' superior perspective-taking abilities would negatively impact men's performance of the task, compared to another group of men receiving neutral information. Men in the experimental group made significantly more errors than controls, and the magnitude of error was similar to that of women from Experiment 1. In Experiment 3, we exposed women to the same stereotype message to determine whether its pro-female context would improve performance. Women in the experimental group made significantly fewer errors compared to female controls, although the effect was roughly half (5%) of the negative impact we found in men's performance.

D15

THE BLACK HAT PHENOMENON: EXAMINING THE EFFECTS OF DARK APPAREL ON SOCIAL PERCEPTIONS *Ashley Walker, H. Colleen Sinclair; Universty of Missouri, Columbia* — A number of studies have illustrated that the color black is perceived more negatively than lighter colors. For example, Frank & Gilovich (1988) found that, when shown video footage of a staged football play, football fans were likely to penalize the defensive players in black uniforms more severely than those in white. Also, Vrij (1997) found that when subjects were shown video of a man coming toward them in an aggressive manner, the 'offenders' wearing the dark clothing were labeled as more aggressive than those in light clothing. In both of these studies, and others, the perception of individuals in dark clothing has been limited to an examination of these individuals in aggressive scenarios (e.g. playing hockey, committing a violent crime). The goal of the current experiment was to discern whether this 'Black Hat Phenomenon' is evident in non-aggressively primed situations. For example, would a person seen walking down the street be perceived more negatively if they were in darker clothing than if they were in white? Our findings indicate that in the absence of an aggressive prime, individuals in dark clothing were not perceived as more aggressive than those in light clothes. However, individuals in dark clothes were seen as less socially accepted and less attractive than those in light clothes, especially if the target was male. We will discuss the relevance of these findings to self-fulfilling prophecies, & propose an examination of whether adolescents wearing black will act in ways to verify the negative social perception of them.

D16

IN SEARCH OF OPTIMAL CHALLENGE: ACHIEVEMENT GOALS, GOAL DIFFICULTY, AND ACHIEVEMENT ORIENTATION *Chris Hulleman, Judith Harackiewicz; University of Wisconsin, Madison* — Providing students with optimally challenging tasks — those that are difficult but just within their reach — has been hypothesized to be important in improving both performance and intrinsic motivation (Atkinson, 1974; Csikszentmihalyi, 1990; Deci & Ryan, 1985). Creating optimal challenge can involve suggesting goals that are either general (e.g. learn more about biology) or specific (e.g. solve ten multiplication problems). Although challenging goals can improve performance (Locke & Latham, 2002), the associated pressure and goal-attainment failure may have detrimental effects on intrinsic motivation, particularly in performance goal contexts (Dweck, 1986). Using a 2 (achievement goal: mastery or performance) x 4 (target goal difficulty: easy, challenging, impossible, and no goals) design, we investigated the effects of specific target goals and more general achievement goals on performance and intrinsic motivation on a math task. Participants learned a new mental math technique and used it to solve three trials of multiplication problems. Participants were assigned target goals for each trial within a mastery or performance goal context. After the session, participants' task enjoyment was measured. The pursuit of challenging goals produced a performance-enjoyment trade-off — high performance was accompanied by more frustration and less task enjoyment. In addition, participants high in achievement motivation enjoyed the task more and made fewer errors in performance contexts, whereas those low in achievement motivation enjoyed the task more and made fewer errors in mastery contexts. This suggests that assigned achievement goals may have both beneficial and detrimental effects, for intrinsic motivation and performance, based upon an individual's achievement orientation.

D17

CHARACTERISTICS OF INDIVIDUALS HIGH AND LOW IN SOCIAL RESPONSIBILITY *Alishia Huntoon; Washington State University* — Social responsibility is a sense that one should consider the group and cooperate for the group's sake. Individuals differ in the degree to which they feel a "sense" of social responsibility and this can affect their tendency to engage, or not, in prosocial behavior. It has been found that social responsibility can be manipulated, through priming and modeling, although those high and low in social responsibility require different techniques for increasing cooperative behavior (Parks & Huntoon, manuscript submitted for publication). The characteristics of individuals high and low in social responsibility are important to identify and understand, as they can indicate the most effective ways to increase prosocial behavior in a variety of situations (e.g. proenvironmental programs, donation requests). One hundred introductory psychology undergraduates participated in this study for course credit. They completed an 8-question social responsibility scale (Berkowitz & Lutterman, 1968) and an informational request/demographics survey, in addition to a filler memory task. There were numerous categories included on the request form. Analyses included descriptive statistics and correlations that examined the relationships between social responsibility level and the plethora of information categories (e.g. past charitable behavior, religiosity, recycling). Understanding these differences between high and low social responsibility individuals can lead to better development of specialized methods to increase prosocial behavior and to most efficiently target the distinct segments.

D18

CIVIC ENGAGEMENT AND COLLECTIVE IDENTITY: A MULTILEVEL ANALYSIS *Damla Ergun, Keilah Worth, Brad Lippmann, Eugene Borgida, James Farr; University of Minnesota, Twin Cities* — Collective identity, an individual's sense of identity as a group member, has emerged as an important explanatory variable for understanding social psychological processes (Luhtanen & Crocker, 1992; Simon & Klandermans, 2001). The present research examined the influence of a high school civic engagement program on students' sense of collective identity. A random sample of students in randomly selected participating schools across the U.S. were selected to complete surveys at the beginning and end of the 2002-2003 school year. Multi-level analyses were conducted on panel data (N=1258) using Hierarchical Linear Modeling (HLM). A baseline model testing the unconditional effect of participation on change in collective identity revealed a significant main effect ($\beta=.11$, p<.01). The more engaged students were in the project, the greater their increase in expression of collective identity over the year. The complete two-level model with individual-level controls and interactions between participation and school-level variables (school size, urban vs. non-urban school) suggested that the positive effect of participation was neutralized in urban schools, but enhanced in larger schools. The collective identity of students in urban schools may have been attenuated by higher levels of conflict, greater diversity of values, and various social cleavages that characterize urban schools. The collective identity of students in larger schools may have been positively affected by participation in a program that served to counteract the anonymity of larger schools by bringing students together in pursuit of common purposes. The implications of these findings for understanding links between civic and political engagement will be discussed.

D19

MEDIATORS IN NEGOTIATION: THE ROLE OF INCENTIVES AND BIAS *Gaëlle C Pierre, Peter J Carnevale; New York University* — Many successful negotiations are mediated by third parties who are biased, that is, they have a vested interest in the negotiation outcome. This study stimulated an organizational dispute to examine the influence of mediator bias on negotiation. We hypothesized that biased mediators would act on their biases, i.e., would be more likely to reward the favored party by offering them rewards and more likely to penalize the disfavored party by putting pressure on them. We also hypothesized that biased mediators are motivated to pay greater attention to the favored party's outcomes and develop a better understanding of the favored party's interests. Mediator interests (high, low, asymmetric, none) was experimentally varied in a between subjects design. Participants were randomly assigned to the one of three roles: an "Acme manager," a "Bolt

manager," or a "corporate liaison manager" (mediator). During negotiation, all mediators could either add and/or deduct up to 25 points from the total number of points earned by the disputants. Participants engaged in a 20 minute negotiation session involving a conflict over four issues between the two disputants. All communication occurred over a computer network. As predicted, biased mediators were more likely to use rewards than penalties and rewarded the favored party more than the disfavored party. The mediator's use of rewards was associated with improved outcomes for the disfavored party that was not given the rewards. The results highlight the propensity of mediators to use rewards to facilitate agreement and the impact of rewards on negotiated outcomes.

D20
SEX DIFFERENCES IN THE DESIRE FOR SEXUAL VARIETY: EVIDENCE FROM A MODIFIED VERSION OF THE ANONYMOUS ROMANTIC ATTRACTION SURVEY *David Frederick, Martie Haselton, Anne Peplau, Arthur Mansourian, Sheila Allameh; UCLA* — Evolutionary psychologists debate whether men and women have evolved adaptations for seeking both short-term and long-term mating relationships (Mixed Strategy) or only long-term mating relationships (LT strategy). Mixed Strategy theorists propose that men benefit more than women from having a large number of sexual partners. LT strategy theorists propose that desires for short-term partnerships should be rare in men and women. Proponents of both viewpoints have utilized the Anonymous Romantic Attraction Survey (ARAS) to bolster their claims. Depending on the sample and the statistical test used, however, men and women do not always differ on this scale. The ARAS asks "Ideally, how many sexual partners would you like to have" in a given time frame (e.g. 6 mos., 1 year, etc.). If many respondents ideally want their next sexual partner to also be their marriage partner, this may diminish the number of partners indicated. If so, it would mask the degree to which the sexes differ in their number and range of desired sexual partners. Thus, we reworded the question to ascertain the largest and smallest number of sexual partners men (N=160) and women (N=440) desire for each time frame. Additionally, respondents were asked how much they desire having a specified number of sexual partners ranging from 1 to 1000. The results indicate that men desire a larger number of sexual partners than women, supporting the Mixed Strategy viewpoint. The impact of attachment style, social dominance orientation, religiosity, ethnicity, and gender attitudes on desire for sexual variety are also discussed.

D21
ORGANIZATION OF MEMORY FOR SITUATIONS *John Edwards; Oregon State University* — Edwards and Templeton (2003) proposed that people perceive situations as having attributes or traits conceptually similar to human personality traits. They showed that people's ratings of situations using such traits fall into four factors - positivity, negativity, the extent to which the situation impacts goal achievement, and the ease with which the situation can be negotiated. Edwards and Hopkins (2004) showed that people's memory for situations is organized around the four trait factors. The current study was a partial replication of one of their studies, in which participants read sentences describing situations using both a noun and an adjective (e.g., the party was boring), and then did a free recall task. The traits and nouns were selected to be representative of the four trait dimensions and four noun dimensions identified previously as organizing situation noun words. In the Edwards and Hopkins studies, recall for these sentences showed greater organization around the trait dimensions than the noun dimensions. A possible reason for this, suggested by the nature of the trait dimensions, is that people tend to think about situations in terms of how the situation affects their personal outcomes, which fosters self-relevant elaborative processing. In the current study, participants were given less time to study each sentence than did Edwards and Hopkins (five as opposed to ten seconds) in order to suppress elaboration. Consistent with the hypothesis, recall was signifi-

cantly more organized according to the noun dimensions than the trait dimensions when participants were given less time to study each sentence.

D22
BEHAVIORAL CORRELATES OF THE BIG FIVE *Lawrence D. Wright, David C. Funder; University of California, Riverside* — Scores on the Big Five Inventory (BFI) were compared to direct behavioral observations of 144 undergraduate participants in 3-person experimental interaction contexts, coded using the Riverside Behavioral Q-sort (RBQ). Results showed that Extraversion, Openness to Experience and Agreeableness had numerous correlations with directly observed behavior, whereas Conscientiousness and Neuroticism had relatively few. The behavior of participants scoring high in extraversion was relatively talkative, cheerful and playful, and less reserved, awkward or fearful. Openness was positively correlated with showing a wide range of interests and displaying interest in intellectual matters, and negatively correlated with expressing agreement or saying negative things about the self. Agreeableness was positively correlated with emphasizing accomplishments and negatively correlated with speaking sarcastically. The findings demonstrate the way that direct behavioral observation can illuminate the meaning of personality constructs. Future research should give increased emphasis to the directly observed behavioral correlates of personality.

D23
THE INFLUENCE OF AGENCY AND COMMUNION ON CAREER DEVELOPMENT AND LIFE SATISFACTION. FINDINGS FROM TWO LONGITUDINAL STUDIES. *Andrea E. Abele, Dorothea Dette; Institute of Psychology University of Erlangen Germany* — Agency and communion were terms developed by Bakan (1966) to reflect two fundamental modalities of human existence. Agency manifests itself in self-protection, self-assertion, self-expansion and is a superordinate theme encompassing mastery and control; communion manifests itself in the sense of being at one with others, in noncontractual cooperation, in relatedness und sharing. Previous research has shown that both are differentially correlated with social functioning, as well as with social roles. The present research studies three questions: First the impact of agency and communion on functioning in work roles and private life roles; second, their impact on life satisfaction; and third, the reciprocal impact of success in these roles on changes in agency and communion. The hypotheses are tested in two large scale longitudinal studies. The first longitudinal study is run with N = 1930 university graduates with different majors. They were tested immediately after their exam, 18 months later, 3 years later and again 7 years later. The second study is specifically concerned with N = 1100 graduates from mathematics. They were tested three times until now. Findings show that agency fosters career success, and that communion is a determinant of private functioning. Both have an independent impact on life satisfaction. Reciprocal influences of success in these roles on agency and communion can also be demonstrated. Implications for research on self-regulation, on career development and on work-life balance are discussed.

D24
INCLUSION AND SATISFACTION WITH A COLLEGE COMMUNITY: A SELF-EXPANSION ANALYSIS *Page Widick, Emily Purchia, Lonnie M. Spinelli, Elizabeth Koster, Benjamin Le; Haverford College* — Self-expansion theory (Aron & Aron, 1986) has been used widely to investigate closeness and satisfaction between romantic partners. However, little research has employed self-expansion theory to examine other types of inclusion. Just as romantic partners promote self-expansion, we investigated the possibility that one's college community facilitates expansion. Furthermore, individual-level variables, such as collectivism or Big-Five personality dimensions, may be associated with the self-expansion process. Several research questions were examined. First, associations between overall college inclusion and "domains of inclusion" (e.g., inclusion with faculty, classmates, roommates) were investi-

gated, with inclusion hypothesized associated with satisfaction. Furthermore, as posited by self-expansion theory, perceiving that college promotes self-expansion (e.g., it is novel, exciting) was hypothesized associated with satisfaction. Finally, the correlations between Big-Five traits, individualism/collectivism, and inclusion were investigated. 144 undergraduates at a small residential college completed Big-Five, individualism/collectivism, and college satisfaction scales, and modified versions of Aron and colleagues' Inclusion of Other in the Self (IOS) measure. These modified IOSs included "self" with "college" in addition to "self" with "faculty," "classmates," "staff/administration," "friends," and "roommate." Results indicated that inclusion with roommates and classmates were significant predictors of overall inclusion, and overall inclusion was associated with college satisfaction. Furthermore, perceiving college as promoting self-expansion predicted satisfaction. Finally, collectivism and several Big-Five dimensions were associated with inclusion and satisfaction. At a theoretical level, these findings support the self-expansion model, and demonstrate its applicability in understanding connectedness to the college community. This study also demonstrates that inclusion with different domains of college differentially predict overall inclusion.

D25
INTERPERSONAL BASIS OF AUTOMATIC PREJUDICE: THE ROLE OF ATTITUDE CERTAINTY *Janetta Lun, Stacey Sinclair; University of Virginia* — According to the epistemic social tuning hypothesis of shared reality theory (Hardin & Conley, 2001), individuals who are uncertain about their attitudes are likely to align their views with those of relationships partners so they can produce a sense of consensus, thereby making themselves feel more certain about the attitudes in question. We used this hypothesis to understand social influence on automatic prejudice, predicting that individuals who are less certain about their ethnic attitude towards African Americans would experience lower automatic prejudice toward this ethnic group when they interacted with an apparently egalitarian person. To test this prediction we measured White participants' ethnic attitudes towards African Americans and their certainty of those attitudes in the first stage of an experiment. In the supposedly unrelated second stage of the experiment, a different experimenter administered an automatic prejudice measure wearing an anti-racism t-shirt or a blank t-shirt. As expected, Whites who were uncertain about their attitudes toward African Americans showed lower automatic prejudice toward this group when interacting with a person wearing an anti-racism shirt than a blank shirt. Whites who were certain of their ethnic attitudes did not evidence social influence effects on automatic prejudice. Implications for reducing automatic prejudice via social interaction and the role of attitude certainty in doing so will be discussed.

D26
GENDER DIFFERENCES IN PERSONALITY AND BEHAVIORAL CORRELATES OF ADULT ROMANTIC ATTACHMENT *Natasha Hodges, David Funder; University of California, Riverside* — The present study aimed to bridge the gap between personality research and the attachment literature looking at personality and behavioral correlates of Hazan & Shaver's (1987) adult romantic attachment styles using the California Adult Q-set (CAQ; Bem & Funder, 1978; Block, 1961) and the Riverside Behavioral Q-set (RBQ; Funder, Furr & Colvin, 2000). Questionnaire measures of attachment and personality were administered to 197 undergraduates (101 males, 96 females). Personality ratings given by acquaintances and licensed clinicians, and behavioral ratings derived from a three-person social interaction were also obtained. A personality composite was created by combining the personality ratings given by the self, acquaintances and clinicians and was correlated to the attachment dimensions (attachment avoidance and attachment anxiety). Although there were no mean differences in levels of attachment, different patterns of correlates emerged for males and females. While avoidant females tended to be seen as socially and physically undesirable, avoidant males were described as condescending, rebellious, manipulative and hostile. The gender differences for attachment anxiety were not as pronounced, but for males anxiety seemed to be derived through comparing themselves to others, whereas female anxiety appeared to be more internally focused. Gender differences in personality also manifest themselves in behavioral observations during a videotaped social interaction with two strangers. Avoidant males were observed to be condescending, undermining, and exhibiting other unfriendly behaviors. Anxious females displayed personal negativity and insecurity. The results show that attachment styles are associated with social behavior even in relatively brief interactions with strangers.

D27
ZERO TOLERANCE VS. HARM REDUCTION: THE IMPACT OF DRUG MESSAGES ON THE CONTENT AND STRUCTURE OF DRUG ATTITUDES IN THE UNITED STATES AND THE NETHERLANDS *Brad Lippmann[1], Loran Nordgren[2], Alexander Rothman[1]; [1]University of Minnesota, [2]University of Amsterdam* — Drug prevention messages in the United States and The Netherlands differ substantially. The American drug message stresses only negative consequences of use, whereas the Dutch message emphasizes both negative and positive consequences. The current investigation explores the impact of these different approaches on the content and structure of American and Dutch attitudes towards drugs. Two hundred American and 242 Dutch participants completed semantic differential scales assessing the evaluative, affective, and cognitive components of their attitude towards marijuana (Crites et al., 1994). Levels of marijuana use were similar across samples and participants were divided into three groups: nonusers, experimental users (using less than monthly), and regular users (using at least monthly). Nation by Use Frequency ANOVAs indicated that, regardless of nationality, participants who use marijuana more frequently report more favorable ratings on each attitude component scale (all p's <.001). Dutch attitudes, however, were consistently less affected by use than were American attitudes. Analyses also revealed striking differences in attitude structure across the two nations. Dutch evaluations were related to both their affect and their cognitions and these associations were stable across levels of use. American attitude structure was strongly affected by level of use: nonusers' evaluations were tied to their cognitions but not affect (r=.848 vs. r=.088), whereas regular users' evaluations revealed the opposite pattern (r=.324 vs. r=.784). Overall, Dutch attitude content and structure appeared more stable and less affected by behavior. The findings have implications for inquiries regarding how drug education strategies shape the content and structure of people's attitudes.

D28
UNRESTRICTED FEMALE SEXUALITY: PERSONALITY CORRELATES AND SUBTYPES *Jonathan Cheek, Jennifer Clark; Wellesley College* — Some evolutionary psychologists hypothesize that women but not men with liberal sexual attitudes and unrestricted sexual behavior will experience negative emotional reactions and regrets (e.g., Townsend, 1995). Other psychologists believe that individual differences in sexual attitudes and behavior for both men and women are determined by variation in personality traits and social attitudes (e.g., Eysenck, 1976). The present research explored these two views by administering measures of personality, self-concept, and sexual attitudes and behavior to a sample of 167 college women. The strongest personality correlate of unrestricted sexuality was sensation seeking (r = .39), which replicates findings in male and coed samples from the 1970s (e.g., Zuckerman, Tushup & Finner, 1976). Neuroticism did not correlate with unrestricted sexuality, and the 30 most unrestricted women in the present sample reported a wide range of both positive and negative feelings about their sexual experiences. The present data from the 30 most unrestricted participants suggest that there may be at least two types of highly unrestricted college women today: those who have a growth seeking

motivational orientation toward intimate relationships, and those who have a validation seeking orientation. Unrestricted women who scored high on validation seeking averaged in the 67th percentile for neuroticism, while those who scored high on growth seeking averaged in the 23rd percentile for neuroticism. Implications of these results for future research on female sociosexuality are discussed.

D29

ANTICIPATING DREADFUL EVENTS SOFTENS THEIR HEDONIC IMPACT *Kerri Johnson, Britt Lamoureux; New York University* — When facing affectively-laden life events, people often engage in prefactual thoughts. For aversive experiences, this may arouse dread, itself a source of utility. After the fact, however, such experiences may be regarded more favorably (e.g., "It wasn't as bad as I thought it was going to be."). Precisely how such prefactual thought, or anticipation, affects the hedonic value of experiences has yet to be fully explored. We probed how anticipating a dreadful event affects one's evaluation of the event, and how one's expectations and actual evaluations foster the perception that "it wasn't so bad." In three studies, participants faced, experienced, and evaluated dreadful events in the lab, and we manipulated participants' ability to contemplate the event prospectively. In Study 1, participants rated their reaction to a dreadful event (eating a dried worm) more favorably if they had anticipated their looming doom than if they had been distracted for the same period of time. In Study 2, the evaluative benefit afforded by anticipation was verified for experiences that were objectively better than expected (i.e., singing the song Yellow Submarine) and for experiences that were objectively worse than expected (i.e., singing the song Feelings). In Study 3, participants' "better than expected" evaluations were negatively related to participants' prospective evaluation, but were positively related to participants' actual evaluation of a dreadful experience (i.e., taste testing Potted Meat Food Product). Both hedonic contrast and motivated reconstrual are discussed as tenable mechanisms by which anticipation may afford evaluative benefit.

D30

THE INFLUENCE OF PARTNERS' BELIEFS ABOUT BODY IDEAL AND THEIR INTERPERSONAL BEHAVIORS ON WOMEN'S REGULATION OF EATING BEHAVIORS *Simon G. Beaudry, Luc G. Pelletier, Stéphanie Roy; University of Ottawa* — Recent research on the Self-Determination Theory and the regulation of eating behaviors has shown that women who are generally self-determined in their life are less likely to be affected by sociocultural pressures about body image, have fewer negative beliefs about thinness and obesity and show lower levels of bulimia symptomatology (Pelletier, Dion & Lévesque, 2004). It as also been established that autonomy-supportive environments are related to high levels of self-determined motivation to regulate eating behaviors. Inversely, controlling environments are related to low levels of self-determined motivation (Reid & Pelletier, 2003). However, the specific role of partners' interpersonal behaviors on the level of self-determined motivation and the regulation of eating behaviors has never been investigated. In the present study, we examined whether a partner's beliefs about thinness and obesity had an influence on his spouse's ideals of body image and on the regulation of her eating behaviors. Couples (N=100) completed a questionnaire that included measures of the endorsement of society's beliefs about thinness and obesity, eating behaviors, and the couple relationship. Path analyses supported the idea that partners had two types of influences. First, their beliefs about body ideal were positively associated with their spouse's beliefs about thinness and obesity. Second, the spouse's perception of criticism and control from her partner was positively associated with controlled forms of regulation. In conclusion, our results suggest that women's beliefs about thinness may not only result from media's pressure but also from close interpersonal relationships.

D31

LEARNING THE WORLD THROUGH STORIES: NARRATIVE GOALS FACILITATE THE CONSTRUCTION OF CAUSAL INFERENCES *Kristi Costabile, Stan Klein; University of California, Santa Barbara* — Evidence suggests that stories are used universally to convey information about a sequence of events (Barthes, 1977). One reason for this universality may be that the narrative structuring of events facilitates understanding and interpretation one's social environment: When trying to comprehend a sequence of events, we attempt to explain why the events occurred and, in attempting to do so, we generate a causal explanation of the event (Graesser, Singer, & Trabasso, 1994). In the present research, we conducted a series of experiments to investigate whether narrative instructions facilitate the construction of causal inferences from a set of social stimuli. Subjects viewed a series of sentences about two individuals performing behavioral tasks. Before reading the sentences, subjects were given instructions to either: (a) create a story using the sentences, (b) memorize the sentences, (c) form an impression of the two individuals, (d) communicate the sentences to a partner, or (e) read the sentences carefully. Across 3 different experiments (using two different sets of stimuli), we found subjects given narrative goals constructed significantly more causal inferences than subjects given any of the other instructional goals. This research suggests that narrative goals enhance our understanding of social events.

D32

WHY THE BETTER-THAN-AVERAGE EFFECT IS A WORSE-THAN-AVERAGE MEASURE OF SELF-ENHANCEMENT *Takeshi Hamamura, Steven J. Heine; University of British Columbia* — A recently conducted meta-analysis on cross-cultural studies of self-enhancement found that evidence for East Asian self-enhancement is found only when participants compare themselves to the average other, aka the "Better-than-Average" Effect (BAE). Comparisons with an average other, however, consist of two parts: individuals' motivation to evaluate themselves positively and their cognitive tendency to evaluate everyone as better than average (EBTA) (Klar & Gilladi, 1997). Because the EBTA effect is a cognitive bias stemming from people's difficulty in considering distributional targets, and would seem to have nothing to do with individuals' motivations to view themselves positively, self-enhancement would seem to be more accurately measured when the EBTA effect is controlled. In two studies, European-Canadian, Asian-Canadian, and Japanese students were asked to evaluate themselves and a fictitious student compared to the average student from their university. Replicating prior research, there was significant self-enhancement among Japanese in the BAE, albeit weaker than Canadians. However, in the measures where EBTA was controlled, Japanese self-enhancement was no longer evident. Similarly, the self-enhancement effect for Canadians also decreased after controlling for the EBTA, although it remained significant. Within the BAE method, prior research has also found that East Asians self-enhance more for important than unimportant traits. We also found that this correlation was largely eliminated from Japanese but not from Canadians after the EBTA was controlled. Findings from this research seem to converge with other sources of evidence that East Asians do not appear to be motivated to self-enhance.

D33

HOW THE BODY'S MOTION AND MORPHOLOGY AFFECT PERCEIVED SEXUAL ORIENTATION *Vicky Reichman[1], Kerri Johnson[1], Louis Tassinary[2]; [1]New York University, [2]Texas A&M University* — The body's motion and morphology reliably affect basic social perception (e.g., sex, gender, and attractiveness; Johnson & Tassinary, 2004). The bodily determinants of other social percepts, such as sexual orientation, have yet to be fully explored. Instead, research has focused on the accuracy of perceived sexual orientation (e.g., Ambady, Hallahan, & Conner, 1999) and on morphological differences between self-identified subtypes of homosexual individuals (e.g., Singh, 1999). We

explored how the body's motion and morphology affect perceived sexual orientation. Stimuli depicted an animated human walking in place. Both motion (extreme shoulder "swagger" to extreme hip "sway") and morphology (waist-to-hip ratios, WHR, from 0.5 to 0.9) were manipulated independently to yield 25 walkers. Undergraduates judged each walker's biological sex, sexual orientation, masculinity, femininity, and attractiveness. Walkers with small WHRs – corresponding to a female percept – were judged to be heterosexual when "swaying," but to be homosexual when "swaggering." In contrast, walkers with larger WHRs – corresponding to a male percept – were judged to be homosexual when "swaying," but to be heterosexual when "swaggering." This interaction was explicated by using participants' own judgments – perceived sex and masculinity/femininity – to predict perceived sexual orientation. Internal analyses tested the possibility that the relative importance of motion and morphology in perceptions of sexual orientation differs with the target's sex. Indeed, morphology was the primary determinant of perceived sexual orientation for "female" walkers whereas motion was the primary determinant of perceived sexual orientation for "male" walkers. Implications for Johnson and Tassinary's (2004) cue compatibility model are discussed.

D34
AVOIDANTS' REACTIONS TO ATTACHMENT AFFIRMATIONS: HUGS MAKE SOME PEOPLE HARSH *Reeshma Haji, Ian McGregor, Dinceralp Kocalar; York University, Toronto, Canada* — Two studies investigated whether individuals high on the avoidance dimension of adult attachment (Brennan, Clark, & Shaver, 1998) would react to thoughts of closeness with generalized antipathy towards out-group institutions and suffering others. In Study 1, 123 undergraduates who were in love with their current partner were randomly assigned to describing either when they were most in love with their own partner (closeness condition) or when a friend was most in love with his or her partner (control condition). Participants high on attachment avoidance in the closeness condition reported more derogation of an out-group religion (Islam). In Study 2, 35 undergraduates were randomly assigned to write either about a person who was unconditionally accepting of them (closeness condition) or about a neutral topic (control condition). Mirroring Study 1, participants high on avoidance and in the closeness condition reported least sympathy for ostensible schoolmates described in vignettes as suffering from Chronic Fatigue Syndrome or an abusive relationship. Results suggested that individuals who are high in avoidance are likely to react to attachment affirmations with a paradoxical disdain towards others.

D35
PREDICTING OPPOSITION TO RACE-TARGETED POLICIES: MOVING BEYOND PREJUDICE *Patricia G Devine, Amanda B Brodish; University of Wisconsin, Madison* — Affirmative Action (AA) has been long been a controversial issue. This controversy has led scholars to try to understand people's resistance to AA policies. Most existing research has explored the role of attitudes in predicting support for or opposition to AA. Nevertheless, much of the variance is left unaccounted for by attitudes. Moving beyond prejudice, we believe that the way people reason about race-related issues holds promise for expanding the field's understanding of resistance to AA. Integrating theories of race from sociology and psychology, we posit three additional sets of beliefs: 1) the consideration of discrimination as an enduring social problem (i.e., longitudinal perspective); 2) a narrow focus on the present and the significance of ability and hard-work (i.e., cross-sectional perspective); and 3) a concern about one's own interests (i.e., self-interest). To explore the importance of these constructs in understanding reactions to AA, we developed items to measure these three constructs and examined their convergent, divergent, and predictive validity. Across two samples, exploratory and confirmatory factor analysis supported the proposed three-factor structure. Further, the subscales were moderately correlated with prejudice and largely unrelated to measures of social evaluation. Results revealed that the longitudinal and cross-sectional subscales predicted opposition to AA, in theory (and in opposite directions), whereas all three subscales predicted opposition to AA, in practice, with self-interest as the strongest predictor. These relationships held when controlling for prejudice. We also explored the implications of these constructs for how people construe merit-based principles and resistance to specific AA policies.

D36
UNDERSTANDING AND USING THE IMPLICIT ASSOCIATION TEST: III: A META-ANALYSIS OF PREDICTIVE VALIDITY *T. Andrew Poehlman[1], Eric Uhlmann[1], Anthony Greenwald[2], Mahzarin Banaji[3];[1]Yale University,[2]University of Washington, [3]Harvard University* — A conclusion about the relationship between Implicit Association Test (IAT) measures and behavior has been awaiting the accumulation of sufficient evidence. The present meta-analytic review of 61 studies, including 86 independent samples and 6,282 participants, demonstrates that both IAT and self-report measures are significant predictors of behavior. The predictive validity of explicit measures (but not the IAT) attenuated in socially sensitive domains and for behaviors that are difficult to consciously control. IAT measures were significantly more effective than explicit measures at predicting stereotyping and prejudice related behaviors. When IAT and explicit measures were weakly correlated, both predicted behavior less effectively than when implicit-explicit correspondence was high, supporting models of implicit-explicit ambivalence. The Implicit Association Test is a valid implicit measure that can be used to predict a wide array of meaningful social behaviors.

D37
CULTURAL AND DEVELOPMENTAL DIFFERENCES IN PREDICTION *Li-Jun Ji; Queen's University, Canada* — The purpose of the current studies was to replicate and extend previous findings on cultural differences in prediction (Ji, Nisbett, & Su, 2001), to other domains and across various age groups. In Study 1, participants made predictions about a target person's traits, behaviors, and abilities. Replicating Ji et al., Chinese university students predicted greater likelihood of change than did Canadian university students. In Study 2, Chinese and Canadian children of 7, 9, and 11 years olds were presented with a series of scenarios. Based on the information given, they made predictions for target people's future performance, happiness, and interpersonal relationships. No significant cultural differences were found among 7-year-olds. However, the cultural differences observed in Study 1 and by Ji et al. started to emerge among 9-year-olds and remained the same or become stronger among 11-year-olds. Justification data showed that Chinese children emphasized effort and pride more often than Canadian children did, and Canadian children emphasized beliefs in consistency more often than Chinese children did.

D38
CORRECTING INEQUITY: THE ROLE OF INEQUITY FRAME AND COMPENSATION TARGET *Cassandra L. Govan, Jennifer Randall Crosby, Brian S. Lowery; Stanford University* — Past research has shown that individuals are uncomfortable with social inequity. However, little research has explored how different interpretations of inequity affect remedies individuals are willing to endorse. We suggest that in zero-sum situations inequity can be framed either as one person's advantage or their competitor's disadvantage, and although this framing does not affect the degree of inequity it may affect the remedies observers are willing to endorse to correct it. To investigate how individuals respond to advantage and disadvantage we conducted a study in which participants were assigned the role of supervisor and lead to believe they were to evaluate and compensate two participants in the role of workers. Participants were told either that one of the workers was accidentally advantaged (given extra time) or disadvantaged (given less time). In addition participants could adjust the compensation of either the affected individual (who got more or less than the standard amount of time), or the individual who received the correct amount of time. Importantly,

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participants were told that the two workers performed equally well, and that points they earned would be used in a subsequent zero-sum competition. We found that the adjustment for inequity was greater for the disadvantaged worker, but only when participants could allot points directly to that person. There were no differences in adjustments in the other three conditions. This study provides evidence that steps taken to correct inequity depend on how inequity is framed.

D39

THE RELATIONSHIP BETWEEN ETHNIC AND NATIONAL IDENTIFICATION IN A MULTICULTURAL SOCIETY *James Cameron; Saint Mary's University* — The success of multiculturalism depends not only on relations between groups, but also on the compatibility of social identities at subordinate (ethnic) and superordinate (national) levels. Does identification at one level come at the cost of identification at another? Data collected recently from a random, national telephone survey (N = 2000) provide an opportunity to address this issue with respect to ethnic and national identities in the Canadian context. Social identification was operationalized in terms of (a) the importance of ethnic and national groups to the self, and (b) at the national level, in terms of patriotism (i.e., pride in a number of Canadian attributes, activities, and institutions). Women and immigrants tended to be more patriotic compared to men and non-immigrants (respectively), although visible minorities tended to be somewhat less patriotic than majority Canadians. Regression analyses controlling for gender, age, education, and income indicated that the importance of ethnic identity was a significant and positive predictor of national identification and pride. The results support the viability of the integration mode of acculturation (J.W. Berry, 1984), which corresponds to a dual categorization model (M.J. Hornsey & M.A. Hogg, 2000) in which subordinate and superordinate identities are simultaneously promoted. The relevance of the meaning (in addition to the strength) of national identity is discussed.

D40

MANAGING HIGH STATUS: THE EFFECT OF UNEARNED PRIVILEGE ON WHITES' RACIAL IDENTITY *Rosalind M. Chow, Brian S. Lowery, Eric D. Knowles; Stanford University* — Most theoretical approaches to group identity suggest that individuals prefer to identify with high status groups, as opposed to low status groups. Consequently, most empirical research on group disidentification has investigated members of low status groups—when and why they choose to distance themselves from the group. Interestingly, however, there are instances in which high status group members also choose not to identify with their groups. An example of this phenomenon is the relatively low level of group identification among Whites in the United States. In two studies, we provide evidence of high status disidentification, and also demonstrate that this effect may be driven in part by individuals' attempts to manage the threat posed by the possibility that unearned advantage, rather than merit, underlies their success. In Study 1, Whites report lower levels of racial identification than ethnic minorities. In Study 2, Whites who endorsed the existence of unearned White privilege were less likely to identify with their racial group when they also held a strong belief in meritocracy. However, among those with a relatively low commitment to the meritocratic ideal, the belief that Whites possess unearned racial privilege did not affect their willingness to identify with the White racial group. These results suggest that, similar to low status group members, high-status group members may also disidentify with their group when characteristics of the group threatens their self-esteem.

D4I

WHEN PERPETRATORS ARE ALSO VICTIMS: THE EXPERIENCE OF REVENGE *Arlene Stillwell; SUNY College at Potsdam* — Victims and perpetrators have very different perspectives regarding interpersonal transgressions. These roles, however, are not mutually exclusive for instances of revenge. In the present study, participants (N = 83) briefly described one event in which they sought revenge in response to a trans-

gression (avengers), and another in which they experienced revenge as a result of an initial transgression that they committed (recipients). Participants then answered a series of questions about each story. At the time of the event, both groups felt very angry, although the avengers were significantly angrier. Both groups saw themselves as victims and believed that their feelings and actions were justified. The avengers felt that the recipients deserved the revenge and that it was fair and equitable. The recipients disagreed with this assessment. Recipients did accept some blame for the incident and were more likely to report taking the moral high ground and having empathy for the other person. Overall, negative outcomes were more frequent than positive outcomes. Neither group was particularly satisfied. Half the incidents were part of an ongoing feud. Apologies and forgiveness took place about half the time. Thus, when interpersonal transgressions cannot be resolved via apologies and forgiveness, people may attempt to restore equity by taking revenge. The divergent perceptions involved make it difficult to resolve these situations in ways that both parties will regard as satisfying, positive, and fair. Instead of being surprised that vendettas sometimes develop from initial transgressions, we should be relieved that these troublesome outcomes are relatively infrequent.

D42

SORRY ISN'T GOOD ENOUGH: THE ROLE OF VALIDATION IN THE APOLOGY–FORGIVENESS RELATIONSHIP *Judy Eaton, C. Ward Struthers, Alexander G. Santelli; York University* — Research has shown that apologies can be effective in promoting forgiveness in interpersonal relationships. In an attempt to understand the mechanism by which apology leads to forgiveness, this research examined two components of the apology: the simple apology (i.e., "I'm sorry") and the acknowledgement, or validation (i.e., "What I did was wrong"). We propose that because the acknowledgement aspect of the apology signals to the recipient of the transgression that he or she was correct in the interpretation of the event, it serves as perceptual validation. This validation may reduce threats to the self-concept of the offended party, thus diminishing the need for defensive responses and instead encouraging forgiveness. We tested the hypothesis that repentance from the transgressor that includes perceptual validation is more effective than a simple apology in promoting forgiveness. Participants competed in an online game with two virtual confederates. One confederate committed a transgression during the game, causing the participant to lose. The transgressor either offered validation or not and a simple apology or not. Forgiveness was measured with both a self-report and a behavioral measure. Participants reported forgiving the transgressor significantly more when validation was offered than when it was not. Self-esteem was found to moderate the relationship between validation and simple apology, in that those with high self-esteem responded more prosocially than those with low self-esteem when they received validation or a simple apology, but not both. The relationship between validation and forgiveness was mediated by shared reality.

D43

FORGIVENESS FOR HARM DONE IN FOUR COUNTRIES *Brian M Quigley; RIA, University at Buffalo, SUNY* — Participants in the United States (133 men, 170 women), Japan (99 men, 106 women), Hong Kong, China (58 men, 88 women), and Germany (37 men, 183 women) were surveyed regarding a time in the past two years in which someone had harmed them. Included in the questionnaire were items measuring the respondent's relationship with the person who had harmed them, the emotional distress caused by the incident, and whether the respondent had subsequently forgiven the person. It was hypothesized that individuals from collectivist cultures (Japan, China) would show greater emotional distress at being harmed by individuals in a close relationship with them (partner, family member, friend) than would respondents in individualist cultures (US, Germany). It was also hypothesized that individuals from collectivist cultures would be more likely to forgive individuals

in a close relationship with them (partner, family member, friend) than would respondents in individualist cultures. Results indicated that, contrary to the first hypothesis, among the collectivist cultures, the relationship of the harm doer to the respondent did not affect the amount of emotional harm felt. Among the two individualist cultures, greater emotional harm was felt when harmed by someone with whom the respondent had a close relationship. Forgiveness followed a different pattern. In Germany and Hong Kong, forgiveness was not differentiated by the relationship of the respondent to the harm doer, however, in the US and Japan more forgiveness was felt toward a harm doer with whom the respondent had a close relationship.

D44

PERSPECTIVE-TAKING, LEVEL OF ACTION CONSTRUAL, AND ALTRUISTIC MOTIVATION *Daniel Balliet[1], Gregg Gold[2]; [1]Washington State University, [2]Humboldt State University* — Prior research that uses empathy-inducing perspective-taking instructions to test the empathy-altruism hypothesis is criticized by recent research on the grounds of a conceptual merging of self and other. If taking the perspective of another causes a conceptual merger of self and other, then a distinction of pure altruistic motivation, using this technique, is difficult to attain. The current study proposes the perspective-taking abstraction shift hypothesis, that level of action construal, a higher-level cognitive process involved with self-other merging, is positively affected (higher level of construal) by the empathy-inducing perspective-taking instructions, as compared to the objective instructions. Sixty-five participants in three instruction conditions (Perspective-taking, objective, and higher meaning)are measured on a self-report emotional reactivity scale (empathy, personal distress, and sadness)and helping behavior, in response to a radio broadcast of a college student in need. Using the Behavioral Identification Form, participant's level of action construal (abstract to concrete) is measured before and after the instruction condition. Results support the perspective-taking abstraction shift hypothesis and are discussed in the context of prior research on the empathy-altruism hypothesis while encompassing the scientific debate on the existence of altruistic motivation.

D45

IS WINNING REALLY THAT GREAT? TESTOSTERONE, STATUS, AND STRESS REACTIVITY *Robert Josephs, Pranjal Mehta; University of Texas at Austin* — Past research has demonstrated a positive relationship between testosterone and dominance in social contexts. Although researchers have traditionally ignored the behavior of low testosterone individuals, Josephs and colleagues have recently proposed the mismatch hypothesis to explain the behavior of individuals both high and low in testosterone. The theory posits that individuals with high levels of baseline testosterone (high T) desire high status, while individuals low in baseline testosterone (low T) prefer low status. When there is a mismatch between actual and desired level of status, psychological functioning is expected to be compromised. We tested the mismatch hypothesis in 62 college-age women by randomly assigning participants to high or low status through a rigged competition. Results indicated that high T participants increased in cortisol when placed in a low status position, but decreased in cortisol when placed in a high status position. Low T participants showed the opposite pattern. When asked if they wanted to compete again, high T participants chose to compete again after winning, but not after losing. Low T participants showed the opposite pattern, but only when the competition was close. The above findings provide both endocrinological and behavioral support for the mismatch hypothesis. Further, these findings challenge the widespread assumption that high status is pleasurable and low status is aversive.

D46

WHAT PREDICTS BELIEFS ABOUT MIDDLE EAST POLICY? THE INFLUENCE OF EXPLICIT AND IMPLICIT ATTITUDES *Shen Zhang, Jennifer Hunt; University of Nebraska, Lincoln* — Public opinion varies on U.S. foreign policy in the Middle East following the Sept. 11

attacks. This study used explicit and implicit attitudes, reactions to 9/11, and demographic characteristics to predict pro-intervention policy beliefs. Implicit biases against Arabs were measured through a computerized lexical decision task in which participants responded to positive and negative words following Arab and neutral primes. Participants also completed questionnaires including measures of explicit attitudes toward Arabs and terrorists, affective reactions to the 9/11 attacks, levels of patriotism, and demographic characteristics. We hypothesized that participants' explicit attitudes toward Arabs and terrorists would predict their implicit attitudes toward Arabs. Higher levels of prejudice toward Arabs and patriotism and stronger negative reactions toward 9/11 were expected to predict pro-intervention policy beliefs. Men, high SES individuals, and individuals with high levels of television viewing were expected to have greater prejudice against Arabs and support for the U.S. policies. Path analyses were conducted to test these hypotheses. Consistent with predictions, negative explicit attitudes toward Arabs and terrorists predicted negative implicit attitudes. Higher levels of prejudice against Arabs and patriotism predicted stronger pro-intervention beliefs. Men were more likely to favor intervention, and negative reactions to 9/11 showed marginal predictive ability. However explicit attitudes about terrorists and implicit attitudes toward Arabs did not predict policy beliefs. Theoretical and applied implications of these findings are discussed.

D47

PARADOXICAL RESPONSES TO INGROUP THREAT: CONTRASTING LESSONS FROM 9/11 AND AMERICAN HISTORY *Rachel Calogero, Brian Mullen; Syracuse University* — There is a clear consensus in the collective wisdom regarding Americans' responses to the events of 9/11. Newspaper reports and social science surveys converge on a picture of a country united under its flag and in song while also participating in voluntary associations and charitable donations. The present research provides a broader examination of the responses in American society to threats to the American way of life over a 200-year period. Consistent with the recent collective wisdom, there is evidence for a significant increase in the prevalence of flags and collective national identifications in songs during periods of threat. However, inconsistent with the collective wisdom, there is evidence for a significant decrease in participation in voluntary associations and charitable donations. Discussion considers similarities and differences between the events of 9/11 and other threats to the American way of life.

D48

VERIFYING COLLECTIVE SELF-VIEWS: EVIDENCE FOR ACTUAL COLLECTIVE SELF-VERIFICATION AMONG MEMBERS OF A REAL-WORLD GROUP *Lindsay Shaw, Serena Chen, Kevin Jeung; University of California, Berkeley* — Self-verification theory (Swann, 1990) argues that at times individuals desire others to verify or confirm their existing self-views. Prior research has focused primarily on self-verification at the individual level of self-definition. Recently, Chen, Chen, and Shaw (2004) demonstrated that individuals are also motivated to verify their collective self-views—that is, people want others to confirm their views of themselves as group members. Extending this research, the present study examined actual (vs. desired) collective self-verification among members of a real-world group. Members of a campus religious group were assigned to dyads and rated themselves and their partners as group members (i.e., at the collective level of self-definition) on a variety of attributes. Self-verification was operationalized as the degree of congruence between self and partner ratings. We proposed that actual collective self-verification would be moderated by: (1) the centrality of an attribute to participants' group identities, (2) participants' level of group identification, and (3) the degree to which participants saw themselves as representative group members. As predicted, greater actual collective self-verification was seen for the attribute participants ideographically nominated as most central to their group identity compared to the least

central attribute. This pattern was only apparent among individuals who were highly identified with the group and who saw themselves as representative group members. Interestingly, the relationship between group identification and collective self-verification for the most central attribute only held among individuals who were not interpersonally close with their partners. Shared and unique aspects of individual and collective self-verification processes are discussed.

D49

MOTIVES UNDERLYING THE DESIRE TO APPEAR NONPREJUDICED: THE ROLES OF EXTERNAL AND INTERNAL MOTIVATION TO RESPOND WITHOUT PREJUDICE *Stephanie Vance, Patricia Devine; University of Wisconsin* — External (EMS) and internal (IMS) motivations to respond without prejudice toward Blacks have been linked to important outcomes for Whites' experiences in interracial interactions. Previous work indicates that, in contrast to their low EMS counterparts, high EMS individuals worry about appearing prejudiced and pursue strategies to reduce overt bias (i.e., bias that is detectable to interaction partners). Drawing from previous theory and research, we posit that the motive underlying high EMS individuals' desire to reduce overt bias varies as a function of IMS. Specifically, whereas high EMS/low IMS individuals pursue strategies to reduce overt bias because they wish to hide prejudice, high EMS/high IMS individuals are motivated by a desire to overcome prejudice. To test these ideas, participants of varying levels of EMS and IMS were given an opportunity, prior to an interracial interaction, to complete a computer program that ostensibly would reduce overt bias (control condition). In other conditions, however, there were costs to spending time on the program. In one condition, participants learned that the program reduces overt bias and increases subtle bias. In another, participants learned that the program reduces overt bias and decreases subtle bias. Results indicate that high EMS/high IMS participants pursued the prejudice reduction strategy unless it increased subtle bias (i.e., they avoid strategies that would disrupt their efforts to overcome prejudice). In contrast, high EMS/low IMS participants pursued the strategy unless it decreased subtle bias (i.e., they will hide but not reduce prejudice). We discuss implications of these alternative motives for interracial interactions.

D50

SOCIAL IDENTIFICATION, CONTACT, AND INTERGROUP ANXIETY AS PREDICTORS OF INTERNATIONAL STUDENTS' ADJUSTMENT TO BRITISH CULTURE *Sofia Stathi, Richard J. Crisp; University of Birmingham* — The growing number of international students in British universities suggests a need for specialized research concerning the social issues that arise from their life in the UK. This research applied the Contact Hypothesis (Allport, 1954, 1958) in the context of Social Identity Theory (Tajfel & Turner, 1979) in order to examine what factors affect the social adjustment of international students. Taking into consideration Pettigrew's review on positive intergroup contact (1998), the aim was to find mediating and moderating processes by which contact has positive outcomes. We conducted two studies (N = 52, N = 67) using questionnaires which measured opportunities for social interaction, quantity and quality of contact, identification with both ingroup and outgroup, group salience during contact, similarity with the outgroup, intergroup anxiety, and evaluation of the outgroup. Results suggest that there is a negative relationship between the quality of intergroup contact and intergroup anxiety. Moreover, participants who defined themselves strongly in terms of their national identity reported more intergroup anxiety when interacting with British people than did low identifiers. The effectiveness of a social identity approach in predicting the social adjustment of international students is discussed and possible differences that may exist between high and low identifiers are considered.

D51

IMPLICIT RELIGIOUS BIAS AND INTERGROUP ATTRIBUTIONS *Jay J. Van Bavel, Kenneth L. Dion, Karen K. Dion; University of Toronto* — According to Pettigrew's (1979) theory of the Ultimate Attribution Error, prejudiced people attribute an outgroup member's positive behavior to dispositional factors, but discount an outgroup member's positive behavior by attributing it to external factors, such as luck, special advantage, situation, an exceptional case, or extra effort. While widely cited, few studies have formally tested the Ultimate Attribution Error. Indeed, research has virtually ignored the primary tenet: that prejudiced individuals are more likely to systematically misattribute the behavior of members of disliked outgroups. We employed the Implicit Association Test to test the hypothesis that individuals with implicit pro-Christian or pro-Jewish biases are more likely to misattribute the behavior of a Jewish or Christian, but not control, target who does or does not donate to a charity. As predicted, participants made attributions consistent with their implicit bias. When the target donated, pro-Christian bias predicted dispositional attributions for a Christian target, but exceptional case attributions for a Jewish target. Likewise, pro-Jewish bias predicted dispositional attributions for a Jewish target, but exceptional case attributions for a Christian target. When the target did not donate, pro-Christian bias predicted exceptional case attributions for a Christian target, but dispositional attributions for a Jewish target. Likewise, pro-Jewish bias predicted exceptional case attributions for a Jewish target, but dispositional attributions for a Christian target. This study shows that intergroup attributions represent one means by which implicit biases may become manifest in more explicit forms of prejudice.

D52

ACCOUNTABILITY AND REDUCED CONCERNS ABOUT APPEARING PREJUDICED FACILITATE A PEDAGOGICAL STANCE IN CROSS-RACE PERFORMANCE FEEDBACK *Kristin M. Walker, Janet B. Ruscher; Tulane University* — High concern about appearing prejudiced can produce positively-biased feedback, such that feedback for mediocre performance is more favorable than if concern about appearing prejudiced is minimal (e.g., the recipient is an ingroup member; Harber, 1998). Given that negative feedback often facilitates improvement, adopting a positivity bias can be a detrimental strategy. Instead, feedback-givers should feel accountable for producing well-trained individuals, even if providing negative feedback is necessary to that end. Fifty-eight white college students were assigned randomly to one of four conditions created by the cross of prejudice concern and accountability. Prejudice concern was manipulated through false feedback on an IAT task, in which participants were either told that they were likely to associate negative (or positive) images/connotations with African Americans. Participants then read an admissions essay written by an African American student and reworded eight (4 positive, 4 negative) feedback statements pertaining to the essay. The accountability manipulation involved telling participants that their feedback would be compared to that of school psychologists (high) or freshmen students (low). Reworded statements were rated on a 1-5 evaluative scale. A significant prejudice concern-by-accountability interaction, $F(1,54)=4.23, p<.05$, indicated that individuals high in prejudice concern but low in accountability provided the most favorable feedback. Specific statements of advice (e.g., "you should") also were counted, and the concern-by-accountability interaction indicated that advice was most prevalent among individuals high in accountability but low in prejudice concern, $F(1,54)=4.40, p < .05$. Thus, factors such as accountability and prejudice concern can produce distinct patterns of feedback in cross-race settings.

D53

THE ROLE OF INCLUSIVE FITNESS IN MATE PREFERENCE *Vanessa L. Vallejos, Jonathan Butner; University of Utah* — According to the theory of inclusive fitness, individuals place more energy into the survival of those with whom they share given genes (Hamilton, 1964). In

mate selection, this should result in attraction towards partners with a moderate degree of genetic similarity, enhancing the likelihood of off-spring carrying any given gene, but avoidance of partners that are too similar, decreasing the chance for birth defects and miscarriage (Schneider, 2000). However, the role of inclusive fitness in humans is thought to be indirect, because information for genetic similarity seems only superficially detectable (Chambers, 1983). Scent may be a direct method for gene similarity detection. Humans are able to sort mice by scent into groupings that have similar MHC, an allele that encodes immunogens (Gilbert, 1986) and rate scents that have some dissimilarity from the rater in MHC as more pleasant (Wedekin, 1995). Our goal was to test scent as a mechanism by which inclusive fitness operates, specifically in mate selection. Participants wore T-shirts to bed for three evenings and had a full-blooded sibling do the same. Ps then rated opposite sex photographs on attractiveness while exposed to the scents of t-shirt combinations: sibling and a stranger, sibling and self, self and a stranger, stranger only, and clean t-shirts (control). When exposed to both the sibling and stranger combination, participants rated the photos as more attractive in comparison to control, consistent with some genetic similarity. When exposed to the sibling and self combination, participants rated the photos as less attractive.

D54

SELF-DETERMINATION, NEED SATISFACTION, AND RELATIONSHIP QUALITY *Amy Canevello, C. Raymond Knee, Cynthia Lonsbary, Astrid Williams; University of Houston* — Self-determination theory posits that the extent to which an individual is generally self-determined or a causal agent in his or her behaviors predicts increased individual functioning and well-being. In addition, theory and previous findings suggest this relation is mediated by the extent to which the psychological needs for autonomy, competence, and relatedness are satisfied (Deci & Ryan, 2000). This research tested a model predicting relationship quality in the context of romantic relationships. In Study 1, 94 participants completed measures of global self-determination, relationship-specific need satisfaction, and multiple indices of relationship quality. Structural equation modeling supported relationship-specific need satisfaction as a mediator of the association between global self-determination and relationship quality. An additional model examining the relative importance of each individual need suggested the need for relatedness plays a primary role in the relation between global self-determination and relationship quality. Study 2 applied this model in predicting relationship commitment in a sample of 68 romantic couples. Multilevel random coefficient modeling supported relationship-specific need satisfaction as a mediator of the association between global self-determination and relationship commitment. Again, a model examining these needs individually suggested that global self-determination functions primarily through satisfaction of the need for relatedness in predicting relationship commitment. Taken together, these data speak to the importance of need satisfaction more generally, and particularly to the need for relatedness, in predicting the quality of romantic relationships.

D55

THE CONTROL OF ATTENTION IN THE CATEGORIZATION OF RACE AND GENDER: AN ELECTROPHYSIOLOGICAL STUDY *Cheryl Dickter; University of North Carolina at Chapel Hill* — Do social perceivers implicitly categorize others along multiple dimensions? Are some dimensions more important than others? The current study sought to address these questions using an implicit categorization task. Photographs of target individuals varying by race and gender were presented among arrays of other photos (the "flankers"), which also varied along these dimensions. Participants categorized the target individual's gender as quickly as possible and were instructed to ignore the flankers. Behavioral and electrophysiological data suggested that participants implicitly attended to race while explicitly attending to gender. Trials in which target race and gender was the same as the race and gender of the flankers

yielded faster reaction times than trials in which both gender and race of flankers differed from the target, but reaction times were not significantly faster when only the gender dimension differed. Event-related potentials (ERPs) also were sensitive to the combination of race and gender information at early stages of processing as indexed by early attention components (e.g., N100), further suggesting that implicit attention was directed to race. Other ERP data indicated that preferential attention was directed to Black targets compared to White targets, and to male targets compared to female targets. Taken together, these results suggest that people categorize others along multiple dimensions, and that race might be particularly important in capturing implicit attention. Black male targets may capture more attention early in processing because of implicit biases suggesting that such individuals are potentially dangerous.

D56

SOCIAL CATEGORIZATION AND MOTIVATION GAINS IN GROUPS *Robert Lount, Katherine Phillips; Northwestern University* — Work examining the influence of social categorization on human behavior has primarily examined this phenomenon in respect to in-group favoritism, and out-group derogation. Researchers examining the impact of demographic diversity on group performance have yet to specifically examine how individual levels of motivation are influenced as a function of coworker demography. Work on the Koehler effect has demonstrated that participants working under conjunctive task demands (Steiner, 1972) tend to increase, rather than reduce (i.e., social loafing), their effort while working on a collective task. By examining the influence of social categorization on the Koehler effect, the current project provides evidence on how coworker identity impacts motivation. Sixty undergraduate female students were randomly assigned to a condition in a 2 (task demands: conjunctive vs. coaction) x 2 (partner group: in-group vs. out-group) between subjects factorial design. Participants worked on a cognitive task over a computer network with a partner who was either an in or out-group member. For participants working under conjunctive task demands, group performance was determined by the lower performing group member. When comparing participant effort across conjunctive versus coaction task demands, a main effect emerged (participants performed better), replicating the Koehler motivation gain effect (Hertel et al., 2000). Planned contrasts yielded evidence that gains in motivation occurred only for participants working with in-group partners. Additionally, perceptions of group cooperativeness completely mediated motivation gains. The findings of the current study, adds to the literature by providing evidence for how social categorization may influence individual effort in work groups.

D57

RACIAL IDENTITY AMONG AFRICAN AMERICANS AND ITS EFFECT ON HIRING DECISIONS *Andrew Biga; University of South Florida* — Past research involving race and racial prejudice has focused on Whites as active agents and Blacks as passive targets. African Americans are often portrayed as a homogeneous group and there is a need to examine Blacks as participants rather than just targets of racial prejudice. The present study examines the effects of Blacks' racial identity on employment decisions involving race. The Multidimensional Inventory of Black Identity was used to measure African Americans' racial identity. This measure includes three dimensions: centrality, regard, and ideology. Private regard refers to the extent that an individual feels positively or negatively towards their race and measures the affective component of racial identity. Participants rated one Black job applicant and one White job applicant with similar job credentials. Although centrality and the ideology subscales did not predict applicant ratings, the results revealed that individuals who are low in private regard (negative feelings towards their race) demonstrated greater bias in their job applicant ratings in favor of the Black applicant. Individuals who are high in private regard (positive feelings towards their race) demonstrated less bias in their job applicant ratings so that the Black and White applicants were rated simi-

larly. Thus, African Americans who have more negative emotions towards their race were actually more likely to discriminate against an out-group member. Biased decision-making may serve as a compensatory strategy to overcome negative in-group feelings. African Americans that have positive emotions and pride in their group appear to be less influenced by race in a selection context.

D58

NEW APPROACHES TO INVESTIGATING THE MATCHING OF MOTIVES TO EXPERIENCES IN THE VOLUNTEER PROCESS *Keilah Worth[1], Mark Snyder[1], E. Gil Clary[2]; [1]University of Minnesota, Twin Cities, [2]College of St. Catherine* — What processes determines people's satisfaction with volunteering and their intentions to volunteer? Applying functionalist theory, the current study surveyed 1388 active volunteers to test the "matching" hypothesis that people will be more satisfied and intend to volunteer longer to the extent that their volunteering experiences match the motivations that brought them to volunteering. In contrast to previous research that has examined matching motive by motive to perform "within motives, across persons" tests of the matching hypothesis (e.g., Clary et al., 1998), the current study examined the total profile of a person's motivations to perform "within persons, across motives" tests of matching. Specifically, an aggregate index of number of matches between motives and experiences was created for each participant by counting the number of times each participant scored above the median on both motive and experience for each of the six domains of the Volunteer Functions Inventory (Clary et al., 1998). This "amount of matching" index (M=2.19, Range=0-6, SD=1.78) consistently predicted outcomes of volunteering such that the more matching that volunteers experienced, the higher their levels of satisfaction (β=.17, p<.001), positive and negative emotion (βs =.32 , .12; ps<.001), and their intentions to volunteer in the future at the same organization (β=.06, p<.05) and a different organization (β=.07, p<.02). Controlling for amount of prior volunteering did not alter the results, suggesting that the observed matching effects are not accounted for by any possible confounds between prior experience and amount of matching. Theoretical and practical implications will be discussed.

D59

ASSOCIATIONS BETWEEN FOOD CHOICE AND PERCEIVED HEALTH RISK *April Seifert, Marc Kiviniemi; University of Nebraska, Lincoln* — Perceived risk for a health problem is an important determinant of behavioral choices – risk perceptions influence whether individuals engage in preventative health behaviors (Brewer et al., 2004). These risk perceptions can be malleable -- when health risks are made explicitly salient, individuals report heightened perceived risk (Rothman et al., 1999). Risk perceptions are also influenced by individuals' own behavioral practices – as behavioral practices change, so do risk perceptions (Gerrard et al., 1996). Given the influence of risk perception on behavioral practices and the evidence for malleability of perceptions of risk, it is important to better understand the factors that affect health risk perception. This study examined the role of cognitive associations between food choices and risk as an influence on risk perception. 163 participants (54 men, 109 women) were parafoveally primed with pictures of either healthy (e.g., apple, cucumber) or unhealthy (e.g., cookies, pie) foods. They reported their perceived risk for several health problems, including anorexia and binge eating disorder. Interestingly, the influence of the activation of food choices on risk perception depended on participant gender, interaction Fs > 4.55, ps < .05. Women primed with unhealthy foods perceived their risk of anorexia (M=2.98) and binge eating disorder (M=2.86) as higher than women primed with healthy foods (Ms=1.94 and 2.02). Men did not show differences across healthy and unhealthy food primes. These results suggest a potential cognitive association between particular behavioral choices and risk for related health problems and that the nature of those associations may differ by gender.

D60

ACHIEVEMENT GOALS, TASK PERFORMANCE, AND INTEREST: WHY PERCEIVED GOAL DIFFICULTY MATTERS *Corwin Senko[1], Judith Harackiewicz[2]; [1]Mississippi State University, [2]University of Wisconsin, Madison* — People often pursue broad goals for what they hope to accomplish in achievement activities. Two prevalent achievement goals are mastery and performance-approach goals. When pursuing mastery goals, people focus on developing skills and define success versus failure with self-referential standards. When pursuing performance-approach goals, they instead focus on outperforming peers and define success versus failure with normative standards. Achievement goal theory posits that performance goals produce similar or worse – but never better -- outcomes than mastery goals (Dweck & Leggett, 1986). However, several studies show distinct benefits of each goal: mastery goals predict high task interest but not actual performance, whereas performance-approach goals predict strong performance but not interest (see Harackiewicz et al., 2002). We propose a novel explanation for these distinct goal effects. Specifically, the mastery goal's standard for success entails merely acquiring a subjective feeling of having "developed" a skill, whereas a performance-approach goal's standard requires surpassing most, if not all, peers. Therefore, the performance-approach goal should appear harder to achieve, thus arousing greater pressure and, as a result, elevating performance while hindering the development of task interest. Two experiments supported this hypothesis. In each, participants assigned a mastery goal performed worse yet reported greater task interest than those assigned a performance-approach goal. Furthermore, the performance and interest of participants assigned a purportedly difficult mastery goal in Study 2 matched those of participants assigned the performance-approach goal. Mediation analyses verified that these goal effects trace to performance-approach goals appearing harder to achieve than mastery goals.

D61

SILENT IN THE CLASSROOM: IMPLICIT SELF-STEREOTYPING AMONG STUDENTS OF ASIAN DESCENT *Yukiko Yokoyama, Thierry Devos; San Diego State University* — In academic settings, students of Asian descent are often described as quieter or more reserved than White students. We provide an account of this phenomenon based on research on social identity and implicit social cognition. We hypothesized that the characteristics of the classroom context make ethnic identity highly salient for Asian students and activate a self-definition that is consistent with stereotypical beliefs about their ethnic group. Moreover, we proposed that this process of self-stereotyping operates outside of conscious awareness or control. The implicit self-definitions of Asian and White students were examined in two contrasting contexts. Using a mental imagery technique (Blair, Ma, & Lenton, 2001), participants were asked to imagine themselves either in a classroom context or in a leisure context. Next, they completed Implicit Association Tests (IATs) assessing their self-image on a reserved vs. talkative dimension (Self-concept IAT), the extent to which they differentiated Asians and Whites on the same dimension (Ethnic stereotypes IAT), and the extent to which they identified with their ethnic group (Ethnic identification IAT). Regression analyses revealed that the impact of ethnic stereotypes on the self-concept varied as a function of ethnic identification and context. In the classroom context, the more individuals identified with Asians and held the stereotype that "Asians are reserved," the more they defined themselves as being reserved. In the leisure context, ethnic identification and stereotypes did not account for implicit associations about the self. These findings provide compelling evidence for the context-sensitive nature of implicit self-stereotyping based on ethnic identity.

D62

INTIMATE OPPOSITION: PERCEIVED CLOSENESS AS A MODERATOR OF THE IMPACT OF THIRD-PARTY OPPOSITION TO ROMANTIC RELATIONSHIPS *Tamika Barkley, H. Colleen Sinclair; University of Missouri, Columbia* — Research has examined how third parties (e.g. parent-child relationships and peer relationships) affect the quality of romantic relationships. For instance, a pair of studies investigated the "Romeo & Juliet effect," to see whether parental disapproval of a child's romantic partner results in pushing the child closer to his/her love interest. A study by Driscoll & colleagues (1972) found that feelings of romantic love were intensified by parental disapproval. Yet, a more recent study by Sprecher & Felmlee (1992) found the complete opposite results, finding that romantic relationships without social support were likely to fail. Neither of these studies, however, examined how closeness with a disapproving friend or parent might moderate the effects of their disapproval. For example, if an adolescent did not feel close to his/her parent – as was the case in the story of Romeo and Juliet – s/he might be less likely to yield to his/her parent's opinion and might instead be driven to rebel against it. Consequently, we examined whether the impact of a disapproving party's opinion depends upon the closeness between the disapproving party and the adolescent in the romantic relationship. To examine the role of closeness, participants completed a survey asking about the degree of disapproval from friends and family, as well as degree of closeness to friend, family member and romantic partner. We found that degree of parental disapproval did negatively affect relationship closeness and love for partner, and that this effect was strengthened the closer the participant reported being to their parent.

D63

PURSUING A COLLEGE EDUCATION VS. BECOMING MOTHER: DISSOCIATION BETWEEN IMPLICIT AND EXPLICIT SELF-KNOWLEDGE *Priscila Diaz, Thierry Devos, Roger Dunn; San Diego State University* — Despite the value ascribed to higher education and the emphasis on equal opportunities, women who currently pursue a college education may still experience a dilemma between academic ambitions and aspirations to start a family. A set of studies was conducted to determine whether a potential conflict between these identities might be revealed through assessments of self-knowledge that cannot be consciously controlled. Participants were female undergraduate students recruited at ethnically and socio-demographically diverse campuses. Participants completed tasks measuring the strength of implicit identification with the concepts "college education" and "motherhood." They were asked to pair, as quickly as possible, terms that were self-relevant or not with the concepts "college education" or "motherhood." Participants were also asked to indicate to what extent these concepts represent an important aspect of their self-image and to complete questionnaires about academic and family aspirations. The data revealed a striking dissociation between explicit and implicit self-concepts. On measures tapping conscious or deliberate processes, participants consistently identified more strongly with college education and downplayed the importance of motherhood. Conversely, participants identified more strongly with motherhood than with college education when these two concepts were directly contrasted with one another on the implicit measure. In sum, explicit self-knowledge is consistent with principles of gender equality, but the persistence of traditional gender roles transpires from implicit self-knowledge. The results also suggest that implicit self-images are constructed within the parameters of a given context rather than fixed or rigid mental representations.

D64

HOW DO PEOPLE EXPLAIN THEIR SELF-ESTEEM? COMPARING COMPETENCE AND ACCEPTANCE EXPLANATIONS OF SELF-ESTEEM IN AN INTERNET SAMPLE *Erika Koch; McDaniel College* — Does competence contribute to self-esteem beyond a sense of acceptance? Sociometer theory suggests that self-esteem merely derives from a sense of social inclusion, but classical theory suggests that self-esteem derives from a sense of success or competence. Previous experimental research comparing these two sources of self-esteem suggests that although competence indeed contributes to self-esteem beyond a sense of acceptance, acceptance influences self-esteem more strongly. The present study sought to examine the relative contributions of acceptance and competence to self-esteem in a diverse, internet sample. Because use of an internet sample precluded experimental manipulation of false competence and acceptance feedback, participants responded to a series of hypothetical situations to examine predictions of how competence- and acceptance-oriented events would affect their state self-esteem. Examining hypothetical events allowed comparison of responses to potential competence and acceptance feedback while controlling for differences in events' perceived desirability and importance. In addition, participants provided narrative accounts of events that actually affected their self-esteem. Hierarchical linear modeling (HLM) analyses revealed that people predict that acceptance events will affect their self-esteem more than will competence events. Analyses of narrative accounts revealed similar findings. Collectively, these findings suggest that although the contribution of a sense of competence to self-esteem is not negligible, the contribution of a sense of acceptance is stronger. Analyses of demographic variables are also explored.

D65

DIRECT AND INDIRECT EFFECTS OF DYNAMIC SOCIAL IMPACT *Dana M. Binder, Martin J. Bourgeois, Christine M. Shea Adams; University of Wyoming* — Dynamic social impact theory predicts that people within groups tend toward consensus on attitudes due to social influence. However, attitudes do not exist in isolation; rather, they are embedded in relationships with other attitudes. A relatively unexplored question is whether social impact may also therefore have indirect effects, in which groups reach consensus not only on discussed attitudes, but also on other issues related to these focal attitudes. That is, when people change attitudes due to group consensus pressures, they may also change related attitudes as a way of maintaining balance among issues within their semantic networks. We pre-tested college students on 30 attitudes, had them discuss six of these attitudes within 31 3-person groups, and then post-tested them on all 30 items. By using multidimensional scaling techniques, we determined which non-discussed issues were and were not related to the discussed issues. Consistent with previous research, we expected groups to reach consensus (defined as a significant group effect after discussion) following group discussion. The key research question we tested was whether or not groups would also move toward consensus on non-discussed issues that were related to the discussed issues. In fact, we found a significant group effect on discussed attitudes (F (6, 180) = 1.77, p<.001, η2 =.47), and on the 12 non-discussed but related issues (F (12, 360) = 1.26, p=.006, η2 =.40). As expected, there was no significant group effect on the 11 unrelated non-discussed issues. Results suggest that dynamic social impact has both direct and indirect effects.

D66

GENDER STEREOTYPES, POLITICAL AFFILIATION, AND MEDIA INFLUENCES ON PERCEPTIONS OF FEMALE SENATORS *Bettina J. Casad[1], Michele M. Schlehofer[1], Angela R. Grotto[2], Michelle C. Bligh[1]; [1]Claremont Graduate University, [2]City University of New York* — Media priming influences perceptions of specific politicians (Pan & Kosicki, 1997), and activates gender stereotypes (Hansen & Hansen, 1988). Although research has examined gender stereotypes in managerial positions, less research has been conducted on the effect of gender stereotypes on female politicians. This study explored how print media influences the relationship between varying initial attitudes toward women and perceptions of female senators. Participants (N = 327) completed measures of attitudes toward women in authority and political leadership. They then read either a positively or negatively worded

newspaper article about a female senator, counterbalanced by political affiliation, and assessed her likeability and competence. Results indicate that those with strong attitudes were less affected by the prime, instead rating the senator in accordance with their initial attitudes, while evaluations by those with weak attitudes were more affected by the prime. Participants also rated the target as more likeable if the valence of the prime matched that of their attitude. These results further differed by political party affiliation of the target, with Republican targets being rated as more likeable and competent if they were presented negatively. These findings support research suggesting strong attitudes are less susceptible to priming than weaker ones (Petty & Krosnick, 1995). Furthermore, because a prime negatively depicting a female Republican might be more stereotypically expected than one negatively depicting a female Democrat (Huddy & Terkildsen, 1993), the findings support existing stereotype confirmation research. Together, these findings suggest media commentary may influence the public's opinions of women in gender-incongruent careers.

D67
THE STRATEGIC PRESENTATION OF GENDER AMONG WOMEN IN SCIENCE *Isis Settles[1], William Jellison[2]; [1]Michigan State University, [2]Colgate University* — The current study investigated the frequency with which women studying or working in male-dominated science disciplines choose to strategically suppress or claim their gender. Women are still a numerical minority in most areas of science and the attributes of a "good" scientist are inconsistent with the norms for women. These facts, along with experiences of gender discrimination, signal to women that their gender is devalued among their male colleagues. As a result, they may use impression management to strategically present their gender during interactions with men. The type of impression management strategy used may depend on women's gender centrality, or the importance of gender to their self-concept, as well as their negative experiences of discrimination. Participants were 124 women working or studying in science. They completed measures assessing the importance of their gender, the frequency of gender discrimination experiences, and two impression management strategies: attempting to decrease the salience of gender through active suppression and avoidance (social recategorization) or attempting to increase the positive view of women by educating male colleagues about gender or serving as a positive group representative (positive distinctiveness). Results demonstrated that gender centrality and discrimination were positively related to women scientists' use of positive distinctiveness, while gender centrality was negatively related to social recategorization use. The broader implications of these findings on the impression management of social identities are discussed.

D68
I LIKE YOU, I LIKE YOU NOT: METASTEREOTYPES AND LIKING OF OTHERS *Emma Iserman, Christine Logel, Steven Spencer; University of Waterloo* — Metastereotypes are beliefs about how your ingroup is stereotyped by outgroups (Vorauer et al., 2000). The present research explores how these metastereotypes can influence implicit and explicit liking of an outgroup member. White participants watched a videotape of a Black student who mentioned encountering racism on campus, did not mention racism, or specifically said he had not faced racism. An additional group of participants watched a videotape of a White student. After watching the video, participants completed a lexical decision task measuring activation of the White metastereotype (response latencies to words such as racist, arrogant, bigoted, rich), rated their explicit liking of the student in the video, and completed a subliminal priming procedure, based on Fazio et al, 1995, to measure their implicit liking of the student in the video. Results showed that when the Black student indicated he had experienced racism on campus, participants showed greater activation of the metastereotype, explicitly reported liking the Black student more. However, responses to the implicit task showed they implicitly liked him less. This research suggests that concerns about appearing racist can lead people to outwardly express liking of another person, but implicitly feel the opposite. This mismatch between implicit and explicit attitudes could lead to feelings of discomfort during an actual interaction, and could lead to lower quality interactions between members of different groups.

D69
THE EFFECT OF PREVENTION-FOCUS ON ACADEMIC OUTCOMES: MAIN EFFECT OR INTERACTION? *Helen W. Sullivan, Keilah A. Worth, Austin S. Baldwin, Alexander J. Rothman; University of Minnesota, Twin Cities* — The current study tested two conceptual models that make competing predictions about the effects of prevention-focus on outcomes. Lockwood et al. (2002) found evidence for an interaction model; for people who were more prevention-focused, unsuccessful role models were more motivating than successful role models. Because no outcomes were measured while testing this model, it is unclear whether this motivation translates into better outcomes. This finding is inconsistent with a broader literature suggesting that people who are more prevention-focused have more avoidance goals, which leads to poorer outcomes (e.g., Elliot et al., 2002). We extended Lockwood's design by measuring academic outcomes over the course of the semester, thus enabling us to completely test the competing predictions. Participants (N=231) in a psychology course completed a questionnaire at the beginning of the semester that included measures of prevention-focus, goals, and role models. After the first and second exams, participants completed questionnaires that included measures of motivation. We also obtained the four course exam scores and final grades. Supporting the main effect model, we found that the more prevention-focused people were, the more avoidance goals they had, which led to poorer grades (all ps < .01). There was no evidence for the interaction model. Moreover, we found that higher levels of motivation did not lead to positive outcomes. This suggests that although prevention-focused people seeking to avoid a negative outcome (e.g., negative role model) may report being more motivated, this motivation may not benefit them.

D70
THE EFFECT OF OSTRACISM AND INCLUSION ON MOTIVATION GAINS *Joan Poulsen, Norbert Kerr, Lawrence Messe, David Harris, Dong-Heon Seok; Michigan State University* — Research on the Köhler effect has shown that in conjunctive tasks, in which group performance depends on the weakest member, people will show a motivation gain relative to individual or coacting controls. This study investigated how task motivation on conjunctive, coactive or individual tasks is effected by inclusion, ostracism, or no social interaction with the task partner prior to the task. Participants completed baseline trials of a weight holding task, then were either ostracized or included in a group using a computerized game of catch (Cyberball), or waited with no social interaction prior to doing another set of trials in which participants held a weight as long as possible either alone (individual condition), next to, but not explicitly competing with someone (coactive condition), or in a conjunctive condition. Ostracized or included participants in the coactive and conjunctive conditions were ostensibly paired with someone who had just included or excluded them during Cyberball (really a computer program). Performance results indicated that although inclusion prior to the task did not differ from having no prior interaction, being ostracized diminished the Köhler effect, but did not change coaction effects relative to inclusion or control conditions. The attenuation of the Köhler effect was marginally stronger for women than men, which stands in contrast to social-loafing work by Williams & Sommer (1997).

D71

TYPES OF SELF-ESTEEM AND SELF-ASSURANCE: EXPLICIT AND IMPLICIT SELF-ESTEEM MODERATE REACTIONS TO THREAT *Christian Jordan[1], Steven Spencer[2], Mark Zanna[2]; [1]Wilfrid Laurier University, [2]University of Waterloo* — There is increasing recognition that high self-esteem (SE) is heterogeneous. Recent evidence suggests that among individuals with high (explicit) SE, those with relatively low implicit SE are more defensive (Jordan et al., 2003). Such individuals may be relatively defensive because threat activates their low implicit SE, undermining their confidence and self-assurance. We tested this possibility by having some participants recall a significant personal failure (threat condition) and others recall a mundane routine (control condition). Participants then rated themselves on a series of traits and also indicated how much each trait contributes to being a good leader. We took the correspondence between these two sets of ratings as an indication of self-assurance, or the extent to which participants felt they possess the qualities of a good leader. Among participants with high explicit SE, we found that those with low implicit SE (measured by an IAT) showed less self-assurance after recalling a personal failure, whereas those with high implicit SE actually showed increased self-assurance, perhaps because they are better able to deploy compensatory strategies to neutralize threat. In contrast, no effects of implicit SE were observed among participants with low explicit SE. These findings suggest that one reason why individuals with high explicit but low implicit SE are relatively defensive is because their low implicit SE makes them especially susceptible to threat.

D72

WHETTING EFFECT: CAN CONSUMPTION INCREASE APPETITE, AND DO PEOPLE KNOW IT? *Todd Rogers, Daniel T. Gilbert; Harvard University* — Sometimes consumption decreases appetite (the satiation effect) and sometimes it increases appetite (the whetting effect). Do people know when these effects will occur? In Study 1a, participants took a three-section test and received either no feedback about their performance, or feedback about their performance on Section 1 only. The experimenter then told participants that he had to go find the answer key to score the remaining sections, that he would return shortly, and that the participants were free to leave or to wait for him to return and give them feedback on the remaining sections. Participants who received feedback on Section 1 (and were therefore waiting for feedback on Sections 2 and 3) waited longer than did participants who received no feedback on Section 1 (and who were therefore waiting for feedback on Sections 1, 2, and 3). In other words, participants waited longer for less information, which suggests that the consumption of a small amount of information stimulated – rather than satiated – their appetites for more information. Interestingly, when participants in Study 1b were asked to predict how long they would wait in each of these conditions they did not predict the whetting effect. The results suggest that, at least under some circumstances, people mispredict the effects of consumption on appetite.

D73

GROUP DYNAMICS AND THE SEXUAL DOUBLE STANDARD. *Michael J. Marks, R. Chris Fraley; University of Illinois, Urbana-Champaign* — In contemporary society it is widely held that women are allowed less sexual freedom than men. However, scientific research has not been able to reliably document evidence for such a double standard. A fundamental limitation of existing research is that it only takes into account attitudes of individuals. The present study examines the hypothesis that group dynamics affect evaluations made about sexually active males and females, such that females are judged more harshly than males for engaging in frequent sexual activity. Participants were shown a target's answers to five survey questions. The answers contained information about the target's sexual experiences. We experimentally manipulated target's sex (male or female) and number of sexual partners the target had (1, 7, 19). Participants first evaluated the target person individually. Next, participants were placed in same sex groups of three and collaboratively evaluated the target. Finally, participants again evaluated the target person individually. In the domains of dominance and success, a double standard emerged in the group condition that failed to emerge in the initial individual evaluations. After the group condition, individuals also behaved in accordance with a double standard, suggesting that attitudes established in the group condition were carried forward. The fact that double standards emerged during and after group interaction suggests informational influence is occurring. It appears that the sexual double standard may arise because of social conformity, not necessarily from implicit attitudes people hold about male and female sexuality.

D74

THE ROMEO & JULIET EFFECT REVISITED: RE-EXAMINING THE INFLUENCE OF FAMILIAL VERSUS PEER (DIS)APPROVAL ON ROMANTIC RELATIONSHIP QUALITY *Heather K. Mitchell, H. Colleen Sinclair; Universty of Missouri-Columbia* — This study attempted to reconcile the discrepancies between studies examining the "Romeo & Juliet" effect. One of these studies, conducted by Driscoll & colleagues (1972), reported that feelings of romantic love by the child for his/her partner were intensified by parental interference in the relationship. However other studies have found opposite results; that lack of parental support causes the deterioration of a romantic relationship (Sprecher & Felmlee, 1992). In the present study, we examined the possibility that the Romeo and Juliet effect exists, but only under certain circumstances - when adolescents in a romantic relationship face opposition from the parents but find support among peers. We believe that the presence of an external opposing force will enable couple members to attribute problems within the relationship to external factors (i.e. the opposing third-party). Ability to attribute relationship difficulties externally contributes to relationship satisfaction (Fincham, 2001). However, we do acknowledge that social support is important, and, in particular, in late adolescence the opinion of one's friends come to outweigh the opinion of one's parents (Furman, 1999). Accordingly, it was anticipated that the greatest relationship satisfaction will be exhibited by individuals in relationships somewhat disapproved by their parents but approved by friends. Comparing across four relationship types (relationships approved by friends and parents, relationships disapproved by friends and parents, and relationships approved by one party but disapproved by another), our results show that individuals in relationships opposed by parents but approved by friends showed the highest levels of satisfaction and passionate love.

D75

CONDITIONING SELF-ESTEEM: AWARENESS OF A PAIRING BETWEEN SELF AND ACCEPTANCE *Jodene R. Baccus, Mark W. Baldwin; McGill University* — Recent research has shown that implicit self-esteem can be enhanced through classical conditioning (Baccus, Baldwin, & Packer, 2004). The computer conditioning paradigm used in this work paired self-relevant information (e.g. first name, birthday) with images of social acceptance (i.e. various photographs of smiling faces) to achieve this effect. Though participants were typically not aware of the pairing, they showed enhanced levels of implicit self-esteem following the conditioning task. No effects on explicit self-esteem were found. The current study examined whether or not conscious awareness of the pairing would influence the effect on self-esteem. To make the association more obvious, the present study employed just three line drawings of faces: one smiling, one frowning, and one neutral. Fifty-four undergraduate students completed implicit and explicit measures of self-esteem, and then were randomly assigned to either an experimental or control version of the conditioning task. Following the conditioning task, participants completed a self-esteem IAT, the Name Letter measure, and measures of explicit self-esteem and mood. There was also a question assessing how aware participants in the experimental condition were of the self-accep-

tance pairing. Results showed that participants generally were aware of the pairing, and had significantly higher levels of state self-esteem and self-liking than those in the control condition. No conditioning effects on implicit self-esteem were found. These results suggest that an awareness of the pairing contributes to enhancement of explicit self-esteem, whereas a lack of awareness is linked to implicit self-esteem enhancement.

D76
EFFECTS OF PERSONAL INVESTMENT ON PAST KNOWLEDGE JUDGMENTS *Harry Wallace, Michelle Chang; Trinity University* − In studies demonstrating hindsight bias, the present knowledge that leads people to overestimate their past knowledge is typically received as a gift rather than earned through investment of time and effort. We hypothesized that people who invested personal resources to gain knowledge would not claim to have had this knowledge prior to their investment. In this case, claiming that one "knew it all along" would imply that one's resource investment was unnecessary. Introductory psychology students read statements about social psychology research findings that were either accurate or false. Before reading the statements, half of the participants took 20 minutes to study textbook excerpts containing the information required to judge the accuracy of the statements. In addition, half of the participants who studied the textbook and half of the participants who did not study were told whether each statement was true or false. Finally, participants indicated whether they would have judged each statement to be true or false if they had been asked an hour earlier. Hindsight bias was observed for participants who did not study: Those who were told the answer were significantly more likely to report having known the answer an hour before. However, participants who studied the textbook material showed no evidence of hindsight bias. Their judgments of prior knowledge were similar to the judgments made by control group participants who did not study or receive the answer. The results confirm that the process by which people obtain their present knowledge affects their prior knowledge judgments.

D77
VICARIOUS EMOTION – EXAMINING THE EXPERIENCE OF SHAME OR GUILT DUE TO THE WRONGDOINGS OF A ROMANTIC PARTNER. *Mathew Curtis[1], Brian Lickel[1], Toni Schmader[2]; [1]University of Southern California, [2]University of Arizona* − Vicarious shame or guilt is the experience of shame or guilt due to the actions of someone else. Two studies examined the antecedents and consequences of experiencing these two vicarious emotions. In Study 1 participants recalled an experience of vicarious shame or guilt provoked by a romantic partner. In Study 2 participants were exposed to hypothetical wrongdoings by an imaginary romantic partner expected to cause vicarious shame and guilt. In both studies feelings of vicarious guilt were correlated with perceptions of behavioral control over a romantic partner's wrongdoing and a motivation to repair the partner's wrongdoing. Feelings of vicarious shame were correlated with perceptions of image threat stemming from the romantic partner's wrongdoing and a motivation by participants to distance themselves from the wrongdoing and their partner. Results showed the experience of vicarious shame and guilt to be unrelated to the Test of Self-Conscious Affect (TOSCA, Tangney, Wagner and Gramzow, 1989) designed to measure shame-proneness and guilt-proneness. However, vicarious shame and guilt were found to be related to a participant's attachment style. An anxious attachment style was found to have a positive correlation with vicarious shame and to a lesser degree guilt. An avoidant attachment style had a relatively weak relationship to both shame and guilt. Suggestions for future research in the experience of vicarious emotions and the implications these have for our understanding of interpersonal relations are discussed.

D78
THE CONSTRUCT VALIDITY OF SELF-REPORTED SELF-ENHANCEMENT: A MULTI-METHOD APPROACH *Robert Griffo, C. Randall Colvin; Northeastern University* − The provocative view that self-enhancement is a key component of well-being has been a topic of considerable debate in personality and social psychology. Disagreement has centered on how to properly measure self-enhancement and a variety of different approaches have been developed. The present study explored the relationship between several self-report measures of self-enhancement, self-report measures of personality and adjustment, and peer ratings of interpersonal behavior. Participants engaged in a five minute dyadic interaction in which they were free to talk about whatever they liked. Following the interaction, participants answered several questions regarding the quality of the interaction and rated each other on a variety of personality characteristics and social behaviors. Finally, participants completed a battery of self-report measures of self-enhancement, personality and adjustment. Consistent with previous research, the tendency to score high on self-report measures of self-enhancement was positively correlated with self-reports of adjustment. However, individuals who scored high on self-enhancement measures were rated less favorably by their interaction partners after only five minutes of contact. The relationship between peer ratings of social behavior and the putative self-report measures of self-enhancement indicate three facets of self-enhancement, each differentially related to interpersonal outcomes: (a) social dominance, associated with hostility and arrogance, (b) impression management, associated with poor social skills, and (c) overconfidence, associated with extroversion and social skills. The results suggest that self-enhancement is a multi-faceted construct and highlight the need to use a multi-method approach to assess it.

D79
HOW WE SEE OURSELVES, HOW WE THINK WE ARE SEEN, AND HOW WE THINK WE ARE STEREOTYPED: PREDICTING RELATIONSHIPS BETWEEN SELF-PERCEPTIONS, METAPERCEPTIONS, AND META-STEREOTYPES *Frances E. Frey, Linda R. Tropp; Boston College* − Extending research on metaperception formation into the intergroup realm, this study examined predictors of the overlap between self-perceptions, metaperceptions (how individuals think they are viewed by another individual), and meta-stereotypes (how group members think their group is stereotyped by another group). On a series of traits, White female participants rated how they see themselves and how Black Americans stereotype White Americans. After completing some filler measures, participants then imagined meeting either a White woman or a Black woman, and they rated how they thought that woman would perceive them on the same traits. Participants also completed a number of scales concerning public self-consciousness, prejudice, and motivation to control prejudice. Results suggested that White women's meta-stereotype of how they are stereotyped by Black Americans includes two factors: privileged and prejudiced. Regression analyses indicated that when meeting an outgroup member, participants' levels of prejudice and motivation to control prejudice predicted the overlap between self-perceptions and meta-stereotypes, while public self-consciousness predicted the overlap between self-perceptions and meta-perceptions. Additionally, motivation to control prejudice predicted the overlap between metaperceptions and meta-stereotypes. Thus, while group membership per se does not predict the relationships between self-perceptions, metaperceptions, and meta-stereotypes, individuals' attitudes toward an outgroup and their desires to control how they are viewed by that outgroup do predict relationships between these different kinds of perceptions.

177

D80

EXPLICIT AND IMPLICIT SELF-ESTEEM AND THE MODIFICATION OF PEOPLE'S ATTENTIONAL BIAS FOR REJECTION WITH ATTENTION TRAINING *Stéphane Dandeneau, Mark Baldwin; McGill University* — Our past research on the interpersonal roots of self-esteem has shown that people with low self-esteem are particularly attentive to and vigilant for negative social information in their environment. Using a Stroop test and a Visual Probe Task (VPT) as dependent measures in different studies, our research has also shown that it is possible to reduce these individuals' attentional bias for rejection with a simple task that teaches them the cognitive habit of looking for acceptance while inhibiting rejection. Building on the face-in-the-crowd paradigm, this training task asks participants to repeatedly identify, as quickly as possible, the single smiling/approving face in a 4 X 4 matrix of frowning faces. The goal of the present study was to investigate implicit self-esteem for the role it plays in the attentional bias for rejection. Results on the VPT, a measure of attentional bias, showed a conceptual replication of our past results in that people with low self-esteem in the experimental condition had a significantly lower attentional bias for rejection than those in the control condition. Additionally, results also indicated that implicit self-esteem plays a significant role. Specifically, participants with high explicit but low implicit self-esteem (also termed defensive high self-esteem) in the experimental condition actually had a significantly greater attentional bias for rejection than their counterparts in the control condition. We hypothesize that this is because the repeated exposure to negative social feedback in the experimental condition undermined the defensive cognitive strategies that characterize defensive self-esteem.

D81

THE IMPACT OF ISSUE SALIENCE ON TRANSMISSIBILITY ESTIMATES OF HIV AND CHLAMYDIA: RESULTS FROM A NATIONAL SURVEY *Natalie Rosen, Baerbel Knaeuper, Lee Mozessohn, Ringo Moon-ho Ho; McGill University* — The current research examined the effects of saliency on knowledge of STI transmissibility among different professional groups. HIV and Chlamydia were selected as exemplars for a low and highly contagious infection, respectively. A nationally representative survey was conducted of Canadian general practitioners (n = 2601) and employees of HIV clinics (n = 938), chosen as groups for whom STI issues have low saliency and high saliency, respectively. For general practitioners, the distribution of HIV transmissibility estimates was positively skewed, indicating that they are aware that HIV is not easily transmitted, whereas their Chlamydia estimates were widely dispersed. In contrast, HIV workers showed a wide distribution of HIV estimates, but a negatively skewed distribution of Chlamydia estimates. The wide distribution of HIV estimates suggests that HIV workers as a group are uncertain about the true transmission probability of HIV, presumably because of the disproportionately high number of HIV cases they see on a daily basis. The marked overestimation of the transmission probability of Chlamydia may originate from their exposure to many HIV positive individuals who are also infected with Chlamydia as HIV increases the probability of contracting other STIs. In sum, high exposure seems to translate into higher saliency, resulting in an overestimation of transmissibility. Regression analyses support the proposed mediating factors of saliency. Results provide insight into how issue salience can affect the accuracy of statistical knowledge and how it contributes to misconceptions among individuals responsible for disseminating knowledge to the public.

D82

WHAT DO I THINK YOU'RE DOING? ACTION IDENTIFICATION AS A FUNCTION OF ACTOR AND ACTION VALENCE *Megan Kozak, Daniel Wegner, Abigail Marsh; Harvard University* — According to action identification theory (Wegner & Vallacher, 1987), actions can be identified at multiple levels, ranging from low (describing how an action is performed) to high (specifying the action's goal). For instance, drink-ing water might be identified as "swallowing" (low), or as "quenching one's thirst" (high). Our prior studies have demonstrated that the neutral actions of a liked other are identified at a higher level than those of a disliked other. We further hypothesized that the valence of the action, itself, would also affect the level at which it was identified. We predicted that perceivers would make high-level identifications for neutral and positive/ prosocial actions of a liked other, but low-level identifications for negative/ anti-social actions. The reverse pattern of identification was predicted for a disliked other. This pattern would suggest that people imbue the neutral and positive actions of a person they like with a sense of intentionality, while focusing on the mere physical execution of his/ her negative actions. The reverse would hold true for a disliked other. In order to test these hypotheses, participants read a description of an actor (either likable or unlikable, depending on condition) and were asked to imagine that this person was performing 30 different actions (10 positive, 10 neutral, 10 negative). For each action, participants chose either a low-level or high-level identification. The results supported our hypotheses, suggesting that the valence of the actor and the valence of the action being performed interact to predict the level of action identification.

D83

"SO WHAT IF I'M KIND, TELL ME I'M FUN!": EFFECTS OF FEEDBACK CONTENT AND SELF-ESTEEM ON SOCIAL DECISION MAKING. *Danu B. Anthony, John G. Holmes, Joanne V. Wood; University of Waterloo* — Bernichon, Cook & Brown (2003) recently showed that self-esteem, self-concept and social feedback interact to predict people's social decision making. However, we believe that all feedback is not created equal. To illustrate this point, we invited participants to join a social group, and then provided them with either no additional information or one of two types of positive feedback from their potential group members. Feedback was ostensibly based upon participants' responses to earlier questionnaires and consisted of either four positive statements about their public, social self-concept (e.g. "I get the impression she's fun… an outgoing person") or their private, relational self-concept (e.g. "I get the impression she's honest… a trustworthy person"). Results showed that for people with positive self-concepts, self-esteem and feedback had little effect on their social decision making; they felt confident in joining the group in all three experimental conditions, regardless of self-esteem. However, for people with negative self-concepts, self-esteem and feedback interacted: high self-esteem (HSE) people equally preferred to join both feedback groups, whereas low self-esteem (LSE) people strongly preferred to join the group that gave them favourable social self-concept feedback. One explanation for this finding is that LSE's strongly associated acceptance with social self-concept feedback, but not with relational self-concept feedback. In contrast, HSE's found both types of feedback equally indicative of acceptance. Reasons for this feedback-acceptance association for LSE's are discussed, as well as the implications of these findings for self-verification theory and social decision-making research.

D84

WHETHER JUST FOR FUN OR IN THE LONG RUN: THE APPEAL OF AMBITION IN BOTH SHORT-TERM AND LONG-TERM ROMANTIC RELATIONSHIPS *Christopher J. Wilbur, Lorne Campbell; University of Western Ontario* — Parental investment theory (Trivers, 1972) suggests that women should be interested in ambitious men because ambition implies an ability to provide stable long-term support. 'Good genes' theory (Fisher, 1958) suggests that ambition could also be desirable in short-term partners as it may connote high genetic quality. We sought to examine whether ambition is differentially appealing in short-term versus long-term relationship contexts. Employing a 2 X 2 X 2 within-subjects design (target ambition: low/high; target attractiveness: low/high; relationship context: short-term/long-term), participants (52 women, 36 men) viewed profiles and pictures of four opposite-sex targets and provided assessments of the targets' suitability as short-term and

long-term romantic partners. Women preferred ambitious targets to lazy targets in both short-term and long-term relationship contexts. Men preferred ambitious targets in a long-term relationship context, but showed no preference in a short-term context. Collapsed across relationship context, both men and women preferred the ambitious targets to lazy targets when targets were unattractive. This preference for ambition was even more pronounced for women judging attractive targets, whereas ambition had no effect for men judging attractive targets. Ambition appears to be a trait that influences both men's and women's long-term partner choices, women's short-term partner choices, but not men's short-term partner choices. The results of this study provide support for construing ambition as both a cue to the provision of long-term support and as a marker of inherent genetic quality. Future explorations of the specificity of partner choices are discussed.

D85
SEXUAL PREJUDICE: CONTEMPORARY FACTORS AND ADAPTIVE IMPLICATIONS *Joshua Tybur; University of New Mexico, Arizona State University* — With the knowledge that prejudice against gay males has been prevalent across a large number of cultures and time periods, I derived hypotheses that the prejudice is related to evolved reactions to characteristics intrinsically linked to the group "gay men." Two hypotheses were tested: that the prejudice is motivated by a desire to avoid others who are heuristically associated with an extremely disease-conducive sexual behavior (i.e., anal sex), and that the prejudice is motivated by the terminal infertility associated with gay men. The hypotheses were tested by comparing the specific emotional reactions elicited by gay men with those elicited by heterosexuals who engage in similar sexual behaviors and who chose to be terminally infertile. The hypothesis that the prejudice is related to the perceived infertility of gay males was not supported, but the hypothesis that the prejudice is motivated by disease-avoidance was supported. Males' "disease-avoidance" emotional reactions (i.e., disgust and anger) to gay males were moderated by their own perceived vulnerability to disease: males who felt themselves to be chronically vulnerable to disease reported more physical disgust, moral disgust, and anger toward gay men, but did not report increased levels of other negative emotions. Both male and female emotional reactions to heterosexual targets who engage in anal sex were similar to reactions toward gay male targets, but they were not moderated by individual differences in perceived vulnerability to disease. These results suggest that prejudice against gay males may indeed be partially motivated by disease-avoidance.

D86
TYPES OF COMMUNITY INVOLVEMENT: THE ROLE OF PERSONALITY AND MOTIVES *Joyce Bono, Mark Snyder, Emily Duehr; University of Minnesota* — Social psychologists have been exploring factors that lead individuals to make significant personal sacrifice to help others (e.g., volunteerism, civic engagement, community activism). The aim of our research was to better understand how individual factors (personality and motives) link to level and type of community involvement. We developed a comprehensive inventory of community involvement, including activities such as donating blood, organizing a fund drive, helping a neighbor, voting, and political activism. We then linked involvement in these activities to personality (Big Five) and motives for involvement (i.e., motives such as career advancement, socialization, self-esteem). Surveys were administered to 1500 individuals enrolled in community leadership programs across the U. S. and Canada. Analysis revealed five types (factors) of community involvement: "arms length" (e.g., attend charity event), "close" involvement (e.g., neighborhood association), political (e.g., elected office), solitary (e.g., donating blood), and faith based. Participants with the highest levels of overall community involvement reported getting involved for three primary reasons; 1) the opportunity to express values such as altruism, 2) the opportunity to form relationships with others, 3) the opportunity escape from personal

troubles. Career enhancement and self-esteem motives were unrelated to individuals' level of involvement. Both extraversion and openness were linked to high levels of community involvement. Moreover, preliminary analyses suggest that in addition to predicting level of involvement, both personality and motives predict the ways in which individuals become involved in their communities (e.g., agreeable individuals were more likely to choose activities in which they directly helped another person).

D87
IMPACT OF SEXUAL RISK STATUS AND SOCIAL COMPARISON PROCESSES ON HEALTH COGNITIONS *Michelle L. Gano Stock, Meg Gerrard, Frederick Gibbons; Iowa State University* — This study examined how comparison with a same-sex target, diagnosed with an STD, affects the sexual willingness, intentions, and perceived vulnerability (PV) to STD infection of sexually-active college students. Social comparison tendencies and students' sexual risk behavior were examined as moderators. On average, 175 participants reported having 3.5 sexual partners and having sex without a condom most (75%) of the time. They heard a tape depicting either a high or low-risk target (5 or 1 sexual partners, always without using condoms) who indicated s/he had tested positive for herpes. High-risk participants (multiple partners, inconsistent condom use) who compared with a low-risk target increased their willingness to engage in casual sex without a condom (p = .03). They also reported the lowest levels of PV (p < .05), reflecting a cognitive process Weinstein (1982) described as "absent-exempt." A decrease in PV to STDs was associated with greater willingness to have sex without a condom (p < .05). A 3-way interaction (p < .05) indicated the effects were stronger among high social comparers, as expected. Finally, unlike willingness, risky sex intentions did not vary as a result of the comparison, providing further indication that willingness and intentions are related but distinct constructs, and that willingness is more susceptible to social influence. This study demonstrates the importance of considering the risk status of the audience and the potential comparison targets employed in preventive health messages. It also suggests that high comparers and those at greater risk are more affected by (health) comparison targets.

D88
LATINO BICULTURAL IDENTITY INTEGRATION AND SELF-OTHER PERCEPTIONS *Daniel Miramontez, Veronica Benet-Martinez, Ryan Howell; University of California, Riverside* — In today's increasingly diverse and mobile world, growing numbers of individuals have internalized more than one culture and can be described as bicultural. Bicultural Identity Integration (BII) refers to the degree to which biculturals perceive their mainstream and ethic identities as compatible and integrated vs. oppositional and difficult to integrate (Benet-Martinez, Leu, Lee, and Morris, 2002). That is, biculturals with highly integrated cultural identities (i.e., those high in BII) tend to perceive their ethnic and mainstream cultures as compatible and relatively overlapping, while those low on BII see them as oppositional and discrepant. The present study examined the relationship between Latino bicultural identity and perceived characteristics of the self, a typical Latino person, and a typical Anglo-American. Specifically, we hypothesize that differences in BII (e.g. seeing one's two cultural identities as compatible, high BII vs. oppositional, low BII) will moderate the 'psychological distance' perceived between personality ratings (as measured via Big Five Inventory; BFI) of the self and those of a typical Latino or Anglo-American. Results indicate that BII is a moderator of the Self-Latino relationship. Also while the correlations between BII and the other two relationships (Self/Anglo-American & Anglo-American/Latino) were not statistically significant, the pattern of results was in a positive direction. Overall, our findings suggest that BII serves as an important moderator of perceived 'psychological distance' among personality ratings of the self, a typical Latino, and typical Anglo-American. Future research will examine these relationships by break down of BFI traits.

D89

EMOTIONAL INTIMACY IN ROMANTIC RELATIONSHIPS ACROSS CULTURES *Tara Marshall, Romin Tafarodi; University of Toronto* — This study examined the role of gender traditionalism in the experience of emotional intimacy across cultures. Consistent with previous research, we found in a preliminary study that European Canadians desired more intimacy in an ideal romantic relationship than did Chinese Canadians. Although there has been broad speculation on the variables accounting for such cultural differences, few studies have examined these variables systematically. The purpose of the present study was to directly assess the role of two variables, interdependence and gender attributes, that may be associated with the differential experience of emotional intimacy across cultures. First, we predicted that Chinese Canadians would report experiencing greater intimacy with their parents than would European Canadians, therefore tempering dependence on a romantic partner to satisfy intimacy needs. Second, we predicted that to the extent that Chinese Canadians are more traditional in their gender attributes, they might be less likely to reap the intimacy-enhancing effects of psychological androgyny. To investigate these predictions, European Canadian and Chinese Canadian undergraduates were administered questionnaires that measured these variables. Consistent with prior research, we found that European Canadians reported experiencing more intimacy in their romantic relationships than Chinese Canadians. In support of the second prediction, results suggested that the greater gender traditionalism of Chinese Canadians was associated with their lower intimacy scores. Overall, this pattern of results will help illuminate the cultural contribution to the development of intimacy in romantic relationships.

D90

PUTTING DIVERSITY IN PERSPECTIVE: SHIFTING FOCUS FROM WHAT WE SEE TO HOW WE SEE IT *Heather Omoregie; Harvard University* — Managing interpersonal differences is a challenge for any group with diverse membership. Three strategies for construing and engaging with differences, based on research by Ely and Thomas (2001), are identified and explored in this research: 1) the Trivialize strategy, which emphasizes the triviality of interpersonal differences and the surpassing importance of common experience; 2) the Segregate strategy, which endorses the unquestionable, but limited, relevance and importance of diversity; and 3) the Integrate strategy, which maintains that the significance of differences can be subtle and diffuse, encouraging exploration, understanding and incorporation of differences into group activities. This study compares the assessments made by observers of the dynamics and performance of groups that have adopted each of these three strategies for handling their diversity. Specifically, participants read vignettes about a diverse work team and characteristic team interactions, then made judgments about the group's motivations, behavioral tendencies, and values. Integrate groups were judged higher on learning orientation, support for self-disclosure, and tendencies toward innovative behavior; Segregate groups were perceived as more effortlessly navigated; and Trivialize groups were perceived as most highly focused on performance. These results indicate that the manner in which people engage differences in group can promote distinct perceptions of and judgments about diverse groups.

D91

DISENTANGLING THE EFFECTS OF HERITABILITY AND IMPORTANCE ON DYNAMIC SOCIAL IMPACT *Nicholas Schwab, Martin J. Bourgeois, Suzanne M. Karis; University of Wyoming* — Previous research on heritable attitudes indicates that attitudes which are more heritable are also more resistant to change (Tesser, 1993) and social influence (Bourgeois, 2001) relative to less heritable attitudes. However, a confound exists between heritability and importance, where highly heritable attitudes tend to be rated as more important. This study attempted to disentangle the relationship between attitude heritability and importance by using a 2 (heritability: high vs. low) x 2 (involvement: high vs.

low) design. Participants reported their attitudes before and after discussion. Our dependent measure was post-discussion attitude, and based on the predictions of dynamic social impact theory (DSIT; Latané, 1996), we hypothesized that individual responses after discussion would consolidate (a reduction in minority view points) and cluster (spatial self-organization) as a function of social interaction, social influence, and attitude heritability. Thus far, group was not a predictor of high or low heritable attitudes prior to discussion; however, group was a significant predictor post discussion for low heritable attitudes $F(27, 53) = 1.94$; p = .02; 2 = .49, but not for high heritable attitudes. There was also a significant difference in change scores post discussion for low and high heritable attitudes, $t(29) = -2.99$, p = .006, with greater change occurring for low heritable attitudes. These results replicate previous research with heritable attitudes, illustrating attitude heritability as a moderator of social influence processes. Eventually involvement by heritability effects will be assessed once sufficient power has been achieved in the sample.

D92

FROM STIGMATIZED TO EMPATHIZER OR FROM STIGMATIZED TO STIGMATIZER?: THE EFFECTS OF PERCEIVED MAJORITY GROUP NORMS ON THE EXPRESSION AND SUPPRESSION OF PREJUDICE *Jenessa R Shapiro, Steven L Neuberg; Arizona State University* — The current research is based on a new model that characterizes how often-stigmatized individuals respond to other potentially stigmatizable targets. Exploring one aspect of this framework, we predicted that European American and African American perceivers would ironically infer different majority group norms when their evaluations of Native American and European American targets were believed to be viewed by an audience of European Americans. We expected European Americans to infer prejudice suppression as the dominant norm and thus refrain from expressing prejudice when responses were public; however, we expected prejudice expression in private. In contrast, we expected African American perceivers, as a result of previous experiences with prejudice, to infer prejudice expression as the norm and thus express prejudice in public. Consistent with predictions, European Americans only expressed prejudice when responses were perceived to be private. Disconfirming predictions, African Americans evaluated the targets equivalently when responses were perceived to be private, but evaluated the Native American target more positively than the European American target when evaluations were perceived to be public. We suggest two explanations for these unexpected findings. First, an inference that the European American audience may have been biased in favor of the European American candidate may have led African American participants to attempt to create fairness by favoring the Native American. Second, the presence of a European American audience may have provided African American participants with the opportunity to make a statement in reaction to perceived discrimination by publicly supporting the minority candidate over the European American candidate.

D93

THE INFLUENCE OF POSITIVE AND NEGATIVE AFFECT ON HEALTH RISK COGNITIONS *Elizabeth A. Pomery, Frederick X. Gibbons, Meg Gerrard; Iowa State University* — Research on the impact of mood states and health has been increasing. However, the role of affect in risky health behavior has received much less attention. According to the Prototype/Willingness model (Gibbons, Gerrard, & Lane, 2003), young people's health risk behavior is predicted by two cognitions: intentions to engage in the behavior (behavioral intentions, BI) and willingness to engage when placed in a risk-conducive situation (behavioral willingness, BW). The influence of affect on both cognitions was examined in a lab study, using a 2 (Mood) x 2 (Order of measure) x 2 (Type of measure) design. Eighty-three participants were induced into a happy or sad mood, and then their BI and BW to engage in risky (unprotected, casual) sex were measured using scaled and open-ended responses. The order of BI and BW varied: half received BI first, half received BW first. There was

a significant 3-way interaction, such that participants in the sad condition reported higher BW than did those in happy moods, but only when BW was answered first. Mood had little effect on BI, or on the items that were answered second. The pattern was very similar with the open-ended responses. It's posited that sad participants were motivated to increase their BW to have unprotected sex in an effort to ameliorate their negative mood states, as the Negative State Relief model (Cialdini, Darby, & Vincent, 1973) would suggest. Results also support the idea that BW is different from--and more labile than-- BI.

D94
LINKING GOALS AND BEHAVIOR: A MULTI-METHOD COMPARISON *Michael Cassens, Daniel Ozer, Ryan Howell, Seth Wagerman, Victoria Sanchez; University of California, Riverside* — Does explicit motivation manifest itself in everyday behavior? Previous research examining the relation between explicit motivation and behavior has produced modest results (e.g., Hershey, 1999), however those findings may be due to the method of measurement. The current research aimed to evaluate this relationship comparing two methods of measuring explicit motivation and two methods of assessing daily behavior. College undergraduate participants (N = 602) provided ten personal goals, rated the importance of each goal; and also rated the importance of a set of common goals. Daily behavior was assessed using a retrospective diary and a measure of behavior frequency using a list of 328 everyday behaviors. The relationship between goal importance and everyday behavior appears strongest when correlating the importance ratings of the set of common goals with the behavior frequency ratings, which produced results ranging from r = .619 for moral or religious goals and behaviors to r = .255 for goals and behaviors which were social in nature. Differences between the two methods of assessing behavior may be explained by the behavioral frequency ratings' ability to better capture the small, seemingly minor everyday behaviors that may reflect motivation more clearly. The results provide strong support for the relation between explicit motivation and everyday behavior. Further, behavioral frequency ratings seem to be more strongly related to goal importance than retrospective diary data and these relations seem to hold across multiple content domains.

D95
COMPASSION, PRIDE, AND SOCIAL PERCEPTION *Christopher Oveis, Liz Horberg, Dacher Keltner; University of California, Berkeley* — Few studies have investigated the effects of discrete positive emotions on social cognition. In the present research, we argue that positive emotions can be distinguished by their effects on appraisals of the self and others. Two studies concentrated on the differential influence of compassion (an other-focused positive emotion) and pride (a self-focused positive emotion) on social perception. In the first study, participants were induced to feel either compassion, pride, or relatively neutral feelings by viewing validated sets of slides. Participants in the compassion condition subsequently reported more similarity to a diverse set of social groups, while pride tended to facilitate perceived differences from the groups. The effect of compassion on social perception was especially pronounced for similarity ratings of out-groups. The second study examined the relationship between trait levels of these positive emotions and social perception. Consistent with the results of Study 1, trait compassion was related to greater perceived similarity to various social groups. Additionally, compassion related to fewer spontaneous reports of personal uniqueness on the Twenty Statements Test. Results lend empirical support to the idea that compassion decreases focus on the self, while pride increases it.

D96
AGE, MOTIVATION, AND CHANGE IN HEALTH LOCUS OF CONTROL BELIEFS: A LONGITUDINAL STUDY OF HEALTH CLUB MEMBERS *Daniel S. Bailis, Alexander Segall, Judith G. Chipperfield; University of Manitoba* — Locus of control over health outcomes is a multidimensional concept, involving attributions to the self,

powerful others, and chance. This study examined changes in health locus of control (HLC) beliefs with age and other demographic or lifestyle factors, in a longitudinal study of health club members. 104 respondents (aged 20-88, 40% women) completed personal interviews, 4 years apart, reporting their HLC beliefs, demographic profile (including age), length of membership, and self-concordant motivation: defined as the predominance of each respondent's intrinsic (e.g., enjoyment) vs. extrinsic (e.g., peer pressure) motives for pursuing his/her main goal at the club. HLC beliefs after 4 years were regressed simultaneously on the other variables, including respondents' initial levels of those beliefs. Older age predicted significant decreases in internal HLC and increases in chance HLC 4 years later, betas = -.20 and .26, ps < .03. By approximately age 75, these changes were such that powerful-others and chance HLC beliefs would begin to exceed internal HLC ones, in the typical case, before he or she turned 80. Although no variables protected against decreasing internal HLC, female sex and higher self-concordance protected against growing chance HLC at every age, betas = -.21 and -.32, ps < .03. In effect, they predicted a later onset of having predominantly chance attributions. Because HLC beliefs affect a range of health outcomes, the indirect effect of self-concordant motivation on health (via HLC) may at times exceed the direct effect of the behavior so motivated.

D97
BEYOND NATURE AND NURTURE: THE INFLUENCE OF BIOLOGICAL AND SOCIAL THEORIES OF GENDER ON WOMEN'S SOCIAL IDENTITY *Jill Coleman, Ying-yi Hong; University of Illinois at Urbana-Champaign* — While a great deal of social identity work has focused on the extent to which an individual identifies with a particular group, the current research sought to better understand how a particular perspective on the group influences ideas about membership. Previous research by Martin & Parker (1995) has demonstrated that peoples' perceptions of gender groups as biologically or socially determined affects their ideas and expectations about gender differences. In the present research, the authors sought to understand how theories about the origin or nature of gender categories influence individuals' understanding of their gender identity. Across three studies, female participants' ideas about gender categories as biological or social in origin were assessed and then used to predict both general attitudes about men and women as well as gendered self-stereotyping behavior. In Study 1 (N = 46), a belief that gender categories were largely socially constructed was associated with a lower tendency to describe oneself using stereotypically feminine traits (r = -.25, p=.08). Additionally, a belief that gender categories were largely biologically determined was associated with an higher level of support for traditional, non-feminist attitudes (r = -.33, p<.05). These results were replicated with a larger sample of undergraduate women (N = 100) in Study 2. In Study 3, gender origin theories were manipulated in order to determine whether being primed with one of these theories causes differences in gender attitudes and self-stereotyping behaviors.

D98
THE PERCEPTION OF EMOTION IN JAPANESE AND AMERICAN CULTURE *Kimberly B. Rogers[1], Batja Mesquita[1], Taka Masuda[2]; [1]Wake Forest University, [2]Hokkaido University, Japan* — The present study examined emotion recognition in Japanese and American respondents. Participants examined sequences of photographs that display a face gradually moving from a neutral state to a strong emotion. These pictures varied by gender, facial expression (fear or sadness), ethnicity (Caucasian or Asian), and the individual portraying the emotion. Participants indicated when they first perceived a change from neutrality to emotion, and rated the chosen picture as well as the extreme emotional pictures on a series of emotion scales. We examined whether there are cultural differences in the threshold at which emotion is first perceived, as well as cultural differences in both the quantity and type of emotions recognized in each type of facial image. It was found that Japanese and American respon-

dents did not significantly differ in the point at which they first perceived an emotion in the faces. These groups also recognized the same primary emotion in each type of image. However, despite an equivalent recognition threshold, differences were found in the secondary emotions members of each culture recognized. Japanese tended to perceive an overall higher intensity of emotion in the faces than Americans, particularly for ratings of emotions that were similarly valenced to the target emotion (i.e., disgust, anger). The present study shows that, beyond the snapshot of similarity provided by static theories, there are intricate cultural differences in emotion perception. While both Americans and Japanese perceived the same primary emotion in each type of face, the secondary emotions identified differed in both type and intensity.

D99
MEDIATIONAL ANALYSIS IN SOCIAL PSYCHOLOGY EXPERIMENTS: TWO LIMITATIONS AND STRATEGIES TO ADDRESS THEM *Arthur Aron[1], Benoit Monin[2]; [1]State University of New York at Stony Brook, [2]Stanford University* — The focus of this paper is on practical procedures to overcome two significant limitations of the widely used Baron and Kenny (1986) approach to evaluating mediational processes as applied to social psychology experiments. One limitation is that even in a true experiment in which the independent variable (X) is manipulated, the causal relation between a measured mediating process (P) and the dependent variable (Y) remains ambiguous. That is, in such a study, even if a Baron-Kenny analysis supports the hypothesized causal pattern from X to P to Y, it remains possible that the true pattern is X to Y to P or that the true pattern is due to some fourth variable Z in which X causes Z which in turn causes both P and Y. Several strategies relying ultimately on correlations are briefly reviewed. Then a two-experiment strategy is proposed as a better solution (when practical) in which a separate experiment manipulates P, testing effects on both P as measured in the first experiment and on Y. The second limitation of the standard approach is that in most cases a Baron-Kenny mediational analysis can not be applied in which the manipulation check is treated as the mediator. We consider the logical status of the manipulation check as a mediator and then consider two approaches to test the specificity of the operationalization of the manipulated independent variable, a method that relies on correlations and a method using an independent experiment with an alternative manipulation of X.

D100
THE EFFECTS OF POSITIVE AND NEGATIVE RELATIONSHIP EVENTS ON WELL-BEING *Alexander Nagurney, John Reich; Arizona State University* — There is evidence that negative relationship events are a stronger predictor of well-being than positive relationship events (Rook, 1984). The purpose of this study was to assess this premise among a sample of healthy college students. Participants (29 males and 56 females) completed one questionnaire per week for three successive weeks, assessing their perceptions of positive and negative relationship events as well as a series of well-being instruments assessing levels of support and criticism from others, vitality, depression, anxiety, overall mental health, and positive and negative affect. Partial correlations between the measures controlling for the opposite valence of event were computed due to the high correlation between positive and negative relationship events (r = .50). These correlations demonstrated that positive relationship events were associated with a higher level of perceived support availability, better vitality and overall mental health, more positive affect, and less depression; reports of criticism, anxiety, and negative affect were unrelated to positive relationship events. Negative relationship events were associated with less support availability, more criticism, lowered vitality, worse mental health, more anxiety and depression, less positive affect, and more negative affect. These patterns did not differ appreciably for males and females. Overall, these results indicate that negative relationship events are indeed more powerfully associated with measures of well-being than positive events, although it has been demon-

strated that the latter also have substantial associations with well-being in this population. Future research should seek to identify the mechanisms that differentiate the effects of positive and negative relationship events.

D101
AFFECTIVE INFLUENCES ON INHIBITORY PROCESSING *Andrew Becker, Galen Bodenhausen; Northwestern University* — Specific emotional states have been shown to have a significant impact on social information processing. For instance, being in a happy or anxious state increases the proclivity to apply basic, stereotypic information during impression formation (Baron, Inman, Kao, & Logan, 1992; Bodenhausen, Kramer, & Susser, 1994; Park & Banaji, 2000). Moreover, when people are in happy or anxious states, they tend to selectively focus on the most basic, prepotent categories (e.g., sex or race) when perceiving multiply categorizable social targets, even though other, less frequently used categories (e.g., occupation) are equally available and applicable (Hugenberg, Bodenhausen, Perrott, & Becker, 2004). The current study examined a potential mechanism underlying such effects by investigating the abilities of individuals who are feeling happy, anxious, or neutral to inhibit prepotent responses. Following a mood induction, participants completed a task in which they were required to stop themselves from making a prepotent response when a "stop-signal" was present. Task difficulty was manipulated by varying the timing of the stop-signal. When the task was very easy or very difficult, no mood effects emerged, but at moderate levels of difficulty, as predicted, both anxious and happy participant groups were less able to inhibit their prepotent response tendencies, compared to neutral-mood participants. Thus, certain mood states do appear to be characterized by diminished inhibitory efficiency, leading to a greater impact of relatively automatic, dominant responses. Discussion focuses on implications for research on stereotyping and on the affect-cognition interface more generally.

D102
STAGE OF BEHAVIOR CHANGE MODERATES THE EFFECTS OF REGULATORY FOCUS ON INTENTIONS TO ENGAGE IN PHYSICAL ACTIVITY *Genevieve Dunton; University of California, Irvine* — Whether behaviors are more motivated by focusing on the prevention of negative outcomes or the promotion of positive outcomes may be clarified by distinguishing among behavior adoption and behavior maintenance processes. To test this hypothesis, the present research examined whether the effects of regulatory focus on intentions to engage in physical activity varied by stage of health behavior change. In Study 1, regulatory focus was induced through the random assignment of 67 college students to either health- promotion or disease-prevention priming conditions. In Study 2, beliefs about the health-promoting and disease-preventing consequences of physical activity were measured among 66 college students. Stage of health behavior change (i.e., precontemplation, contemplation, preparation, action, or maintenance) and intentions to engage in physical activity were assessed through self-report. Results indicated that stage of change moderated the effects of regulatory focus on physical activity intentions (F(1, 66) = 4.85, p <.05 for Study 1 and F(1, 65) = 4.65, p < .05 for Study 2). Specifically, among individuals in the precontemplation, contemplation, and preparation stages, a prevention focus resulted in significantly greater intentions than a promotion focus. In contrast, intentions did not differ by regulatory focus for individuals in the action and maintenance stages. Findings suggest that variations in regulatory focus may be more important for intentions to adopt a behavior than for intentions to maintain it. In particular, among individuals who have not yet initiated a behavior, intentions may be more closely tied to prevention-related as compared to promotion-related motivations.

D103
"JUST LIKE ME:" SIMILARITY TO SELF REDUCES AGGRESSION IN NARCISSISTS *Brad Bushman[1], Sara Konrath[1], W. Keith Campbell[2]; [1]University of Michigan, [2]University of Georgia* — Research has robustly demonstrated that people with inflated self-views are likely to aggress

after an ego threat, especially toward the specific person who threatened them (Bushman & Baumeister, 1998). We sought to replicate these effects, but also attempted to reduce narcissistic aggression in the laboratory through a similarity-to-self manipulation. Participants (N=265) were invited to participate in a study in which they would interact with another student (without meeting them face-to-face) and give their impressions. A demographic form about their "partner" revealed that he/she had the same or a different birthday, a manipulation that has been used to induce feelings of self-other overlap in past research (e.g. Burger et al., 2004). Participants next wrote an essay about a controversial topic and were randomly assigned to receive negative feedback from either the experimenter or their purported partner. Finally, participants played a computerized reaction time game with their partner in which they were given the opportunity to retaliate by blasting him/her with uncomfortable levels of noise. A significant three-way interaction confirmed our predictions. Replicating past research, participants blasted their different-birthday partner with louder and longer sounds as narcissistic entitlement increased, but only if they had received threatening feedback from their partner rather than the experimenter. In contrast, same-birthday participants were less aggressive toward their partner, even at the highest levels of narcissism.

D104

TRIBUTE TO COLUMBIA: TEST OF TERROR MANAGEMENT THEORY *Jacek Jonca-Jasinski, Texas Tech University* — At 9 o'clock on February 1, 2003 space shuttle Columbia disintegrated during reentry into the atmosphere killing seven astronauts aboard. Terror Management Theory (TMT; Greenberg, Pyszczynski, & Solomon, 1986) predicts that events like this should change our cognitions and behavior. Reminders of mortality should intensify people's unfavorable reactions to those who threaten their worldview. In this study frequencies of occurrence of test words assessing mortality salience, vividness of societal norms, and readiness to condemn deviations were obtained from Google Inc. for the period of two months preceding the crash and two months following the crash. As predicted widespread news about the crash increased overall knowledge about the shuttle $F(1, 118) = 28.84$, $p < .001$ and increased mortality salience following the disaster $F(1, 118) = 15.86$, $p < .001$. Vividness of deviations from cultural norm increased $F(1, 118) = 6.97$, $p = .009$ accompanied by the tendency to condemn deviations from cultural norm, $F(1, 118) = 8.69$, $p = .004$. However, frequencies of occurrence of words unrelated to the Columbia crash did not change following the disaster. This study tests assumptions of TMT on the level of the society not individual providing additional support for this theory. This study shows that processes we are unaware of impact our judgments and behavior and that influences are almost universal. It also introduces innovative methodology that builds the bridge between technology, linguistics, psychology and sociology allowing researchers to study the impact of a variety of phenomena on global society interconnected with internet links.

D105

GENDER DIFFERENCES IN INTERPERSONAL SENSITIVITY ACCURACY THROUGH MOOD INDUCTION *David Oberleitner[1], Amber McLarney-Vesotski[2], Frank Bernieri[3], Andrew Geers[1], Brad Okdie[1]; [1]University of Toledo, [2]Alpena Community College, [3]Oregon State University* — Whether happy and elated after a personal triumph, or sad and downcast after a death in the family, mood states help to color the way we see the world around us. There have been numerous studies (Ambady, Hallahan, and Rosenthal, 1995; Ambady & Gray, 2002) that have looked at the idea of interpersonal sensitivity accuracy and how factors such as mood can alter it. In the present study, we looked at how mood can affect interpersonal sensitivity accuracy between the genders. Past research (Hall, 1979, 1984) has shown that women are typically more accurate than men at interpersonal sensitivity tasks, but this result has been inconsistent (Ambady, Hallahan, and Rosenthal, 1995). In the current study, undergraduates viewed 40 videotaped statements and made

judgments about the truth of the statement after experiencing a positive mood, negative mood, or no mood induction. As expected, a significant main effect was found for mood in that persons in the negative mood condition were more accurate than those in the positive and no mood induction conditions $(F (2, 171) = 4.88, p < .01)$. A significant interaction effect was also found such that in the positive mood induction condition, women were more accurate than men, and in the negative condition, men were more accurate than the women, $(F (2, 171) = 3.779, p < .05)$. These results may explain some of the conflicting results that have been found in previous studies, where the mood aspect has been overlooked.

D106

SOCIOECONOMIC STATUS AND PERSONALITY TRAITS AS PREDICTORS OF HEALTH STATUS: EVIDENCE FOR UNMEDIATED AND ADDITIVE EFFECTS *Tim Bogg[1], Brent Roberts[1], Avshalom Caspi[2,3], [1]University of Illinois, Urbana-Champaign, [2]Institute of Psychiatry, King's College, London, UK, [3]University of Wisconsin, Madison* — The relationship between socioeconomic status (SES) and health is one of the more conspicuous findings in health research. Recently, personality traits have been implicated as important to this relation, especially in light of research showing relations between several personality domains and health indicators (e.g., Smith & Gallo, 2001). Using the reserve capacity model of health (Gallo & Matthews, 2003) to guide our hypotheses, we tested a mediational model of the effects of childhood SES and age-18 personality traits on age-26 health indicators (i.e., body mass index, maximal oxygen consumption, and blood glucose) using data from the Dunedin Multidisciplinary Health and Development Study (N = 1,037). Hierarchical regression analyses were used to test relations among SES, personality, and the health indicators. Using the Multidimensional Personality Questionnaire to assess age-18 personality, we found traditionalism predicted body mass; agency, control, harm-avoidance, and social potency predicted maximal oxygen consumption; and alienation, control, and stress-reaction predicted blood glucose levels. The analyses showed the expected relationships between socioeconomic status and the health indicators. In contrast to our hypotheses, tests of mediation did not show significant mediated effects of age-18 personality traits on the relationship between childhood SES and the age-26 health indicators. However, age-18 personality traits showed significant additive effects when included in the prediction of the age-26 health indicators. The results indicate that the SES-health relation is largely unaffected by personality traits. Moreover, personality traits were found to have significant prospective relations to important health indicators.

D107

EFFECTS OF SELF-CONSTRUAL, RELEVANCE, AND THREAT ON HEALTH INFORMATION SEEKING BEHAVIOUR *Ayse Uskul[1,2], Michaela Hynie[1]; [1]York University, [2]University of Michigan* — The present study explored the effects of self-construal, threat level, and personal relevance on type of health information preferred after exposure to a threatening health message. 86 female undergraduate students who reported consuming low (low relevance) or high (high relevance) amounts of caffeine read one of two versions of a fictitious medical article describing a link between caffeine consumption and fibrocystic disease (FD) (Kunda, 1987; Liberman and Chaiken, 1992). The article described either weak (low threat) or strong support (high threat) for this link. Participants completed manipulation check questions, and were then given a list of titles that were linked to websites which they could read to find out how to successfully reduce caffeine consumption. Half of these titles contained information related to one's own health, the other half contained information related to both one's own health (self-only) and the health of close others (self- and other). Finally, participants completed self-construal measures. The dependent variable was the amount of time spent on self-only versus self-and-other websites. Results indicated that when there was moderate threat, i.e., the message was weakly relevant and threat was high, or the message was highly relevant and the threat was

low, those who endorsed a strong interdependent self-construal spent a longer time reading the self-and other articles than the self-only articles compared to those who endorsed a weak interdependent self-construal and those in the high threat condition. In other words, the effect of inter-dependent self-construal was present only in the moderate danger conditions.

D108
WHAT DO YOU EXPECT? PREDICTING SOCIAL JUDGMENTS WITH THE INTERPERSONAL EXPECTANCY SCALE *Robert D. Mather, Mario P Casa de Calvo, Darcy A. Reich; Texas Tech University* — Expectations about other people play an important role in social behavior and judgments, as demonstrated by research on behavioral confirmation, stereotyping, and confirmation biases. Recent research has examined the role of generalized future-event expectancies in guiding social inferences and interpersonal behavior. This research has been limited by the lack of a measure that specifically assesses optimism about other people, rather than self-related optimism. We developed the Interpersonal Expectancy Scale (IES) to measure general expectancies about other people's interpersonal behaviors, intentions, characteristics, capabilities, and outcomes. Both an exploratory (n = 415) and a confirmatory (n = 204) factor analysis showed that the 24 items of the IES load on two correlated factors that reflect positive and negative expectancies about others. Study 1 (n = 89) showed that the IES is related in predictable ways to measures of self-related optimism (LOT, r = .44; FES, r = .42), depression (CESD, r = -.23), self-esteem (Rosenberg, r = .32), and other measures. In Study 2 (n = 60), the IES showed test-retest reliability over a 4 week period (r = .86) and predicted social judgments. In Study 3 (n = 117), the IES predicted inter-pretations of others' behavior, emotional reactions, behavioral intentions, and acceptance of apologies in an interpersonal scenario, above and beyond self-related optimism. In Study 4 (n = 60 dyads), the IES predicted interviewers' impressions of their applicants' performance in interactive interviews. We anticipate that the IES will be useful for researchers of interpersonal relationships, behavioral confirmation, social judgments, and stereotyping.

D109
RELIGION AND UNFORGIVABLE OFFENSES *Adam Cohen[1], Ariel Malka[1], Paul Rozin[2], Lina Cherfas[2]; [1]University of California, [2]University of Pennsylvania* — Forgiveness has important implications for both interpersonal relationships and for intergroup relations. Prior work shows religiously committed people to be more forgiving. In addition, particular religious teachings may affect what people are willing to forgive. Although Judaism and Protestantism both very highly value forgiveness, there are some important differences in theology regarding forgiveness between the religions. We focus on differences in whether there are unforgivable offenses. In two studies, Jews agreed much more than Protestants did that certain offenses are unforgivable. Furthermore, religious commitment was strongly and negatively correlated with agreement that there are unforgivable offenses among Protestants (r = -.78). However, there was no correlation among Jews (r = -.02). Dispositional forgiveness tendencies did not explain these effects (Studies 1 and 2). In Study 3, Jews were much more inclined than were Protestants to agree that some offenses are too severe to forgive, only victims have the right to forgive, and forgiveness requires repentance by the perpetrator. Differential endorsement of these reasons for withholding forgiveness fully mediated large Jew-Protestant differences in forgiveness of an interpersonal offense (plagiarism) and a group offense (a Holocaust offense). These results strongly suggest the importance of the study of forgiveness in a way that respects the theological differences regarding forgiveness in different religious cultures.

D110
THE BENEFITS OF BEING FORGIVEN: SPOUSAL FORGIVENESS AND WELL-BEING IN MARITAL RELATIONSHIPS *Peggy A. Hannon[1], Madoka Kumashiro[2], Eli J. Finkel[3], Caryl E. Rusbult[2]; [1]University of Washington, [2]University of North Carolina at Chapel Hill, [3]Northwestern University* — Several studies have shown that forgiving behavior is positively associated with one's well-being, but we are not aware of any studies assessing the relationship between being forgiven by others and well-being. The relationship between being forgiven by a spouse and well-being was explored in a three-phase longitudinal study with married couples (N = 79 couples at Time 1). Participants individually completed questionnaires assessing life satisfaction, psychological health, and own forgiveness in the marriage at each study phase. Additionally, at each study phase, couples engaged in a videotaped discussion of a recent betrayal in the marriage. Immediately following the conversation, each participant viewed the videotape of the interaction and rated own forgiving behavior during the conversation. Blood pressure was measured following the procedure. Data provided by two spouses in a given relationship, and by each participant during different study phases, are not independent. Therefore, we used hierarchical linear modeling to analyze our data. To test the effects of spouse forgiveness on well-being, we regressed measures of participants' self-reported well-being onto their spouses' self-reported forgiveness measures (controlling for participant sex). Spouses' self-reported forgiveness in the marriage positively predicted participants' life satisfaction and psychological health, and negatively predicted participants' systolic and diastolic blood pressure (all p's < .05). Additionally, spouses' self-reported forgiving behavior during the videotaped discussion negatively predicted participants' diastolic blood pressure (p < .05). The significant associations between spouse forgiving behavior and participant well-being are particularly noteworthy as they were observed in across-spouse analyses, and included a physiological measure.

D111
GRATITUDE AND WELL-BEING *Tirza E. Shulman, Scott H. Hemenover, Adam A Augustine, Lindsay Johnson; Kansas State University* — This study investigated the effectiveness of a writing intervention designed to increase gratitude. Participants (N = 153) came in at the beginning of the semester (Time 1) and completed measures of personality, well-being, emotional distress, and trait gratitude. Participants were randomly assigned to one of 3 writing conditions: writing about what they are grateful for, listing what they were grateful for, and a control condition in which they wrote about their plans for the next day. Participants wrote 3 times for 15 minutes each over the next 2 weeks. Differences in state gratitude were found after each of the writing sessions, with participants in the gratitude writing and listing conditions reporting feeling more grateful than control participants. Three months later (Time 2), participants (N = 133) came back and once again completed the measures from Time 1. Associations were found between levels of trait gratitude and well-being, however no differences across the conditions were found at Time 2 in levels of gratitude. Overall these findings reveal that while the intervention increased state gratitude immediately post-writing, it failed to have any long-term effects. This study has implications for the development of future writing interventions designed to increase levels of gratitude and invites further study investigating the causal link between gratitude and well-being.

D112
INCREASING COMPLEXITY IN PERSONALITY AND SOCIAL PSYCHOLOGY ARTICLES: PUBLICATION TRENDS IN JPSP, 1986-2002 *Gregory Webster, Angela Bryan, Darin Haerle, Alison O'Gara; University of Colorado at Boulder* — Reis and Stiller (1992) examined publication trends in JPSP between 1968 and 1988. They observed increases in article length, references, tables, participants, studies, procedural information, and the complexity of statistical analyses. Reis and Stiller believed this growing complexity reflected a natural accumulation of knowledge over time, whereas others (Higgins, 1992; Schneider, 1992) felt it reflected an increasingly conservative review and editorial process. The purpose of the present study was to assess more recent publication

trends in JPSP. All of the articles in volumes 50 (1986), 66 (1994), and 82 (2002) of JPSP were sampled (N = 303). The basic model for most analyses was a 3 (time: 1986, 1994, 2002) X 3 (JPSP section: ASC, IRGP, PPID) factorial ANOVA. Significant linear increases over time were observed for words in titles (up 16%), colons in titles (20%), authors (20%), institutions represented by authors (42%), articles citing funding sources (27%), tables (33%), figures (176%), studies (90%), footnotes (90%), section headings (59%), total references (84%), JPSP article references (48%), participants, (42%), and pages (60%). Several main effect differences between the three JPSP sections were also observed for the above variables. Moreover, many of the linear trends over time were reliably moderated by JPSP section differences. In a multiple regression, tables, figures, references, and headings were the strongest correlates of article length. The extent to which this continued increase in article complexity can be attributed to a natural accumulation of scientific knowledge over time or a result of reviewer bias—or both—is discussed.

D113

THE STRENGTH OF COHERENCE IN SOCIAL JUDGMENT
Aaron Brownstein, Stephen Read, Dan Simon; University of Southern California — When decision makers perceive all issues related to a decision as being consistent with their choice, they achieve coherence. Participants first read vignettes describing ambiguous events in different couples' relationships and rated their agreement with interpretations of facts in those vignettes and related beliefs (pretest). Next participants read a story that combined all of the ambiguous events that appeared in separate vignettes in the pretest into a single story about a specific couple, decided whether the couple would get engaged or break up, and rated their agreement with different interpretations of facts in the story and related beliefs (posttest). We found that participants' views on facts and beliefs changed from pretest to posttest so that they became consistent with their decision, thereby achieving coherence. Increasing the importance of the decision, giving participants outlines highlighting the coherent perspectives, or giving them an extraneous prior preference for one of the alternatives did not strengthen the coherence shift. However, coherence shifts did not occur when participants were asked to refrain from making their own decision, suggesting that coherence shifts occur in an all or nothing fashion. Personal Need for Structure (Neuberg & Newsom. 1993) was not correlated with the strength of coherence shifts. Individuals with higher Need For Cognition (Cacioppo & Petty, 1982) achieved a greater degree of coherence among facts, but not among beliefs. The results are consistent with consistency theories and constraint satisfaction models but not algebraic models like Anderson's (1981) information integration theory.

D114

CHANGES IN SOCIALLY DESIRABLE RESPONDING, 1958-2001
Jean M. Twenge, Charles Im; San Diego State University — Cultural changes in American society suggest that young people are now less concerned with appearing socially desirable in the eyes of others. Two meta-analyses gathered datapoints from journal articles and dissertations using the Marlowe-Crowne Social Desirability Scale (MCSD) and the Children's Social Desirability Questionnaire (CSDQ), yielding 203 samples of college students (total n = 36,004) and 38 samples of children (total n = 4,741). American college students' socially desirable responding decreased significantly from 1958 to 1980 and increased slightly and non-significantly from 1981 to 2001, not returning to their 1950s-1960s level. The pattern is replicated in a second meta-analysis of children responding to the CSDQ. The average college student in 1980 scored at the 34th percentile in the 1958 distribution, and the average 5th or 6th grader scored at the 14th percentile. Thus socially desirable responding decreased during the 1960s-1970s as it became more common to admit to socially undesirable thoughts and actions, but scores have leveled off since the 1980s. These changes mirror increases in individualism and expressiveness over the same time period, as Americans decreased in their need for social approval. With social desirability scores decreasing, people are less likely to display obedience to authority, less likely to conform to others' judgments, and less likely to follow cultural norms. The results also suggest that personality and clinical assessment may now be less susceptible to social desirability bias than it was in the early 1960s.

D115

COMPUTER-MEDIATED RELATING: LIKING AND SELF-DISCLOSURE IN ONLINE INTERACTIONS *Gerald Mendelsohn, Lindsay Shaw; University of California, Berkeley* — In online interactions, many of the factors thought to be involved in initial attraction, such as physical attractiveness and proximity (e.g., Berscheid & Reis, 1998), are absent. One might expect, then, that people who meet online would be less apt to like each other. However, two recent studies suggested that people who meet online like each other more than people who meet face-to-face (McKenna, Green, & Gleason, 2002; Bargh, McKenna, & Fitzsimons, 2002). The current research sought to replicate this finding and to test whether heightened self-disclosure in online interactions (Tidwell and Walther, 2002) might account for greater liking online. Participants engaged in dyadic chats for 20 minutes either online or face-to-face, and then they completed several self-report measures of self-disclosure and liking. Contrary to previous findings, face-to-face participants reported liking each other significantly more than did online participants, and there were no differences in self-reported self-disclosure. Further analyses suggested that different processes accounted for liking in the two mediums. Among face-to-face participants, liking was primarily associated with how much they thought their partners disclosed. For the online participants, liking was more related to their own self-disclosure. This study also raised questions about whether liking cues are readily transmitted online. Face-to-face partners knew how much they were liked and showed evidence of reciprocal liking, but online partners did neither, although they reciprocated self-disclosure. These results were not explained by differences in negative affect, trust, or shyness. Possible implications for using computer-mediated communication in relationships are discussed.

D116

TERROR MANAGEMENT, ACTION IDENTIFICATION, AND THE PERCEPTION OF MEANING *Mark Landau[1], Jeff Greenberg[1], Tom Pyszczynski[2], Sheldon Solomon[3], [1]University of Arizona, [2]University of Colorado, Colorado Springs, [3]Skidmore College* — According to terror management theory, concerns about mortality motivate people to seek a meaningful perception of reality. However, supporting research has focused almost exclusively on specific forms of meaning (e.g., national identity). This study examined the role of terror management processes in the perception of one type of nonspecific meaning - the interpretation of basic movement or action - and tested the hypothesis that heightened concerns about mortality (mortality salience) would lead some people to perceive more meaning in a stream of ambiguous activity. We measured action identification (the preference for high-level meaningful interpretation of actions), primed participants with either mortality or uncertainty, and then had them interpret a movie depicting ambiguous motions of abstract shapes (adapted from Heider & Simmel, 1944). Participants were instructed to pause the movie whenever they saw a meaningful event and describe what happened. We measured the number of perceived events and the onset of the first one. Results revealed that mortality salience led high, but not low, action identification participants to perceive more meaningful events in the action (and took less time to begin perceiving meaningful events). Content analyses of the descriptions of the events did not yield any apparent differences in meaningfulness of the descriptions. Discussion focuses on the terror management function of perceived meaning, action identification as a moderator of the reliance on meaning, and the meaning afforded by simply parsing the continuous perceptual stream of space, time, and movement into distinct units.

D117

SELF-HANDICAPPING AND CONTEXTUAL FRAMING: DOES FRAMING A TASK IN PREVENTION OR PROMOTION-FOCUSED TERMS IMPACT THE LIKELIHOOD OF SELF-HANDICAPPING?
Kristin Hendrix, Edward Hirt; Indiana University, Bloomington — The study of motivation highlights the distinction between seeking positive outcomes (i.e., a promotion focus) and avoiding negative outcomes (i.e., a prevention focus; Higgins, 1998). Higgins et al. (1995) showed that the situational framing, in terms of prevention or promotion foci, can have a significant impact upon performance expectations and outcomes. The self-protective mechanism of self-handicapping appears to be motivated by the need to protect attributions of ability in the face of concern about possible failure, suggesting a possible link between self-handicapping and a prevention focus. The current study examines the influence of self-regulatory foci on the use of self-handicapping. Study one (N=230) produced a three-way interaction, such that high self-handicappers handicapped significantly more (by reporting higher levels of stress) in prevention-framed conditions than low self-handicappers, demonstrating that the framing of the task affects the likelihood of claimed self-handicapping, $F(1, 213) = 5.167$, $p < .05$. Study two (N=183) replicated study one, but also included a measure of dispositional trait anxiety, enabling us to disentangle the effects of trait anxiety when examining claimed self-handicapping. Even when factoring out trait anxiety, study two found that high self-handicappers strategically report more stress, especially when the possibility of failure becomes more salient. Study two also showed that a prevention focus manipulation increases the likelihood of self-handicapping, while a promotion focus manipulation decreases the likelihood of self-handicapping, relative to the control conditions, $F(2, 158) = 3.300$, $p < .05$. Self-handicapping in the prevention-focused conditions was mediated by feelings of evaluative concern and agitation-related emotions.

D118

CREATING CREATIVITY: THE IMPACT OF ROMANTIC MOTIVATION ON MALE AND FEMALE CREATIVE DISPLAYS
Vladas Griskevicius, Robert B. Cialdini, Douglas T. Kenrick; Arizona State University — Much of the research on creativity has thus far focused on the creative process, the characteristics of creative individuals, and the ways in which we can foster creativity. However, very little work has explored the nature of and the motivation behind people's creative displays. One type of situation where both men and women are likely to display their creativity is when attempting to attract a mate, especially since both sexes tend to value creativity in a prospective partner. The current study examined whether the mere activation of a romantic goal—-in a situation with no tangible rewards for displaying more creativity-—would affect the level of participants' demonstrated creativity. Based on the theories of sexual selection and differential parental investment, it was predicted that a romantic goal would increase creativity principally for males. Results showed that a romantic goal did increase male creativity, but that the same goal decreased creativity among females. The increase in creative activity among males whose romantic motives have been activated supports the idea that human creativity may have at least partly evolved through sexual selection. However, the decrease in creativity among females suggests that a romantic goal may motivate females to focus their energies not on creative displays but on features of the situation (e.g., the creativity of proximate males) that would improve the choice of a mate.

D119

CORRELATES OF BODY IMAGE DISSATISFACTION AMONG 52,171 ONLINE RESPONDENTS *Anne Peplau, David Frederick, Janet Lever, Lisa Burklund, Henry Madrid; UCLA* — Body image dissatisfaction has become widespread among Americans. Past research suggests that climbing rates of obesity coupled with media celebration of slender women and muscular men have caused increased body image dissatis-

faction over the past thirty years. Unfortunately, most studies investigating the incidence and correlates of body image dissatisfaction have been limited to college students. Although some research has involved community samples of women, little is known about the body image of men past young adulthood. This study examined important correlates of body image and self-rated physical attractiveness among a geographically diverse sample of adults responding to an Internet poll posted at MSNBC.com (97% of sample) and Elle.com   One man in five reported that he was so uncomfortable with his body that he would avoid wearing a swimsuit in public, as did one woman in three. Eleven percent of men and 16% of women rated their bodies as "unattractive." Not surprisingly, the strongest predictor of body image dissatisfaction was the Body Mass Index (BMI), a measure based on height and weight. BMI scores indicated that twice as many men as women were overweight, but more women (60%) than men (40%) reported feeling too heavy. Age correlated negatively with body image for women but not for men. Taller people were generally happier with their bodies than shorter people, including most women who were taller than the average man. Results suggest that the societal focus on fitness, muscularity and thinness is having negative effects on large numbers of men and women.

D120

PERCEIVING A MALLEABLE-ABILITY VERSUS A FIXED-ABILITY ENVIRONMENT: THE EFFECT ON WOMEN'S SENSE OF BELONGING TO MATH *Catherine Good, Carol S. Dweck, Aneeta Rattan; Columbia University* — Research has shown that stereotype threat can be reduced by encouraging stereotyped individuals to adopt malleable perspectives about intelligence. The present research investigates the effects that academic environments have on students' vulnerability to stereotypes when students perceive those environments as endorsing either fixed or malleable intelligence. A longitudinal study was conducted testing the hypothesis that the negative impact of stereotypes will be strongest when students perceive fixed-ability environments, and that the effects will be mitigated when students perceive malleable-ability environments. Calculus students completed the Sense of Belonging to math scale three times during the semester. They also completed measures of their perceptions about whether their math classes conveyed 1) fixed math ability and 2) gender stereotyping about math ability. Results showed that initially, prior math ability was the most important determinant of women's Sense of Belonging to math. By the semester's end main effects emerged suggesting that the extent to which women perceived fixed-ability environments and their perceptions of the amount of gender stereotyping in their environments undermined Sense of Belonging. An interaction effect emerged suggesting that women who perceived fixed-ability environments and high gender stereotyping were most susceptible to lowered Sense of Belonging, whereas women who perceived malleable-ability environments maintained a Sense of Belonging to math even when they perceived their environments as highly gender-stereotypical. Furthermore, higher Sense of Belonging predicted higher final math grades. In sum, fostering malleable-ability environments helps women maintain a sense of belonging to math, which in turn may reduce their vulnerability to stereotype threat.

D121

THE SEVERITY ORDERING OF THE CTS VIOLENCE ITEMS IN A SAMPLE OF ABUSIVE MEN: AN ITEM RESPONSE THEORY ANALYSIS *Katherine V. Regan[1], Kim Bartholomew[1], Donald G. Dutton[2], Roger Tweed[3]; [1]Simon Fraser University, [2]University of British Columbia, [3]Kwantlen University College* — The physical violence subscale of the Conflict Tactics Scales (CTS; Straus, 1979) is the most commonly used measure of relationship violence. Previous studies have generally found a single factor underlying the CTS violence items, but little research has examined the relative severity of the items. Studies that have used item response theory (IRT) to assess the severity ordering of CTS items have been limited to college and community samples (Regan, 2003; Regan et

al., 2002; Schafer, 1996). Item severity has not been formally assessed in samples identified for high partner abuse, although the CTS is frequently used to assess violence levels in such samples. Therefore, we examined the severity ordering of the violence items of the CTS-R in 103 court- and self-referred men in the initial stages of a treatment program for assaultive men. Participants reported on their perpetration of violent acts toward a female partner in the past year. The mean age was 35 years, and 56% of men were living with their assault victim. IRT analyses indicated that the items were unidimensional and were dispersed along the underlying violence continuum. Items were generally ordered as expected, from less to more severe, though there were some exceptions to the expected ordering. These findings call into question the traditional approach of grouping CTS items into scales of "minor" and "severe" violence. Rather, the findings from this sample of abusive men suggest that a single construct of severity of violence underlies all the CTS violence items.

D122

CONVEYING STATUS IN COMPUTER-MEDIATED COMMUNICATIONS: THE EFFECTS OF LINGUISTIC PATTERNS ON PERCEIVED DOMINANCE *Eliane M. Boucher[1], Jeffrey T. Hancock[2], Philip J. Dunham[3]; [1]Queen's University, [2]Cornell University, [3]Dalhousie University* — Communication Accommodation Theory (Giles & Coupland, 1991) suggests that we tailor our communicative behaviors to our conversational partners in an effort to have more efficient conversations and/or to gain social approval. From this perspective, individuals would also use different communicative behaviors when interacting with higher or lower status partners in order to maintain status differences, particularly in settings where nonverbal information is limited. For example, nonverbal cues are greatly reduced in computer-mediated communications (CMC). Presumably, individuals would be more likely to use linguistic patterns to bolster status differences in such an environment. To examine this issue, participants (N=38) were randomly assigned to a boss or subordinate role, and then engaged in a simulated job interview in a private Internet chat setting. Transcripts from these interviews were coded using the Linguistic Inquiry and Word Count (LIWC) program (Pennebaker, Francis, & Booth, 2001) to identify the use of various linguistic patterns. The results suggest that subordinates produce longer utterances and use bigger words, but also make more spelling errors than bosses. Moreover, subordinates tended to use more first-person pronouns, whereas bosses were more likely to use other pronouns (e.g., we and you). More importantly, the use of some linguistic patterns predicted how participants perceived their partner's dominance within the interaction. For example, as the number of second person references (you) increased, so did dominance ratings. Taken together, these findings suggest that individuals will adapt their communicative style depending on their conversational partner's status in an effort to strengthen existing status differences.

D123

WHAT IS IMPRESSION MANAGEMENT SABOTAGE, AND DOES IT EXIST? *Elizabeth Garza; Texas Tech University* — Impression management tactics are typically used to enhance one's projected self-image in attempts to create a favorable impression (Schlenker, 1980; Schneider, 1981; Tedeschi, 1981; Gardner, 1992). Use of impression management has been shown to be especially evident upon exposure to an attractive potential date (Crant, 1996; Rowatt et al., 1999; White, 1980). Thus, investigators sought to examine whether one could be similarly motivated to project a negative self-image when confronted by an unattractive potential date. Investigators rudimentarily termed this concept as "negative" impression management, or "impression management sabotage." The current study was comprised of three portions. Part one instructed participants to complete a questionnaire designed to provide personal information. In the second portion, participants viewed the face of either an attractive or unattractive potential date. In the final portion, participants

were asked to again provide personal information, but this time in reference to information they would be willing to provide to their potential date (the face they previously examined). As expected, participant's self-reported information yielded significant differences among pre and post stimulus self-reports, indicating the predicted presence of both positive and negative impression management. Participants rated themselves as more honest, sexy, ambitious, sociable, considerate, physically attractive, flirtatious, friendly, sincere, and party going after exposure to an attractive potential date, and as less ambitious, sociable, considerate, friendly, party going, and less interested in flirting after exposure to an unattractive date. Investigators thus demonstrated that negative impression management, or impression management sabotage, does indeed exist under the present conditions.

D124

HOW FAR DOES BEAUTY GO? A LONGITUDINAL TEST OF THE LINK BETWEEN ATTRACTIVENESS AND INCOME IN WOMEN *Lu Lu Kuang[1], Oliver John[2]; [1]Princeton University, [2]UC Berkeley* — Do beautiful people earn more money? Surprisingly, our literature review identified only a handful of research studies on the link between physical attractiveness and income and their findings are at best mixed: sometimes beautiful women earn more money and sometimes they don't. The present research focuses on a longitudinal sample of women at ages 21 and 61, and addresses: (a) does concurrent attractiveness at middle age predict income? (b) does antecedent attractiveness (in college) predict subsequent income in middle age? (c) do the women's attractiveness predict household income in middle age? Independent judges rated each woman (at age 21 and 61) on the basis of a photograph on "physically attractive" and "good-looking". Ratings showed substantial interjudge agreement, alpha = .85, and the two items were highly correlated, thus aggregated to create an overall attractiveness index. Indeed, attractiveness at age 61 correlated with personal income at age 61 (r= .28, p<.05). However, attractiveness at age 21 did not correlate with the women's personal income at age 61 (r= -.09, n.s.). Early attractiveness did have life consequences: women's attractiveness in college predicted their husband's income at age 43 (r=. 26, p<.05) but that effect dissipated over time and by age 61, the correlation was r= -.02 (n.s.). Results demonstrated that it is not simply that beautiful women earn more money; if this was the case early attractiveness should predict later income. In fact, work status at age 43 predicted later attractiveness, so that causality is exactly the opposite of what's usually assumed.

D125

FOCUSING ON THE GOOD VERSUS FOCUSING ON THE BAD: AN ANALYSIS OF EAST-WEST DIFFERENCES IN SUBJECTIVE WELL-BEING *Derrick Wirtz[1], Chi-Yue Chiu[2], Ed Diener[2,3], [1]Northern Arizona University, [2]University of Illinois, [3]Gallup Organization* — Research on subjective well-being has often found that individuals sharing an Eastern cultural heritage (East Asians and Asian Americans) report lower levels of positive affect and life satisfaction than those from a Western cultural background (Europeans and North Americans). In three studies, support was found for the hypothesis that such differences may be due to the psychological meanings Easterners and Westerners attach to positive and negative affect. Study 1 compared Asian and European Americans' on-line experiences of positive and negative affect during a vacation with their recalled affect post-vacation. Recalled affect was generally inflated, and European Americans recalled more intense positive affect than Asian Americans, and Asian Americans recalled more intense negative affect than European Americans. Further, European Americans relied on their recalled positive affect more than recalled negative affect when rating the degree to which they would like to take a similar vacation in the future. Among Asian Americans, the reverse effect was found. Study 2 found a similar pattern when rating satisfaction with a personal friendship, controlling for the magnitude of recalled affect. In Study 3, European Americans were found to be more likely to attribute positive events to

themselves than others, and Asian American to others than themselves. Changes in Westerners' life satisfaction were predicted by the degree to which they viewed positive events as caused by the self (vs. others), and changes in Easterners' life satisfaction were predicted by the degree to which they reported experiencing negative events attributable to others (vs. the self).

D126

WHEN WE PREFER DISSONANCE OVER CONSONANCE
Chadwick J. Snow, Stephen J. Read; University of Southern California — Research on cognitive dissonance argues that the experience of dissonance is negative and avoided (Festinger, 1957). The current research demonstrates instances in which people prefer information that is inconsistent with a choice made between 2 highly desired items, over information that is consistent with their choice. Specifically, participants played an online survival game which involved choosing 1 of 2 highly desired items to take with them into the wilderness. After choosing the item they wanted the most, participants were given the option of reading information that described the usefulness of the item they chose (consistent) or of the item they did not choose (inconsistent). When participants were given no framing for the information and simply asked to make an immediate choice (control), the typical dissonance effect was observed with nearly all participants choosing the information that supported their choice. However, when the value of the consistent information was framed negatively and the value of reading the inconsistent information was framed positively, a quite substantial and highly significant number of participants chose the inconsistent information over the consistent information. Interestingly, participants were also significantly more likely to choose the inconsistent information when both pieces of information were framed positively and when they were both framed negatively (compared to the control group), suggesting that merely getting people to consider the value of inconsistent information is sufficient to reduce the avoidance of dissonant information. These results suggest the need to reevaluate our understanding of the experience of cognitive dissonance.

D127

IMPLICIT PREJUDICE PREDICTS SUPPORT FOR PRESIDENT GEORGE W. BUSH *Erik P. Thompson, Mahzarin R. Banaji; Harvard University* — The present study tested the relation between implicit measures of prejudice, and implicit attitudes toward George W. Bush, using data from drop-in participants at implicit.harvard.edu. Implicit attitudes toward various disadvantaged minorities (African Americans, gays), and toward GWB, were aggregated at the level of U.S. congressional district. Implicit preferences for Euro (vs. African) Americans and straights (vs. gays), respectively, were based only on the responses of self-identified White Americans and straight respondents, respectively. Reliably correlated, these scores were averaged to form an index of implicit prejudice. Similarly, attitude data from IATs measuring preference for GWB over various Democratic presidents, and various Democratic presidential candidates from the 2000 election, were correlated; and were averaged to form an index of implicit preference for GWB. Correlational analyses revealed that districts characterized by more implicit preference for whites and straights over blacks and gays evinced a stronger preference for GWB. In addition, even when controlling for the explicit political orientation of respondents within districts, and for districts' Black/White population parity, more implicit prejudice still predicted a heightened implicit preference for President Bush. These results suggest that, as a presidential candidate, GWB somehow has greater appeal for individuals harboring stronger implicit prejudice toward Black Americans and gays. Additional analyses examine the relations among regional variation in implicit prejudice and external measures of conservatism, including past presidential and congressional election results, as well as congressional voting patterns and approval ratings from both liberal and conservative advocacy groups.

D128

PERSON X SITUATION INTERACTIONS IN DEPRESSION
Aubrey D. Litvack, Stephanie A. Mears, Dr. Doug McCann; York University — This study looked at the effects that personality, self-encoding and situational variation had upon measures of depression. Sociotropy & Autonomy (Beck, Rush, Shaw & Emery, 1979) were assessed using the Sociotropy/Autonomy scale (SAS) (Clark, Steer, Beck & Ross, 1995). The second dimension of this study examined situation specific vs. generalized self-encoding and was adapted from Mendoza-Denton, Ayduk, Mischel, Shoda & Testa, 2001. Self-encoding was manipulated by instructions designed to prime either contextualized or de-contextualized self-encoding. Situational variations were presented to participants on audio cassettes to which participants were asked to respond. Both Interpersonal and Achievement based failure and success scenarios were presented. Depression was measured using the Beck Depression Inventory, second edition (Beck, Steer & Brown, 1996). 120 undergraduate psychology students took part in Session 1 of this study with 93 returning 1 week later for Session 2. Findings suggest that participants were negatively affected to a greater degree by achievement based failures encoded in a de-contextualized manner. Significant interactions between personality, encoding and situational variables were found. These findings suggest that persons of differing dispositional characteristics are more susceptible to negative affect as the result of specific situational characteristics as well as the method by which these situations are interpreted and encoded.

D129

AN EXPERIMENTAL STUDY OF THE EFFECTS OF DEHUMANIZING LABELS ON AGGRESSIVE BEHAVIOR IN A FIGHTING-TYPE VIDEO GAME SITUATION. *Toru Tamura, Ken-ichi Ohbuchi; Graduate School of Arts and Letters, Tohoku University, Japan* — Dehumanizing labels, which describe a victim as a non-human entity, are often observed in atrocities such as genocides, experiments on human beings, or inter-ethnic conflicts. Assuming that the dehumanizing label reduces a harm-doer's internal inhibition against aggression, we attempted to examine its effects on aggression in a laboratory experiment using a fighting-type video game. Playing the game, 63 participants (Japanese male university students) exchanged uncomfortable noises with an opponent, who was given either a dehumanizing label, an anonymous label, or no label. We predicted that the dehumanizing label would decrease the participants' empathetic concern for and increase perception of hostility of the opponent, and thereby, it would increase their aggression (selection of high levels of noises) against the opponent. To examine an aggressive mechanism of the dehumanizing label, we attempted to compare the effects of the label on aggression between the conditions in which the opponent was hostile or not hostile. If the label only lessens an internal inhibition against aggression but does not instigate an aggressive motivation, we predicted that it would increase the participants' aggression only against the opponent who was hostile. The results partly supported our first prediction: although the dehumanizing label did not directly increase aggression, a path analysis showed that it indirectly increased aggression by lowering empathetic concern for the opponent. The second prediction was not clearly supported. We discussed subtypes of the dehumanizing labels and suggested a future study dealing with interactions of the subtypes and situational factors.

D130

CREATING GOD IN OUR OWN IMAGE: MISATTRIBUTING INCIDENTAL MOOD TO GOD'S PERSONALITY *Alexa Reynolds[1], Nicholas Epley[2]; [1]Harvard University, [2]University of Chicago* — Most theological systems conceptualize God in a manner that differs both quantitatively and qualitatively from humans. However, people's theological conceptions of God appear to differ, at times, from their intuitive conceptions, which are often anthropomorphic. This study investigated when people would utilize their current mood state as information when making inferences about God's nature. Before filling out a questionnaire

about God's nature, some participants read humorous comics that would provide a ready explanation for any experienced mood, whereas others in two control conditions viewed the same comics without humorous captions or did nothing. There were no significant mood differences between the three conditions. In the two control conditions, however, there were significant positive correlations between self-reported mood and impressions of God's "positive" nature (compassionate, loving, and forgiving) and significant negative correlations between self-reported mood and impressions of God's "negative" side (judgmental, angry, and aggressive). No significant correlations were found among participants who read humorous comic strips. This suggests that control subjects misattributed their current mood to God's nature, whereas those who had a ready explanation for their mood did not. These results are similar to those observed in studies involving personality judgment of other people, suggesting that people's intuitive God concepts utilize basic processes in person-perception.

D131
WHEN INGROUP DEVIANTS CREATE AMBIVALENT IDENTIFICATION: THE EFFECTS OF TERRORISM COMMITTED IN THE NAME OF ISLAM ON THE RELIGIOUS IDENTITY OF MUSLIMS IN TURKEY *Irem Uz, Markus Kemmelmeier; University of Nevada, Reno* – Social identity theory suggests that individuals try to maintain a positive social identity by disidentifying from a spoiled identity or by derogating ingroup deviants. In some situations, though, e.g., peace-loving Muslims facing terrorism allegedly committed in the name of Islam, neither strategy of identity maintenance is viable. The inclusion of undesirable deviants into the ingroup, however, leads to ambivalent identification with one's ingroup, i.e. individuals wanting to simultaneously identify with and disidentify from the group. In the present experiment 147 Turkish respondents were asked to react to the November 2003 terrorist attacks committed by Turkish Muslims against Western targets in Turkey. We varied how terrorists and respondents were categorized. Terrorists were either described in terms of the superordinate category "Muslims" or in terms of a specific subcategory, i.e. their membership in a minority sect. Likewise, respondents were either addressed in terms of their membership in the superordinate category Muslims or in terms of a specific subcategory, i.e. membership in a specific majority Muslim denomination. Regardless of the categorization, respondents strongly disapproved of the terrorist acts. Identification with one's religious group was strongest when both groups were described in terms of their subcategories, but was markedly lower when one group was described in terms of the superordinate category. When both groups were characterized in terms of the superordinate category (and the similarity between self and terrorist was highest), identification was very high, too; yet, at the same time measures of disidentification were also elevated reflecting a state of ambivalent identification.

D132
HOW CAN THE COMPANY MAINTAIN TRUST?: EFFECTIVE COMMUNICATION IN REPORTING SCANDALS *Yoko Sugitani; Hitotsubashi University* – Japanese companies sometimes hesitate to uncover negative facts about a scandal and as a result, the problem grows more serious. The purpose of this study was to investigate ways to report a company's scandal without loss of trust in that company. The author focused on the roles of the following two factors in communicating with the public in a trust-maintaining fashion: the pre-scandal image of the company and the amount of information the company uncovers about the scandal. Two hypothesis were considered: on the one hand, confirmatory bias hypothesis, on the other hand, accountability hypothesis. According to the former, as the company provides more information about the scandal, the evaluation of the company would shift toward the pre-scandal image of the company. This happens because one can find more cues to support one's view of the company while reading a lot of information about the scandal rather than little information. According to

the latter hypothesis, the company could get higher evaluation because of having uncovered more information. The public would view this behavior as an act of sincerity aimed at fulfilling the company's accountability. This effect will not depend on the content or valence of the information the company uncovers. The results of the conducted experiment supported the accountability hypothesis. The amount of information had great influence on the evaluation of trust, favorability, and credibility of the company involved in a scandal. This effect was consistent across different images of the company. The implications to realistic crisis communication were discussed.

D133
THE BREADTH-BASED ADJECTIVE RATING TASK (BART) AS AN INDIRECT MEASURE OF CONSUMER ATTITUDES *Ross Steinman, Andrew Karpinski; Temple University* – Consumer researchers have sought the development of a reliable and valid indirect measure of consumer attitude in order to illuminate aspects of consumer experience that otherwise may be difficult to study (Haire, 1950). The goal of these studies was to evaluate the Breadth-based Adjective Rating Task (BART), an indirect paper-and-pencil measure of consumer attitudes. The BART is based on the premise that people tend to describe expectancy consistent information with broad, abstract traits, and expectancy inconsistent information with narrow, concrete traits. The BART quantifies this abstraction bias by having participants rate how well trait adjectives, known to vary by breadth and valence, describe an attitude object. Initial studies have provided evidence of the reliability and validity of the BART as a measure of self-esteem (Karpinski, Versek, & Steinberg, 2004). The current studies represent the first attempt to extend the validity of the BART into the domain of non-social objects. In Study 1, the BART showed marginal evidence of predicting past Philadelphia Inquirer usage and was a significant predictor of future newspaper choice when participants were presented with several options. At the brand level (Study 2), the BART demonstrated significant ability in predicting past Gap brand purchases; however, it did not predict prospective choice. Overall, the BART showed some utility as an indirect measure of consumer attitudes. The authors suggest several consumer situations when the BART likely would predict past and future purchasing behavior, and discuss the potentiality of this measure in the consumer domain.

D134
ATTACHMENT, LENGTH OF RELATIONSHIP, THE TRIARCHIC THEORY OF LOVE AND REACTIONS TO ROMANTIC EMAIL COMMUNICATION *Kelli W. Taylor, Donelson R. Forsyth; Virginia Commonwealth University* – The empirical literature suggests that individual differences in attachment predict communication quality and empathy. However, it is unclear to what extent attachment representations may predict reactions to written email communication from romantic partners. Further, it is unclear what role attachment representations may play in reactions to romantic email communication in long-term vs. short-term relationships. The present experiment examines reactions to romantic communication based on Sternburg's triarchic theory of love as well as attachment and length of relationship. Participants were 300 college students who agreed to partake in a web-based study on reactions to romantic communication. Each participant completed measures of self-esteem, personality, and the ECR and were asked to read one of twelve variations (broken down into passion, intimacy, and commitment) of a romantic love letter. Half were told that the letter writer had been their partner for 6 months and half were told that the writer had been their partner for 1 month. After reading the letter, respondents completed measures assessing their reactions to the love letter quantitatively and qualitatively. Results indicate that preoccupied attachment representations are predictive of negative reactions to love letters lacking commitment and intimacy both in long-term and short-term relationship conditions while dismissing attachment representations are predictive of negative reactions to letters that are laden with commitment and inti-

macy in both long-term and short-term conditions. Dismissing attachment representations are also related to positive reactions to love letters high in passion. Self-esteem was not related to reactions to communication. Implications and future directions will be discussed.

D135
CAN WE TAKE MERE EXPOSURE OUT OF CONTEXT? *Lucas Albers, Ap Dijksterhuis, Mark Rotteveel; University of Amsterdam, Social Psychology Program* — The mere exposure effect reflects a preference for a previously novel stimulus after repeated exposure to that stimulus. Though the effect seems robust, conflicting explanations remain. Some theories presume independence of context in which a novel stimulus is repeatedly presented (e.g., 'perceptual fluency') while others state that a safety signal from the environment is a prerequisite for the mere exposure effect to occur (e.g. 'classical conditioning'). In our research we tried to resolve this issue by manipulating the affective context during exposure of subliminally presented novel stimuli. Prior to exposure participants either watched a film clip that was affectively positive or negative, or didn't watch a film clip (control). This was immediately followed by the repeated subliminal exposure to unknown Chinese ideographs. After a filler (to rule out priming effects) participants were asked to give forced-choice preferences between exposed and novel ideographs (counterbalanced between participants). Results show a mere exposure effect in the control condition (i.e., preference for exposed stimuli), no effect in the positive condition, and a reversed effect in the negative condition (i.e., preference for novel stimuli). Reported threat and disgust during exposure correlated negatively, and reported cheerfulness correlated positively with the mere exposure effect. Our research provides the first direct evidence that the formation of a preference for or a dislike of, a previously exposed subliminal stimulus is dependent on the emotional context during exposure and rules in favour of a classical conditioning explanation without the need for contingency-awareness.

D136
PUMPING UP WITH MOM: THE IMPACT OF INTERPERSONAL RELATIONSHIPS ON SELF-REGULATORY CAPACITY *Megan Knowles, Eli Finkel; Northwestern University* — Social psychologists posit that individuals have a limited capacity for regulatory activity (e.g., Baumeister, Bratslavsky, Muraven, & Tice, 1998). They suggest that like a muscle after an intense workout, self-regulation is a resource that can become depleted after a period of exertion. Previous research (Finkel, Campbell, & Brunell, 2004) has demonstrated that poorly coordinated social interactions expend more regulatory resources than well coordinated interactions and result in impaired task performance. In the current study, we wanted to examine whether interpersonal experiences can also serve not only to deplete regulatory resources, but also to replenish them. In a pre-testing session, participants reported the extent to which interactions with specific significant others (e.g., mother, sister) were energizing or draining. Later in the quarter, these participants completed an experiment in which we manipulated (a) regulatory resource depletion through a thought suppression task and (b) the salience of energizing or draining others through a mental visualization task. We then assessed regulatory depletion through performance on handgrip and anagram tasks. Results revealed an interaction between the two manipulated variables and participant gender. When an energizing other was made salient, women failed to demonstrate the drop in performance after the depleting suppression task that was evident among those who visualized a draining other. These findings suggest that, at least for women, energizing interpersonal relationships may offset the drain on self-regulation experienced when completing tasks of volition.

D137
AUTOMATIC AND CONTROLLED COMPONENTS OF SUCCESSFUL PREJUDICE SUPPRESSION ON THE IAT *Monika Bauer[1], Jeffrey Sherman[2]; [1]Northwestern University, [2]University of California, Davis* — Two experiments examined participants' ability to control prejudiced responses on a Black-White IAT. In Experiment 1, participants either did or did not attempt to respond in a non-prejudicial manner while performing an IAT. Moreover, some participants were required to respond before a short response deadline (450 ms) and others were given no deadline. Results showed that suppressors were effective at reducing prejudice on the IAT, but only when they were not required to respond quickly. This suggests that controlled processes can influence performance on the IAT, but that sufficient time (or resources) is necessary to enact that control. Application of the Quad Model (a multinomial model that independently assesses automatic and controlled processes) confirmed that the decrement in performance among suppressors with a response deadline was due to diminished ability to overcome bias. In Experiment 2, participants either did or did not engage in prejudice suppression for five minutes prior to completing an IAT, either with or without a response deadline. Results showed that suppressors demonstrated less prejudice on the subsequent IAT, but only if they had no response deadline. Suppressors with a response deadline showed greater prejudice than non-suppressors, demonstrating a classic rebound effect. Again, this suggests that control can be exerted to reduce prejudice on the IAT, but that this control is difficult to implement. Modeling demonstrated that suppressors with a response window were able to exert less control in overcoming prejudice but also had greater activation of implicit associations, consistent with a rebound effect.

D138
WHEN GOOD NEWS IS BAD: ADULT ROMANTIC ATTACHMENT STYLE AND RESPONSES TO POSITIVE FEEDBACK ABOUT ONE'S RELATIONSHIP *Jennifer M. Peach[1], Tara K. MacDonald[2]; [1]University of Waterloo, [2]Queen's University* — Why do some people feel bolstered by positive feedback, whereas others feel threatened by such feedback? We examined whether attachment style can provide one explanation for the apparent contradiction in the literature between self-enhancement (individuals' desire to be seen in a positive light by their romantic partners, Murray et al., 1996) and self-verification (individuals' desire to be viewed realistically by their partners, Swann et al., 1994), by studying participants' responses to positive feedback. We predicted that secure individuals would be bolstered by the positive feedback, preoccupied and fearful individuals would actually be threatened by the positive feedback, and dismissive individuals would be unaffected by the feedback. Students in romantic relationships (123: 85 women, 38 men) who were prescreened for attachment style (43 secure, 29 fearful, 36 preoccupied, and 15 dismissive) were randomly assigned to an experimental or control condition. Participants in the experimental condition received bogus feedback stating that, based on their responses to a questionnaire, their partners thought they were attractive, intelligent, and warm, whereas participants in the control condition received no feedback. As predicted, secure participants were more optimistic about their relationships after receiving positive feedback, relative to individuals who received no feedback, thereby supporting self-enhancement. In contrast, relative to no-feedback controls, preoccupied and fearful individuals were actually more pessimistic about their relationships after receiving positive feedback, thereby supporting self-verification. Feedback did not affect dismissive participants' ratings of their relationships. This provides initial evidence that attachment style moderates responses to positive partner feedback.

D139

MODERATORS OF THE PREDICTIVE VALIDITY OF IMPLICIT AND EXPLICIT ATTITUDE MEASURES: PREDICTING SWEETS CONSUMPTION *Marco Perugini[1], Rick O'Gorman[1], Mark Conner[2]; [1]University of Essex, UK, [2]School of Psychology, University of Leeds, UK* — Explicit attitudes have long been assumed as key predictors of behavior. More recently, also implicit attitudes have been shown that they can predict specific behaviors. Implicit attitudes have been measured with different methods, such as the Implicit Association Test (IAT), the Extrinsic Affective Simon Task (EAST) and the Masked Affective Priming Task (MAPT). Very little is known about the relations between these different methods and about moderators of their predictive validity. These issues have been investigated in a study of sweets consumption, with a sample of 120 participants. The study had two experimental sessions, consisting of a first session in which participants completed the IAT, EAST and MAPT as well as an explicit attitude measure and were instructed in use of the sweet consumption diary, and a second session, at a distance of a week, in which participants completed some questionnaires, returned the diary and made a behavioral choice at the end. The main results can be summarized as follows: a)the four measures are very weakly correlated b)however, they all independently predict relevant behaviors, such as weekly sweet consumption and behavioral choice (sweet vs. healthy bar) c)Need for cognition moderates the predictive validity of explicit, but not of implicit, measures of attitudes d)Habit strength moderates the predictive validity of implicit, but not of explicit, measures of attitudes. The results are discussed in terms of the usefulness to consider both explicit and implicit measures and of the importance to use different methods to measure implicit attitudes.

D140

VICTIMIZATION, PEER ACCEPTANCE, AND FRIENDSHIPS' INFLUENCE ON ADJUSTMENT: WHICH RELATIONSHIPS MATTER DURING EARLY ADOLESCENCE? *Amy M. Waldrip, Lauri A. Jensen-Campbell; The University of Texas at Arlington* — The main objective of this research is to understand better how certain distinct relational systems (i.e., peer acceptance, friendship, & victimization) influence adjustment in early adolescence over the course of a school year. This study examined both main effects and moderating relations between these different adolescent peer relationships on adjustment using reports from multiple informants (i.e., self, peer, parent, and teacher). A total of 255 5th-8th grade adolescents participated in a survey-style paradigm that examined individual differences in peer relations and adjustment in three phases. During phase 1, each adolescent completed the self-reported victimization scale (CSEQ). In Phase 2 (Fall) adolescents completed pencil-and-paper measures about their friends and classmates. During Phase 3 (Spring), participants were re-assessed on the same peer relations measures as in phase 2. Adjustment has been broadly defined to include both measures of competence and negative adjustment. Preliminary analyses revealed that the relational systems were associated with self-, parent-, peer-, and teacher reports of adjustment. Regression analyses, demonstrated that generalized peer acceptance and friendship quality were uniquely related to teacher-reported social adjustment. Overt victimization uniquely predicted child-reports of adjustment. Moderating influences were revealed among the relational systems in predicting externalizing problems. For example, when generalized peer acceptance is low, number of friends was negatively related to externalizing problems. Number of friends was not related to externalizing problems at high levels of peer acceptance. Longitudinal analyses that examine changes in these relational systems over time will be examined. Results will discuss the need to examine interactive models.

D141

BODY DISSATISFACTION AND DIETARY RESTRAINT: A COMPARISON OF LESBIANS, GAY MEN, AND HETEROSEXUAL MEN AND WOMEN *Yolanda Martins; School of Psychology, Flinders University* — Research examining body dissatisfaction and dietary restraint in lesbians (GF), gay men (GM), and heterosexual men (HM) and women (HF) has produced equivocal findings (Morrison, Morrison, & Sager, 2004). For example, Gettelman & Thompson (1993) illustrated that GM and HF exhibit greater body image concerns and dietary restraint compared to GF or HM, while Brand, Rothblum, & Solomon's (1991) data suggest that both GF and HF (vs. GM and HM) exhibit increased concerns in these areas. In the present study, 20 participants from each of the GF, GM, HM and HF groups selected their current and ideal body sizes, the body size they believed others of their sexual orientation would be most attracted to in them, and the body size they found most attractive in the gender they are sexually attracted to. Results showed that all groups perceived their current body sizes equivalently, but HF had a significantly smaller ideal body size (vs. current) than participants in other groups. Additionally, both HF and GM perceived that others would prefer significantly smaller body sizes in them than what others of their sexual orientation actually prefer. Further analyses indicated that women were more likely to be restrained than men, but these results did not differ as a function of sexual orientation. These findings suggest that HF are at greater risk for distortions in perceptions of body image than all other groups. Implications for the understanding of body image perception and dietary restraint in the lesbian, gay, and heterosexual populations are discussed.

D142

MORAL INCONSISTENCIES: THE ROLE OF INTER-GROUP BIAS IN THE PERCEPTION OF UNETHICAL BEHAVIOR. *Amanda R. Carrico, Bruce Barry, William P. Smith; Vanderbilt University* — Behavioral inconsistencies often exist between inter-group interactions and inter-individual interactions. When social identity is salient, individuals' often show increased bias and competitive behavior directed towards out-group members. Biases affect behavioral attributions, character judgments, information search, and the allocation of resources. However, little attention has been given to the role of inter-group bias in the judgment of unethical behavior. In this research we were concerned with responses to an actor's unethical behavior as a function of the actor's membership to an in-group. In each of five scenarios, a particular unethical act was described to undergraduate participants on a particular college campus. In some scenarios, the actor was identified as being a member of a particular group on campus, or not. In other scenarios, the actor was a member of one of two mutually exclusive groups. Participants read each scenario and made judgments regarding the ethicality of that action. After responding to all five scenarios, participants completed a battery of questions indicating their level of identification with each of the groups mentioned in the scenarios. We expected judgments of the same unethical behavior to be less harsh when the act was performed by a member of the participant's in-group rather than when performed by a non-member. Results provided partial support for our hypothesis. Participants made biased ethical judgments on the basis of religious identification, university membership, and fraternity membership. In each case, participants regarded the behavior of an in-group member to be more acceptable than the behavior of a non-group member.

D143

ATTACHMENT ANXIETY AND SELF-ESTEEM BOTH MODERATE THE EFFECT THAT ROMANCE-ORIENTED POPULAR MEDIA HAS ON YOUNG ADULTS' RELATIONSHIP SATISFACTION *Bjarne M. Holmes; Harvard Medical School* — Researchers have argued that popular media may be an important source of beliefs about romantic relationships and may influence people's satisfaction with their own relationships. However, previous research has not considered if personality

factors moderate media's influence on people's perceptions about their own relationships. In the current work, two studies explored associations between participants' consumption of romance-media, attachment anxiety, self-esteem, and relationship satisfaction. Study 1 (N=293; mean age 19) found that people high in attachment anxiety were less satisfied with relationships if they consumed large amounts of romance-media (romance reality-TV, romantic comedy movies, soap-operas, magazines). In contrast, people low in anxiety were more satisfied with relationships if they consumed high amounts of romance-media. Similar results were found with regard to self-esteem. Participants low in self-esteem were less satisfied if they consumed large amounts of romance-media, and those high in self-esteem were more satisfied if they consumed high amounts of romance-media. Using hierarchical multiple regressions, both interaction terms contributed significantly to R^2 beyond the effect that anxiety or self-esteem alone had on relationship satisfaction (interaction terms created according to Aiken & West, 1991). Study 2 (N=123;mean age 20) used an experimental design to explore the temporary effects of viewing a Hollywood-produced romantic comedy. Participants low in self-esteem exposed to the manipulation film were less satisfied with their relationships compared to those low in self-esteem exposed to a control film. In contrast, people high in self-esteem exposed to the manipulation were more satisfied than those high in self-esteem in the control condition.

D144
THE DIVIDED SELF REVISITED: EXAMINING THE COMBINED EFFECTS OF SELF-CONCEPT DIFFERENTIATION AND SELF-CONCEPT CLARITY ON PSYCHOLOGICAL WELL-BEING *Manfred Diehl, Leela Aertker; University of Florida* – Research has shown that high self-concept differentiation (SCD) tends to be associated with poorer psychological well-being (PWB; Donahue et al., 1993; Diehl et al., 2001). In contrast, research on the associations between self-concept clarity (SCC) and PWB has shown that greater SCC tends to be associated with better PWB. Most of the research, however, has not examined the combined effects of SCD and SCC and some investigators have even argued that SCD and SCC are independent of each other. This paper presents findings from two studies with community-residing adults, examining the joint effects of SCD and SCC on measures of positive and negative PWB. First, in both studies SCD and SCC were significantly correlated (Study 1: r = -.47; Study 2: r = -.34, both ps < .01), indicating that greater SCD tends to be associated with lower SCC. Hierarchical regression analyses showed that the effects of SCD and SCC on measures of positive and negative PWB were significant, with SCC having a stronger effect than SCD. Multivariate analyses of variance showed theoretically consistent and significant mean level differences on measures of PWB when participants were categorized into 4 distinct groups depending on their joint SCD and SCC scores. For example, participants who scored high on SCC and SCD showed the highest mean scores on measures of positive PWB and the lowest mean scores on measures of negative PWB. Thus, these findings suggest that examining the combined effects of SCD and SCC on PWB is a worthwhile endeavor.

D145
THE CONNECTION OF AFFECTIVE PRIMING AND EVALUATIVE ORGANIZATION *Kristy L. Boyce, Carolin J. Showers; The University of Oklahoma* – Past research in affective priming (Bargh, Chaiken, Govender, & Pratto, 1992; Fazio, Sanbonmatsu, Powell, & Kardes, 1986) has found that participants are able to evaluate target words more quickly when they are primed by a word of the same valance, as compared to a prime of a different valance. The present research was designed to use this paradigm as the first step in developing a reaction time measure of the evaluative organization of self-knowledge. We were interested in finding a way to adapt an affective priming task so that we could more easily assess the category structure of positive and negative self-beliefs. We used the affective priming procedure developed by Fazio and his col-

leagues (1986), but included potentially self-descriptive adjectives as the primes and targets. Participants were asked to assess target words on multiple dimensions, including evaluating the valence of the target, deciding whether the target was a word or nonword, and deciding whether the target described the participant or not. The clearest pattern of results was found within the "describes me" task, where participants responded faster when given a positive prime and a positive target than when given a negative prime and positive target, t (162) = 2.290, p=.023. Thus, having a positive adjective precede a positive target primes the participants so that they can respond more quickly to the question, whereas having a negative prime precede a positive target does not have the same effect. This same pattern was also seen in the evaluative task.

D146
SEPARATING MULTIPLE PROCESSES IN IMPLICIT SOCIAL COGNITION: THE QUAD-MODEL OF IMPLICIT TASK PERFORMANCE *Frederica Conrey[1], Jeffrey Sherman[2], Bertram Gawronski[3]; [1]Indiana University, [2]Northwestern University, [3]University of Western Ontario* – Several types of tasks have been developed in an attempt to measure the strength of automatic associations that are independent of cognitive control. However, all observable responses are determined by multiple processes. We have developed the Quad-Model, a model that can mathematically dissociate the impacts of four types of processes that are relevant to the study of automatic associations. Two of the models' parameters, association activation (the likelihood with which an association is activated), and overcoming bias (the extent to which associations are successfully overcome), are of particular interest in the context of the study of prejudice. Responses from a Black/White Implicit Association Test (Greenwald, McGhee, & Schwarz, 1998) were analyzed using the Quad-Model. Results indicate that both the automatic association activation and controlled overcoming bias influence responses on this implicit task. Increased likelihood of association activation was associated with higher IAT latency scores, while greater success at overcoming associations was associated with lower IAT latency scores. Implications for implicit measurement and for the impact of associations on behavior are discussed.

D147
THE RELATIONSHIP QUESTIONNAIRE – CLINICAL VERSION (RQ-CV): FURTHER VALIDATION WITH A SAMPLE OF HIGH-RISK YOUNG ADULTS FOLLOWED FROM INFANCY *Karlen Lyons-Ruth, Bjarne M. Holmes; Harvard Medical School* – This study adds further validation to the Relationship Questionnaire – Clinical Version (RQ-CV) by applying it to a sample of young adults (N=70, age range 17-23, 44% men and 56% women). Thirty-six participants belonged to a high-risk cohort of children in a longitudinal study from infancy, and 34 were matched community controls studied for the first time. The RQ-CV adds the following new paragraph item to the traditional RQ (Bartholomew & Horowitz, 1991), "I think it's a mistake to trust other people. Everyone's looking out for themselves, so the sooner you learn not to expect anything from anybody the better." When previously tested on a high-risk sample of mothers, this attachment relational attitude, called profound-distrust, was associated with both observed and state-documented maternal maltreatment of child, after first controlling for demographic risk and for preoccupation, fearful-avoidance, and dismissing-avoidance (Holmes & Lyons-Ruth, 2004). Current findings show that profound-distrust shares characteristics with fearful-avoidance on clinical measures and shares characteristics with dismissing-avoidance on personality traits. In the longitudinal cohort, profound-distrust in young-adulthood was associated with teacher reported hostile behavior towards kindergarten peers at age five (B = .39, p < .05). However, neither dismissing-avoidance (B = .25, p = ns) nor fearful-avoidance (B = .01, p = ns) showed such association. The RQ-CV is intended for use with high-risk and clinical samples and profound-distrust may prove to capture variance from these samples not captured with the traditional RQ.

D148

THE EFFECTS OF LANGUAGE-BASED EXCLUSION ON MOOD AND EXPRESSED PREJUDICE *Robert Hitlan[1], Kristine Kelly[2], Michael Zarate[3]; [1]University of Northern Iowa, [2]Western Illinois University, [3]University of Texas at El Paso* — It has long been recognized that social exclusion can be psychologically damaging to people (James, 1892). However, only recently has research begun to investigate how quantitative and qualitative differences in exclusionary behavior impact the targets of exclusion. Two sets of findings have emerged from the social exclusion literature. One set of findings has shown that people try and re-establish themselves as part of a previously rejecting group through increased affiliative tendencies (Williams 2001). Alternatively, social exclusion has been found to lead to more withdrawal reactions such as anger, hostility, and antisocial behaviors (Twenge, Baumeister, Tice, & Stucke, 2001). The current research was conducted to further investigate one reason underlying these discrepancies, namely, exclusion by "ingroup" versus "outgroup" members. We predicted that exclusion by outgroup members will result in greater levels of withdrawal-oriented behaviors than exclusion by ingroup members. Three studies examined the effects of language-based exclusion on mood and expressed prejudice toward immigrants to the United States. In Experiment 1, participants read a vignette depicting interactions between the participant and coworkers. In Experiments 2 and 3, participants took part in an Internet-based chat room discussion. Participants assigned to the exclusion conditions were ostracized while other group members conversed in English, Spanish, or German. Across three studies, results indicated that monolingual participants reported more anger and prejudice when excluded by foreign language speakers than English speakers. For bilinguals, however, although language exclusion prompted anger, it did not induce prejudicial attitudes. Results are discussed in terms of their social and work-related implications.

D149

A SHEEP IN WOLF'S CLOTHING: IS "ADAPTIVE" NARCISSISM ACTUALLY HIGH SELF-ESTEEM? *Seth A. Rosenthal, Jill M. Hooley; Harvard University* — Is there an "adaptive" form of narcissism? Are some narcissists happy, with high self-esteem? Many social and personality psychology studies of narcissism answer these questions with a resounding "yes." Nearly all of them operationalize narcissism using the Narcissistic Personality Inventory (NPI—Raskin & Hall, 1979), which was developed to measure non-clinical LEVELS of narcissism. However, many of these studies have asserted that the NPI also measures an "adaptive" FORM of narcissism that is indicative of high self-esteem, positive affect, happiness, and other healthy factors. To clarify this, we hypothesized that while two of the NPI's four subscales, Exploitativeness/Entitlement (E/E) and Superiority/Arrogance (S/A) do measure dimensional levels of narcissism, two "adaptive" subscales, Leadership/Authority (L/A) and Self-Absorption/Self-Admiration (S/S) actually measure high self-esteem rather than narcissism. Two-hundred forty-one undergraduates completed multiple self-esteem and narcissism scales (including the NPI). Confirmatory Factor Analysis supported our hypothesis that two NPI subscales (E/E and S/A) successfully measure narcissism. However, a two-factor solution using the other two NPI subscales (L/A and S/S) to indicate SELF-ESTEEM was superior on all major fit indices to a two-factor solution using them to indicate narcissism. Furthermore, in an optimal solution, L/A and S/S formed part of a third factor, most akin to normal self-confidence, which was very highly correlated with self-esteem. Accordingly, we recommend that the myriad NPI-based reports of the "positive" nature of narcissism be viewed skeptically until they are confirmed using scales that clearly measure narcissism, rather than one that confounds narcissism with self-confidence and self-esteem.

D150

ON THE NATURE AND DYNAMICS OF GOAL PURSUIT AND ATTAINMENT: A SELF-DETERMINATION THEORY PERSPECTIVE *Christopher P. Niemiec; University of Rochester* — The impact of motivation-relevant variables on goal attainment and well-being was assessed in a two-year longitudinal study with three data collection points, each separated by one year. College seniors (N = 128) reported their general satisfaction of the psychological needs for autonomy, competence, and relatedness, and their commitment to, and autonomous motivation for, 3 self-generated goals they planned to pursue following graduation (Time 1); their effectiveness in, and progress towards, each goal one year post-graduation (Time 2); and their psychological health two years post-graduation (Time 3). SEM analyses were performed with latent variables, and both models yielded an excellent fit. Model 1 focused on Time 2 perceived effectiveness, while Model 2 focused on Time 2 goal progress. In each model, psychological need satisfaction and goal commitment predicted autonomous motivation for the goal pursuits (assessed at Time 1), which subsequently predicted either perceived effectiveness (Model 1) or progress (Model 2) at Time 2, and those variables predicted greater well-being and less ill-being one year later at Time 3. Every path coefficient was in excess of .35, and had a significance level of at least p < .05. Results thus supported self-determination theory's (SDT; Deci & Ryan, 2000) suggestion that need fulfillment is integral to the promotion of autonomous self-regulation for goal pursuits, and autonomous motivation facilitates goal attainment and well-being. These results confirm the need to consider autonomous self-regulation and need satisfaction to more fully understand the dynamics involved in goal pursuit and attainment, and the subsequent beneficial effects for well-being.

D151

THE INFLUENCE OF RELATIVE MATE VALUE ON REACTIONS TO INFIDELITY *April Phillips, Ryan P. Brown; University of Oklahoma* — Evolutionary psychologists have argued that reactions to infidelity are driven by the fitness costs associated with different types of affairs and the victim's gender. However, these costs might also be related to each individual's mate value, with those who are higher in mate value relative to their partners incurring the greatest cost. By remaining in the relationship, these individuals have sacrificed potential mating opportunities with more valuable individuals, increasing their level of investment. Thus, relative mate value should be associated with more negative reactions in response to infidelity. In order to test this hypothesis, 177 participants (129 females and 47 males) rated themselves and their current or most recent romantic partner on a variety of dimensions related to mate value (e.g. intelligence, attractiveness), and reported how they would respond if their partner had been sexually unfaithful. As predicted, relative mate value was significantly correlated with a variety of negative reactions including anger and hostility, the likelihood of breaking up, and revenge motivations. Relative mate value also interacted with gender for a variety of reactions, including levels of anger and hostility, and the amount of damage to the relationship. In each case, higher relative mate value predicted greater negativity only for the males. This is consistent with evolutionary predictions that males will be more sensitive than females to the fitness costs resulting from a sexual affair; however, these results also highlight the importance of investigating other relevant variables such as each individual's mate value.

D152

ILLUSORY CAUSATION AND REAL VIDEOTAPED CONFESSIONS *Lezlee J. Ware, Clinton R. Irvin, G. Daniel Lassiter, Jennifer J. Ratcliff, Katrina M. Brickner; Ohio University* — With increasing frequency, criminal confessions are being videotaped, most often with the camera focused directly on the suspect. The phenomenon know as illusory causation (McArthur, 1980)—stimuli are judged more causal by virtue of their mere conspicuousness—suggests that this method of

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recording confessions could lead trial decision makers to judge confessions as more voluntary (and thus more incriminating) simply because the customary camera perspective makes the suspect more salient than the interrogator(s). Accumulating evidence indicates that is in fact the case (Lassiter, 2002). The legal community, however, has challenged the real-world relevance of these findings, as past research has relied exclusively on simulated confessions. To address this criticism, the current study used actual videotaped confessions obtained from attorneys. Lassiter (2002) reported that audiotapes and transcripts of simulated confessions yield evaluations equivalent to those obtained with equal-focus videotapes (suspect and interrogator comparably salient). Thus, comparing judgments of authentic suspect-focus videotapes with those based on audio only and transcript presentations of the same confession permits a test of the generalizability of the illusory-causation phenomenon to real-world stimuli. Participants (103 students) evaluated either an actual suspect- or equal-focus videotaped confession or an audio only or transcript version of one those confessions. A 2 (camera focus) x 3 (presentation format) ANOVA revealed that participants judged the confession to be more voluntary on video as compared to the other formats, but only when the camera focused on the suspect. These data show the threat of illusory causation influencing juridic decision making is real.

D153

EXAMINING THE RELATIONS BETWEEN WORK VALUES, PSYCHOLOGICAL NEED SATISFACTION, AND THE BRIGHT AND DARK SIDES OF JOB SATISFACTION: A SELF-DETERMINATION THEORY PERSPECTIVE *Maarten Vansteenkiste[1], Christopher P. Niemiec[2], Hans de Witte[1], Edward L. Deci[2]; [1]University of Leuven, [2]University of Rochester* – Employees who endorse an intrinsic orientation toward their job tend to focus on work values that are congruent with their organismic tendencies towards integration and well-being, while extrinsically oriented employees tend to perceive external indicators of worth, such as financial success, fame, and power, as most important. Past research has shown that having an intrinsic orientation towards work positively predicts well-being experienced while on the job, but few studies have shown a relation between work values and negative experiences while on the job, including emotional exhaustion, short-lived satisfaction, and work-family conflict. Further, the mechanism that may account for the positive effects of intrinsic work values has not been investigated. Self-determination theory (SDT; Deci & Ryan, 2000) suggests that having an intrinsic orientation towards work would predict positive job functioning, since the pursuit of intrinsic values better enables employees to satisfy their psychological needs for autonomy, competence, and relatedness. The present study provided evidence supporting SDT. Intrinsic work value orientations positively predicted well-being while at work (beta = .46, p <.001), and negatively predicted ill-being while on the job (beta = -.44, p <.001); these effects were fully mediated by psychological need satisfaction experienced at work. Intrinsic, relative to extrinsic, work value orientations support employees' ability to satisfy their psychological needs while performing their job, which subsequently promotes the development of well-being and reduction of ill-being at work.

D154

THIS IS YOUR BRAIN ON VIOLENCE: EVENT-RELATED BRAIN POTENTIALS REVEAL MEDIA VIOLENCE DESENSITIZATION *Marc Sestir[1], Bruce Bartholow[2], Brad Bushman[3]; [1]UNC-Chapel Hill, [2]University of Missouri, [3]University of Michigan* – Chronic exposure to media violence has long been hypothesized to cause desensitization to violent acts, manifested as both reduced emotional reactions to violence and disinhibition toward violent behavior. Desensitization has been conceptualized as diminished cardiovascular arousal in most previous work. This study assessed the desensitizing impact of media violence on the brain through the use of event-related brain potentials (ERPs). Participants completed a measure of violent video game exposure (VVE) before viewing sets of neutral, negative nonviolent, and violent pictures while ERPs were recorded, and later engaged in a competitive task designed to measure aggressive behavior. Results were consistent with hypotheses: when shown violent images, participants with higher levels of VVE showed smaller amplitude (r = -0.55, p < .01) and longer latency (r = .44, p < .01) of the P300 component of the ERP, indicating reduced evaluative categorization (and slower categorization) of violent images relative to that seen in low VVE participants. These effects were specific to violent images, and indicate a desensitized neural response to violence. P300 amplitude also was negatively associated with aggressive behavior (r = -0.45, p < .01), indicating that individuals with smaller neural responses to images of violence later behaved more aggressively under mild provocation. VVE was also significantly positively correlated with aggressive behavior (r = .66, p < .001). These findings suggest that high levels of violent video game play lead to desensitization to depictions of real violence, resulting in muted brain responses to violence and increased aggressive behavior.

D155

IMPLICATIONS OF DIALECTICISM FOR SELF-VERIFICATION PROCESSES *Tammy English, Serena Chen, Kaiping Peng; University of California, Berkeley* – Self-verification theory argues that people are motivated to verify or confirm their existing self-views in order to maintain coherence in their self-concept (Swann, 1990). However, there is reason to suspect self-verification motives operate differently in East Asian cultures because of dialecticism in the self-concept. Indeed, there is evidence that East Asians' self-views are more context-based and contradictory than Westerners' (Cousins, 1989; Choi & Choi, 2002). Extending previous research on self-verification, we assessed reactions to self-verifying and non-verifying feedback regarding global and contextualized self-views among individuals varying in their level of dialecticism. Our central hypothesis was that because highly dialectical thinkers tend to conceive of themselves in contextualized rather than global terms, self-verification should operate at a context-specific level for these individuals. In contrast, individuals low in dialecticism should verify global self-views. To assess verification of contextualized self-views, we examined views of the self in particular relationships (e.g., me with Mom), as well as views of the self in particular situations (e.g., me at school). The results showed that low dialecticism was associated with a preference for verifying feedback only with regard to global self-views, whereas high dialecticism was associated with a preference for verifying feedback for contextualized self-views (both relational and situational) but not for global ones. Overall, these findings suggest that self-verification motives operate across cultures but at the level at which individuals typically conceptualize themselves. Implications for theory and research on culture and self-evaluation are discussed.

D156

DISPOSITIONAL POSITIVE EMOTIONS ASSOCIATED WITH ANXIOUS AND AVOIDANT ADULT ATTACHMENT STYLES: A CASE FOR DIFFERENTIATION *Michelle Shiota, Dacher Keltner, Oliver John; University of California, Berkeley* – Prior studies have found that attachment anxiety and avoidance are differentially associated with dispositional experience of negative emotions. For example, fearfulness and shame are associated with measures of anxious attachment to parents, whereas contempt and disgust sensitivity are associated with avoidance. In recent work, we have proposed distinctions among eleven kinds of dispositional positive emotion, and introduced a 75-item measure of these constructs – the DPES. In the present study we asked whether different attachment styles are associated with different emotional rewards, as well as different emotional costs. Participants completed the DPES, the Experiences in Close Relationships Scale, and self-ratings for four attachment style paragraphs. As hypothesized, each attachment style showed a distinct pattern of correlation with DPES scales. ECR Anxiety correlated negatively with Enthusiasm, Contentment, Hope, Love, Pride,

and Gratitude, and positively with Sexual Desire. ECR Avoidance was only negatively associated with DPES Love and Compassion. Ratings of the "Secure" paragraph correlated positively with eight DPES scales. Ratings of the "Dismissing" paragraph were positively correlated with Hope, Pride, and Amusement, but negatively with Love and Compassion. Ratings of the "Preoccupied" paragraph were negatively correlated with Enthusiasm, Contentment, Hope, Pride and Gratitude, but uncorrelated with Love and Compassion. Thus, avoidant/dismissive individuals maintain positive emotion associated with positive self-views and environmental agency, but derive less pleasure from intimate social interaction. By contrast, anxious/preoccupied individuals derive some positive emotion from interpersonal relationships, but their enjoyment of material and agentic rewards is impaired. Implications for future work on personality and emotion are discussed.

D157

CONSCIENTIOUSNESS AND ACADEMIC ACHIEVEMENT: DON'T ACCENTUATE THE POSITIVE, JUST ELIMINATE THE NEGATIVE. *Seth Wagerman, Michael Cassens, Daniel Ozer; University of California, Riverside* — Doing well or poorly in college may be predicted using aptitude scores and high school grade point average, but previous research has indicated that individual differences – chiefly conscientiousness - provide important insight into explaining academic success, as well (e.g. Chamorro-Premuzic & Farnham, 2003). The current study examined how an individual's personality – and how this personality manifests itself in behavior – impacts college GPA. A sample of college sophomores, juniors and seniors (N = 269) provided self-ratings of personality using the BFI (John, et al., 1991) as well as a measure of behavior frequency using a list of positive and negative academic behaviors; the trait of conscientiousness was once again found to be predictive of academic achievement, as was openness to experience. Interestingly, engaging in positive academic behaviors (e.g. studying for at least two uninterrupted hours, getting an early start on a class assignment) was not significantly predictive of performance, but the avoidance of negative academic behaviors (e.g. missing class, letting schoolwork pile up) was. In a series of hierarchical regression analyses, it was found that conscientiousness became a non-significant predictor of college GPA when the frequency of negative academic behaviors was included in a model that accounted for 18% of the variance in college performance. These data indicate that while conscientiousness is associated with achievement, this may be less attributable to engagement in activities that increase success than to the propensity to avoid activities that hinder it.

D158

AN INVESTIGATION OF RACIAL DISTINCTIONS WITHIN SOCIAL CLASS STEREOTYPES *Matthew Weeks[1], Mark Vincent[2]; [1]Centenary College of Louisiana, [2]Augustana College* — Investigations of social class stereotypes have been largely absent from contemporary social psychological literature. However, recent developments suggest a correspondence between social class and racial group identities. To what extent, if any, are racial stereotypes mistaken for class stereotypes? To tease apart racial and class stereotypes, a two-step procedure examined the content of the stereotypes of the poor and middle-class and then examined how these stereotypes differed by race. In step 1, one hundred twelve participants engaged in a thought listing exercise about the characteristics of poor or middle-class groups. The responses covered a range of content, including personal appearance and hygiene, housing, personality qualities, and self-esteem issues. A separate group of 128 participants rated one of the following four groups on the resulting 71 items: Whites who are poor, Blacks who are poor, Whites who are middle-class, Blacks who are middle-class. These ratings were submitted to a factor analysis and a 2 (target class: poor vs. middle-class) x 2 (target race: White vs. Black) factorial ANOVA was conducted on variables corresponding to the resulting content areas. Regarding the validity of the class distinction, each of the 10 content areas demonstrated a significant

main effect for social class, such that middle-class individuals had better personal hygiene, a cleaner appearance, fewer negative personality traits, higher self-esteem, etc. In addition, two of the content areas (Esteem Issues and Raising Children) had significant interactions between race and social class. The paper will present the content areas and discuss the pattern of differences.

E1

A SOCIAL PSYCHOLOGICAL STUDY OF ETHNONYMS: THE EFFECTS OF INGROUP NAMES ON INTERGROUP HOSTILITY *Brian Mullen; Syracuse University* – Ethnonyms (Levin & Potapov, 1964; from the Greek roots meaning "a national group" and "name") are the names an ingroup uses to distinguish itself from outgroups. There has been no social psychological research to date exploring the effects of ethnonyms. Five features of ingroups' ethnonyms might be expected to influence the degree of intergroup hostility exhibited by those groups. First, intergroup hostility might increase as a function of toponym ethnonyms (references to land) because identification of the ingroup with its land might engage mechanisms of realistic group conflict. Second, intergroup hostility might increase as a function of glottonym ethnonyms (references to language) because identification of the ingroup with its language might engage mechanisms of social identity. Third, intergroup hostility might increase as a function of anthroponym ethnonyms (references to the ingroup's unique humanity) because exaggerated identification of the ingroup as human might engage mechanisms of infra-humanization of the outgroup. Fourth, intergroup hostility might increase as a function of ethnonym aggressiveness because identification of the ingroup with aggressive tendencies might engage mechanisms of behavioral priming. Finally, intergroup hostility might decrease as a function of ethnonym complexity because greater complexity might encourage a more flexible approach to resolving intergroup hostilities. This paper reports the results of two studies which reveal that intergroup hostility was influenced only by ethnonym complexity: Intergroup hostility was lower among ingroups characterized by greater complexity in ethnonyms. Discussion considers the implications of these results, and suggests new directions for research in the social psychological study of ethnonyms.

E2

PERSEVERANCE EFFECTS IN EVALUATING VIDEOTAPED CONFESSIONS *G. Daniel Lassiter, Lezlee J. Ware, Clinton R. Irvin, Eun Kyung Song, Jennifer J. Ratcliff; Ohio University* – With increasing frequency, criminal interrogations and confessions are being videotaped for later presentation at trial (Lassiter, 2002). The prosecution proclaims the guilt of the defendant, and the videotaped confession is often the most critical evidence presented in support of its contention. However, such confessions are routinely contested by the defense as being unreliable due to coercive interrogation. Jurors, then, must decide whether the confession evidence is more consistent with the arguments of the prosecution or defense. We investigated whether perseverance effects (maintenance of an evidence-based evaluation that persists despite subsequent discrediting of the initial evidence, Ross, Lepper, & Hubbard, 1975) in evaluating videotaped confessions could arise. At trial, the prosecution presents its case (including evidence) against the defendant first. It is possible that jurors would encode the information contained in a videotaped confession in a manner that is consistent with the prosecution's argument that the defendant is guilty. This biased initial encoding of the confession may make later claims by the defense that the confession is unreliable and the defendant not guilty less likely to influence jurors' final verdicts. However, if the defense allowed the jurors to view the confession again under the alternate assumption that the confession is coerced and the defendant is innocent, re-encoding of the initial information can occur, thereby reducing any perseverance effects (Massad, Hubbard, & Newtson, 1979). A study with 127 students serving as mock jurors yielded results that fit the above pattern. These findings are of both theoretical and practical significance.

E3

SELF-ESTEEM AND THE DOUBLE JEOPARDY OF EVALUATION AND TRANSPARENCY ANXIETY *Jessica J. Cameron[1], John G. Holmes[2], Jacquie Vorauer[1]; [1]University of Manitoba, [2]University of Waterloo* – Individuals often feel anxious about being negatively evaluated when they self-disclose a personal shortcoming. Generally, individuals with low-self-esteem (LSEs) tend to experience greater fears of being negatively appraised or rejected by a romantic partner. We reasoned that in comparison to high self-esteem individuals (HSEs), LSEs would experience greater evaluation anxiety when self-disclosing a personal failure. Perhaps more disconcerting, these individuals may also fear that their anxieties are obvious to their partners (i.e., transparency anxiety) and that they will, consequently, look insecure. In Study 1, participants imagined experiencing a personal failure and then were randomly assigned to imagine disclosing that event. LSEs in the disclosure condition indicated they would feel more evaluation anxiety than HSEs in both conditions and LSEs in the non-disclosure condition. In the disclosure condition, evaluation anxiety was positively associated with transparency anxiety. In Study 2, participants experienced a mild failure in the lab and were randomly assigned to disclose. Results revealed that LSEs who disclosed their failure reported greater evaluation anxiety and transparency anxiety than LSEs who did not disclose and HSEs in both conditions. The individuals who felt the most evaluation and transparency anxiety also reported the lowest, most unwarranted perceived regard and the lowest expectations for support. In conclusion, LSEs experience a double jeopardy whereby they worry that their partners will evaluate them negatively and fear that their own worries are transparent to them. Further, results suggest that lower perceived regard and lower expectations for support might be the negative consequences of such anxieties.

E4

KEEPING IT UNDER YOUR HAT: INHIBITING THE LINGUISTIC EXPRESSION OF BIAS *Karen Douglas, Robbie Sutton, Keele University; United Kingdom* – According to the linguistic category model (Semin & Fiedler, 1988), communicators use different levels of language abstraction ranging from concrete ("Jamie is smiling") to abstract ("Jamie is happy") when they describe others' behaviors. Current theories suggest that pre-existing beliefs influence language abstraction so that communicators use more abstract language to describe expected or stereotypical behaviors and concrete language to describe unexpected or counter-stereotypical behaviors (the linguistic expectancy bias or LEB; Wigboldus, Semin & Spears, 2000). This process is said to be unconscious. However, Douglas and Sutton (2003) have shown that communicators are able to recruit language abstraction when they have a conscious goal to manipulate an audience such as when describing behaviors favorably or unfavorably to potential recipients. The aim of the present research was to examine if communicators can also inhibit the effects of pre-existing beliefs on language abstraction when they consciously intend to do so. Participants were asked to choose descriptions for targets' behaviors after being given information that the behaviors were either expectancy-consistent or inconsistent. Half of the participants were asked to merely describe the behaviors (control condition), and half were asked to disregard the pre-existing information about the targets and describe the behaviors in an unbiased way (inhibit condition). Results demonstrated that while an LEB emerged in the control condition, it was eliminated when participants were asked to inhibit pre-existing information about the consistency of the targets' behaviors. Overall, the research suggests that language abstraction is used more flexibly than current theories would suggest.

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E5

STEREOTYPE THREAT AND THE SELF: LEVEL OF SELF-CONSTRUAL AS A MODERATOR *Lisa Molix[1], Johannes Keller[2]; [1]University of Missouri-Columbia, USA, [2]Universität Mannheim, Germany* — The primary focus of the present experiments was to investigate the interplay of the level of self-construal (individual vs. collective) and stereotype threat in performance situations. In accord with reasoning that stereotype threat represents a social identity threat, we propose that negative stereotypic expectancies are particularly threatening to the targets of these expectancies when their collective level of the self is activated. We tested this reasoning in two experiments. In Experiment 1, male undergraduates were given either an individual or collective self prime (Brewer & Gardner, 1996) and completed a verbal task that was described as gender-fair or biased against men (stereotype threat manipulation). The results of Experiment 1 revealed an interaction between type of self prime and stereotype threat such that when the collective self was primed and threat was present performance was hindered in comparison to conditions in which threat was not present. In contrast, when the individual self was primed participants confronted with stereotype threat outperformed their no threat counterparts. The design of Experiment 2 was similar to Experiment 1 with a few exceptions: the participants were female undergraduates, and participants completed a math task. Again, results revealed a significant interaction between the type of self prime and threat with patterns identical to those found in Experiment 1. In addition, a three-way interaction involving the level of gender identification emerged. More specifically, women with low levels of gender identification were less influenced by self prime and threat manipulations, compared to women who were highly gender identified.

E6

EXPLORING THE COGNITIVE FOUNDATIONS OF EXTRAVERSION: CONTENT AND COMPLEXITY DIFFERENCES IN THE SELF-CONCEPT *Louise Wasylkiw[1], Leandre Fabrigar[2], Karen MacGregor[2], Deane Alexander[1], Aja Joshi[1], Joni Leger[1]; [1]Mount Allison University, [2]Queen's University* — Despite extraversion's prominence in personality theory and research, there has been little exploration of the cognitive structures and processes underlying differences in extraversion. The present research comprises three studies designed as a first step to address this gap in the literature. In Study 1, open-ended and semistructured questions assessed the content and structure of the self-concept for people differing on extraversion. Results showed that high extraverts (N = 17), compared to low extraverts (N = 17), were more likely to: (1) use trait self-descriptors in general and social traits more specifically to self-describe; and (2) define themselves in terms of their social behaviors. Moreover, low extraverts were more likely to use varied self-descriptors when self-describing compared to those high on extraversion suggesting that low extraverts had a more differentiated self-concept. In a sample of undergraduates (N = 206), Study 2 confirmed that extraversion is associated with lower self-complexity as measured by traditional procedures for assessing self-complexity. Furthermore, regression analyses showed that when controlling for the effects of self-complexity and extraversion on self-esteem both constructs were somewhat more strongly related to self-esteem than they were when their competing effects were not taken into account. In Study 3, 161 undergraduates participated in a 2-week prospective study. Results replicated the finding that extraversion and self-complexity are systematically related. Results also showed that self-complexity and extraversion exert independent effects on depression and stress further confirming the need to understand the extraversion/self-complexity relation when examining the impact of these constructs on measures of psychological well-being.

E7

RELATIONSHIP CLOSENESS PREDICTS EMBARRASSMENT *Kendell Thornton; Dowling College* — The present study examined the influence of individual and contextual factors on embarrassment. Males and females, currently in heterosexual dating relationships, completed the Inclusion of Other in Self (IOS) measure of relationship closeness (Aron, Aron, Tudor, & Nelson, 1991) in reference to their current dating relationship. Participants were randomly assigned to read one of four scenarios describing a couple dancing at a nightclub, either surrounded by strangers, friends of the participant, friends of the participants partner, or friends of both. In the scenario, the same-sex character danced similarly to others on the dance floor, but the different-sex character danced in an awkward and embarrassing manner. Participants were instructed to imagine the member of the pair who danced in a potentially embarrassing manner as their current dating partner, while imagining the other person as themselves. Participants then completed a questionnaire designed to assess how embarrassed they would feel if they were actually in the described situation. As suggested by previous research (Thornton, 2003), results revealed that participants scoring higher on the IOS closeness measure were more likely than those scoring lower to report that they would feel embarrassed in this situation. In other words, individuals who include a close other in their self-concept are more likely to be embarrassed by that close other's poor public behavior than are those who do not include the other in their self-concept. The theoretical importance of these results is examined in relation to the embarrassment literature.

E8

REFERENCES TO GROUP MEMBERSHIP: WHO SAYS WHAT MATTERS *Rebecca A. Bianchi, Linda R. Tropp; Boston College* — While the salience of group membership is important for achieving positive intergroup attitudes (Brown, Vivian, & Hewstone, 1999; Hewstone & Brown, 1986) only limited attention has been paid to the ways in which references to group membership might be introduced in intergroup contexts. Two studies examined how the source of references to group membership might influence group members' responses. In Study 1, Black and White participants read short vignettes describing hypothetical interactions with partners who were either members of the racial ingroup or outgroup, and either did or did not mention the participant's racial group membership. Results revealed a significant three-way interaction (Comment Type x Comment Source x Participant Race) for participants' impressions of their partner's feelings toward them. Two-way interactions showed that there were no significant effects of comment source or participant race when no reference to group membership was made. However, when a reference to group membership was made, White participants tended to believe that their partner felt more negatively toward them when the reference was made by an outgroup member than when made by an ingroup member. At the same time, Black participants showed a slight tendency to believe that their partner felt more positively toward them when the reference was made by an outgroup member than when made by an ingroup member. Study 2 replicated these findings using similar manipulations in an experimental context with ethnic minority and majority participants. Implications of these findings for future research on salience and references to group membership are discussed.

E9

AGAINST YOUR WILL? PRIMING AND SELF-CONTROL *Mark Muraven, Dikla Shmueli; University at Albany* — Researchers (e.g., Bargh and Chartrand, 1999) have suggested that most behavior is automatically and unconsciously controlled. That is, environmental cues trigger a behavior, without deliberate intervention on the individuals' part. However, to date, this research has largely focused on behaviors that a) largely are irrelevant to the individual (e.g., walking speed) and b) are in congruence with the individual's underlying desires. We conducted an experiment to test whether self-control behaviors can be influenced by priming. Participants first searched in a grid of letters for words that were related to either persistence, giving up, or were neutral. Participants then attempted to solve a series of impossible anagrams. The results suggested

that participants who were primed with persistence spent the most time working on the impossible anagrams. On the other hand, participants primed with giving up quit working on the anagrams more quickly than everyone else. The groups did not differ in mood or arousal, nor did they report awareness of the underlying theme of the word find. Follow up work is examining whether the depletion of self-control strength affects this priming process and whether priming can affect behaviors that are even more important (e.g., dieting). The results have implications for understanding how self-control operates, as well as the automatic versus controlled nature of human behavior.

E10
EFFECTS OF META AND STRUCTURAL BASES ON ATTITUDE ACCESSIBILITY *Ya Hui Michelle See, Richard Petty; Ohio State University* – We found support for the hypothesis that attitudes are more accessible when individuals' perception of their attitudinal bases (i.e., their meta-bases) correspond to the bases that they are actually relying on to report their attitudes (structural bases). Our study shows a significant interaction between meta-base and structural base, F (1, 93) = 6.10, p < .05, such that when participants were asked to think of affective bases for their attitudes toward blood donation, those who perceived themselves to rely on cognition (versus affect) took a longer time (M = 25.8s) to report their attitudes than those who perceived themselves not to rely on cognition (M = 21.5s). On the other hand, when participants were asked to think of cognitive bases for their attitudes, those who perceived themselves to rely on cognition took less time (M = 23.7s) to report their attitudes than those who did not (M=28.4s). This suggests that greater attention might be paid to the perceived bases of attitudes in addition to their actual bases.

E11
PREDICTION OF MARITAL SATISFACTION USING THE RELATIONSHIP ASSESSMENT QUESTIONNAIRE *Ericka Nus Simms, David Watson; University of Iowa* – The Relationship Assessment Questionnaire (RAQ) was designed to be applicable to a variety of relationships and to assess a broad array of relationship constructs (e.g., empathy, respect, importance, influence, satisfaction, conflict). Previous factor analyses of the initial RAQ items resulted in two related scales: Relationship Regard and Conflict Frequency. The current study extends the validity evidence for the RAQ using an important relationship sample: married couples. The Iowa Marital Assessment Project (IMAP) is a longitudinal study of 291 newlywed couples, assessing a variety of psychological variables. The RAQ was administered to individuals in the IMAP sample at the initial testing session. Follow-up testing at six months and one year from the original data collection assessed marital satisfaction (in multiple ways) as well as sexual satisfaction. Results indicated that RAQ scores from the initial testing session were significantly correlated with the satisfaction variables at both follow-up periods, with Relationship Regard positively correlated and Conflict Frequency negatively correlated with all subsequent satisfaction variables. The predictive power of the RAQ for these variables is comparable to that of the Marital-Adjustment Test (Locke & Wallace, 1959), a well-known measure of marital quality and accommodation, that also was administered at the original IMAP testing session. The results of this study support the use of the RAQ as an assessment device for marital relationships and provide evidence for the predictive validity of this instrument.

E12
PERSONALITY MOTIVATION AND ORGANIZATIONAL STRUCTURE INFLUENCE THE RECALL SPEED OF AUTOBIOGRAPHICAL MEMORIES *Barbara Woike, Shenequa Mcleod, Alieza Salzberg; Barnard College* – Two controlled recall studies tested three hypotheses on the influence of personality motives on memory content and organization. First, it was predicted that agentic and communal individuals would use more differentiation and integration respectively to organize their memories narratively in response to motive-related

memory probes; findings in both studies supported the hypothesis, extending past findings. Second, it was expected that participants would show quicker recall times to the motive-related probes. It was found that agentics were significantly quicker to recall agentic events and used more differentiation in doing so, whereas communals were significantly quicker to recall communal events and used more integration in doing so. Furthermore, in investigating how differentiation and integration may influence memory organization and retrieval, the correlations between the amount of differentiation and integration in the memories of agentics and communals respectively and response times in recalling their motive-related memories were examined. In both studies, the use of organizational structures that were non-motive congruent related to significantly slower recall times. Findings demonstrate that personality motivation interacts with organizational structure to influence the speed with which autobiographical memories are recalled.

E13
THE RELATIONSHIP BETWEEN RACIAL OUT-GROUP FACE RECOGNITION AND IMPLICIT ATTITUDES DIFFERS BETWEEN TARGET GROUPS *Gordon Campbell[1], Kelly Madole[2]; [1]University of North Carolina at Chapel Hill, [2]Western Kentucky University* – A long line of research examining face recognition processes has established the finding that people remember racial in-group faces better than racial out-group faces. Although many explanations for this effect have been offered, one that has received little empirical support has been that racial attitudes affect the degree to which one recognizes other-race faces. However, past research in this area has almost exclusively used explicit measures of attitudes. Wilson, Lindsey, and Schooler (2000) state that there is a possibility that implicit attitudes and behaviors are part of a cognitive structure that is independent from explicit reactions. Because face recognition and implicit attitudes are both automatic processes they might be structurally related. The results of two studies contradict what past research has found in regard to the relationship between racial attitudes and face recognition ability. In both studies white participants were first given a face recognition task for white and (Study 1) African American faces or (Study 2) Asian faces. Second, implicit racial attitudes were assessed by a shortened version of the Bona Fide Pipeline procedure. In both studies positive implicit attitudes towards whites negatively predicted other-race face recognition. Implicit attitudes towards African Americans (Study 1), but not Asians (Study 2), positively predicted face recognition. Implicit attitudes did not predict recognition of white faces in either study. The effects of in-group and out-group implicit attitudes on face recognition are discussed in terms of a categorization process that precludes the encoding of individuating visual information and attitude strength.

E14
EFFECT OF PRIOR EXPECTATIONS ON EVALAUTIONS: EVIDENCE FOR A PERCEPTION-BASED ACCOUNT *Clinton R. Irvin, G. Daniel Lassiter, Jennifer J. Ratcliff, Lezlee J. Ware, Cara L. Cashour; Ohio University* – It is well established that prior expectations can influence evaluations of another person. What is less certain is whether such effects are due to selectivity at the point of initial perception/registration of information or at the point of subsequent encoding of the information into memory. To investigate the viability of the perception-based account, participants in an initial study viewed a 9-min video of a young woman engaged in conversation and were instructed to press a button whenever, in their judgment, a meaningful facial expression occurred. Prior to viewing the video, participants received information indicating that the woman was friendly, unfriendly, or only that she was a student. Following the video, participants rated the likeability of the woman. The results revealed that prior expectations influenced what expressions were identified as meaningful, with the friendly expectation leading participants to select more positive and less negative expressions than the unfriendly expectation. Ratings of the woman were also affected by the

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expectation manipulation, with greater liking expressed by those receiving the friendly expectation. Importantly, analyses showed that the expressions participants initially registered mediated their liking ratings. In a follow-up experiment, participants viewed seven still frames of the woman's expressions that were identified as meaningful by either the "friendly" or "unfriendly" groups in Study 1. Although these participants did not receive any prior information about the woman, those viewing the "friendly" stills rated her more positively than those viewing the "unfriendly" stills. We conclude a perception-based account of expectation effects on evaluations is highly tenable.

E15

IDENTIFICATION, COMMITMENT AND RELATIONSHIP SURVIVAL: WHY "WE" WILL STAY TOGETHER LONGER THAN YOU AND I. *Lisa Linardatos[1], Faby Gagné[2], John Lydon[1]; [1]McGill University, [2]Wellesley College* – Recent research has demonstrated the link between identification and commitment (Gagné & Lydon, 2003), supporting the idea that identification fosters commitment in the way that a person comes to experience a particular self representation as more fully integrated in defining the self (Deci & Ryan, 1991). Moreover, evidence suggests that identification leads to a number of relationship-maintaining behaviours, such as willingness to accommodate partners' transgressions (Rusbult et al., 1991), and that these effects may be mediated by commitment. Given that commitment predicts relationship survival (Agnew & Le, 2003), we theorized that identification would predict relationship survival and that commitment would mediate the link between identification and relationship survival. A longitudinal study of 236 students in dating relationships was conducted spanning the one-year transition from university to work. At least one member of the couple was graduating from university that term, and the couple was facing the prospect of being apart the following year. Participants completed the IOS (Inclusion of Other in the Self Scale) and the ARC (Assessment of Relationship Commitment). The relationship status of 233 individuals was ascertained at two time points in the next year from either the individual or the dating partner. Data were analyzed separately for men and women. Results demonstrated that for both men and women identification predicted relationship survival and commitment predicted relationship survival. Moreover, commitment mediated the link between identification and survival. This study suggests that identification in close relationships provides a crucial motivational basis for relationship commitment and long-term relationship survival.

E16

CHANGES IN SEXUAL BEHAVIOR AND ATTITUDES, 1943-1999: A CROSS-TEMPORAL META-ANALYSIS *Brooke Wells[1], Jean Twenge[2]; [1]Graduate Center at City University of New York, [2]San Diego State University* – A cross-temporal meta-analysis of 530 studies (total n = 269,649) finds that young people's sexual attitudes and behavior changed substantially between 1943 and 1999, with the largest shifts for girls and women. Both males and females became more sexually active over time, as measured by age of first intercourse (decreasing from 19 to 15 for females) and percent sexually active (increasing from 13% to 47% for females). Attitudes toward premarital intercourse became more lenient, with approval increasing from 12% to 73% among females, and from 40% to 79% among males. Feelings of sexual guilt decreased, most noticeably for females. The correlation between attitudes and behaviors was stronger for females. Results also indicated various ethnic differences in sexual activity and age of first intercourse. The U.S. divorce rate, matched by year, was correlated with increased sexual activity and approval of premarital sex; the number of AIDS cases predicted greater sexual activity but fewer sexual partners. Overall, most changes were stronger for women than men, supporting theories positing that culture has a larger effect on women's sexuality (e.g. Baumeister, 2000).

E17

THE EFFECTS OF SHAMING ON GUILT, SHAME, HUMILIATION, AND INTENTIONS TO APOLOGIZE *Sung Hee Kim[1], Gordon Campbell[2], Mark Jackson[3], Richard Smith[1]; [1]University of Kentucky, [2]University of North Carolina at Chapel Hill, [3]Transylvania University* – When another person deliberately shames us following our moral transgressions, how does this shaming affect our feelings of guilt, shame, humiliation, and intentions to apologize? Participants were asked to remember a situation in which they did something morally wrong and then to characterize their emotional state after the episode and their intentions to apologize. Key features of the remembered situation took one of five forms depending on the degree of shaming for the wrongdoing that occurred: (1) what they did was not known to anyone, (2) what they did was publicly known, (3) they were chastised by another person, (4) they were chastised in public by another person, and (5) they were chastised severely in public by another person for what they had done. Feelings of guilt, shame, and humiliation as well as intentions to apologize all increased in the mere exposure condition compared to private. Sharp decreases in shame and guilt occurred in the public chastisement and severe chastisement conditions compared to the mere public condition. However, humiliation increased successively across all conditions. In addition, intentions to apologize for the wrongdoing decreased as chastisement increased in severity, while feelings of hostility increased. Overall, this study provides clear evidence for the negative consequences of shaming. Although mere publicity seems largely constructive in its effects, shaming appears to decrease shame and guilt together with associated intentions to apologize, while aggravating feelings of humiliation and hostility. These findings replicate a prior study that controlled for the severity of the transgression.

E18

ENDORSING A NEGATIVE SELF-STEREOTYPE AS A SELF-PROTECTIVE STRATEGY *Melissa Burkley, Hart Blanton; The University of North Carolina, Chapel Hill* – The authors assert a counterintuitive theory to explain why stereotype targets endorse negative stereotypes regarding their own group. Specifically, it is proposed that the endorsement of a negative self-stereotype can serve as a self-protective strategy for stereotype targets. Three studies tested this theory and the results demonstrated that 1) stereotype targets are more likely to endorse a negative self-stereotype following negative feedback, 2) their state self-esteem is higher than those unable to endorse such a stereotype, and 3) those high in trait self-esteem are more likely to benefit from this strategy. Combined, these results suggest that under certain circumstances, stereotype targets will actually endorse negative self-stereotypes in order to protect their self-esteem.

E19

GENDER AND PERSONALITY AS PREDICTORS OF SATISFACTION WITH ONE'S LEADER *Heather Williamson; Virginia Commonwealth University* – Existing research on personality focuses primarily on the traits and behaviors of leaders and the effects on their followers. One area that has been neglected is the personality traits of the followers and their response to transformational or transactional leader's style and whether gender predicts an individual's satisfaction with their own leader's leadership style. The present study examined the relationships between gender, personality traits, leadership style, and satisfaction with one's leader in a business population. Participants were 163 men and women in an MBA program, a non-profit organization, or a private organization. Participants completed the NEO-PI, the MLQ, and a satisfaction questionnaire about their leader. Results indicate that for women, the transformational leadership characteristic inspirational motivation is predictive of higher levels of satisfaction with the leader. However, men are more satisfied with leaders that exhibit the transformational leadership characteristic of intellectual stimulation. Findings for the transactional leadership style indicate that neither men

nor women report being satisfied with this type of leader. The Big Five traits associated with satisfaction with leadership indicate that conscientiousness (present in women more than men) is related to satisfaction with leaders exhibiting inspirational motivation, while openness to experience and extraversion in men is related to intellectual stimulation. Neuroticism in women was negatively associated with transformational leadership style of intellectual stimulation. Findings suggest that gender and characteristics of transformational leaders differentially predict satisfaction with one's leader.

E20

INFLUENCE OF SOCIAL NORMS AND PALATABILITY ON AMOUNT CONSUMED AND FOOD CHOICE *Patricia Pliner*[1], *Nikki Mann*[2]; [1]*University of Toronto at Mississauga,* [2]*York University* – Research conducted on the amount of food consumed by an individual has demonstrated that the presence of others can increase or decrease consumption by eliciting impression management concerns, social facilitation or conformity/modeling. Social influences on food selection also exist in that there are family resemblances in diet and studies have found that people will imitate a target model's food choices. The effect of social influence on amount consumed appears robust (e.g. capable of overriding physiological needs) but the effect on food choice appears weaker (e.g. family resemblance in diet accounts for 2-6% of the variance). The relative strength of social influence and palatability on amount consumed and of food choice were tested directly in two studies. In Experiment 1, participants were provided with either palatable or unpalatable food; they were also given information about how much previous participants had eaten (large or small amounts) or were given no information. Experiment 1 found that there were social-influence effects for the palatable but not the unpalatable foods. In Experiment 2 some participants learned that prior participants had chosen the palatable food, others learned that prior participants had chosen unpalatable food, while still others received no information about prior participants' choices. The social-influence effect had no effect on participants' food choices; nearly all of them chose the palatable food. The results were discussed in reference to Churchfield's (1995) distinction between judgments about matters of fact and judgments about preferences and in their implications for social marketing campaigns aimed at increasing fruit and vegetable intake.

E21

CAN WOMEN CONTROL THE EFFECTS OF MEDIA-PORTRAYED IMAGES OF THE "THIN IDEAL" ON THEIR SELF-IMAGES? IMPLICATIONS OF THE MODERATING IMPACT OF SELECTIVE ATTENTION ON PRIMING *Shannon Trabosh, Antonio Freitas; State University of New York at Stony Brook* – Understanding how exposure to social information impacts subsequent interpretation of new information remains a basic challenge for research on social cognition. Do such priming effects transpire passively and automatically, for example, or are they influenced by conscious control? Recent research, demonstrating that "motivational traces" accrue as a result of selective attention (Freitas, 2004), suggests that selective-attention efforts during a priming exposure should indeed impact subsequent usage of related social constructs. Because selective attention appears to "tag" task-relevant stimuli in approach terms and task-irrelevant stimuli in avoidance terms, we hypothesized that these tagging effects would generalize to the usage of broad social constructs, such that task-relevant stimuli subsequently would generate larger priming effects than would task-irrelevant stimuli. To test this idea, we exposed 32 undergraduate women to simultaneously displayed images of geometric shapes and of unrealistically thin female models. Half of the participants reported the color of the models' blouses; half reported the color of the geometric shapes. An additional 16 participants, in a control condition, viewed only geometric shapes. All participants lastly completed a stem-completion task, containing items (e.g., "thi____") potentially forming either body-image-related (e.g., "thin") or unrelated (e.g., "think") words. As predicted, participants for whom the

models were task-relevant later generated the most body-image-related words, whereas those for whom the models were task-irrelevant later generated the fewest body-image-related words. These findings suggest that conscious attentional control strategies can moderate priming effects, highlighting a potential means of mitigating the often debilitative impacts of exposure to media-propagated, unrealistically thin body ideals.

E22

THE IRONIC EFFECT OF BIAS AVOIDANCE GOALS ON STEREOTYPE USE AMONG CAUSALLY UNCERTAIN PERCEIVERS *Stephanie Tobin*[1], *Gifford Weary*[2], *H. Anna Han*[2]; [1]*University of Houston,* [2]*Ohio State University* – Individuals high in Causal Uncertainty (CU) desire an accurate understanding of the social world. To reach this goal, they process information thoroughly, and repeated practice can make their processing efficient (Weary & Edwards, 1996). For example, research shows that high but not low CU individuals resist stereotypes (Weary, Jacobson, Edwards, & Tobin, 2001) and attend to all available information, even when distracted. This study examines how automatic, accuracy-motivated strategies can have ironic effects. High and low CU participants read and judged an academic misconduct case. Half were told the accused student was an athlete. Half also were told not to let the student's status influence them. These latter instructions should trigger both conscious efforts to avoid the influence and an automatic monitoring process that checks for evidence of the influence (Wegner, 1994). Low CU participants should be able to successfully avoid bias when instructed to do so. However, high CU participants' greater stake in avoiding bias and reaching accurate impressions should create a more vigilant monitoring process, increasing the accessibility of the unwanted thought and leading to biased judgments. Results supported these predictions. When no goal was given, low but not high CU individuals' judgments were influenced by the student's status. When avoid bias instructions were given, the opposite occurred: high but not low CU individuals were influenced. These findings support the idea that automatic, accuracy-motivated strategies sometimes can undermine more conscious efforts to avoid bias.

E23

BICULTURAL INDIVIDUALS: FRAME-SWITCHING AND THE STABILITY OF PERSONALITY *Wonkyong Beth Lee, Danny Heller, Kate McInnis; University of Waterloo* – Drawing from social-cognitive theories of personality (Mischel & Schoda, 1995) and a new approach to culture, frame switching (Hong et al., 2000), we argue that the personality of bicultural individuals may change depending on their salient cultural identity. Cross-sectional research indicates that Americans are more extraverted than Asians, whereas Asians score higher on neuroticism than Americans (Allik & McCrae, 2004). Thus, we hypothesized that priming a bicultural individual's Canadian identity will lead to an increase in extraversion relative to their baseline score, whereas priming their Chinese identity will yield an increase in neuroticism compared to their baseline score. In a 2 X 2 mixed design, with repeated measures of personality, 28 bicultural individuals were primed with either Canadian or Chinese culture, as part of an alleged memory task. After finishing the task, participants completed the Big-5 inventory. Baseline Big-5 scores were collected at least one month before the experiment. Consistent with predictions, we found a significant 2-way interaction between prime and pre/post-neuroticism scores (F= 4.79, p= .038). In the Canadian prime condition participants in the Canadian prime condition demonstrated lower levels of neuroticism than their baseline scores, while those in the Chinese prime condition showed higher levels than the baseline scores. Although not statistically significant, participants in the Canadian priming condition had higher levels of extraversion than their counterparts in the Chinese condition (M=3.33, M=2.91, respectively). We discuss potential moderators of these effects (e.g., Bicultural Identity Integration), as

well as theoretical implications for the stability of personality among bicultural individuals.

E24

EFFECTS OF CONCEALABLE STIGMAS ON PSYCHOLOGICAL WELL-BEING: A META-ANALYSIS *Michael Dudley; University of Kentucky* – Several individual studies have investigated the effect that possession of a stigma has on an individual's psychological well-being. Many of these studies, however, differ in the direction and extent to which such possession affects individuals. The current article uses meta-analytic procedures on content-coded data from a variety of fields invested in stigma research to provide a comprehensive analysis of the overall effect of the possession of a concealable stigma on an individual's psychological well-being. The studies were identified through a computerized search and ancestry approach of published and unpublished studies involving individuals with concealable stigmas. The hypothesis that possession of a concealable stigma has an overall negative effect on an individual's psychological well-being is supported in this analysis. Implications of these findings and suggestions for future research involving these populations are discussed.

E25

"DOING MY BEST" VS. "NOT FAILING MY TEAM": THE EFFECT OF GOAL-FRAMING ON INDIVIDUAL VS. GROUP PERFORMANCE. *Kristy K. Dean, Wendi L. Gardner, Daphne Dorner; Northwestern University* – The current study draws upon research concerning self-construals and regulatory focus theory to offer a new perspective on the age-old question of what motivates people in individual and group settings. For instance, research by Lee, Aaker, and Gardner (2000) has shown that individuals visualizing the collective performance of a team emphasize the importance of loss-framed scenarios, whereas those visualizing the personal performance of an individual emphasize the importance of gain-framed scenarios. In addition, Shah, Higgins, & Friedman (1998) have shown that not only are gain- and loss-framed goal pursuit strategies preferred by promotion- and prevention-focused individuals, respectively, but they are differentially effective at enhancing performance and the attainment of desired outcomes. Thus, the current investigation proposes that one factor important to motivation in an individual or team setting may be the focus upon relative costs versus benefits (or losses versus gains) associated with the desired outcome. Fifty-seven undergraduates completed an anagram task in either an individual or a team situation, and received either a loss-framed or gain-framed task goal. As expected, performance was enhanced for group tasks given loss-framed goals, and individual tasks given gain-framed goals. Discussion centers on the concept of regulatory fit (Higgins, 2000) as well as the degree of self-interest vs. group-interest (Brewer & Gardner, 1996) as two potential bases for this finding.

E26

YOU'VE GOT MAIL: INTERNET AFFAIRS AND PROSTITUTION AS TESTS FOR EVOLUTIONARY AND COGNITIVE EXPLANATIONS FOR JEALOUSY *Bobbi J Carothers; Centenary College of Louisiana* – Evolutionary and cognitive explanations for sex differences in jealousy offer competing origins. The evolutionary argument is in terms of parental investment and paternal uncertainty: women are more concerned with emotional infidelity for fear of losing resources to raise children, and men are more concerned with sexual infidelity for fear of wasting resources on genetic progeny that are not their own (Buss et al., 1992). The cognitive argument (double-shot hypothesis) argues that women are more concerned with emotional infidelity because if her partner is emotionally involved with another woman, he is most likely also having sex with her, whereas emotional involvement does not necessarily follow from sex. (DeSteno & Salovey, 1996) The opposite is thought to be true for men's jealousy of women. Thus, the confound is: are men and women responding to threats to genetic continuance, or simply the degree to which their partner is cheating on them? Presently, a paradigm wherein emotional infidelity without the possibility of sexual infidelity (a long-distance internet affair) and sexual infidelity with a low likelihood of emotional infidelity (encounters with varying numbers of prostitutes) was tested. Regardless of sex, people were least upset imagining a partner having an internet affair, more upset with repeated encounters with one prostitute, and most upset with single encounters with 6 prostitutes. When removing the likelihood of a double-shot infidelity, both men and women are equally more concerned with extra-relationship sexual contact than emotional infidelity, though threat of internet resource loss (PayPal) and paternal uncertainty via unintended pregnancy remain.

E27

ETHNIC DIFFERENCES IN PERCEPTIONS AND REACTIONS TO MULTICULTURAL AND ASSIMILATION STRATEGIES OF PREJUDICE REDUCTION *Azenett A. Garza-Caballero[1], Zayra Longoria[2], Michael A Zarate[3]; [1]Weber State University, [2]Purdue University, [3]University of Texas-El Paso* – Vast research has been conducted investigating the effects of multicultural and assimilation perspectives on prejudice, however, very little research has contrasted the effectiveness of these approaches between majority and minority ethnic groups. In addition, there are few studies that make direct comparisons of the effectiveness of these two strategies of prejudice reduction. The purpose of these two studies was to investigate the hypothesized differential impact of multicultural and assimilation perspectives on prejudice towards others by Mexican Americans (MA) and White Americans (WA). The first study investigated the naturally occurring perceptions of multiculturalism and assimilation in majority and minority ethnic group members and the effects of these perceptions on prejudice. The second study investigated if minority and majority ethnic group members reacted differently to arguments regarding the benefits and limitations of multiculturalism and assimilation. Two hundred and thirty (124 WA and 106 MA) students participated in study 1 and one-hundred and fifty-three (55 WA and 98 MA) participated in study 2. Correlational analysis in the first study demonstrated that MAs view their ethnic identity and their American identity as highly important yet separate concepts, whereas for WAs they are separate concepts. In addition, greater ethnic identity was associated with greater openness to diversity for MAs but not for WAs. A mixed factor ANCOVA conducted on the second study made evident that both MAs and WAs can benefit from multicultural perspectives in reducing prejudice and increasing openness to diversity. Future research and implications of findings are discussed in terms of intergroup relations.

E28

DO WOMEN FLIRT WHEN THEY ARE THREATENED INTELLECTUALLY? *Rochelle Smith, Stacy McKenzie, Patricia Garcia, Chris Wright, Talia Ben-Zeev; San Francisco State University* – Women who care about excelling in a domain that alleges negative stereotypes about female ability tend to underperform when they are reminded of these stereotypes, as shown by research on stereotype threat (e.g., Steele, 1997). Do women who experience stereotype threat resort to flirtation as one compensatory mechanism? Despite the fact that the flirtation literature provides evidence for such a prediction, recent work on stereotype threat has shown that women disavowed flirtation under threat (Pronin, Steele, & Ross, 2004). Pronin et al. collected self-report data but did not test actual flirtation-related behaviors. It is possible, therefore, that women reported less flirtation due to demand characteristics. The current study was designed to provide a behavioral analysis of flirtation under stereotype threat. Female undergraduates who were strongly identified with pursuing graduate careers in Psychology were given a mock interview for graduate admission. In the threat condition, females were told that male participants had shown superior performance on the analytic portion of the interview. In the threat-removed condition, females were told that there had been no gender differences. Videotapes were analyzed by judges, blind to the stereotype threat manipulation, for quality and for

participants' flirtation levels with the male interviewer. Preliminary data showed that under threat, females' identification scores with pursuing psychology careers decreased as compared to those in the threat removed condition. Furthermore, females under threat were judged to engage in a higher degree of flirtatious behaviors than those in the threat-removed condition. Implications for research on stereotype threat are discussed.

E29

NOT JUST REVENGE: THE ROLE OF BEHAVIOR CONTROL IN 3RD-PARTY PUNISHMENT *Eyal Aharoni, Alan J. Fridlund; University of California, Santa Barbara* — What leads some of us to seek harsh punishment and others to be merciful when an individual does wrong? How can variation in punitivity be accounted for? Certainly, punitive sentiments are influenced by external factors, such as the gravity of the offense. But precisely why punishers treat this information as useful itself requires explanation. The present study considers the argument that we can best account for punitive variation by examining what it is that punishment functions to do, both in service of the punisher and also society as a whole. Philosophy of punishment delineates two broad functions of punishment. Behavior Control is the aim to prevent or deter at-risk individuals from performing future misdeeds. Retribution is the desire to restore a moral loss by making the wrongdoer endure a cost proportional to that resulting from the original offense. Previous research has argued that lay judges punish in a predominantly retributive way (Carlsmith, Darley & Robinson, 2002; Warr, Meier & Erickson, 1983). Using revised operationalizations of Behavior Control and Retribution, the present study observes a different outcome: that lay judges serve both functions when determining a punishment. Retributive punishments increase in response to increased offense intentionality, and Behavior Control punishments increase in response to increased likelihood of recidivation. More accurate predictions of 3rd party punishments may help to better identify and control adverse punitive biases in domains as jury deliberation.

E30

ARE ATTACHMENT WORKING MODELS REPRESENTED IN THREE PARALLEL MEMORY SYSTEMS? *Maya Sakellaropoulo, Mark Baldwin, Norman White; McGill University* — Decades of research on attachment theory have shown attachment orientations to fall along two dimensions: anxiety and avoidance. These dimensions of experience and interaction are theorized to be produced by underlying working models. Drawing on recent work on memory (White & McDonald, 2002), we suggest that working models may be represented in three separate memory systems roughly corresponding to expectancies, affect, and strategies. One hundred adults in romantic relationships completed a series of online questionnaires assessing working models and attachment styles. Factor analyses revealed that whereas working models related to expectancies and affect generally fell on a single positive-negative dimension, working models related to strategies were more complex. Furthermore, regression analyses showed the two attachment dimensions to be predicted in different ways by the three sorts of working models. Specifically, attachment-anxiety was predicted by expectancies that trying to get closer to your partner would lead to rejection, affective associations that thinking about your partner is comforting, and strategies that when your partner does something hurtful you worry about the future of the relationship. Attachment-avoidance, on the other hand, was only predicted by strategy-related working models, including the strategies that when your partner does something hurtful you do not try to talk with him or her, and that when you are angry with your partner you try not to show it and attend to something else instead. These findings provide preliminary support for the idea that attachment working models may be represented in three parallel memory systems.

E31

THE PROCESS THROUGH WHICH MESSAGE RELEVANT ELABORATION DETERMINES ATTITUDE CERTAINTY *Jamie Barden, Richard Petty; Ohio State University* — Considerable research suggests that the extent of elaboration on an attitude object enhances its overall strength in terms of outcomes such as resistance to change (Petty, Haugtvedt, & Smith, 1995). Yet, it is unclear why this is the case. The current research suggests that people can perceive the extent of their own elaboration, which in turn enhances certainty in their attitudes which in turn is responsible for various attitude strength outcomes. Although prior research has demonstrated that perceptions of ease of thinking could affect attitude certainty (Haddock et al., 1999), and certainty can influence resistance (Tormala & Petty, 2002), it has not been demonstrated that perceptions of extent of thinking can affect certainty. In Study 1, participants high (vs. low) in Need for Cognition spent more time reading a persuasive message about senior comprehensive exams, perceived that they had elaborated more, and also reported greater attitude certainty. Furthermore, the relationship between actual elaboration and attitude certainty was fully mediated by perceived elaboration. In Study 2, reading time was directly manipulated with an instruction to quickly (vs. slowly) read a passage about Wireless Networks. Slow readers spent more time reading, perceived more elaboration, and reported greater attitude certainty. The impact of reading time on certainty was again fully mediated by perceived elaboration. Critically, the manipulation had no impact on attitude extremity. Together, these studies establish that individuals make use of their own accurate perception of their elaboration to determine the certainty with which they hold their attitudes.

E32

SOCIAL FUNCTIONING IN ALZHEIMER'S DISEASE: A STUDY OF MUTUAL GAZE AND ITS PHYSIOLOGICAL CORRELATES *Megan E. McCarthy, Sarah R. Holley, Robert W. Levenson; University of California, Berkeley* — Mutual gaze plays an important regulatory role in social interactions, promotes intimacy, and may heighten cardiovascular and electrodermal responding (Stifter, 1995; Nichols & Champness, 1971). We investigated the effects of Alzheimer's Disease (AD), a neurodegenerative disease that primarily affects the hippocampus and parietal lobe, on mutual gaze during marital interactions. AD patients initially experience cognitive decline (e.g., memory loss) but often remain socially involved and interpersonally intact. Cardiovascular, electrodermal, and somatic responses were measured continuously from 9 AD patients and 9 control subjects and their spouses during a 15-minute discussion of a conflictive marital issue. Gaze behavior was coded every 5 seconds and conditional probabilities of mutual gaze were computed for each dyad. Results indicated that AD subjects and their spouses showed significantly more mutual gaze than control couples. However, a significant correlation between mutual gaze and arousal was found only for control subjects and not for AD subjects. These findings suggest that AD patients do retain high levels of social interest and involvement, despite loss in other areas of cognitive functioning. Their dementia may also be responsible for interrupting the normal association between mutual gaze and arousal. Cognitive impairments in the AD patients may be precluding a physiological emotional reaction to the conversation.

E33

AN EXAMINATION OF AGENCY, SOCIAL SUPPORT AND DEPRESSION IN WOMEN OF A DOMESTIC VIOLENCE SHELTER *Ruth L. Varkovitzky, Natalie A. Cort, Jennifer Aube; University of Rochester* — In the United States, 1.5 million women are raped and/or physically assaulted annually by an intimate partner (boyfriends, former boyfriends, husbands and former husbands). A significant portion of these women escape the danger of their relationships by utilizing domestic violence shelters. The current study investigated the association between the gender-related personality trait, agency, social support reli-

ance and depression, in a sample of 58 residents of a domestic violence shelter. It was hypothesized that at intake to shelter, women's access and reliance on social support would mediate the relationship between agency endorsed at intake and depression symptoms as they were discharged. The perception of social support from family and friends was assessed at intake and the willingness to rely on shelter residents and staff was assessed at discharge. The study was longitudinal in structure; agency, depression, and social support outside of shelter were assessed at Time 1 (shelter intake) while depression and social support inside of shelter were assessed at Time 2 (shelter discharge). Results indicated that abused women who endorsed agentic traits at intake reported less depressive symptoms as they departed the shelter. The perception of practical and emotional assistance from friends, as well as a willingness to rely on shelter staff for emotional support, was positively related with an endorsement of agency at intake and less depressive symptoms at departure from the shelter. These results highlight the important role of agency in abused women's ability to cope when faced with intimate partner violence.

E34

IMPLICIT PERCEPTUAL DIFFERENTIATION OF ENTITATIVITY AND SIMILARITY OF GENDER INGROUPS AND OUTGROUPS *Sara A. Crump, David L. Hamilton; University of California, Santa Barbara* — A great deal of research in social psychology has examined stereotypes of various racial, religious, and gender groups. Yet, before the stereotyping process begins, perceivers must classify collections of people into meaningful groups. Entitativity, this predecessor to the stereotyping process, is based upon a number of cues (such as similarity, importance, interaction, etc.) that, in various combinations, help the perceiver group individuals into meaningful units. However, similarity is often thought to be interchangeable with entitativity, implying that perceptions of entitativity and similarity always co-occur. The current study tests the hypothesis that perceivers differentiate between entitativity and similarity in their ingroups and outgroups. Specifically, we predicted that participants' gender ingroup would be perceived as more entitative than the outgroup, but that members of the gender outgroup would be perceived as more similar than ingroup members. Using two Implicit Association Tests, we found strong support for this hypothesis with female participants, and some support with our males. These results provide evidence that, even at an implicit level, perceivers differentiate between entitativity and similarity with respect to their gender groups.

E35

STAYING ANGRY *Dikla Shmueli, Mark Muraven; University at Albany* — Although there are diverse definitions for anger, most describe it as a negative emotion, associated with aggressive behavior, discomfort, and unpleasantness. The emotion literature suggests that most individuals make efforts to regulate themselves out of this negative emotion. The goal of this study was to demonstrate that there are instances of anger in which individuals choose to maintain this negative emotion. Specifically, individuals experiencing righteous anger, which is conceptualized as a feeling of injustice, may be less likely to regulate their emotions. In this study, participants were first asked to recall either an injustice that had occurred to them in order to evoke righteous anger, or a situation that evoked anger that did not involve an injustice. They were then given the choice to watch video clips from either 'Austin Powers' or 'American History X'. The humorous clip (Austin Powers) was designed to afford participants a chance to regulate their negative affect, whereas pilot testing indicated that American History X would lead to a continuation of the angry state. Results confirmed our prediction: participants in the anger condition (and those in the no mood-induction control group) were more likely to choose the humorous clip, whereas those in the righteous anger condition preferred American History X. Furthermore, participants in the anger condition reported choosing the movie to feel better, whereas the righteous-anger participants chose a movie that would not

conflict with their mood. We conclude that anger regulation is not always pursued, which may have implications for theories of mood-regulation.

E36

IT IS NOT THE WINNING, IT IS THE TAKING PART; SELF-WORTH PROTECTION AFTER FAILURE AT AN UNCONSCIOUS ACHIEVEMENT GOAL *Karin Bongers[1], Ap Dijksterhuis[1], Russell Spears[2]; [1]University of Amsterdam, [2]Cardiff University* — According to the self-worth theory (Covington, 1992, 1998) people are motivated to establish and maintain a positive self-image. Especially when people fail to attain their goals, their self-esteem can be threatened, and hence, they are motivated to use self-protective mechanisms. In many situations however, people pursue goals of which they are not aware. In the present research we address the question whether people will also be motivated to protect their selves after failure at an unconscious goal. In experiment 1 we investigated whether people had lower self-esteem after failure than after success at an unconscious achievement goal and in experiment 2 we investigated whether people were motivated to use self-protective mechanisms after failure at an unconscious achievement goal. In both experiments, we subliminally activated an achievement goal or no goal, and to manipulate failure or success, we gave participants either a difficult or an easy Word-Formation-Task. Subsequently, in experiment 1 we administered the State Self-Esteem Scale (Heatherton & Polivy, 1991). The results showed that participants who failed at their unconscious goal had lower self-esteem than participants who succeeded at their unconscious goal and than participants who did not have an unconscious goal. In experiment 2 we measured whether people were motivated to protect their selves after failing at an unconscious achievement goal. The results showed that participants who failed at their unconscious goal were motivated to use self-protective mechanisms. This was not the case for participants without an unconscious goal.

E37

CAN EMOTIONS BE TRULY GROUP-LEVEL? EVIDENCE REGARDING FOUR CONCEPTUAL CRITERIA *Charles Seger[1], Eliot Smith[1], Diane Mackie[2]; [1]Indiana University, [2]University of California, Santa Barbara* — Emotions are often part of people's reactions to social groups and their members. Intergroup Emotions Theory (Mackie, Devos, & Smith, 2000; Smith, 1993) holds that intergroup emotions are experienced by individuals when they identify with a social group; these emotions make the group part of the psychological self. But what differentiates group-level emotions from emotions that occur at the individual level? We argue that four key criteria define group-level emotions: group emotions differ systematically and reliably from the same person's individual emotions, depend on the person's degree of group identification, are socially shared within a group, and contribute to regulating intragroup and intergroup attitudes and behavior. In a recent study, subjects (N=128) reported emotions felt as an individual, an American, an Indiana University student, and as a Democrat/Republican. The data provided strong supporting evidence for these four criteria. There were reliable differences between the average profiles of emotions for individuals and each group. Group identification was highly correlated with positive emotions and negatively correlated with negative emotions. Furthermore, the emotions that people feel when thinking about a particular ingroup tend to converge toward an average or prototypical profile of emotions for that group. Finally, we demonstrated that positive group emotions are consistently related to group identification and intergroup bias scores, indicating that group emotions may regulate intergroup attitudes and action tendencies. These results show clear and consistent distinctions between individual emotions and group emotions, and between the emotions that people experience for different groups. Implications and future directions are discussed.

E38

ERRING ON THE SIDE OF AWESOME: SELF-ENHANCEMENT AS GENEROUS PLACEMENT WITHIN A RANGE OF VALUES *Elanor F. Williams, Tom Gilovich; Cornell University* — There is a well-established line of social psychological research that illuminates the "better-than-average" effect. However, we believe that an even more complete picture of the self-enhancement phenomenon involves a "can I/must I?" variation on motivated reasoning. Our current series of experiments deviates slightly from most previous self-enhancement research, as we wanted to examine the potential range of scores in which people believe they fall relative to a particular comparison group, in addition to the single scores typically gathered in such research. We believe that people, when asked to choose single scores as self-ratings, are motivated to give responses that fall generously within their supposed ranges of scores. In our experiments, participants were typically given a list of twelve positive traits, and then asked to give themselves either single percentile scores for each trait, or ranges in which those scores might fall. We find that in this original version, participants give themselves "the benefit of the doubt," and choose single scores that are generously placed toward the top of the corresponding ranges, which are self-enhancing as well. This effect also appears for liked peers, as well as when participants complete a within-subjects version that allows for self-serving interpretation of the instructions. However, the effect disappears when the self is rated in the context of a rigid within-subjects variation; likewise, mere acquaintances and disliked peers do not receive the benefit of the doubt. Implications and future directions of this research are discussed.

E39

EATING AND SOCIAL INFLUENCE: A NORMATIVE APPROACH *Tullia Leone, Patricia Pliner, Peter Herman; University of Toronto* — Little attention has been focused on proposing and testing explanations for a particular category of studies that concerns social influence on eating: the modeling studies. Literature in this area has consistently demonstrated that people match the food intake of their social companions. One explanation for this apparent modeling, based on a social-normative perspective, is that individuals do not merely copy the model's behaviour, but instead use the food intake of others as limits (norms) beyond which eating becomes excessive. A study was conducted in order to test the idea that what appears to be a systematic matching of intake might instead be a systematic effort to eat as much as possible without incurring the stigma of excess. Unlike past modeling research where information about others' eating had always been derived from a single model or several models all eating approximately the same amount, participants in the present study were exposed to the behaviour of confederates eating at three levels: 4, 9, and 14 units of food. When subsequent food intake was measured, it was found that the modal amount eaten by participants was greater even than the amount set by the augmentation norm of 14 units. Results are discussed in the context of the conformity literature, which has shown that in the presence of a non-unanimous majority, conformity to group norms drops dramatically. The possibility that the large variability in past amounts eaten disinhibited eating by obliterating group norms is considered.

E40

BIASES AGAINST WOMEN IN POSITIONS OF AUTHORITY: CONSEQUENCES FOR FEMALE COLLEGE PROFESSORS *Sarah Emerman, Amy Brown; Miami University; Oxford, Ohio* — Studies have shown that women in positions of power may receive lower evaluations than their equally competent male counterparts. We investigated the possibility that lower evaluations of female professors result when she adopts more authoritarian, masculine characteristics. College students evaluated a hypothetical professor based on a syllabus and grade distribution, as part of a study on students' overall impressions of faculty. The syllabi were varied so they appeared either strict and authoritarian, or more lax. The professor appeared to be either male or female, according

to the name on the syllabus. Students received a series of questionnaires regarding their attitudes about the professor and rated the professor on various stereotypical gender characteristics. Although the professor's gender did not appear to effect ratings, this may be due to the fact that 40% of the participants mistakenly assumed the female professor was a man (as measured by a "memory questionnaire" manipulation check). Only 2.5% of the participants mistakenly recalled that the male professor was female, indicating a systematic bias in perceptions of college faculty. Further analyses indicated that male participants (68%) were more likely than female participants (38%) to fail the manipulation check, but only when they read about a strict professor, 2 (1, N = 37) = 6.11, p < .05. These results imply that gender stereotypes are still held within college classrooms. College professors, especially those adopting an authoritarian teaching style, are expected to be men, not women.

E41

SUBLIMINAL PRIMING, EGO DEPLETION, AND AGGRESSION *Michael Logue, Ian McGregor; York University* — Theorists have long proposed that aggression is a natural urge, and experimental research has shown that even subliminal aggression primes can increase aggressive tendencies (Carver et al, 1983). Despite natural inclinations and aggression-prime bombardment from the media, however, most people usually manage to inhibit aggressive outbursts most of the time, in accordance with social norms for restraint. Thus, aggression could be conceptualized as a failure in self-control. Previous research has demonstrated "ego depletion" after an initial act of self-control decreases one's ability to exert self-control on a subsequent task (Vohs & Baumeister,2004). The present research examines whether ego depletion decreases participants' ability to inhibit aggression. We subliminally primed 48 undergraduates with either aggressive words or neutral words before they either completed an ego depleting or neutral task (from Baumeister et al., 1998). We operationalized aggression as the noise-blast intensity participants set for another participant to receive in a competitive reaction-time game. Depleted and subliminally aggression-primed participants were significantly more aggressive then those who were non-depleted and aggression-primed, or depleted and not aggression-primed. These results highlight ego depletion as a potential cognitive mechanism that contributes to aggression. Discussion interprets displaced aggression, aggression in response to peer rejection, road rage, and narcissistic rage from a priming x ego-depletion perspective.

E42

INDIVIDUAL DIFFERENCES IN THE SOCIAL FACILITATION EFFECT: A REVIEW *Liad Uziel; The Hebrew University of Jerusalem* — Social facilitation (SF) is the term used to describe the (facilitating or inhibiting) effects of social presence on performance. A century of research reveals that these effects are mediated by reactions such as increased arousal, anxiety, distraction or norm-adherence. Interestingly, similar constructs are used by modern approaches to personality (e.g., Eysenck, 1991) in defining major traits like neuroticism (propensity to anxiety and distractibility) and extraversion (differences in cortical arousal). Despite the theoretical nexus, experimental efforts to explore the role of personality in moderating the SF effect are relatively few, and as a whole, lack the guidance of a theoretical paradigm. In an attempt to fill this gap, the current paper offers the first quantitative review of the literature on individual difference in SF. At the heart of the review are meta-analyses of published studies. Their results show that: (1) Self-esteem moderates the SF effect, such that the performance of high self-esteem individuals is improved and that of low self-esteem individuals is impaired when in the presence of others; (2) Extraverts outperform introverts when observed; And, (3) in contrast to previous narrative reviews, trait-anxiety does not substantially moderate the SF effect. The review highlights the advantages of considering the nature of the individual in the context of SF, a field that for the past 40 years has focused on the nature of the task (simple/complex) as a sole moderating variable. Sug-

gestions for future research are made in light of the methodological and theoretical weaknesses of the existing literature.

E43
COMPARING THE VALIDITY OF OBLIQUE VERSUS ORTHOGONAL FACTORS OF SUBCLINICAL PSYCHOPATHY *Kevin M. Williams, Delroy L. Paulhus, Craig Nathanson; The University of British Columbia* – Recently, there has been some debate in the psychological literature involving the factor structure of subclinical psychopathy. Although most researchers agree that psychopathy is composed of two factors (one behavior-based and one personality-based), some researchers argue that these factors are oblique whereas others claim that they are orthogonal. Using the Hare Self-Report Psychopathy Scale-III (SRP-III; oblique factors) and the Psychopathic Personality Index (PPI; orthogonal factors), we compared these two factor conceptions in an undergraduate sample (N = 137) on three main criteria: (1) intercorrelations among the psychopathy factors, (2) associations with self-reported delinquency, and (3) associations with Big Five personality factors. Results showed that the SRP-III factors and the PPI-Behavioral factor correlated strongly with each other, whereas the PPI-Personality factor did not correlate with the SRP-III factors or the PPI-Behavioral factor. Second, the PPI-Personality factor was only mildly associated with delinquency, compared to the SRP-III factors and the PPI-Behavioral factor. Furthermore, the SRP-III factors explained more of the variance in delinquency scores than the PPI factors did. Finally, the SRP-III factors and the PPI-Behavioral factor showed expected correlations with the Big Five, whereas the PPI-Personality factor produced several correlations that contradict the literature, including significant positive correlations with Agreeableness, Conscientiousness, and Stability. Together, these results suggest that the oblique SRP-III factor conception may be more legitimate than that of the orthogonal PPI factors, due to the questionable validity of the PPI-Personality factor. Furthermore, the oblique factor conception is more consistent with the notion that psychopathy is a coherent construct.

E44
THE GOOD, THE BAD, AND THE NARCISSISTIC: AN EXAMINATION OF NARCISSISTIC TRAITS, WELL-BEING, SELF-PERCEPTION, AND SOCIAL PERCEPTION. *Jannay Morrow, Mina Cikara; Vassar College* – High levels of narcissism predict "good" outcomes like self-satisfaction, happiness, or the ability to bounce back from failure and "bad" outcomes like aggression, failure, or defensiveness. Our research addresses these inconsistencies by considering the role that social-psychological processes might play in explaining the relation between narcissistic traits and these divergent outcomes. Because (1) self-sufficiency, (2) superiority, (3) leadership, and (4) positive feelings about appearance ought to be positively related to self-worth, control, self-efficacy, and hopefulness, they ought to have emotional and interpersonal benefits. In undergraduates, we examined these four components of narcissism (good narcissism) and compared them with narcissism as a whole and presumably the most detrimental aspects of narcissism (bad narcissism); namely, entitlement and exploitativeness. Narcissism predicted higher self-esteem and well-being and fewer self-discrepancies, but these effects were largely accounted for by good narcissism. High levels of bad narcissism predicted poor adjustment. Individuals who were high in bad narcissism and low in good narcissism, compared to those with the reverse pattern, reported more depression, loneliness, and self-discrepancies. They reported lower well-being, self-esteem, optimism, belongingness, and social connectedness, as well as less satisfaction with their self-understanding, interpersonal relationships, academic performance, and experience of emotions. When evaluating their most recent social interaction, those high in bad narcissism rated themselves as nervous and less able to make a good impression, the interaction as less enjoyable, and their interaction partner as less competent and likeable. We discuss the theoretical and empirical context of these findings as well as their limitations.

E45
DIVERGING PERCEPTIONS OF RELATIONSHIP INFIDELITY: A NARRATIVE ANALYSIS *Ilan Shrira, Josh Foster, Keith Campbell; University of Georgia* – Previous research on infidelity in romantic relationships has largely been limited to exploring the causes and consequences of the infidelity. However, it is difficult to assess the processes and motives underlying relationship infidelities systematically, because conducting experiments on this topic is impossible and using a diary methodology is impractical. The present study collected qualitative data on the self-reported perceptions and emotions of partners whose relationship broke up because one partner was unfaithful. We collected narratives from undergraduates, each of whom wrote one story about a time when they cheated on their partner to start a new relationship, and about a time when a partner left their relationship to be with somebody else. We then coded the narratives for the presence or absence of various features and themes. The "cheater" and "cheated upon" narratives diverged on a number of dimensions, indicating that ex-partners experience and perceive these episodes very differently depending on which role they hold. Cheaters were more likely than Cheated-upons to express dissatisfaction with the original relationship and mention specific problems in the relationship leading up to the break-up. In addition, Cheaters were less likely to state that the original relationship was a serious one, and more likely to try to justify their behaviors. More generally, Cheaters constructed stories in ways that minimized their guilt, whereas Cheated-upons tended to express devastation and anger. Discussion focuses on how people create self-serving stories that function to give meaning and bring closure to unpleasant events.

E46
CULTURAL ORIENTATION: A NEW APPROACH TO THE STUDY OF CULTURE AND HEALTH *Cleopatra Abdou, Christine Dunkel Schetter; University of California, Los Angeles* – Operational definitions of culture lag far behind their theoretical conceptualization. Namely, the literature readily utilizes and accepts race/ethnicity as proxies for culture. These categorizations are broad and fail to consider variability within groups or categories. A central premise of the present research is that race/ethnicity and culture are not equal and that the study of culture is critical to understanding physical and mental health, particularly where marked ethnic disparities in health outcomes exist. We hypothesize that the study of cultural variation has more explanatory power than existing methodological approaches to the study of ethnic disparities in health outcomes. We test a novel approach to conceptualizing and operationalizing culture within the domain of pregnancy. We use the term cultural orientation to refer to variables that differ by culture. Cultural orientation is a continuous variable, which captures value-based profiles that are not bound by race/ethnicity or other sociodemographic categorizations. Cultural orientation is operationalized using a 4 x 4 cultural framework. This framework consists of a four-level cultural system (the individual, couple, family of origin, and community levels). The orientation of this cultural system is then assessed within four domains (psychological, social, physiological, and demographic). We present three studies (one complete and two in progress) exploring the construct of cultural orientation. Study 1 validates cultural orientation utilizing a diverse sample of 350 pregnant women. Studies 2 and 3 demonstrate the utility of this construct in studying health outcomes across racial/ethnic groups and within a single racial/ethnic group (in this case, African Americans).

E47
INTEGRITY AND FRIENDSHIP: PAIRING UP BASED ON INTEGRITY LEVEL *Marisa Miller, Barry Schlenker; University of Florida* – People differ in the extent to which they see themselves as principled versus pragmatic, a difference assessed by the Integrity Scale (Schlenker, 2004). Principled ideologies involve beliefs that moral principles exist, should guide conduct, and integrity is a vital personal quality, whereas pragmatic ideologies deny ethical absolutes and value adaptiv-

ity and expediency. Integrity scores are positively correlated with greater purpose in life, empathy, interpersonal efficacy, self-esteem, and helping behavior; negatively correlated with materialism, normlessness, moral disengagement, and self-reported transgressions (e.g., lying, stealing); and unrelated to dogmatism, need for closure, and social desirability (Schlenker & Wowra, 2004). Our research examined whether self-reported integrity is related to the nature and quality of people's interpersonal relationships. College students participated with a same-sex friend (N = 83 pairs) and separately completed scales for themselves and how they viewed their friend. First, participants accurately identified the integrity level of their friend (r = .54). Second, friends matched up on integrity, with their actual scores significantly related (r = .38). Third, friends were seen as more like themselves in integrity than was actually the case. Fourth, self-reported strength of the friendship was affected by the match in actual integrity. People lower in integrity liked friends who were also lower rather than higher in integrity; in contrast, people higher in integrity liked friends highly regardless of the friends' integrity level. Integrity is not just in the mind of the actor, but is accurately perceived by friends and affects the caliber of the relationships that develop.

E48
SELF-CONSTRUAL ABSTRACTNESS AND SUBJECTIVE WELL-BEING *John Updegraff*[1,2], *Eunkook Suh*[3]*; [1]University of California, Irvine, [2]Kent State University, [3]Yonsei University* — Research examining how self-construals relate to well-being has predominantly focused on how the positivity of one's self-view (self-esteem) is related to well-being. Our work sought to expand research in this area by examining how an understudied yet potentially important dimension of self-view - self-construal abstractness - relates to subjective well-being. Two studies tested the hypothesis that people whose important self-views are construed abstractly (e.g., "I am a smart person") will report more life satisfaction than people whose important self-views are construed more concretely (e.g., "I hold a 3.9 GPA:"). In a correlational study (Study 1), 86 undergraduates rated their current life satisfaction, and then listed the most important aspects of themselves that they considered when making the rating. Participants who listed self-construals that were rated by trained coders as more abstract reported greater life satisfaction as compared to participants who listed self-construals that were rated as more concrete, even after controlling for their positivity (p < .05). In a follow-up experiment (Study 2), 96 undergraduates engaged in an image-rating task that manipulated the level of abstractness at which participants thought of themselves. Again, participants who were randomly assigned to think about themselves in abstract terms showed a pre- to post-manipulation increase in life satisfaction ratings, relative to participants who were assigned to think about themselves in more concrete terms (p<.05). Our studies highlight the importance of further understanding the dimension of self-construal abstractness and how it influences emotional well-being and life satisfaction.

E49
IF MY FRIENDS COULD SEE ME NOW: IMAGINED AUDIENCE EFFECTS ON SELF-IDENTIFICATION *Ryan Johnson, Scott Wowra, Marisa Miller, Barry Schlenker; University of Florida* — James (1890) proposed that people have as many social selves as audiences they encounter. People act differently around a boss, spouse, or parent, but do these differences in manners reflect deeper changes in the self? Moreover, can the thought of significant others be powerful enough to influence our self-definitions even in their absence? Prior research showed that priming important others can influence goal pursuit, evaluations, and even facial expressions. Our research examined the impact of imagined audiences on self-identity. Under the guise of investigating physiological correlates of mental imagery, female undergraduates visualized an increasingly complex series of situations and objects (e.g., eating an apple), concluding with a parent, same-sex best friend, or romantic partner (Study 1) or one of the latter two (Study 2). They later completed self-

ratings on descriptive traits, grouped into reliable categories. In Study 1, females (N = 94) who imagined a parent rated themselves as less sexy, playful, bold, and industrious than those who imagined a friend or partner. In Study 2, females (N = 35) described themselves as more genuine (less image conscious) after imagining the friend than romantic partner. Furthermore, interactions indicated that those who imagined their romantic partner described themselves as most sexy and relaxed if they were high in self-esteem and least sexy and most nervous if low in self-esteem; those who imagined their best friend were intermediate regardless of self-esteem. Self-definition takes place in the context of real or imagined relationships, and even imagining a significant audience produces shifts in self-identification.

E50
FORCED CHOICE ADVOCACY CHANGES IMPLICIT (BUT NOT EXPLICIT) ATTITUDES *Jamaal J. McDell*[1], *Mahzarin R. Banaji*[1], *Joel Cooper*[2]*; [1]Harvard University, [2]Princeton University* — Among the best established effects in social psychology is the finding that writing a counterattitudinal essay changes attitudes, but only if the essay writing is freely chosen. The current study investigated whether writing pro-math or pro-language/arts essays under forced-choice conditions produces corresponding shifts in implicit preference for mathematics or the arts, even though explicit attitudes should be unaffected as dissonance theory predicts. Study 1 employed an induced compliance procedure (Festinger & Carlsmith, 1959). Participants first completed an IAT that assessed automatic math/arts attitudes. They were then randomly assigned to write essays advocating either greater undergraduate training in mathematics or language/arts to an undergraduate curriculum review committee, followed by a post-test IAT and explicit attitude measures. Results revealed a significant Time x Essay interaction such that forced math advocacy led to stronger implicit pro-math attitudes and forced language advocacy led to stronger implicit pro-language attitudes. As predicted by dissonance theory, such shifts were not seen on explicit math and arts attitudes. Study 2 replicates this study, with the addition of both forced and free choice conditions. Together, these results suggest that although "choice" is a crucial variable for change in conscious attitudes, it may not be necessary for producing change in less conscious attitudes. For the latter, associative pairing, whether chosen or imposed, may change attitudes.

E51
AGENCY IN MEXICAN IMMIGRANTS AND EUROPEAN AMERICANS *Kristin Bianchi, Batja Mesquita, Cecilia Sisk; Wake Forest University* — Cross-cultural comparisons of Japanese and European Americans have suggested that Japanese actively try to align themselves to other people and situations (adjust), whereas Americans try to change these situations for their own benefit (influence) (Morling, Kitayama, & Miyamoto, 2002). Adjusting and influencing have been characterized as the typical modes of agency of interdependent and independent cultures, respectively. The current study tries to replicate these differences in agency with Mexicans. It also seeks to test the hypothesis that Mexicans do influence situations if the goal is to attain desirable goals for their family, rather than for themselves individually. Participants were 40 Mexican and 40 European American respondents from community samples that were matched on education. Respondents were asked to list times that they had influenced a situation for their own sake, for their family's sake, or had adjusted to the situation. As expected, Mexicans listed more adjustment situations and more situations of family influence than did European Americans. European Americans listed more situations of influence for their own personal benefit than did Mexicans. In addition, we found that for the two types of influence—self and family—Mexicans reported examples in which they changed their own behavior far more frequently, whereas European Americans reported changing others' behavior. We conclude that Mexican agency, like Japanese agency, is primarily focused on the realization of social (i.e., family) concerns, but in

the case of this Mexican sample, both influence and adjustment are utilized to achieve this aim.

E52
THE EFFECTS AND MODERATORS OF EMOTIONAL DISCLOSURE: A META-ANALYSIS *Joanne Frattaroli, Rene Dickerhoof; University of California, Riverside* — Writing expressively about stressful or traumatic topics is purported to have various health and psychological benefits (e.g., Sloan & Marx, 2004). In 1998, Smyth meta-analyzed 13 expressive writing studies, revealing an overall effect of r = .23. However, a plethora of studies on expressive writing (N > 150) have been conducted since the Smyth meta-analysis, suggesting the necessity of another quantitative research synthesis. Furthermore, even though expressive writing does appear to have a number of benefits, this activity may not be helpful for all people in all situations. For example, Pennebaker (1993) reported that the bottom third of treatment participants in his studies did not differ from control participants on outcome measures. In addition, recent studies have been published with special populations, such as bereaved persons, which have failed to find a benefit of expressive writing (e.g., Stroebe, Stroebe, Schut, Zech, & van den Bout, 2002). Therefore, the current authors sought to reexamine the relationship between expressive writing and health, both in overall terms as well as across a number of specific health outcomes (e.g., well-being, physical health, doctor's visits). In addition to considering both the general and specific effects of expressive writing, several moderators of these effects are identified, including the impact of methodological and individual differences. Results are discussed in terms of change since the initial meta-analysis, and in terms of the implications for using written emotional expression in real-world applications.

E53
THE ROLE OF THE SELF IN BEHAVIORAL PRIMING EFFECTS: DISCREPANCIES BETWEEN IMPLICIT AND EXPLICIT IDENTITY MODERATE THE EFFECTS OF A STEREOTYPE PRIME *Kenneth G. DeMarree[1], S. Christian Wheeler[2], Richard E. Petty[1]; [1]Ohio State University, [2]Stanford University* — We have proposed that the self can play an important role in behavioral priming effects (e.g., Wheeler, DeMarree, & Petty, in press). Specifically, we have shown that primes can alter a person's self-representation in addition to their behavior. The present research looks to explore one of the implications of our previous findings. If the self-concept is altered by stereotype primes, then the pre-prime structure of the self-concept may play a role in moderating stereotype priming effects. We used implicit and explicit measures of White participants' identification with the African American stereotype and computed a discrepancy score based on these measures. Later in the experiment, participants were exposed to a subliminal African American prime and an aggression dependent variable. We expected that participants with a consistent self-concept would be less likely to alter their self-view in response to a prime, and thus should show a reduced priming effect. This prediction was upheld, as participants who had large implicit/explicit discrepancies showed the largest priming effects, whereas those with a more consistent self-concept showed no effect of the prime. Results are discussed in terms of an active self view of stereotype priming effects.

E54
ADOLESCENT VICTIMIZATION'S INFLUENCE ON ADULT ADJUSTMENT: DOES PRIOR ABUSE REALLY MATTER? *Padmini Veerapen, Amy Waldrip, Marie Ramirez, Lauri Jensen-Campbel; University of Texas at Arlington* — The aim of this study is to examine whether prior chronic victimization (PCV) in adolescence predicts reactions to rejection in adulthood. In Study I, 115 women completed measures of current and prior victimization (CSEQ; Crick & Grotpeter, 1996), and belongingness as well as Harter's SPP-CS, Big Five, and Downey's Rejection-Sensitivity Scale. During Study II, women played "Cyberball" while EEG was recorded. "Cyberball", a virtual ball tossing game, allows experimenters

to simulate social exclusion conditions (Williams, Cheung, & Choi, 2000). It is anticipated that the Prefrontal Cortex (PFC) of chronically victimized individuals will be less able to disrupt the ACC activity and regulate the distress of the episode. These individuals would thus report more distress during this episode. The investigators also predict that individuals showing less PFC activation will report more adjustment problems in adulthood. PCV was correlated with current victimization. Preliminary results from Study I also showed that women who have experienced overt PCV and less adolescent prosocial help from peers were more sensitive to rejection. Moreover, women who were higher on overt PCV were lower on self-perceived social acceptance, global self-esteem, and romantic relationships. Overt PFC also predicted lower levels of belongingness and intimacy. Additionally, adults who were higher on neuroticism also reported greater rejection sensitivity and lower self-esteem and relationship competencies. These results held when current victimization and receiving help were controlled for. Results will discuss the need to understand how neural substrates associated with painful experiences mediate the link between PCV and adult rejection sensitivity and loneliness.

E55
HOW EXPECTATIONS OF PREJUDICE INFLUENCE MOTIVATION *Collette P. Eccleston, Brenda Major; University of California, Santa Barbara* — Research has demonstrated that attributing negative outcomes to discrimination can serve a self-esteem protective function for members of stigmatized groups (e.g.Crocker, Voekl, Testa & Major, 1991). This study examined how anticipating a discriminatory negative outcome affects motivation. Theories of motivation emphasize that the belief that one's actions will influence one's outcomes is an important determinant of motivation. We propose that one mechanism through which expectations of prejudice decrease motivation is by reducing perceived outcome contingency. In this study, women were led to believe that they were being evaluated by a male participant for a position as co-manager on a problem-solving team. Ostensibly, they were to be evaluated on an application and performance on an anagram task. As part of the application process, they exchanged attitude questionnaires with the male evaluator, who held either liberal or traditional attitudes towards women. After providing their impressions of the manager and ratings of outcome contingency, participants completed the anagram task. Participants dealing with the traditional evaluator felt as capable of performing the anagram task as those with the liberal evaluator. Nonetheless, participants who were led to believe that the evaluator held traditional attitudes toward women reported being less motivated to perform well and tended to exert less effort than women who were led to believe the evaluator held liberal attitudes toward women. This effect was mediated by beliefs about outcome contingency.

E56
DO IMPLICIT THEORIES OF INTELLIGENCE PREDICT SELF-INSIGHT? *Joyce Ehrlinger, Carol Dweck; Stanford University* — Knowledge of when one is doing well or poorly is exceedingly important. Perceptions of performance, however, often correlate quite poorly with reality. We explored whether differences in theories of intelligence might shed light on the sources of overconfidence. We propose that people who believe intelligence to be a malleable trait (incremental theorists) will possess greater self-insight than will those who believe it to be fixed (entity theorists). Entity theorists are expected to be overconfident, relative to incrementalists, by virtue of placing value on succeeding over learning in a way that leads to an active avoidance of negative feedback. Indeed, entity theorists made overconfident estimates both of the percent of questions answered correctly and of their percentile score on an intellectual test. Incremental theorists demonstrated considerably less overconfidence. They accurately estimated the number of questions answered correctly and were only slightly overconfident with regard to their relative performance. A second study shed light on a source of this difference by

demonstrating how entity and incremental theorists allocate their attention during a test. Incremental theorists adopted the wise strategy of devoting more time to more difficult problems but entity theorists did the reverse. We propose that the tendency to focus on easy over hard problems might lead entity theorists to believe that they performed better than they, in fact, had. Thus, those who view intelligence as a fixed trait might demonstrate greater overconfidence than incremental theorists by virtue of difference in aspects of the task on which they choose to focus.

E57
DO THEORIES OF INTELLIGENCE CHANGE IN MOTIVATED WAYS? *Jennifer Butler[1], Joyce Ehrlinger[2], Carol Dweck[2]; [1]Wittenberg University, [2]Stanford University* — People naturally differ in the extent to which they believe central features of the self are changeable. One's implicit belief in the malleability of intelligence, for example, represents an important, relatively stable component of one's personality. This belief, however, likely fluctuates slightly in strength from day-to-day. We propose that these fluctuations might not be random but, rather, might be motivated by one's environment. Individuals are unlikely to want to believe that negative feedback is informative about traits they cannot change. As such, we expected people to be more open to the possibility that logical ability can be change if they have just received negative about that trait. We expected this form of motivated reasoning to appear most in those who believe intelligence a fixed trait (entity theorists) because they tend to react more harshly to negative feedback than do those who believe intelligence is malleable (incremental theorists). To test these hypotheses, we gave participants false positive or negative feedback on a short test of logical ability. Relative to their pretest beliefs, participants who received negative feedback became more open to the idea that logical ability is changeable. However, this was not true for everyone. In fact, the beliefs of incremental theorists were unaffected by feedback. Only entity theorists expressed a greater belief that logical ability can be changed after receiving negative feedback but not after receiving positive feedback. We argue that this practice allows those most hurt by not performing well to retain self-esteem in the face of negative feedback.

E58
1/F NOISE IN IMPLICIT MEASURES OF RACISM: INDIRECT ASSESSMENT OF MOTIVATION TO CONTROL PREJUDICE *Joshua Correll; University of Colorado* — The term, 1/f noise, applies to variation that appears random but differs from truly random white noise. A fast Fourier transform (FFT), applied to a 1/f timeseries, reveals component waves in which wave power and frequency are inversely proportional. A similar FFT on a white noise series reveals no systematic relation between power and frequency. 1/f noise is intriguing because it characterizes a range of timeseries phenomena, including the magnitude of earthquakes, the frequency of pulsar emissions, the frequency and amplitude of classical music, and – most importantly for our purposes – human cognition. Cognitive research reveals that residual reaction times from a variety of simple tasks (e.g., identifying a particular target amid an array of lures) show 1/f noise. This research also demonstrates, however, that the degree of 1/f noise diminishes with task complexity. In essence, then, 1/f noise provides an indirect measure of task difficulty and cognitive effort. In two studies, we examined 1/f noise as a measure of cognitive effort in racially sensitive reaction time tasks. We proposed that people with low internal motivation to control prejudice (who should not mind engaging in seemingly racist behavior) would perform such tasks with little or no effort to control their responses. As a result, we expected to observe 1/f noise in their reaction times. But those with high motivation should work harder in an effort to appear non-racist. This increased effort, we predicted, would minimize 1/f noise. Both studies revealed an association between 1/f noise and motivation to control prejudice.

E59
BEING OVERWEIGHT IN EARLY ADOLESCENCE: FAT BIAS IN MIDDLE SCHOOL *Madeline Rex-Lear[1], Amy M. Waldrip[1], Kenya Malcolm[2], Jennifer Knack[1], Lauri A. Jensen-Campbell[1]; [1]The University of Texas at Arlington, [2]The University of Arkansas* — This study examined how being overweight in adolescence may influence friendship quality, general peer acceptance, and overall adjustment. It also examined whether girls were impacted more by being overweight than were boys. Participating in a survey style study as part of a larger study that examined individual differences in peer relations were 240 5th-8th graders, their friends/classmates, parents, and teachers. Average composite weight scores were created for each participant. Friendship was defined as a reciprocated nomination. To assess Peer Acceptance, each child was asked to respond to two acceptance questions about every classmate participating in the study. To assess Friendship Quality, adolescents answered four questions about the quality of each nominated friend. Adjustment was assessed using the Achenbach. Boys were slightly more overweight than girls. We examined whether being overweight predicted relationship dimensions and adjustment problems. Weight did not predict general peer acceptance or number of reciprocal friends. Girls who were more overweight reported having lower quality friendships, specifically reporting that their friends were less likely to offer protection and support. We also examined whether being overweight influenced parent-, teacher- and self-reports of adjustment. Teachers described overweight girls as having more internalizing and externalizing problems. Parents whose daughters were overweight reported them more likely to have externalizing problems. Overweight girls self-reported having lower competencies in school, sports, non-sport activities, job activities, and participation in organizations. Additional follow-up data is currently being collected. Results will discuss the need to examine the long-term psychological effects of being overweight in childhood.

E60
TOWARDS UNDERSTANDING LOVE USING PRIMING TECHNIQUES *Bianca Acevedo, Arthur Aron; State University of New York at Stony Brook* — Previous research on the concept of love has been correlational in nature. In the current study, we investigated the possibility of utilizing priming procedures that would permit love to be studied experimentally. The sentence unscrambling task adapted from previous studies (e.g. Bargh, Chen, and Burrows, 1996) was implemented to activate the concepts of love and basic emotions. Sentences related to the concepts of love, anger, fear, and joy, were created relying on findings from previous research on the mental representation of emotions (Shaver, Schwartz, Kirson, and O'Connor, 1987). In a pilot study (N=115), participants unscrambled sentences related to love, emotions, and neutral concepts, followed by completion of a mood scale (BMIS; Mayer and Gaschke, 1988). The most important result for present purposes was the finding that participants primed with love reported feeling more loving than calm mood (p<.05). A 2 (condition: love, neutral) x 2 (mood: loving, calm) ANOVA, revealed a significant interaction (p =.01), such that participants in the love condition reported feeling more loving (M = 3.06) than calm (M=2.88), while participants in the neutral condition reported feeling more calm (M=3.28) than loving (M=2.96). These results suggest that those primed with love sentences may have felt more loving due to unscrambling love-related sentences. This finding is particularly striking since in previous research (Innes-Ker and Niedenthal, 2002) priming emotions in this way have usually not resulted in effects on explicit mood measures. Additional findings from this study and related studies are presented, plus a discussion of alternative explanations.

E61
EXAMINING SMOKERS' REACTIONS TO "PERSONALLY CALIBRATED" HEALTH RISK FEEDBACK *John Pennington, Janie Luther, Donald Becker; Middle Tennessee State University* — Although people are generally optimistic about future life events, they often "brace"

(i.e., become realistic, or even pessimistic) when anticipating personal, objective outcome (or risk) feedback. Unfortunately, little is known about how individuals react after receiving such feedback. The present study examined this issue in the context of smoking-related health risks. Female and male college-aged smokers (M cigarettes per day = 10) estimated their risk of developing emphysema, lung cancer, bronchitis, and heart disease after an initial introduction to the study. They then described their smoking history and completed several cardiovascular assessment tests. This information was ostensibly used to calculate each participant's emphysema risk value (though no such value was calculated). Next, participants were led to expect they would receive a low (or high) emphysema risk value based on the experimenter's casual remark regarding the results of previous participants. Participants then received their (bogus) emphysema risk value that either confirmed or contradicted their experimentally manipulated risk expectation. Finally, because of a staged paperwork error, participants estimated their smoking-related health risks a second time. Preliminary results from a series of 2 (expected emphysema risk: low, high) by 2 (emphysema risk feedback: low, high) by 2 (time of risk assessment) mixed model ANOVAs indicate that risk feedback substantially altered participants' health risk assessments in predicted ways and that these changes were global in nature and unaffected by prior risk expectations. Participants' corresponding smoking cessation intentions are also discussed.

E62
SELF-ESTEEM BOOST PROMOTES NEGOTIATORS' RATIONAL DECISIONS IN DISADVANTAGEOUS SITUATIONS *Liqing Zhang[1,2], Roy Baumeister[3]; [1]Case Western Reserve University, [2]Carnegie Mellon University, [3]Florida State University* — Negotiators in disadvantageous situations often behave irrationally. They reject inequitable but valuable offers, produce impasses and cause losses for both parties. The present research explored self-esteem boost as a factor that promote negotiators' rational decisions. We hypothesize that negotiators perceive inequitable offers to be insulting and they reject such offers to defend their self-esteem. Therefore, negotiators should be more likely to accept inequitable offers after their need for self-esteem is satisfied by a self-esteem boost right before the negotiation. Two experiments were conducted to test such a hypothesis. In both experiments, self-esteem was boosted by success feedback on a creativity test that had no apparent connection to the negotiation. The results of both studies supported the hypothesis that self-esteem-boosted negotiators were more likely to accept low but profitable offers in the subsequent ultimatum bargaining. The two studies provided converging evidence regardless of whether the money to divide was given freely (Experiment 1) or it was ostensibly in payment for work on a calculation task (Experiment 2). The present findings suggest that self-esteem boost may be an effective way to promote constructive outcomes in negotiation.

E63
WHO DOESN'T KNOW WHEN TO FOLD 'EM? THWARTED NEEDS FOR COMPETENCE, AUTONOMY AND RELATEDNESS INTERACT WITH PERSONAL STRESSORS TO PREDICT PROBLEM GAMBLING *Elizabeth C. Sharp, Luc G. Pelletier, Frederick M.E. Grouzet, Celine M. Blanchard; University of Ottawa* — Approximately 10 million Americans and Canadians are problem gamblers. Why do some develop these problems while others successfully regulate their gambling? Previous research has shown that individuals may use gambling as an escape from personal stressors (Baumeister, & al., 1994; Rosenthal & Lorenz, 1992). Further, self-regulation research has shown that satisfaction of the psychological needs for competence, autonomy and relatedness promotes successful functioning (Deci & Ryan, 2000). It was therefore hypothesized that personal stressors (work dissatisfaction, marital dissatisfaction and economic strain) would interact with needs satisfaction in the prediction of problem and non-problem gambling. Results of Study 1 (n=650) revealed that 77% of the problem gamblers

had unmet needs and high levels of personal stressors in their lives. In contrast, 88% of those with satisfied needs and low stressors were non-gamblers or non-problematic gamblers. As predicted, path analyses showed that needs satisfaction, personal stressors and their interaction accounted for 27% of the variance in gambling assessment. In turn, gambling assessment and personal stressors were negatively associated with well-being, while needs satisfaction was positively associated with well-being. In Study 2, daily-diary measures of 74 active gamblers revealed that daily fluctuations in need satisfaction interacted with personal problems to predict fluctuations in gambling activities over the 14-day period. At both Time 1 and over 14 days, problem gambling was associated with personal stressors only when needs were unmet. Theoretical implications for self-regulation research and Self-Determination Theory, as well as practical implications for problem gambling prediction and interventions are discussed.

E64
LINKING SELF-DETERMINED ACADEMIC MOTIVATION, INCLUSION OF ACADEMIC-RELEVANT ELEMENTS IN THE SELF, AND PROACTIVE ACADEMIC BEHAVIORS *Danielle A. Patry, Catherine E. Amiot, Céline M. Blanchard, Maxime A. Tremblay; University of Ottawa* — According to the self-expansion model (Aron & Aron, 1986), people are motivated to expand themselves by including close others in the self. Research has shown that people can also include other features of the environment in the self (e.g., groups, activities), which in turn, has been associated with positive outcomes (Blanchard et al., 1998). Yet, this model has generated little research concerning possible individual-level antecedents which facilitate the process of inclusion in the self. Self-determination theory (Deci & Ryan, 1985, 2002) appears to be well suited for such investigations, as it proposes that the self has an inherent tendency to develop and integrate new elements. The purpose of this study was to explore, among first year university students, the relationships between self-determined academic motivation, inclusion of new academic-relevant elements to the self (e.g., program of study, other university students), and positive academic behaviors (e.g., planning one's time, constructing a new social network). It was anticipated that self-determined academic motivation would predict greater inclusion of these new academic-relevant elements as part of the self, which in turn, would be positively linked to proactive academic behaviors. Participants were 508 first year students who completed a questionnaire comprised of the academic motivation scale, a series of six pictorial items representing different academic-relevant elements of inclusion, and proactive academic behaviors. Results showed that all six elements of inclusion were positively linked to self-determined academic motivation. Furthermore, the proposed sequence was tested and supported using EQS (CFI=.95, SRMR=.05). Avenues for educational interventions are discussed.

E65
ACADEMIC SUCCESS IN RELATION TO PERSONALITY AND MOTIVATION *Victoria Sanchez, Daniel Ozer, Ryan Howell, Michael Cassens; University of California, Riverside* — How does personality and motivation contribute to an individual's success in school? Previous research has found inconsistent results concerning the factors that contribute to academic success. Busato et al. (2000) found a positive association between conscientiousness and academic success, conversely Farsides and Woodfield (2003) found none. The present study investigated the influences of personality and motivation on academic achievement. Unlike previous research, the present study examines the student's perception of their classroom experience (e.g. enjoyment and difficulty of the class) as well as more traditional outcomes (e.g. GPA and time spent studying). Thus, the goals of the study were to explore the relations between personality traits and motivation with individuals' experience of school and their performance in classes. Undergraduate students completed self-report questionnaires including the BFI (John et al., 1991), an academic motivation measure, and an academic success

measure. Results indicated that conscientiousness and extraversion are positively associated with the amount of time students spent studying, and conscientiousness is positively associated with the effort students put forth in class. Similarly, academic motivation was positively associated with the amount of time spent studying and higher ratings of class difficulty. Contrary to expectation, there was no relation between GPA and any factor of personality or academic motivation. Although the factors of personality may have no association with the traditional measures of academic success, they are associated with the student's perception of classroom experience. Future research should investigate how the classroom experience of a student relates to the traditional measures of academic success.

E66
DEFENSIVE PROCESSING OF STIGMATIZED HEALTH INFORMATION *Sean Young, Arthur Nussbaum, Benoit Monin; Stanford University* — It is hypothesized that people might be particularly resistant to negative health information when stigma is associated with a disease. Previous research has demonstrated that people examine information consistent with an undesired conclusion less critically than information consistent with a preferred conclusion (e.g., Ditto & Lopez, 1992; Kunda, 1990). It is hypothesized that stigma contributes to this defensiveness. Participants (N = 36) read brochures that were ostensibly part of an information campaign from a local health center describing a (fictitious) disease that was affecting the community. Given relevant base rate information, participants estimated the probability that they may have been exposed to the disease on the basis of two sets of modes of transmission described. In the control condition, the three possible modes of transmission were not stigmatized (i.e. exposure to crowded settings) and participants' average reported likelihood of exposure was 51%. In the experimental condition, the same three modes of transmission were listed and a fourth, stigmatized, mode was added (unprotected sex). In this condition, because another means of exposure was added, normative theory predicts that participants should report a greater likelihood of exposure, but instead, as we predicted, their estimates dropped to 25%. The result suggests that participants are minimizing their perceived risk of exposure to a disease in response to the stigma associated with it. Future research may focus on the effects of stigma on avoidance of medical testing and compliance to medical regimens in order to better understand the effects of stigma in an applied setting.

E67
CAN THE BELIEF THAT THE SUCCESS OF ONE'S ROMANTIC RELATIONSHIPS IS IN THE HANDS OF DESTINY REAP SOME PSYCHOLOGICAL BENEFITS? *Evelyn W.M. Au, Chi-Yue Chiu; University of Illinois, Urbana-Champaign* — Past research argues that, those who subscribe to Work-it-Out and Growth theories tend to fare better on most relationship outcome measures, when compared to individuals who endorse Soul-mate and Destiny theories. The present study challenges this assumption by examining college students' memories of their most recent past relationship, and whether they have started a new romantic relationship after the breakup. In a questionnaire study, college students were asked to recall positive and negative behaviors their ex-partners exhibited. The results show that having a Growth/Work-it-out theory is associated with having more memories of ex-partner's positive behavior, whereas having a Soul-mate/Destiny theory is associated with fewer memories of ex-partner's negative behavior. In addition, depending on the length of the past relationship, the subscription to the Work-it-Out theory may raise or lower the likelihood of starting a new relationship after the break-up. As such, subscription to Destiny/Soul-mate theories could act as a buffer for the break-up, and subscription to Growth/Work-it-Out theories could potentially hinder one's readiness to establish a new relationship. The findings of this study also illustrate conceptual distinctions between Work-it-Out and Growth theories, as well as between Soul-mate and Destiny theories. The results of this study further

the current literature by shedding light on the differential roles of the four implicit theories on the memories of past relationships, as well as conceptually differentiating between them. Further directions are discussed.

E68
CAN HAPPINESS BE BOUGHT AMIDST POVERTY? A META-ANALYSIS EXAMINING THE ASSOCIATION BETWEEN HAPPINESS AND WEALTH IN DEVELOPING COUNTRIES. *Colleen Howell, Ryan Howell; University of California, Riverside* — Social scientists have long studied the relation between happiness and wealth. Most of this research originally focused on individuals in developed countries. The correlations between happiness and wealth in these studies have been modest (r = .13 - .17; see Diener, 2002; Haring et. al. 1984). Due to these results social scientists theorize that wealth has its greatest impact when physical needs are not satisfied (the needs hypothesis). With increasing frequency, research has examined the happiness-wealth link in developing and transitional countries where physical needs might be unsatisfied. This study proposed to synthesize this work to answer the following questions: (1) Is the happiness-wealth relation stronger in developing and transitional countries? (2) What factors moderate the happiness-wealth relationship? Using meta-analytic search techniques, it was determined that as of June 2004 the happiness-wealth link had been studied in 31 developing or transitional countries, examining 53 independent samples consisting of 84,681 individuals. The happiness-wealth relationship in these countries was found to be larger than in developed countries. Also, the relationship was determined to increase when: (1) happiness was measures with multiple items; (2) when wealth was measured as SES; and (3) when studies did not use national probability samples. These results provide evidence for the needs hypothesis, and encourage work in developing or transitional countries to test the needs theory. Future research should focus on homogenous samples that can be meta-analytically combined to determine additional moderators of the happiness-wealth link.

E69
THE INFLUENCE OF FELT SECURITY ON ATTRIBUTIONS IN CLOSE RELATIONSHIPS. *Mihailo Perunovic, John G. Holmes; University of Waterloo* — Much evidence indicates that the attributions people make for their partners' behaviors relate to their level of relationship satisfaction. Negative attributions have also been linked to increased reciprocation of negative behaviors and higher rates of overall observed negative behaviors in relationship interactions (Bradbury & Fincham, 1992). Despite the importance of attributions, little research has examined what predicts the types of attributions partners make for important relationship events. In the present study, we examined the role of felt security in predicting the types of attributions people make for their partners' behaviors. Participants were randomly assigned to either a threat condition (where they were given false feedback indicating that their partners would likely become dissatisfied with their relationships) or a control condition. Participants then completed a modified version of the Relationship Attribution Measure (Fincham & Bradbury, 1992) and two open-ended questionnaires asking them to describe one positive and one negative relationship behavior their partner had performed and why it happened. Although in the control condition participants lower in felt security made significantly more negative/maladaptive attributions than those higher in felt security, in the threat condition these differences in attributions were eliminated. Furthermore, when previously known predictors of attributions were controlled for, felt security continued to significantly predict attributions. These results suggest that feeling less secure can cause people to make more maladaptive attributions for their partners' behaviors. Interestingly, this will likely give less secure people even more reason to feel insecure, creating a negative cycle. Further implications are discussed.

E70

LAY THEORIES OF PERSONALITY: HOW GOALS, TRAITS, P X S AND IPT ARE TERMS EVERYONE CAN UNDERSTAND. *Kristin Stecher, Jason Plaks; University of Washington* — Using a newly developed questionnaire, we examined individual differences in both the type and amount of information sought by social perceivers. We found that perceivers cluster into four types of lay theorists whose intuitive theories parallel the classic theories of personality suggested by psychologists in the past (the Trait-Based Model, Implicit Personality Theory, Person x Situation theories and the CAPS model). Whereas some participants used the trait as the predominant unit of analysis, others emphasized the "behavior x situation bundle". In addition to examining different units of information, we found that lay theorists also seek different amounts of information. While some theorists felt that only a few behaviors were sufficient for them to understand personality, others needed to look more deeply to a variety of target behaviors. After validating our questionnaire, we examined how participants' theories about personality predicted their social information processing . We found that participants remembered information that was relevant to their specific theory of personality better than information that was less relevant. In addition, we found that when given the option, participants were quicker to offer supplemental information that was in accordance with their theory. Our findings suggest that people's theories about personality may bias both their encoding of social information and the attributions they make for others' behaviors. At the same time, having a theory of personality helps the lay theorist make sense of complex human behavior -- an objective sought by lay people and psychologists alike.

E71

MIXED FEELINGS OF AMUSEMENT AND DISGUST *Scott Hemenover[1], Tirza Shulman[1], Adam Augustine[1], Ulrich Schimmack[2]; [1]Kansas State University, [2]University of Toronto Mississauga* — This study examined mixed feelings of amusement and disgust. Participants (N = 102) reported their feelings before and after watching a video clip depicting disgusting humor. While watching the clip participants were instructed to take the perspective of an uninvolved observer or of the clip's protagonist. As expected this clip produced mixed feelings of amusement and disgust, and perspective moderated changes in affect and mixed feelings. Disgust increased equally in both conditions and amusement increased only in the observer condition. As a result mixed feelings of amusement and disgust were more intense in the observer condition. As the first study to demonstrate cognitive moderation of mixed feelings, this work adds to the extant literature on mixed feelings and has methodological and theoretical implications for emotion research.

E72

CULTURE AND PERCEPTUAL ENVIRONMENT: PRIMING HOLISTIC VERSUS ANALYTIC PERCEPTUAL STYLE *Yuri Miyamoto, Richard Nisbett; University of Michigan* — Masuda and Nisbett (2001) have shown that whereas Westerners pay more attention to the focal object in the field, East Asians pay more attention to the whole field. The present study focuses on demonstrating the interplay between such an attentional pattern and the perceptual environment. It was hypothesized that culturally specific patterns of attention may be afforded by the perceptual environment of each culture. That is, the American perceptual environment may lead people's attention to the focal object, whereas the Japanese perceptual environment may diffuse people's attention to the whole field. In order to test these hypotheses, participants were first presented with either 95 Japanese or American scenes, which were randomly sampled from a cross-cultural perceptual environment database (Miyamoto & Nisbett, 2004), and asked to rate how much they liked each scene. Participants were then given an ostensibly unrelated task (adapted from Masuda & Nisbett, 2002) in which they were shown animated clips of scenery, which differed in various small details. Some of the changes were made in the attributes of the focal objects and the other changes

were made in the field. Those previously shown the American scenes detected more changes in focal objects and fewer changes in the field or location of objects than those who have previously shown the Japanese scenes. The present results indicate the mutual support of the ways Westerners and East Asians view the word and the ways the perceptual environment is structured in each culture.

E73

INTERPERSONAL DETERMINANTS AND CONSEQUENCES OF GRATITUDE: A LONGITUDINAL STUDY IN SORORITIES *Sara Algoe, Jon Haidt; University of Virginia* — Although the emotion of gratitude has recently gained attention from researchers, many have not addressed the relational aspect of this inherently interpersonal emotion, focusing instead on models involving reciprocity. Benefits provided offer information about one's relationship with a benefactor, and feelings of gratitude should stem from a fundamental need to belong (Baumeister & Leary, 1995). Gratitude should therefore arise from considerations of, and have implications for, interpersonal relationships. The current study took advantage of natural occasions of gift-giving in three sororities (N = 270) to examine specific hypotheses under this broad theory. Older members of the sorority ("Big Sisters") anonymously provided benefits to new members of sorority ("Little Sisters") for a four-day period ("Big Sister Week"), and revealed their identities at the end of the week. Little Sisters completed a questionnaire about the benefit and the Big Sister with each benefit received (M = 6.36 benefits); Big Sisters completed questionnaires about their feelings each evening of the week; Little and Big Sisters completed follow-up questionnaires by email one day and one month after being united; and the entire sorority completed questionnaires regarding their feelings about and integration in the sorority for six weeks surrounding Big Sister Week. Longitudinal results show a marked impact of the intervention on the Little Sisters. Results from recipients and benefactors reveal the complex nature of considerations of interpersonal relationships in feelings of gratitude. These findings support the broaden-and-build theory of positive emotions (Fredrickson, 1998) and underscore the importance of studying emotions in interpersonal contexts.

E74

GETTING TO KNOW YOU: THE ROLE OF POSITIVE EMOTIONS IN INTERPERSONAL CURIOSITY AND FEELINGS OF FAMILIARITY *Paul Denning, Christian Waugh, Barbara Fredrickson; University of Michigan, Ann Arbor* — Previous research has found that positive emotions increase sociability. Using Fredrickson's (1998, 2001) theory of positive emotions, we hypothesized that interpersonal curiosity may be one mechanism through which positive emotions influence sociability. Sixty-six college students (34 male, 32 female) were told they would be interacting with a stranger towards the end of the study. First participants were given a positive, or neutral emotion induction. Next, participants received a profile of the ostensible future interaction partner. Compared to participants in the neutral condition, participants in the positive emotion condition reported a greater desire to meet and get to know their partner (curiosity) and also greater feelings of familiarity with their partner based on their partner's profile. Across all conditions, self-reported positive emotions were correlated with both curiosity and familiarity. Curiosity and familiarity were also positively correlated with each other. However, this correlation was driven primarily by the positive emotion group. We discuss roles of emotion, familiarity and curiosity in sociability. The results have implications for the connections among positive emotions, openness to others, and building social resources.

E75

HOW PROCESSING OBJECTIVES INFLUENCE IMPLICIT SKIN TONE BIAS *Larissa Schyrokyj, Julie Russ, Keith Maddox; Tufts University* — Automatic evaluations of facial primes reflect either direct responses to facial features or responses to categorizations implied by facial features depending on processing objectives. Livingston and Brewer (2002) demonstrated more negative automatic evaluations of

Black faces that were high vs. low in global racial typicality. Maddox & Gray (2002) suggested that variation in one feature, skin tone, is associated with distinct subcategories of Blacks and may be sufficient to cue differences in racial typicality. If so, a subcategory processing goal should lead to more negative and stereotypic judgments of dark-compared to light-skinned Black facial primes. Two experiments explored how variation in skin tone and processing objectives affect participants' implicit evaluations of Black facial primes. Adapting the paradigm developed by Fazio and colleagues (1995), participants viewed light Black, dark Black, and White facial primes using one of three processing goals (attend, categorize by race, categorize by skin tone). Following each prime, participants made evaluative (Experiment 1) or semantic (Experiment 2) judgments of words varying in stereotypicality. No evaluative differences based on skin tone were found in Experiment 1, however, semantic differences arose when participants were instructed to categorize by skin tone in Experiment 2; F (2,6)=8.757, p<.05. Participants displayed greater facilitation to Black stereotypic words following dark-skinned than light-skinned Black primes (Ms = 20.965 vs. -6.34). Skin tone variation failed to reveal implicit prejudice, but revealed implicit stereotyping when processing focused on skin tone subcategories. The research reinforces the importance of specifying processing goals and judgment tasks when assessing implicit associations.

E76
WHAT DOES IT MEAN IF MY GROUP HAS POWER? CHANGES IN WOMEN'S INGROUP BELIEFS AND COLLECTIVE ACTION BEHAVIOUR FOLLOWING GROUP POWER MANIPULATION. *Antoinette H. Semenya, Victoria M. Esses; University of Western Ontario, London, Ontario, Canada* — The cognitive, affective and behavioral effects of occupying high power positions, in interpersonal contexts have been well documented. The effects of social power explicitly derived from group sources, particularly membership in real-life groups, has received less attention. The present research examined the effects of perceiving ingroup power on the ingroup beliefs and collective action behavior of women, a traditionally disadvantaged group in society. One hundred and forty-two women at the University of Western Ontario completed individual difference measures potentially relevant to manipulations of power: Social Dominance Orientation and gender identification. Participants were randomly assigned to a neutral or power condition in which they read a fictitious newspaper article, either discussing the high educational attainment of Canadians (neutral), or discussing the high economic and political power of women in Canadian society (power). Measures of perceived gender status instability, sexism beliefs, and monetary allocation to an ingroup organization were then completed. Results showed interactive effects among Social Dominance Orientation, gender identification and experimental condition in the prediction of dependent measures. For example, those high in Social Dominance Orientation and gender identification allocated significantly more money to an ingroup organization after they had read about women's power in society. The implications of these results for the promotion of group enhancing beliefs and behavior among women, and other relatively low power groups are discussed. In addition, the potential implications of these results for understanding the relations between perceptions of structural features of society such as power, and individual and group outcomes are discussed.

E77
HAPPY DAYS: MODELING HAPPINESS WITH DAILY EXPERIENCES AND CHOICES. *Ryan Howell, Colleen Howell; University of California, Riverside* — Why are some individuals happier than others? Psychologists have proposed two different mechanisms that produce happiness: (1) cognitive processes; and (2) behavioral choices (Lyubomirsky, 2001; Sheldon et. al. 1996 respectively). Previous research has shown that happy individuals tend to remember more positive aspects of situations than do unhappy individuals. Also, it has been demonstrated that selection of behaviors that satisfy psychological needs

produce greater happiness. This project attempted to explain differences in happiness using a single model derived from both mechanisms. Specifically the model tested the hypothesis that happy individuals glean the maximal amount of enjoyment out of their daily activities. As well, it was hypothesized that happy individuals actively select more enjoyable daily activities. Undergraduates reported their daily behavior and affect using both a retrospective diary and a behavior check list. The participants also reported their current satisfaction with life (Diener et. al., 1985). The results confirmed the need to incorporate both aspects of daily life into models of happiness. Those who reported the highest levels of happiness not only choose daily activities that were more enjoyable, but also reported experiencing greater than average enjoyment in their daily behavioral choices. Additionally, each mechanism significantly improved the prediction of happiness when added to the model. Future research on happiness should attempt to measure several aspects of daily life (e.g., uncontrollable life events) to further the understanding of how happy individuals behave and react to life circumstances.

E78
SPATIAL MEMORY FOR AFFECTIVE IMAGES AFTER SHORT AND LONG DELAYS *Skye Ochsner, Meghan E. Murphy, John T. Drake, L. Elizabeth Crawford; University of Richmond* — Several studies have shown that people are often motivated to maintain positive moods. In some cases, an individual's motivation to "stay positive" can be triggered by exposure to a negative stimulus. In order to maintain a positive mood, people may either a) attempt to avoid negative affective material in general, b) actively pursue positive affective material or c) use both strategies simultaneously. Mood maintenance strategies may have important implications for spatial memory, as certain non-spatial processes associated with mood maintenance may decrease spatial processing. The present study examined spatial memory of negative and positive images. Participants viewed images in various locations and then reproduced each location from memory after a short (2 second) or long (6 second) delay. There was a significant interaction between valence and delay F(1, 50)= 4.81, p< .05. In the short delay condition, spatial memory was equally accurate for positive and negative images, but in the long delay condition, accuracy decreased for negative but not positive images. The observed difference in participants' spatial memory of negative and positive pictures between delay conditions may be due to an increased period of time for the pursuit of positive mood. Given more time, participants can maximize positive processing and minimize non-essential negative spatial processing.

E79
LIVING INKBLOTS: STEREOTYPING AS A MEANS OF DEFENSIVE PROJECTION *Olesya Govorun, Keith Payne, Kathleen Fuegen; Ohio State University* — Three studies investigated the role of projection in stereotyping. Study 1 showed that individuals selectively activated part of a stereotype corresponding to the dimension they felt threatened on. Participants who thought about a personal intellectual failing showed greater accessibility of negative intelligence-related traits when describing sorority girls. Participants who thought about a failure of leadership showed greater accessibility of traits implicating poor leadership. Study 2 ruled out a semantic priming explanation. Participants described a time when either they or their acquaintance showed lack of intelligence. Participants showed greater accessibility for negative intelligence-related traits only when they thought about their own, but not their acquaintance's failure. Study 3 showed that beyond simply activating specific stereotypical traits, individuals also apply those traits. Participants were provided or were not provided with negative feedback about their intelligence, and subsequently evaluated a story character. The character was portrayed as either White or Black. Results indicated that under threat, participants rated the Black character as less intelligent than in the control condition. The White character was rated as equally intelligent in both conditions. Threatened participants derogated the Black character

only on intelligence and not on other stereotype-relevant or irrelevant traits. In sum, these studies suggest that stereotype activation and application can be confined to a specific dimension on which individuals experience a threat. They also show that when no applicable stereotype exists, projection is less likely to occur.

E80
MINDFULNESS AS A MODERATOR OF THE RELATIONSHIP BETWEEN IMPLICIT AND EXPLICIT MOTIVATIONAL PROCESSES *Chantal Levesque, Layla Stanek; Southwest Missouri State University* — It is now well established that various social psychological processes such as attitudes and motivation can be noncounsciously regulated (e.g., Bargh & Ferguson, 2000). One general trend that emerged from this research is the weak correlation between implicit measures and correspondent explicit measures. This finding has puzzled researchers and recent work has attempted to show that under certain circumstances or for certain social constructs implicit and explicit measures are significantly correlated. The present study emerges from this line of work and attempts to identify conditions under which implicit and explicit motivational constructs would be more congruent. We argue that awareness might be one of those conditions. In the present study, 86 participants completed an Implicit Association Task assessing implicit motivational autonomy (Levesque & Brown, 2004) in addition to an explicit measure of state motivational autonomy, a measure of daily autonomy and the mindfulness awareness scale (Brown & Ryan, 2003). Results showed that mindfulness moderated the relationship between implicit and explicit state and daily autonomy. For people with high levels of mindfulness, the correlation between implicit and explicit state and daily autonomy was found to be positive and significant, whereas it was not significant for people low in mindfulness. The present findings contribute to the literature demonstrating that conscious awareness facilitates self-knowledge, reflected in a stronger concordance between implicit and explicit processes (Brown & Ryan, 2003; Thrash & Elliot, 2002). The adaptive value of conscious attention and mindful awareness is discussed in the present work (e.g., Baumeister, Heatherton, & Tice, 1994).

E81
ANOTHER CASE OF GENDER BIAS: ATTITUDES TOWARD MALE AND FEMALE SPORTSCASTERS *Kathryn Morris, Candice Washington, Whitney Wilkinson; Butler University* — Past research clearly demonstrates that the media portray male and female athletes differently. For example, female athletes are often sexualized, and as a result, are taken less seriously by audiences (Knight & Giuliano, 2001). In addition, media coverage of women's sport is both briefer and of lower production quality than media coverage of men's sport (e.g., Duncan & Hasbrook, 1988). Although it is clear that female athletes are treated differently by the media, it is less clear how female members of the sports media are perceived by audience members, and whether audience perceptions of male and female sportscasters depend on the type of sport being reported. In the current study, participants viewed a video clip of a male or a female sportscaster reporting on a stereotypically masculine (i.e., football) or a stereotypically feminine (i.e., volleyball) sport and then made a series of judgments about the sportscaster. Results indicated that participants judged the male sportscaster more positively on a number of dimensions, and believed he would be better suited for sports-related media positions than the female sportscaster. However, the male and female sportscasters were perceived to be equally qualified to pursue non-sports-related pursuits, such as news anchoring or weather reporting. These effects were independent of type of sport and participant gender. These findings extend the apparent bias against women in sport, suggesting that not only are female athletes treated differently by the media than male athletes, but also that audiences prefer male sportscasters over female sportscasters.

E82
DATING A CIGARETTE SMOKER INFLUENCES OWN SMOKING AND SMOKER PROTOTYPES *Paul E. Etcheverry, Christopher R. Agnew; Purdue University* — Initiating a new romantic relationship can result in mutual influence on beliefs and behaviors between relationship partners. We hypothesized that initiating a romantic relationship with a cigarette smoker would increase the likelihood of one's own cigarette smoking and also change one's prototypical beliefs about smokers. Data to test our hypotheses were collected as part of UPTERN, a longitudinal study designed to understand cigarette smoking in young adults involving 35 weekly measurements. Participants provided their prototypical view of smokers at the beginning of the study and again 22 weeks later. In addition, each week participants indicated their own smoking during the preceding week. Every four weeks, participants answered questions about their relationship commitment if they had initiated or continued a romantic relationship and also reported on their partner's smoking. We found that smoking a month after initiating a new relationship was predicted in regression analyses by the participant's previous smoking and by whether their new romantic partner smoked. Participants who initiated a relationship with a smoker were more likely to smoke a month later than were participants whose new partner did not smoke, controlling for past participant smoking. Furthermore, amount of change in a person's prototypical view of smokers over time was predicted by whether the current romantic partner smoked and by current relationship commitment. When a romantic partner smoked, commitment to the relationship was significantly, positively correlated with positive change in smoker prototypes. When the romantic partner did not smoke, commitment was negatively correlated with change in the smoker prototype.

E83
INFLUENCE OF COGNITIVE LOAD ON JUDGMENTS OF RISK AND REWARD INFORMATION *Sarah F. Roper-Coleman, Peter H. Ditto; University of California, Irvine* — Research examining older adult decision-making has found that due to decreased working memory capacity, older adults must sacrifice speed of processing for accuracy or sacrifice accuracy for faster processing speed. This decreased working memory capacity may play a role in older adults' vulnerability to consumer scams, but no empirical evidence exists to support this hypothesis. The present studies sought to address this issue by examining the impact of cognitive load on the interpretation of risk and reward information when making decisions. Several laboratory studies were conducted in which participants played a computer game under conditions of high and low cognitive load and were presented with a series of gambles where levels of risk and reward were manipulated. Participants played the game in an attempt to win raffle tickets for a chance to win a $100 gift certificate. Overall, participants under cognitive load were more conservative in their betting than those not under cognitive load. The exception was in Study 1 in which those under cognitive load were less conservative when risks were low but more conservative when risks were high. Many typical fraud schemes involve overwhelming the individual with information and then requesting a small sum of money (low risk) with the expectation of receiving much more in return. The current research suggests that this strategy may be particularly effective with older adults and that working memory capacity may be one of several factors contributing to the fraud vulnerability of older adults. Implications and future research directions are discussed.

E84
THE FALSE INFLUENCE HAPPINESS HAS ON OUR MEMORY: POSITIVE MOODS ENHANCE FALSE RECALL *Justin L. Storbeck, Gerald L. Clore; University of Virginia* — Are happy, relative to sad, people more susceptible to falsely recalling events? Research using the Deese/Roediger/McDermott (DRM) paradigm has demonstrated that greater relational processing of DRM lists enhances false recall (Roediger et al., 2001). The affect-as-information hypothesis predicts that individuals

experiencing positive affective cues encode items relationally, whereas individuals experiencing negative affective cues encode items referentially (Clore et al., 2001). Therefore, we predict that positive mood groups, which process items relationally, will have higher levels of false recall compared to negative mood groups. Two studies tested this hypothesis. Both studies induced either positive or negative mood states using music and then had participants complete the DRM task, which involved presenting lists of words followed by a recall test. DRM lists are designed to lure participants to falsely recall a critical word. For example, a list such as; bed, pillow, rest, etc. should lure participants to recall the critical word "sleep", although the critical word "sleep" is never presented. Study 1 found that the positive, relative to negative, group falsely recalled significantly more critical words. Study 2 replicated the findings of Study 1 and further suggested that affective cues influenced how DRM lists are encoded, which affected recall. Thus, we argue that positive mood groups process DRM lists relationally, consequently activating associated critical words resulting in enhanced levels of false recall. These results suggest that positive, relative to negative, moods may lead to greater accessibility to schemas; but, it may also lead to greater false memories in the process.

E85

AMBIVALENT PREJUDICE TOWARD IMMIGRANTS: THE ROLE OF ETHNIC ORIGIN AND SOCIAL CONTACT *Hisako Matsuo, Kevin McIntyre; Saint Louis University* — Modern theories of prejudice suggest that the sympathy and antipathy that Americans express toward immigrants are due to two strong, but conflicting values. On the one hand, Americans value egalitarianism, characterized by social equality, social justice, and concern for others in need. On the other hand, Americans also value the Protestant Work Ethic (PWE), an individualistic belief in hard work, self-denial, and individual achievement. The present study tested the relationship between egalitarianism, PWE, and attitudes toward immigrants. We argue that immigrants provide a model system for testing the nature of ambivalent prejudice because immigrants of certain ethnic origins (e.g., Asian) are viewed as upholding the PWE, whereas others (e.g., African, Latino) are stereotypically viewed as violating the PWE. Additionally, the relationship between social contact, adherence to egalitarian and PWE values, and attitudes toward immigrants was investigated. We predicted that personal contact would be related to egalitarianism and lower prejudice, but not related to PWE. Results indicated (N = 194) that both egalitarianism (p <.001) and PWE (p <.05) independently predicted attitudes toward immigrants, with egalitarianism associated with positive attitudes toward immigrants and PWE associated with negative attitudes. More specifically, however, PWE predicted attitudes only toward ethnic groups stereotypically perceived as violating the PWE, but did not predict attitudes toward groups stereotypically thought to uphold the PWE. Finally, personal contact (p <.01) was associated with positive attitudes toward immigrants (although not egalitarianism). Implications for prejudice reduction are discussed.

E86

WHY FADS FADE: DIVERGENCE IN CULTURAL PRACTICES *Jonah A. Berger, Chip Heath; Stanford University* — Many cultural practices become widely popular only to later decline or disappear (e.g. beehive hairdos or the Macarena) and some practices wane and wax again (e.g. red meat and skirt length). While conformity suggests people will converge, and is helpful in understanding taste adoption, it has difficulty explaining why people diverge or why practices increase in popularity, and then decline. Why do people abandon tastes they once liked and why do people diverge more from others in certain taste domains (e.g. clothes and hairstyles)? Building on research in psychology and sociology we suggest the drive to protect and signal social identity underlies these phenomena. In two studies, we demonstrate that people prefer greater divergence in taste domains that signal social identity (which are those in which behavioral interpretation is more straightforward) and

abandon tastes whose signaling value has been diminished. Using a variety of domains (e.g. toothbrushes, hairstyles, etc.), study 1 finds the preference for tastes held by fewer others increases with the degree to which the domain is used in identity expression. Additionally, expressiveness was negatively correlated with functionality; expression occurs in domains where choice is less attributable to functionality (e.g. hairstyles). Study 2 shows taste abandonment is more likely to occur when the social group adopting the taste is very similar or dissimilar to the taste-holder (even when the adopters are higher status). We use these findings to provide insight into the behavior of macro phenomena such as oscillations in fads and geographic trends.

E87

DO INTERETHNIC DATERS INHIBIT THOUGHTS ABOUT ETHNICITY? *Janelle M. Jones, Ian McGregor; York University* — The present research investigates motivated inhibition of thoughts related to ethnicity by individuals in interethnic dating relationships. We wondered whether minority group individuals in interethnic relationships might be particularly motivated to put thoughts about ethnicity out of their minds. For them, focusing on ethnicity might highlight a range of potentially troubling thoughts and feelings related to being stereotyped that could be particularly disturbing in the context of an intimate relationship. We also investigated whether the generalized tendency to compartmentalize potentially incompatible thoughts might moderate the accessibility of ethnicity related thoughts for interethnic daters. Interethnic couples face the challenge of feeling close, understood, and accepted, despite being cultural outgroups to one another. This challenge might be particularly poignant for minority group members who have the most to lose. One way for minority interethnic daters might cope with this predicament may be to compartmentalize their ethnic and relationship identities, so that the two are not simultaneously accessible to awareness. If so, in the context of one's relationship, a motivated compartmentalizer would not have access to thoughts about ethnicity. To assess generalized compartmentalization tendency we measured participants' simultaneous accessibility of potentially conflicting thoughts about social issues (from Newby-Clark, McGregor, & Zanna, 2002). Results revealed that minority group members who were high compartmentalizers had slower reactions times to ethnic words than did those who were low compartmentalizers. They were also slower than high or low compartmentalizer majority group individuals.

E88

IDEA HABITATS: HOW THE PREVALENCE OF ENVIRONMENTAL CUES INFLUENCES THE SUCCESS OF IDEAS *Jonah A. Berger, Chip Heath; Stanford University* — We investigate one factor that influences the success of ideas or cultural representations by proposing that they have a habitat-i.e., a set of environmental cues--that encourages people to recall and transmit them. We test two hypotheses: (1) fluctuation: the success of an idea will vary over time with fluctuations in its habitat, and (2) competition: ideas with more prevalent habitats will be more successful. Four studies use subject ratings and data from newspapers to provide correlational support for our two hypotheses with a negative factoid, positive rumor, catchphrases, and variants of a proverb. Three additional experimental studies manipulate the topic of actual conversations and find empirical support for our theory with catchphrases, proverbs, and slang. The discussion examines how habitat prevalence applies to a more extensive class of ideas and suggests how habitats may influence the process by which ideas evolve.

E89

DISCOUNTING AND TRUTH-SEEKING: HOW MEMBERS OF STIGMATIZED MINORITY GROUPS RESPOND TO ACADEMIC FEEDBACK AND ADVICE *Jennifer Randall Crosby, Claude Steele; Stanford University* — Several studies have demonstrated that members of stigmatized minority groups may receive biased performance feedback (for a review, see Aberson, 2004). Depending on situational factors,

the bias may be positive or negative, but differences in feedback based on race appear to be pervasive. For this reason, it is important to understand how members of stigmatized minority groups respond to the feedback they receive, particularly in academic contexts. We conducted a survey of 101 racially diverse undergraduates in which we asked students to report on their academic experiences, and their responses to academic feedback and advice. As predicted, members of stigmatized minority groups (Black, Latino, and Native American students) were significantly more likely than members of non-stigmatized minority groups (White and Asian students) to report that both positive and negative academic feedback were due to their race (see Crocker, Voekl, Testa, & Major, 1991). This effect was also observed for academic advice -- members of stigmatized minority groups were significantly more likely to report that academic advice about their potential for future achievement was due to their race. Perhaps in response to this concern, members of stigmatized minority groups were significantly less likely to report that they would follow the advice of a peer academic advisor, and significantly more likely to report that they would consult a member of their own racial or ethnic group before pursuing a difficult academic plan. These results help illuminate how members of stigmatized minority groups respond to potential bias in their everyday academic interactions.

E90

EMOTIONAL SCHEMATICITY, EMPATHIC ACCURACY, AND PEER PERCEPTIONS OF EMOTION RELATED SKILLS *Cheryl L. Carmichael, Christopher M. McCormick, Harry T. Reis; University of Rochester* — Emotional schematicity (ES; the tendency to organize one's world in terms of emotion concepts) is associated with greater nonverbal decoding ability when using task-based pencil and paper measures of accuracy. The present study sought to demonstrate (1) that emotionally schematic individuals are more empathically accurate in online assessments of other's thoughts and feelings, and (2) that emotionally schematic individuals are perceived to have emotion-related skills by their peers. Participants completed a modified empathic accuracy task (attempting to infer the thoughts and feelings of a same-sex target on a videotape), along with self-reports of ES, empathy, and emotional sensitivity. Each participant recruited up to 5 peers to complete an Internet survey describing the participant's emotional qualities (emotional schematicity, empathy, emotional sensitivity and responsiveness). Self-reported ES was positively related to self-reported empathy (r=.51, p<.01) and emotional sensitivity (r=.64, p<.01). More importantly, self-reported ES was positively associated with accurate inferences of the videotaped target's thoughts and feelings (r=.26, p<.05). Peers did indeed recognize participants' emotion related-skills, rating self-proclaimed emotionally schematic participants as more emotionally schematic (r=.46, p<.01), emotionally sensitive (r=.37, p<.01), responsive (r=.27, p<.08), and empathic (r=.23, p<.08). Furthermore, peer reports of participants' ES were also positively related to task-based empathic accuracy (r=.32, p<.05). Lastly, using the MacKinnon et al. (2002) method of mediation, empathy was found to mediate the relationship between ES and empathic accuracy (P = 6.73, p<.05). This research is important because it reveals convergence between self-report, peer-report and task-based emotion-related skills within one comprehensive framework.

E91

CORRECTING FOR THE OBVIOUS, BUT MISSING THE NUANCE: THE ROLES OF DISTRACTION AND EXTREMITY IN BEHAVIORAL DISCONFIRMATION *Mario P. Casa de Calvo, Darcy A. Reich; Texas Tech University* — Research on behavioral confirmation demonstrates that perceivers may treat targets in accord with their expectations and elicit confirming behavior from them. Previous research suggests that as the extremity of perceivers' expectations increases, perceivers become more aware of the biasing influence of their expectancies and mobilize effortful correction processes (Reich, 2004). Consequently, the influence of their expectancies on social judgments and behaviors is

attenuated. Other research shows that high levels of motivation can lead perceivers to correct for biases, even under distraction conditions (Reich & Weary, 1998). The current study utilized a simulated job interview paradigm (Neuberg, 1989); interviewers received personality profiles designed to induce extreme expectations about their applicants (positive vs. negative). Half of the interviewers also engaged in a secondary distraction task during the interview. Extremity appeared to motivate all interviewers to engage in correction of their information-gathering behaviors; thus, no expectancy effects were found on these measures. Applicants of nondistracted interviewers performed equally well, regardless of their interviewers' expectations. However, applicants of distracted interviewers with extremely negative expectancies actually performed better than applicants in all other conditions. These applicants also exhibited awareness of their interviewers' negative expectancies and, like naïve judges, perceived their interviewers as behaving more negatively toward them, despite no such evidence on the measures of information-gathering behaviors. These results suggest that extreme expectancies may manifest themselves in subtle ways when perceivers are distracted, even if perceivers utilize correction processes. If targets detect these subtle expectancy cues, they can combat perceivers' expectancies via disconfirming behavior.

E92

RATINGS TO BID BY: THE IMPACT OF SELLERS' FEEDBACK RATINGS ON BUYERS' TRUST IN ONLINE AUCTIONS *Katherine Walker-Smith, Melanie Green; University of Pennsylvania* — In commercial transactions, trust plays a key role in bridging the gap between legal guarantees and informal assurances. Due to the anonymity of the Internet, creating trust between buyers and sellers on online auction sites, such as Ebay, is crucial but challenging. To promote trust, many online auction sites use a feedback system that allows users to rate each other after a transaction. Two components of the feedback system that should affect trust are the percentage of negative feedbacks and the net feedback rating. We examined the impact of those components on buyers' bidding behaviors and trust. Participants (N=229) completed an Internet study on their reactions to a scenario in which the seller had a high or low percentage of negative feedbacks and a high, medium, or low net feedback rating. ANOVA results showed that a high percentage of negative feedbacks significantly decreased participants' likeliness to bid on an item and trust that the seller would follow through on the transaction, send the item on time, and send it in good condition. However, the seller's net feedback rating did not significantly affect bidding behaviors or trust. These results indicate that feedback plays an important role in the formation of trust on online auction sites, but it is the percentage of negative feedbacks rather than the net feedback rating that matters to buyers. This insensitivity to feedback sample size suggests that on-line auction buyers are falling prey to belief in the "law of small numbers" (Tversky & Kahneman, 1971).

E93

NEGATIVE MODELS OF SELF AND VOLATILITY OF MARITAL SATISFACTION *Steven M. Graham[1], Margaret S. Clark[1], Eli J. Finkel[2], Madoka Kumashiro[3], Caryl E. Rusbult[3]; [1]Carnegie Mellon University, [2]Northwestern University, [3]University of North Carolina, Chapel Hill* — Previous research has indicated that individuals with negative models of self tend to segregate in memory positive and negative thoughts about relationship partners, whereas those with favorable models of self tend to integrate such information (Graham & Clark, 2002; 2003). A straightforward consequence of these tendencies is that those with negative models of self (more so than those with positive models of self) ought to have access to different amounts of positive and negative information about partners at any given time and, thus, demonstrate more volatility in satisfaction with partners. We investigated this hypothesis in two longitudinal studies of married couples. In the first, participants with low self-esteem showed more variability across time in their ratings of marital sat-

isfaction. This association held when controlling for linear decline in satisfaction. In the second, participants with higher attachment anxiety (a marker of a negative model of self) showed a similar pattern of variability in marital satisfaction. Moreover, we found evidence that the association between attachment anxiety and greater variability in satisfaction was mediated by a measure of integration of positive and negative thoughts about partners. These findings suggest that the cognitive organization of information about partners has implications for relationship satisfaction.

E94

RESILIENCE IN THE LONG-TERM OUTCOMES OF PEER VICTIMIZATION: A COMPARISON OF VICTIMS AND NON-VICTIMS. *Tsuyoshi Araki; Tohoku University* — Peer victimization has been one of the most serious problems in many elementary and junior high schools in Japan. Several studies have suggested that peer victimization correlates with various maladaptive psychological indices, particularly depression and low self-esteem. In addition, some of these problems persist until young adulthood. Using a sample of Japanese young adults, this study was aimed at investigating the factors that promote resilience in long-term outcomes of peer victimization during childhood. The participants comprised 301 young Japanese adults (121 males, 180 females), with a mean age of 19.66 years (SD = 1.29). A questionnaire was administered that included certain questions concerning the memories of peer victimization during childhood and/or early adolescence, as well as four self-rating scales involving depression, self-esteem (outcome variable), current interpersonal stressful events (vulnerability factors), and coping styles (protective factors). The results indicated that victims are more prone to depression and lower self-esteem when compared with non-victims. A multiple regression analysis of sex, vulnerability factors, and protective factors with outcome variables indicated that a problem-focused and support-seeking coping style was related to lower depression in victims. This tendency was not found in non-victims. An additional analysis of the multiple regression in victims, suggested that the frequency of victimization by peers during childhood has no significant effect on the depression and self-esteem in young adulthood. This seemed to suggest that a realization of obtaining a history of peer victimization was critical for the victim's later adjustment.

E95

SEXUAL ASSAULT VICTIMIZATION AND PERPETRATION: WHY METHODOLOGY MATTERS *Michele Parkhill, Shetoya Rice, Christopher Saenz, Antonia Abbey; Wayne State University* — The Sexual Experiences Survey (Koss et al., 1987) is the most commonly used measure of self-reported sexual assault victimization and perpetration. Its popularity is due to its use of behaviorally specific items that describe what constitutes sexual assault in simple, lay language without labeling these incidents as rape or sexual assault. Based on past research which suggested question phrasing might affect recall, this study examined a methodological hypothesis: Beginning sexual assault questions with information about the type of sex that was forced (e.g., vaginal intercourse, oral sex) would lead to greater recall as compared to beginning the questions with information about the tactics used to obtain sex (e.g., physical force, verbal pressure). This hypothesis was examined in a survey of 469 college students. Half of participants randomly received a version of the questionnaire in which the type of sex clause came first, whereas the other half randomly received a version of the questionnaire in which the tactics used clause came first. Overall, the results show that for both men and women, the version of the questions which first described the type of sex that was forced consistently elicited a higher response rate than the version of the questions which first described the type of tactic that was used to obtain sex first. This demonstrates that the way one asks sensitive questions has an influence on participants' ability to recall the incident.

E96

LITTLE GIRLS IN PRETTY BOXES: COACHES' PSYCHOLOGICAL CONTROL BACKFIRES *Maxime A. Tremblay, Céline M. Blanchard, Danielle A. Patry; University of Ottawa* — When a child's social environment supports its basic psychological need for autonomy, the child experiences initiation of its own actions. When controlled, the child may feel pressured or compelled (Deci & Ryan, 2002). Compared to behavioral control, psychological control, evidenced by intrusive and manipulative behaviors, is not concerned with behavioral regulation but violates the child's psychological world (Barber, 2002), resulting in adverse effects (e.g., dependency facilitation, Steinberg, 1990; amotivation, Grolnick, 2003). The purpose of this study was to extend our knowledge of "psychological control" beyond the parent-child dyad, where interpersonal intrusion into autonomy can also occur. Grounded in the framework of the self-determination theory (Deci & Ryan, 1985), a multi-trait, multi-informant design was developed in order to explore in a sport environment, the effects of coaches' autonomy supportive and controlling tendencies on athletes' motivation, as perceived by both parents and children, and training-related feelings. Participants were provincial competitive gymnasts and their parents (N=540). Whereas parents completed the Children's Sport Motivation Scale (SMS-C), athletes completed self-report measures of perceived control strategies, the SMS-C, and several measures of affect (e.g., satisfaction, emotions, ego-oriented goals). Results supported our hypotheses and indicated that (a) autonomy supportive coaches promote a self-determined motivation in athletes and ensue greater well-being; (b) coaches' behavioral control results in athletes' non self-determined motivation and negative sport-related feelings; (c) more importantly, psychological control exerted by coaches leads directly to athletes' negative affect and lack of motivation. Altogether, psychologically controlling behaviors can clearly guide athletes to loosing their love of the sport.

E97

WHEN WE ARE FORCED TO STAND OUTSIDE OF AN ARENA: EXCLUSION AND INTERPERSONAL ATTITUDES. *Yumi Endo; Kansai University, Japan* — Two experiments were conducted to examine the moderating effects of self-esteem on reactions to social exclusion, especially in terms of interpersonal attitude in future. It is hypothesized that people with lower self-esteem, as compared with people with higher self-esteem, tended to overgeneralize their immediate experience of exclusion and to show weaker attitudes toward future social interactions with any persons, those who has excluded them, strangers or their partners. In the first study of a computer-controlled syberball game, 56 college students were ostensibly assigned to groups of five anonymous members. The participants scored low in self-esteem rated themselves as less popular and were less willing to interact with the other members of the group from which they had been excluded. Also, compared with participants scored high in self-esteem, they expected less to be accepted by their friends when they were excluded rather than they were included by the group members. In the second vignette study under three different versions of conditions of inclusion, exclusion, and rejection, the participants scored low in self-esteem responded differently from those scored high in self-esteem when they were in the exclusion condition. Reading a story about an implicitly excluded target person resulted in negative impact on state self-esteem and expectation of acceptance by friends and partners not for the participants with higher trait self-esteem but for those with lower trait self-esteem. These results will be discussed from the point of negative relational self-views of low self-esteem people.

E98

THE EFFECTS OF USING DISTRACTION WITH REFRAMING IN MOOD REGULATION. *Oikawa Megumi; University of Tokyo* — Distraction is generally regarded as a useful means of regulating moods. However, distraction is also considered to have negative effects as avoidance coping. Recent research has suggested that people usually use sev-

eral coping strategies for the same stressful event. It is therefore very important to investigate the effects of distraction on moods from the point of view of combining different coping strategies. The present study examined the effects of using distraction with reframing in order to change one's mood. Reframing is considered to be effective in regulating cognitions and moods, it is therefore hypothesized that using reframing with distraction is useful in enhancing the effect of distraction. In study 1, a questionnaire measuring the effect of distraction and reframing in the depressed event was completed by Japanese college students. The results, analyzed with multiple regression analysis, indicated that the combination of distraction and reframing was effective in regulating negative moods. In study 2, the effects of distraction and reframing were investigated experimentally. After a negative mood was induced, participants were randomly divided into different groups (distraction or reframing only, both distraction and reframing, and control). The results indicated that people who use both distraction and reframing moderated negative mood more effectively compared to those who use distraction or reframing alone. These results suggest that distraction may be more effective in regulating moods when people use distraction with reframing compared with the use of distraction on its own. The effects of combining different coping strategies on moods were discussed.

E99
DOES REASSURANCE-SEEKING CHANGE DEPRESSION, ANXIETY AND SELF-ESTEEM? AN EXAMINATION OF DEPRESSION-SPECIFICITY HYPOTHESIS. *Noriko Katsuya; Nihon University* – This study examined whether reassurance-seeking increased depression, anxiety, and self-esteem. Reassurance-seeking is the tendency to seek significant others excessively for reassurance of oneself's worth (e.g., Joiner & Metalsky, 2001; Joiner, Metalsky, Katz, & Beach, 1999). Several studies have examined whether reassurance-seeking predict relatively change of depression but not anxiety or self-esteem (Joiner, 1994; Joiner, Metalsky, Gencoz, & Gencoz, 2001; Joiner & Schmidt, 1998). The author tested this "depression-specificity" hypothesis by panel research on Japanese undergraduate students. One hundred fifty two undergraduate students (109 male and 43 female) filled in a questionnaire included reassurance-seeking, self-esteem, anxiety, depression and negative life event scale and answered same questionnaire again after 2 months. Results showed that participants who greatly changed anxiety or depression during 2 months tend to report high reassurance-seeking at Time1. However, participants who greatly changed self-esteem during 2 months did not report high reassurance-seeking at Time1. According to regression analysis, reassurance-seeking predicted change from Time1 depression to Time2 depression and from time1 anxiety to Time2 anxiety independent of experience of negative life event. However, reassurance-seeking did not predicted change of self-esteem. These results were inconsistent with the prediction from "depression-specificity" hypothesis. This study indicated reassurance-seeking is an important factor that plays a role as a potential vulnerability of depression and anxiety.

E100
SOCIAL STIGMA & THE ACQUAINTANCE PROCESS *Jonathan Cook, Holly Arrow; University of Oregon* – In a partial replication of Frable, Blackstone, & Scherbaum (1990), subjects with one or more stigmatized identities participated in a dyadic interaction with a new acquaintance who did not report any stigmatized identities. Preliminary data based on 16 dyads (N = 32) indicate that stigmatized subjects had elevated feelings of self-consciousness, lower state self-esteem, and were more cautious in interactions as compared to their non-stigmatized partners. Logistic regression with cautiousness, state self-esteem, and self-consciousness as independent variables significantly discriminated between those with and without stigmatized identities ($\chi2(6) = 14.782$, p < .05). Theories of mindfulness suggest that relative to stigmatized individuals and non-stigmatized interaction partners of individuals

with a visible stigma, non-stigmatized partners of people with a concealable stigma will have lower mindfulness. To test whether other psychological process may follow the pattern predicted by mindfulness theory, planned contrasts were conducted with state self-esteem and questions about self-consciousness and cautiousness as dependent measures. Results revealed a consistent trend in the predicted direction, with non-stigmatized subjects who interacted with subjects with concealable stigmas exhibiting lower self-consciousness, less cautiousness, and higher self-esteem than individuals in the other three cells. Results reached significance for cautiousness (p = .05) and performance self-esteem (p = .032) and were marginally significant for appearance self-esteem (p = .06). Findings suggest that cautiousness, state self-esteem, and self-consciousness may be important variables in the acquaintance process that are moderated by the presence of stigma in oneself and visibility of stigma in others.

E101
IDEALIZING YOUR ROMANTIC PARTNER: TOO MUCH OF A GOOD THING? *Gwendolyn Seidman, Patrick Shrout, Niall Bolger; New York University* – Murray, Holmes, & Griffin (1996) claim that viewing one's partner more positively than he/she views him/herself increases the relationship satisfaction of both partners, linearly with the size of the discrepancy. However, Swann's (De La Ronde & Swann, 1998) self-verification theory states that people want to be viewed by others as they view themselves, implying a curvilinear effect, where no discrepancy at all would be the most optimal situation. We present a synthesis of these two positions in which idealization is beneficial up to a point, but does not increase linearly with the size of the discrepancy, such that the optimal level of discrepancy is a moderate amount of idealization. In the present study, 300 couples completed a measure of relationship satisfaction and rated both themselves and their partners on a series of traits. These traits fell into five categories: positive interpersonal traits, negative interpersonal traits, social exchange commodities (e.g., social skills), conscientiousness, and relationship-irrelevant skills and abilities (e.g., athletic ability, artistic ability). We found that a reduction in negative bias always improved satisfaction, regardless of which traits were examined. A strong bias toward idealizing one's partner did not tend to improve satisfaction further, and in some cases acted to reduce it. These effects were strong when the five trait dimensions were considered separately, and when considered together, there were unique effects of positive and negative interpersonal traits, and social exchange commodities.

E102
THE EFFECTS OF FEEDBACK SELF-CONSISTENCY AND SENDER STATUS ON REACTIONS TO EMAILED PERSONALITY FEEDBACK *David R. Collins, Arthur A. Stukas; Jr.; La Trobe University, Australia* – Reactions to interpersonal feedback may depend upon characteristics of the feedback and the sender. We examined reactions to experimentally manipulated personality feedback emailed to participants presumably by a therapist. As Self-Verification Theory (Swann, 1987) predicts, we hypothesized that self-consistent feedback would be more willingly accepted than self-inconsistent feedback. However, the status of therapists and the legitimacy granted to them (inferred from participants' attitudes toward therapy) were predicted to moderate acceptance of self-inconsistent feedback (French & Raven, 1959). After earlier completing measures of attitudes toward therapy (Goldstein, 1971) and extraversion (Eysenck & Sybil, 1964), 120 participants (half with positive and half with negative attitudes) were randomly assigned to receive and evaluate self-consistent or self-inconsistent personality feedback from a high or low status therapist (in a 2 X 2 X 2 between-subjects design). We found that participants more willingly accepted feedback when it was self-consistent (vs. self-inconsistent) [$F(1, 112) = 54.06$, p < .001], when it was from a high (vs. low) status therapist [$F(1, 112) = 34.70$, p < .001], or if they held a positive (vs. negative) attitude [$F(1, 112) = 54.42$, p < .001]. Significant interactions showed that high therapist status [$F(1, 112) = 56.96$, p < .001]. and

positive participant attitude [F(1, 112) = 4.36, p = .039] increased the acceptance of self-inconsistent feedback—suggesting that participants may be susceptible to self-fulfilling prophecy effects with powerful or legitimate perceivers (e.g., Snyder & Stukas, 1999). We discuss the influence of power on self-verification and behavioral confirmation processes.

E103

WHEN MIMICRY MAKES IT WORSE *Marielle Stel[1], Jim Blascovich[2], Cade McCall[2], Roos Vonk[1]; [1]University of Nijmegen, [2]University of California, Santa Barbara* — People constantly mimic each other's postures, behaviors, facial expressions, and a lot more. This has positive consequences for us. Concerning facial mimicry, Stel and Vonk (under review) showed that facial mimicry results in more perspective taking, emotional contagion, liking and more felt understanding, similarity, and closeness for the target. But what happens when we dislike someone? Mimicry enhances similarity and closeness, which we supposedly would like to avoid. So do we still mimic this disliked person, although mimicry is such an automatic process? And if we do mimic, does mimicry has the same consequences compared with mimicking people you like? In our first study we manipulated liking in order to investigate its effect on mimicry. The results confirm our hypothesis; people mimicked facial expressions more when they liked the person than when they disliked this same person. But what happens if we actually have to mimic this disliked person? Does mimicry has the same consequences for disliked people? Former studies all showed that mimicry enhances liking. However, we expect that mimicry influences liking negatively when the person is disliked. In a second study liking and mimicry were manipulated. To measure liking, participants engaged in a virtual shooting game, in which one of the opponents was the same person they mimicked or not mimicked before (which participants were not consciously aware of). Our hypotheses were confirmed; Mimicry enhances liking, except when the person being mimicked is disliked. So when you dislike someone, mimicking this person makes it even worse.

E104

THE RELATIONSHIP BETWEEN IMPLICIT AND EXPLICIT SELF-ESTEEM OF AMERICANS COMPARED TO JAPANESE: THE INVESTIGATION USING AN IAT/GNAT PARADIGM. *Kimihiro Shiomura[1], David Dalsky[1,2], [1]Shinshu University; [2]The University of Mississippi* — This study separately examined the components of implicit preference for SELF and OTHERS of Americans compared to Japanese using an IAT-related paradigm, the Go/No-go Association Task (GNAT). In contrast to previous work on self-esteem, the present research employs the GNAT paradigm to investigate implicit self-esteem. The GNAT is conceptually very similar to the IAT and can measure implicit associations to each category absolutely (e.g., SELF and OTHERS). Participants were 105 students (47 males and 58 females) at The University of Mississippi. Participants were asked to complete a set of implicit and explicit measures mainly concerning self-esteem. In addition, participants completed the Revised Scale of Independent and Interdependent Construals of Self (Kiuchi, 1999) to measure the individual differences of interdependent/independent self. The results showed 1): For American participants, both implicit associations for SELF and OTHERS were not predicted by the score of interdependent self, though for Japanese participants as shown in our previous study, the score of interdependent self predicted implicit associations not with SELF but with OTHERS. 2) For American participants, implicit measures concerning self-esteem were not correlated with explicit self-esteem, though for the half of Japanese participants who are relatively high in interdependent self, explicit self-esteem correlated not with implicit associations for OTHERS but with implicit associations for SELF. We discussed the intervening effect of interdependent self for the relationship between implicit and explicit self-esteem. In addition, we reviewed the findings in terms of the general nature of interdependent self for Americans compared to Japanese.

E105

THE EFFECT OF SELF-ASSERTIVENESS ON THE EXPRESSION OF SELF-ESTEEM: USING EXPLICIT AND IMPLICIT MEASURES *Fumio Murakami[1], Susumu Yamaguchi[2], Yuka Ozaki[2]; [1]Kobe University, Japan, [2]University of Tokyo, Japan* — Previous studies have yielded inconsistent correlation between explicit and implicit self-esteem (e.g., Bosson, Swann, & Pennebaker, 2000). Such inconsistency suggests that explicit and implicit self-esteem might be different in some aspects. For example, because explicit self-esteem, in contrast to implicit self-esteem, is vulnerable to self-presentation motives (Greenwald & Banaji, 1995), explicit self-esteem may well be affected by the communication norms in presenting one's self-view. In the present study, self-assertiveness was focused as such a communication norm. Specifically, we hypothesized that self-assertiveness correlates with explicit, but not implicit, self-esteem. To test this hypothesis, an empirical study was conducted to investigate the relationship between implicit self-assertiveness and explicit self-esteem. Implicit self-esteem and implicit self-assertiveness of 90 Japanese undergraduates were measured using the Implicit Association Test (IAT; Greenwald, McGhee, & Schwartz, 1998). In addition, explicit self-esteem and explicit self-assertiveness were assessed. The results of multiple regression analysis using structural equation modeling (GFI=.940) showed that implicit self-assertiveness positively predicted explicit self-esteem (beta=.35, p<.05), whereas implicit self-esteem did not (beta=-.02, n.s.). Furthermore, explicit self-assertiveness strongly predicted explicit self-esteem (beta=.89, p<.01). Therefore, self-assertiveness, which correlates with explicit but not implicit self-esteem, is a possible factor leading to the previous inconsistent findings of the correlation between the two types of self-esteem. Results also revealed that implicit self-assertiveness positively predicted explicit self-assertiveness (beta=.38, p<.05). Therefore, it is suggested that IAT is capable of predicting explicit measures when self-presentation motives are not operative. Implications on cultural differences of explicit self-esteem will be discussed.

E106

HOW LOW CAN YOU GO? OSTRACISM BY A COMPUTER CAN ADVERSELY AFFECT FUNDAMENTAL NEEDS AND CARDIOVASCULAR FUNCTIONING *Kipling D. Williams[1], Lisa Zadro[2]; [1]Purdue University, [2]University of New South Wales* — Previous research has demonstrated self-reports of lower levels of four fundamental needs (belonging, control, self-esteem, and meaningful existence) as a result of short periods of face-to-face ostracism or Internet ostracism (e.g., Cyberball—a cyber game of toss), even when the ostracizing others are unseen, unknown, and not-to-be met. In an attempt to reduce the ostracism experience to a level that would no longer be aversive, we (in Study 1) convinced participants that they were playing Cyberball against a computer. Regardless of whether participants were ignored by a computer or human players, participants reported comparable negative impact on fundamental needs, however different patterns of physiological (cardiovascular) activity emerged for each experimental condition. In Study 2, we aimed to further reduce the ostracism experience by additionally manipulating whether participants were told that the performance of the players (computer or humans)was scripted during the game. Once again, even after removing all remnants of sinister attributions, ostracism was similarly aversive. We interpret these results as strong evidence for a very primitive and automatic adaptive sensitivity to even the slightest hint of social exclusion.

E107

IMPLICIT EGOTISM: AN EXPERIMENTAL STUDY ON THE ROLE OF IMPLICIT SELF-ESTEEM AND SELF-RELEVANCE *Raymond C. Smeets, Rob W. Holland, Ad Van Knippenberg; University of Nijmegen* — Positive feelings about the self enhance the value of practically everything that is associated with the self, even arbitrary self-associated symbols as name-letters or birthday-numbers (Koole & Pelham, 2003). People's preference of their name-letters to letters that are not in their

names (Nuttin, 1987) is probably the most well-known example of this phenomenon of implicit egotism. Pelham, Mirenberg, and Jones (2002) showed that people base important life decisions on their name-letters. However, although these data are intriguing, some limitations of this research should be listed. First, the nature of these data is correlational. Second, these consequences of implicit egotism should only be observed for people who have high implicit self-esteem. Although the level of implicit self-esteem is crucial to the theory, thus far this variable has not been taken into account. In the present studies, we used an experimental design to study implicit egotism. Also, we included a measure of implicit self-esteem. In three studies we showed that people high in implicit self-esteem evaluate self-associated objects higher than objects that are not associated with the self. For people low in implicit self-esteem, no effects were found on object evaluation. Together, in line with previous findings the present results indicate that people tend to favor objects that refer to the self. However, the present studies go beyond these data, because this is the first experimental demonstration of this effect. Furthermore, we consistently showed that the overpreference for objects that refer to the self is restricted for people with high implicit self-esteem.

E108
SALIVARY CORTISOL REACTIVITY IN RESPONSE TO INTERPERSONAL REJECTION *Ginette C. Blackhart, Natalie Laurent, Lisa A. Eckel,Dianne M. Tice; Florida State University* — Belongingness theory (Baumeister & Leary, 1995) predicts that after one has been socially rejected, one should experience distress and/or negative emotion. Previous laboratory research has not supported this hypothesis, finding that individuals did not report distress or negative affect following a social rejection manipulation. In the current study, salivary cortisol levels were measured before and after a social rejection manipulation as an alternative method to detect distress that may result from social rejection. Participants came into the laboratory in groups of 4-6 people and interacted with each other for 15 minutes. After the introductory session, participants were instructed that they would work in pairs on another task, and wrote down the names of two people from the group they most wanted to work with. Participants in the rejection group were then told that they would not be able to participate in the next task because no one from the group chose to work with them; participants in the acceptance control group were told they could not participate in the next task because everyone chose to work with them. Results indicate that after receiving rejection feedback, participants' salivary cortisol levels increased significantly; this pattern was not evident for participants in the control condition. These results suggest that individuals are in fact distressed after being rejected by others. Chronic rejection may therefore cause dysfunction of the HPA axis, possibly leading to depression. Increased cortisol may also suppress emotional reactions, thus explaining the lack of self-reported negative affect and distress in previous studies.

E109
THE ROLE OF PERCEPTUAL FLUENCY IN PERSON PERCEPTIONS *Tsutako Mori; Konan Women's University* — This study examined whether different types of person judgments would be influenced in the same way by enhanced perceptual fluency manipulated by repeated exposures of photographs of target persons. Perceptual fluency has been used to explain wide variety of psychological phenomena. Those phenomena, however, have been explored individually in the different research context. The present study explored the role of perceptual fluency in mere exposure effects, false fame effects, and impression formation in the same person perception context, using the identical procedures and stimuli across conditions. Participants were randomly assigned to three judgmental conditions. They were asked to judge either liking or fame or intelligence of target persons after ostensibly unrelated tasks in which photographs of target persons were presented 0 or 1 or 3 times. The response latency during judgments and other variables possibly relating to these judgments were also measured. As expected, results

showed that repeated exposures of photographs enhanced ratings of person judgments, regardless of types of judgments. That is, persons whose photographs were presented in the prior task (especially three times) were perceived as more likable, more famous, and more intelligent than persons whose photographs were never presented. These results seemed to support the hypothesis that the same cognitive processes based on perceptual fluency would contribute to the increased ratings of apparently different types of judgments. But there were some inconsistencies across conditions in the results of other variables including response latency, which suggested that additional explanations were needed to understand present results completely.

E110
THE IMPULSIVE CONSEQUENCES OF AFFECTIVE INFORMATION PROCESSING: HOW NEGATIVE MOOD MAY LEAD TO APPROACH BEHAVIOR. *Michael Häfne; University Würzburg, Germany, Rijksuniversiteit Groningen, The Netherlands* — At first sight there is no reason to believe that implicit attitudes should be tuned by affective states as explicit attitudes are, because they are commonly conceptualized as stable object-valence associations. However, drawing on a recent extension of the affect-as-information model by Bless et al. (1996), the following counterintuitive prediction can be drawn: In negative mood states, information is processed at a perceptually detailed level in order to detect potential hazards. Subsequent processing of this information should thus be associated with a feeling of fluency which itself should lead to a positive implicit valence. This hypothesis was tested in two experiments. Participants saw either a positive or a negative movie-scene and were then presented with neutral stimuli. Subsequently, they were instructed to react to the presented stimuli with both, approach and avoidance behavior in an adapted Extrinsic Affective Simon Task. In a second experiment, participants were asked to spontaneously choose between a stimulus previously shown and a related item, which was not shown before. Moreover, participants in this experiment were also asked to reflectively evaluate all stimuli. Confirming the hypotheses, approach behavior was facilitated for participants who encoded the stimuli in negative mood as compared to those who encoded in a positive mood (Experiment I). Moreover, this lead participants who encoded in negative mood to spontaneously chose targets more often than distractors (Experiment II). As predicted, there was no such effect for participants who encoded in positive mood. Explicit evaluations were unaffected by the mood manipulation.

E111
ACCULTURATION AND VALUE CHANGE: MOROCCAN IMMIGRANTS IN SPAIN *Veronica Benet-Martinez[1], Maria Jose Sotelo[2], Manolo Muñoz[3]; [1]University of California at Riverside, [2]Universidad de Santiago de Compostela, [3]Universidad de Albacete* — According to Inglehart´s (2001) most recent world value survey, Spain´s value changes of the last two decades are remarkable both in terms of the degree of change and the socio-political context underlying this pattern. Among others, Inglehart underscores Spain´s dramatic increases in the values of tolerance and secularization to levels above the world average and the average of other European countries. Given these changes and the recent large flux of Northern African immigrants to Spain, the present large survey study examines the unexamined interplay between acculturation patterns (Berry, 1990; Benet-Martinez, 2003), values (Schwartz, 1990), and ambivalent sexism (Glike & Fiske, 2001). The study relies on a sample of 120 adult immigrant Moroccan residing in Spain, and matching samples of non-immigrant individuals from Spain and Morocco. Overall, results indicate large value differences between the Spanish and immigrant Moroccan samples, and small differences between the immigrant and non-immigrant Moroccan individuals. Interestingly, immigrant Moroccans display higher levels of benevolent sexism and achievement motivation than Moroccans living in Morocco. These and other results are

discussed from theoretical perspectives related to "cultural encapsulation" and bicultural identity theory.

E112
CROSS-CULTURAL DIFFERENCES IN INTERGROUP VERSUS INTRAGROUP ORIENTATIONS *Masaki Yuki[1], William Maddux[2]; [1]Hokkaido University, [2]Northwestern University* — Yuki's (2003) recent framework posits that people from Western cultures such as the U.S. have a stronger tendency to emphasize categorical distinctions between ingroups and outgroups, whereas East Asians, such as Japanese, have a stronger tendency to emphasize the structure of interrelationships within groups. Thus, we predicted that when certain groups were made salient, Americans would be especially concerned with intergroup competition, whereas Japanese would be more concerned with knowledge of the intragroup relational structure of groups. Two cross-cultural studies investigated this hypothesis with regard to both large and small groups. The results showed that, as predicted, American university students were more strongly interested in getting to know the relative status of their ingroups in comparison to outgroups, compared to the structure of interrelatedness among ingroup members. Japanese participants showed the opposite tendency. These studies offer support for the idea that the nature of group processes differs between Japanese and Americans, with Japanese being more intragroup oriented, and Americans being more intergroup oriented.

E113
SUCCESS OF INTERRACIAL VERSUS SAME RACE ROOMMATE RELATIONSHIPS *Natalie Shook, Russell H. Fazio; Ohio State University* — The present research was aimed at exploring differences between same race and interracial dormitory roommate relationships. Interracial dyads have been found to be less successful than White/White dyads, as evidenced by fewer remaining intact for an entire semester (Towles-Schwen & Fazio, 2002). The present investigation made use of archival data spanning two academic years to determine whether a similar effect would be apparent at a larger, more diverse university and also to examine the effect of living situation on academic success (i.e., GPA). Of primary interest were White and Black freshmen assigned to White or Black roommates upon their arrival on campus. Another factor that was incorporated into this analysis was whether students requested to live with their roommates or were randomly assigned. Interracial roommate relationships were less successful than either White/White or Black/Black relationships. Interestingly, White freshmen were significantly more likely to change rooms when assigned to a Black roommate than a White roommate, especially when they had requested their roommate, but also when randomly assigned. Black freshmen did not change rooms differentially as a function of roommate race. Concerning GPA at the end of the first academic quarter, Black freshmen tended to do better in interracial rooms, whereas White freshmen tended to do better in same race rooms – a pattern that held true regardless of whether the roommate had been requested or randomly assigned.

E114
IT DOESN'T ALWAYS HAVE TO BE THE SELF: EXAMINING HOW SOCIAL AND TEMPORAL COMPARISONS AMONG OTHERS DIFFER IN TYPE AND DIRECTIONALITY IN FAVORABLY AND UNFAVORABLY EVALUATED COMPARISON SUBJECTS *Michael Ross, Jennifer Kath; University of Waterloo* — The social and temporal comparison literature has mainly focused on comparisons in which the current self serves as the subject of comparison while remaining relatively mute with respect to comparisons people make among others, or between other people's current selves and their past or future selves. The first goal of our investigation is to demonstrate that people do in fact spontaneously generate both social and temporal comparisons that do not involve themselves in a naturalistic setting. Secondly, we predicted that the comparer's evaluation of the comparison subject would be influential in the types of comparisons employed. More specifically, we hypothesized that favorable evaluations of the comparison subject would be associated with a higher number of downward comparisons and fewer upward comparisons than if the subject was evaluated unfavorably, while there should be no difference in the number of lateral comparisons. To test our hypotheses, five positively and five negatively rated movie reviews by 20 different critics were coded for type (social or temporal) and directionality (upward, downward, or lateral) of comparisons. Results indicate that, as predicted, the positively rated reviews contained both more social and temporal downward comparisons. However, we found no difference in the number of upward comparisons. Furthermore, positive reviews contained a higher number of temporal, but not social, lateral comparisons than negative reviews. The role of the comparer's motivational goals in determining the differential use of comparisons as well as the merits of conceptualizing appraisals of others within the social and temporal comparison theory framework are discussed.

E115
PREJUDICE TOWARD IMMIGRANT GROUPS: HOW PERCEPTIONS OF INGROUP DISCRIMINATION MODERATE THE EFFECT OF CHALLENGES TO THE STATUS QUO *Amber L. Garcia[1], Michael T. Schmitt[1], Naomi Ellemers[2], Nyla R. Branscombe[3]; [1]Purdue University, [2]Leiden University, [3]University of Kansas* — Research on intergroup relations has focused on how groups in power perceive and evaluate stigmatized groups with less power. However, relatively little research has examined how dominant groups perceive their own relationship toward lower status groups, and how this interacts with perceptions of the outgroup to affect prejudice and stereotyping. The current research examined native Dutch perceptions of two immigrant groups. Dutch participants (n=164) were asked to evaluate different dimension of the intergroup relationship between the Dutch and either Surinamese or Indonesian immigrant groups. Specifically, participants indicated both the degree to which the immigrant group challenges the status quo and the extent to which the Dutch discriminate against the immigrant group. Participants also completed measures of prejudice toward the immigrant group and the degree of difference between native and immigrant groups on a number of dimensions. Results indicated that perceptions of immigrant challenge to the status quo were positively related to perceptions of difference and prejudice toward the group. However, the strength of this relationship was dependent on perceptions of Dutch discrimination against the immigrant group, as indicated by a reliable interaction between perceptions of discrimination and immigrant challenge. Perceptions of immigrant challenge were more strongly related to prejudice and perceptions of difference for those participants who perceived relatively little discrimination toward the immigrant group. These findings demonstrate the importance of examining perceptions of the bidirectional relationship between the ingroup and outgroup within a dynamic social context.

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E116

AN ASYMMETRY IN AWARENESS OF SELF-SERVING BIAS: I'M BIASED BY FAILURE, BUT NOT BY SUCCESS *Karlene Hanko, David Dunning; Cornell University* — People often show little awareness of the biases that influence their judgments and behavior. Despite a general lack of awareness, are people more likely to see bias in some responses than in others? We tested the hypothesis that participants influenced by the motivation to protect the self from failure would express more awareness of the bias in their judgments than participants influenced by the motivation to self-enhance after success. Participants took a bogus test of social intelligence and received either success feedback, failure feedback, or no feedback regarding their performance on the test. They then completed three measures assessing their beliefs about the validity of the test. Finally, participants were asked to rate the extent to which performance feedback influenced their judgments of the test's validity. As expected, participants who received success feedback claimed the test was more valid than those who received failure feedback, with no-feedback participants endorsing intermediate ratings of validity. Furthermore, compared with failure-feedback participants, those who received success feedback stated that their performance was less likely to have influenced their ratings of the test's validity. These results suggest that although success- and failure-feedback participants were equally biased by their performance when judging the test's validity, participants receiving failure feedback were more aware of this tendency. Possible explanations for this effect – including the use of internal cues or a reliance on general theories of bias – are discussed.

E117

CULTURE AND TEASING: THE RELATIONAL BENEFITS OF REDUCED DESIRE FOR POSITIVE SELF DIFFERENTIATION *Belinda Campos[1], Dacher Keltner[2], Michelle Shiota[2]; [1]University of California, Los Angeles, [2]University of California, Berkeley* — The authors hypothesized that social interactions where relationship bonds benefit at the expense of the self would be more pleasurable for members of cultures that de-emphasize positive self differentiation. Teasing, a provoking yet playful practice that calls attention to imperfections of another's self but can benefit relational bonds through the exchange of intimate knowledge and shared laughter (Keltner, Capps, Kring, Young, & Heery, 2001; Kowalski, 2001; Scheifflin & Ochs, 1986), is one such interaction. In Study 1, Asian-Americans and European-Americans rated vignettes of affiliative or hostile teasing that occurred among close others or near strangers for teaser motivations and target emotional experience. In Study 2, Asian-Americans and European-Americans rated vignettes of affiliative or hostile teasing that occurred between a boss and subordinate for teaser motivations and target emotional experience. In both studies, Asian-Americans attributed more affiliative intent to teasers and reported more positive experience than European-Americans. These cultural differences were most pronounced when opportunities for positive differentiation increased, with close others and high power individuals. Most importantly, in Study 1, a measure of positive differentiation partially mediated the relationship between culture and attribution of affiliative motivation to teaser. The potential benefits of de-emphasizing positive differentiation in the course of everyday social interaction are discussed.

E118

REVERSING THE INTERPRETATION OF FLUENCY IN RECOGNITION JUDGMENTS *Christian Unkelbach, Myriam Bayer; University of Heidelberg, Germany* — The ease or fluency of cognitive processes has profound influence on many judgments and evaluations: Statements that are easily processed are judged to be true, instances to be frequent or faces to be familiar. How does experienced fluency influence such judgments of truth, frequency or familiarity? We propose that experienced fluency is interpreted differentially in different contexts and this interpretation is learned via feedback. For example, instances that come easy to mind might be indeed more frequent. To test this idea, we used a classic finding in recognition paradigms: Items that are easy (difficult) to process have a higher probability to be classified as "old" ("new"). In two experiments, we tried to reverse this pattern by giving participants feedback (correct/incorrect) for decisions about high/low fluency items prior to the recognition phase. This feedback phase constituted the central manipulation: High (low) fluency items either always required an affirmative response or always a negative response. Experiment 1 manipulated fluency by color-contrast and Experiment 2 by required mental rotation. Both experiments successfully demonstrated that if low (high) fluency was associated with an affirmative (negative) response in the feedback phase, participants showed a reversal of the classic pattern in the recognition phase: Difficult to process items had a higher probability to be classified as old. Thus, we conclude that fluency effects indeed depend on the interpretation of fluency, which is learned via feedback in a given context.

E119

OVERESTIMATED REGRET: ANTICIPATED AND EXPERIENCED REGRET RIGHT AFTER NEGATIVE FEEDBACK AND LATER *Rumiko Dohke, Koji Murata; Hitotsubashi University* — Previous research in counterfactual thinking has demonstrated that people expect to feel more regret when they "nearly won" rather than "clearly lost". Research in affective forecasting suggested that people tended to predict stronger emotional impact of the future (negative) events than they actually experienced, i.e. impact bias. One of the reasons for this is that people do not realize how easily they will rationalize negative events. However, people also tends to believe that time will relieve their negative emotion. This study examined whether forecasters would expect to feel more regret than experiencers actually felt not only right after but also 10 minutes later. Sixty-eight participants took part in a quiz contest and predicted or experienced their regret either under "nearly won" or "clearly lost" feedback condition. We measured anticipated and experienced regret right after negative feedback and 10 minutes later. Feedback×Role×Time mixed ANOVA revealed a significant main effect of time. Participants reported more regret immediately after negative feedback than 10 minutes later. The Feedback×Role interaction was also significant. Forecasters in the nearly won condition overestimated how much regret they would feel right after negative feedback and 10 minutes later, but not in the clearly lost condition. These results suggested that although forecasters predicted less regret 10 minutes later than right after, the impact bias was found in the nearly won condition both right after and 10 minutes later.

E120

THE RELATIONSHIP OF THE PERSONAL ACQUAINTANCE MEASURE TO PERSON-CENTERED SELF-OTHER AGREEMENT IN ROOMMATES' PERSONALITY JUDGMENTS *Katherine B Starzyk[1], Ronald R Holden[2]; [1]University of Waterloo, [2]Queen's University* — The primary goal of this study of person perception was to evaluate how the 18-item Personal Acquaintance Measure (PAM), a tool for appraising one's knowledge of and familiarity with any person, relates to person-centered self-other agreement in personality judgments. Four hundred and twenty roommates (210 roommate pairs) participated after responding to an advertisement for a study of "personality and close relationships." In the same session, roommates were separated before they provided details about themselves (age and gender) and their roommate (age, gender, type of relationship with, time known, and time lived with) and completed the PAM, a self-report personality inventory (Form S of the 60-item NEO Five-Factor Inventory), and an observer report personality inventory (Form R of the NEO Five-Factor Inventory). Results show that the absolute level of person-centered agreement was high. Results also show that the PAM evidenced good psychometric properties, related to person-centered self-other agreement, whereas estimates of time known or lived together did not, and related variably to person-centered self-other agreement at the subscale level. The PAM subscales of Knowl-

edge of Interests and Goals, Frequency of Interaction, Social Group Familiarity, and Self-Disclosure significantly related to person-centered self-other agreement, whereas the subscales of Duration and Physical Intimacy did not. In conclusion, this study suggests that the PAM may articulate the relationship between acquaintance and the accuracy of personality judgments and is a superior measure of acquaintance than elapsed time.

E121
EYE OF THE BEHOLDER: WOMEN'S AND MEN'S APPRAISALS OF PHYSICAL AND PERSONALITY ATTRIBUTES *Erin Strahan, Catherine McKay, Anne Wilson; Wilfrid Laurier University, Brantford* — In our society, females' dissatisfaction with their bodies is so common that some theorists call it a "normative discontent" (Rodin et al., 1985). The widespread nature of women's negative evaluations of their bodies is particularly notable in the context of research on positive illusions and self-enhancement (e.g., Taylor & Brown, 1988), which reveals an equally widespread tendency for people to boost self-regard by viewing their attributes in unrealistically positive terms. In two studies, we compared men's and women's self-appraisals and enhancement tendencies on body attributes and on personality attributes. As expected, both genders enhanced their personality attributes: In Study 1 they made more downward than upward social comparisons, and in Study 2 they rated their strongest personality attributes to be more personally important than their weaker attributes. However, when rating attributes related to weight and physical attractiveness, self-enhancement was disrupted for women but not for men. In Study 1 women made exclusively upward social comparisons about their bodies whereas men made primarily downward comparisons. In Study 2, men devalued their physical weaknesses relative to their strengths, but women rated their least appealing physical attributes to be just as important as their most attractive attributes. Results from Study 2 also indicated that women's self-esteem was more contingent on their appearance than was men's, that women reported greater acceptance of the cultural norms for thinness and beauty, and that individual differences in these two measures predicted women's ratings of their physical attributes and the degree to which they valued them.

E122
ETHNIC DIFFERENCES IN DEPRESSION, STRESS, AND SOCIAL SUPPORT BLOOD PRESSURE CORRELATIONS DURING AND AFTER PREGNANCY *Clayton Hilmer[1], Christine Dunkel Schetter[1], Laura Glynn[2], Calvin Hobel[3], Curt Sandman[2]; [1]University of California, Los Angeles, [2]University of California, Irvine, [3]Cedars-Sinai Medical Center* — We assessed depression, stressful life events, and social support in 137 African-American (AA) and Non-Hispanic White (NHW) women during the second and third trimesters of their pregnancies. We took measures of resting blood pressure three times during pregnancy and once six to twelve weeks postpartum. AA and NHW women's blood pressures did not significantly differ during pregnancy. NHW women's blood pressure was unrelated to the psychosocial variables during pregnancy but AA women's blood pressure was positively correlated with depression and stressful life events, and negatively correlated with social support (rs = .272-.523). By mid-third trimester (30-32 weeks gestation) the correlations were no longer present. Postpartum, AA's blood pressure rose significantly while NHW women's did not. This was the only time AA and NHW women's blood pressures differed significantly (p<.001). However, AAs now showed no relationships between blood pressure and depression, stress, or social support, while NHW women showed small correlations between blood pressure and the psychosocial variables (rs = .203-.247). Because a mother's physiology returns to pre-pregnancy status at six weeks postpartum, the latter findings suggest that the lack of psychosocial-blood pressure correlations is the non-pregnant state of AAs. In understanding the tendency for AAs to have significantly more negative birth outcomes and to have greater rates of hypertension in gen-

eral, it may be important to determine if blood pressure is especially sensitive to psychosocial influences during mid-pregnancy or if the correlations found during pregnancy indicate a psychosocial-resting blood pressure relationships in non-pregnant AAs.

E123
THE CONFIRMABILITY AND DISCONFIRMABILITY OF TRAIT CONCEPTS: THE ROLE OF TRAIT CONTENT AND GROUP MEMBERSHIP OF TARGET PERSON *Nicole Tausch[1], Miles Hewstone[1], Jared B. Kenworthy[1], Ed Cairns[2]; [1]University of Oxford, UK, [2]University of Ulster, Northern Ireland* — Rothbart and Park (1986) showed that trait adjectives vary in how easily they are confirmed or disconfirmed as descriptive of an individual or group. The current study extends this research by (a) distinguishing traits that are related to warmth from traits related to competence (Fiske, Cuddy, Glick & Xu, 2002) and (b) by assessing the role of group membership of the rated target person in the context of intergroup relations in Northern Ireland. Participants were 118 Catholic and Protestant students at a University in Northern Ireland. They rated 8 personality traits on dimensions of (dis-)confirmability (Rothbart & Park, 1986), as well as on favourability. For half of the participants these traits were paired with typical in-group names and for the other half with typical out-group names. Results generally replicate Rothbart and Park's (1986) findings on the role of trait favourability: Favourable traits were harder to gain and easier to loose, whereas the opposite was true for unfavourable traits. This difference, however, was much more pronounced for traits related to the warmth dimension than traits related to competence. Finally, an interaction between the manipulation, trait valence and trait content emerged. Negative competence-related traits were harder to gain and easier to loose and positive competence-related traits easier to gain and harder to loose for in-group members than for out-group members. However, the opposite result was found for traits related to warmth. We discuss these results in relation to the literature on stereotype change, risk aversion and intergroup relations in Northern Ireland.

E124
COMMON IDENTITY, DUAL IDENTITY AND INGROUP PROJECTION: INTERGROUP RELATIONS IN ORGANIZATIONAL MERGERS *Sven Waldzus; Instituto Superior de Ciências do Trabalho e da Empresa (ISCTE), Lisboa* — Hypotheses of the Common Ingroup Identity Model (CIIM, Gaertner & Dovidio, 2000) and the Ingroup Projection Model (IPM, Mummendey & Wenzel, 1999) were tested in the context of organizational mergers. The most critical constellation according to both models is the situation of dual identity, when the superordinate category is salient but, at the same time, group members keep their subgroup identities. The CIIM assumes that dual identity supports positive effects of a common ingroup on attitudes towards outgroup members. In contrast, the IPM predicts that dual identification fosters the generalization of ingroup characteristics to a superordinate category including ingroup and outgroup (ingroup projection), which implies a disagreement between the two groups about their relative prototypicality for that category. This can raise intergroup conflicts. In a scenario experiment, ingroup projection was higher and, although not significantly, attitudes towards outgroup members were more negative with a dual identity scenario than with a simple common ingroup scenario. Another experiment was conducted in two recently merged telecommunication companies of different size. The complexity of the representation of the new organization was manipulated to test the hypothesis of the IPM that ingroup projection – and thus intergroup conflict - can be reduced by increasing complexity. Moreover, it was hypothesized that this effect is moderated by ingroup status. As predicted, majority vs. minority status moderated the effect of complexity on ingroup projection. Complexity reduced ingroup projection for majority members but had no effect for minority members. Overall, results support the IPM.

E125

IMPLICIT AND EXPLICIT PERSONALITY TRAIT JUDGMENTS OF THE SELF *Masayuki Harashima; Chiba University* – In recent years, implicit measures are increasingly employed in the studies of attitudes, stereotypes, self-related constructs, and so on. Especially popular is Implicit Association Test (IAT) developed by Greenwald et al. (1998), because of its wide range of possible application and relative ease of administration. However, we are still trying to figure out the exact relationship between traditional explicit measures and implicit associations measured by IAT. We studied the relationship, in the context of personality traits along the two dimensions of agreeableness and openness to experience, using IAT tasks [trait term pair with me/not me] and explicit judgmental tasks [Describes me/Cannot tell/Does not Describe me]. Results indicated that although participants' responses for the two dimensions were equally positive in terms of IAT scores, their explicit judgment for the openness dimension ("sharp," "parochial," etc.) was significantly less positive than agreeableness ("friendly," "selfish," etc.). In addition, explicit judgment reaction time was shorter for those trait terms that responses for implicit and explicit tasks agreed. Self-presentation concern in explicit judgment may possibly explain the delay. An experiment manipulating situational factors related to self-presentation should obviously be the next to examine the possibility. A cross-cultural study may also help.

E126

SICK … AND WRONG? ANGER, DISGUST, AND PRESUMPTION OF HARM IN REACTIONS TO TABOO-BREAKING BEHAVIORS *Roberto Gutierrez, Roger Giner-Sorolla; University of Kent, England* – Two experiments investigated the roles of anger, disgust, and the presumption of harm to others in judgments of taboo-violating behaviors. Participants read stories of taboo-violating acts that were described as harmful or harmless, then were asked for moral and harm judgments, emotions, and behavioral tendencies. Experiment 2 also manipulated the act's taboo-violating nature, and tested the immediate versus deliberative nature of these judgment tendencies with a load manipulation. Both experiments found that harmfulness to others affected anger more than disgust; anger, unlike disgust, was associated with punishment, and was a mediator between harm and punishment. Participants also presumed that others were symbolically harmed even by a private, consensual taboo violation; this presumption was associated with anger and punishment responses. Finally, under cognitive load, participants relied on disgust more than anger in making moral judgments, supporting a view of disgust as a more immediate guide to judgment; they also showed less willingness to punish or avoid harmless taboo-breaking behaviors, supporting a model in which behavioral sanctions are post hoc rather than immediate reactions. The implications of these findings for models of moral affect are discussed.

E127

KNOWLEDGE ACQUISITION IN SMALL GROUPS: CONSEQUENCES OF DIFFERENT WAYS OF POWER EXERTION *Ulrich Klocke; Humboldt University of Berlin, Germany* – Acquisition and application of knowledge in social interaction (e.g. in expert teams) is of increasing relevance as tasks get more complex. It is expected that restrictive control (exerting power against the interests of the targets) results in lesser knowledge acquisition and group effectiveness than promotive control (exerting power in line with the targets' interests). This effect might be explained by targets' helplessness and reactance. In the present experiment, 223 participants divided into 62 small groups jointly solved a complex task. Two independent variables were manipulated. (a) Power base: One person in each group (the actor) was presented as having expert vs. position power. (b) Control mode: The actor was instructed to exert restrictive vs. promotive control.

As expected, independently of the power base, actors using restrictive control acquired less knowledge about the task. This effect was mediated by higher helplessness of the targets. In groups with helpless targets, targets gave more unfounded suggestions, which interfered with knowledge acquisition. There was no mediation by reactance of the targets. For group effectiveness, there was no main effect of control mode but a tendency for an interaction effect: When actor's competence was not higher than targets', promotive control leaded to more effectiveness. When the actor was more competent, restrictive control leaded to more effectiveness. To conclude, disregarding targets' interests (restrictive control) predominantly does harm the actor him- or herself, particularly if he or she depends on the knowledge or active engagement of the targets.

E128

PREDICTORS OF SELF-DISCLOSURE IN INTERRACIAL INTERACTIONS *Camille S. Johnson[1], Michael A. Olson[2], Russell H. Fazio[1]; [1]Ohio State University, [2]University of Tennessee* – Intergroup contact theory suggests that when outgroup members interact under the appropriate conditions, decreases in stereotyping may result. Recently, it has been suggested that self-disclosure may facilitate this effect (Miller & Ensari, 2003). The current research was concerned not with the effects of self-disclosure, but with the predictors of self-disclosure in interracial interactions. In two experiments, White participants expressed their willingness to discuss a number of topics with a White or Black partner. In an earlier session, judges rated the degree to which each topic entailed intimate self-disclosure and controversy, as well as its pleasantness. In Experiment 1, participants were generally less willing to discuss with a Black partner than with a White, but this was especially true for more intimate topics. They were more willing to discuss controversial topics with a Black partner only when they anticipated that the topics would be relatively pleasant. In Experiment 2 we investigated the effects of automatically-activated racial attitudes and motivation to control prejudiced reactions (which were assessed in earlier sessions) on willingness to self-disclose. Here we found that participants were more willing to discuss intimate, unpleasant topics with a Black partner if it was important to them to avoid appearing prejudiced. In sum, although self-disclosure may be an important vehicle for reducing stereotypes and improving intergroup interactions, these findings suggest that there are intriguing barriers to self-disclosure in naturalistic settings.

E129

CONTRAST EFFECTS IN JUDGMENT OF TRANSIENT DRIVE STATES. -YOU MUST BE VERY HUNGRY BECAUSE I AM FULL- *Megumi Komori, Koji Murata; Hitotsubashi University* – Past research has demonstrated assimilation effect in prediction of other's transient drive states. This study examines whether contrast effect can be seen in this domain. In prediction of others in unusual occurrence, the feeling of present self should be regarded as a standard of reference that produces contrast effect because the difference of the situation is clear. This tendency should be stronger when people acknowledge their own feelings because the difference becomes much clearer. Participants joined the experiment either before lunch (hunger condition) or after lunch (full condition). They read the scenario about the hiker who had lost in the mountains and predicted his feeling including transient drive states such as hunger. Half of participants rated their feeling in advance (acknowledgment condition). It was expected that full participants would rate the hunger of the lost hiker extremely higher when they acknowledge their own feeling of fullness before prediction. As expected, participants in full condition made the most excessive prediction about the lost hiker's hunger when they acknowledge their feeling beforehand. As a result, the contrast effect had been demonstrated in prediction of transient drive states. The same tendency had also shown in hunger condition but disappeared when their own present hunger was used as a condition instead of time manipulation. This unexpected main effect of hunger/ fullness condition was interpreted as another form of contrast effect.

E130

PERCEPTIONS OF THE HISTORY OF RACE RELATIONS: RACIAL GROUP DIFFERENCES AND CONSEQUENCES FOR RACISM *Michael Schmitt[1], Nia Phillips[2], Tracie Stewart[3], Nyla Branscombe[2]; [1]Purdue University, [2]University of Kansas, [3]Georgia State University* — Recently, social psychologists have begun to explore how perceptions of the historical past shape current intergroup attitudes. We examined black and white Americans' beliefs about the history of race relations. Black and white participants from a southern university indicated the degree to which both black and white Americans have been responsible for historical changes in racial inequality. Blacks' ratings described a history of intergroup conflict—they saw whites as more responsible for increases rather than decreases in inequality, and saw blacks as more responsible for decreases than increases in inequality. In contrast, whites saw both racial groups as more responsible for decreases in inequality than increases in inequality. White participants also engaged in "victim blaming," reporting that blacks are more responsible than whites for increases in inequality. Importantly, these perceptions of history were related to modern racism and race-based social distance, partially mediating race differences in these variables. Historical beliefs were differentially related to the endorsement of color-blind ideology for whites and blacks, suggesting that color-blind ideology has different meanings for the two groups. For whites, perceiving whites and blacks as more responsible for decreases in inequality predicted greater endorsement of color-blind ideology. For black participants, color-blind ideology was most strongly endorsed among participants who saw blacks as responsible for increases in inequality and whites as more responsible for decreases in inequality. Overall, results suggest that perceptions of intergroup history are related to intergroup attitudes, and offer an important and understudied direction for future research.

E131

DISCRIMINATION AND PSYCHOLOGICAL WELL-BEING: A META-ANALYSIS *Emmanuel Sevilla, Tina Kim-Jo, Veronica Benet-Martinez; University of California at Riverside* — Discrimination based on ethnic group membership is a lifelong struggle that can affect daily functioning, health and well-being of ethnic minority group members (Kessler, Mikelson, & Williams, 1999). Researchers argue that people who experience discrimination will have a greater likelihood of developing mental risk factors, such as depression, as well as other factors that affect psychological well-being. (Simons et al., 2002; Romero, 1998; Schmitt et al., 2003). Although much research has been done on this topic, findings are not conclusive. In order to establish the nature and the strength of this relationship, quantitative measures must be used to summarize the literature results. The purpose of this study is to summarize, using meta-analysis technique, the strength and statistical significance of the relationship between discrimination and psychological well-being, and to examine possible moderators of the relationship. 45 studies were used for the purpose of this study. The effect size range was -.49 to -.05 for the relationship between discrimination and self-esteem, and was .09 to .31 for the relationship between discrimination and mental risk factors. The mean effect size r was -.25 and .27 respectively. The standardized odds ratio demonstrates that the odds of having high self-esteem and low depression is three times more likely in people who do not experience a high level of discrimination, as opposed to people who do. The results of this meta-analysis provide quantitative evidence that discrimination has profound effects on the psychological well-being of individuals, especially in the areas of self-esteem and depression.

E132

EFFECTS OF SOCIAL INFLUENCE ON EATING AMONG COUPLES, FRIENDS AND STRANGERS *Sarah-Jeanne Salvy, Marko Novakov, Shannon Vettor, Patricia Pliner; University of Toronto at Mississauga* — Previous research indicates that both males and females eat less in the presence of a stranger of the opposite sex. These findings are generally explained in terms of impression management. The idea is that people attempt to convey a good impression when eating with certain types of companions (e.g., a co-actor of the opposite sex). These results come from studies conducted with strangers, and the extent to which people are eager to convey a good impression is likely to vary as a function of their knowledge of- and relationship with the confederates. The present study was conducted to examine this question, using a free-eating paradigm. Participants ate either with their partner/spouse, with a stranger of the opposite sex, or with a same gender friend. Male friends ate more than did subjects in all other conditions, while females ate less in the presence of their female friend or in the company of a stranger of the opposite sex. The amount of food eaten was significantly correlated for couples and female friends, but not in the strangers and male friends conditions. These findings suggest that the relationship of eating companions is an important factor contributing to social influence on eating. How much the participants eat seems to be determined by the interaction between the amount eaten by others and the co-actors' relationship.

E133

AN EXAMINATION OF IMPLICIT INTERGROUP ATTITUDES AMONG ADOPTIVE PARENTS *Lindsay Sharp[1], Margo Monteith[2], Mahzarin Banaji[3], [1]University of Wisconsin, [2]University of Kentucky, [3]Harvard* — People appear to have a natural tendency to implicitly favor their own ethnic groups over ethnic outgroups. According to the Common Ingroup Identity Model, intergroup biases can be reduced through recategorization, where members of dissimilar outgroups are categorized as belonging to a new common ingroup (Gaertner & Dovidio, 2000). Cross-cultural adoption presents an ideal naturalistic context for examining the effects of recategorization, as a couple invites a person of another race into their family. The present research examined implicit intergroup attitudes among White parents who recently had or were about to adopt a baby from China and among non-adopting White college students. Specifically, participants completed four Implicit Association Tests: Whites vs. Blacks, China vs. America, White adults vs. Chinese adults, and White babies vs. Chinese babies. Results indicated that adoptive parents showed significant and strong implicit bias favoring Whites over Blacks (D =.32) and a similar degree of bias favoring America over China (D =.26). However, significantly less bias was observed for the White-Chinese adult comparison (D =.14), and virtually no implicit bias was found for the White-Chinese baby comparison (D =.03). In contrast, degree of implicit bias differed very little as a function of IAT type in the college student sample (average D = .48). Furthermore, effects of participant sample on IAT scores were not mediated by explicit attitudes. This study is consistent with the Common Ingroup Identity Model and is a valuable first step in research using cross-cultural adoption to study changes in implicit attitudes.

E134

PROCEDURAL EFFICIENCY OF EVALUATION: REPRESENTATION AND PROCESS *Rick Brown, Dolores Albarracin; University of Florida* — Many traditional cognitive theories emphasis that the contents of the mind are independent of the processes that create the contents and make use of them. The aim of the present research was to highlight the relationship between cognitive representations and processes. Our study examined the effect of practice with evaluative judgments on spontaneous evaluations and subsequent explicit evaluations. The first task of our procedure involved two blocks of 30 stimulus image presentations and required participants to make either 60 evaluative judgments or 60 non-evaluative judgments. After a series of filler tasks, all participants completed a thought-listing task in which they were asked to list their initial reactions to each of 10 stimulus images. Finally, participants were explicitly instructed to evaluate each image and rate their confidence in their evaluation. As predicted, participants became quicker at making evaluative judgments with practice and participants were more likely to list evaluative thoughts in reaction to the images pre-

sented later in the procedure if they had made evaluative judgments in the initial task. Of particular interest, analyses based on the explicit evaluations, the confidence in the explicit evaluations, and the response latency for the explicit evaluations revealed a number of interesting effects that may cast light on the relationship between stimulus representations and evaluative processes. These findings are discussed in terms of process-oriented frameworks such as connectionism.

E135
ETHNIC IDENTITY AND SELF-ESTEEM: A META-ANALYSIS
Tina Kim-Jo, Veronica Benet-Martinez, Ashling Gabig, Kristie Wilkins, Sean Antos; University of Califonia at Riverside – Ethnic diversification in the U.S. has led to a proliferation of research on issues related to ethnicity and ethnic identity. A fundamental question in the study of ethnic identity has been its possible relationship with the psychological adjustment of minority group members. Researchers studying ethnic minority groups have argued that a solid sense of ethnic identity is important to the maintenance of a sense of well-being (Phinney & Chavira, 1992; Miller & MacIntosh, 1999) and to the psychological functioning of minority group members (Phinney, 1990). There is growing empirical verification for the relationship between ethnic identity and self-esteem, although the research results are far from conclusive (Cross, 1991). Establishing the precise strength and nature of this relationship requires quantitative methods for summarizing the empirical literature. The purpose of this study is to summarize, using meta-analysis technique, the strength and statistical significance of the relationship of ethnic identity and self-esteem, and to examine possible moderators of the relationship. 70 studies were included for the purpose of this study. Effect size range was from -0.07 to .84 across studies. The unweighted mean effect size was .35 and is highly significant in the random effects model. The standardized odds ratio demonstrates that the odds of high self-esteem (compared with low self-esteem) are 3.8 times greater among those who have high ethnic identity than among those who have low ethnic identity. The results of this meta-analysis provide solid quantitative evidence that ethnic identity has substantial effects on self-esteem.

E136
WALKING IN THE SHOES OF TIGER WOODS: THE ROLE OF PERSPECTIVE TAKING IN PERFORMANCE ON THE GOLF COURSE *Jeff Stone, Adam Lazarewicz; University of Arizona* – Recent theory and research has examined the relative merits of the stereotype threat and ideomotor frameworks for understanding performance decrements when negative stereotypes are salient (Wheeler & Petty, 2001; Steele, Spencer & Aronson, 2002). The present research tested a new perspective-taking interpretation of why priming certain group information reduces performance on a task. Using a golf task (Stone et al., 1999), results showed that having a White participant take the perspective of a Black athlete, thereby activating the relatively positive stereotype of Black athletes, leads to worse performance on the golf task, compared to taking the perspective of a White athlete. Moreover, the effect of perspective taking was moderated by the degree to which White participants were highly engaged in athletics. The discussion focuses on the implications of these data for understanding the relationship between stigmatized group identities and performance.

E137
JUDGMENTS OF AFFECT THROUGH INFERENTIAL PROCESSES: A TEST OF THE INFERENTIAL-PERCEPTUAL MODEL *Hong Li, Ian M. Handley, Dolores Albarracín, Rick D. Brown, Ece C. Kumkale; University of Florida* – The Inferential-Perceptual Model outlined in this poster suggests two processes --inferential and perceptual-- by which individuals make use of affective expectations and affective qualities of a stimulus to arrive at judgments of experienced affect. Furthermore, an individual's naïve theory that affective expectations actually influence affective experiences determines which process predominates in this judgment. The current research was conducted to determine the nature of

the judgments of affect made via clearly inferential processes when individuals consider affective expectations and imagined stimulus qualities. It was hypothesized that when holding expectations constant, judgments of affect should be congruent with expectations when there is an expectation-stimulus match, but be incongruent with expectations when there is an expectation-stimulus mismatch. Moreover, there should be an ironic effect by which individuals with a negative affective expectation predict more positive affect after encountering the stimulus than would those with a positive expectation. Testing these hypotheses, participants received a persuasive communication instilling either a positive or negative affective expectation for a beverage. Next, they wrote a letter about a happy or frustrating experience. Then, participants judged their anticipated affective state after imagining they sampled this beverage. The results supported the study hypotheses and provide some initial evidence that individuals infer their judgments of experienced affect in a manner consistent with the IPM's postulated inferential process.

E138
ATTACHMENT AND THE AUTOMATIC ACTIVATION OF AFFECT *Luis Rivera[1], Paula Pietromonaco[1], Lisa Feldman Barrett[2]; [1]University of Massachusetts Amherst, [2]Boston College* – Attachment theory emphasizes that when people become distressed, they may seek out an attachment figure in an attempt to regain an emotional sense of felt security. Although researchers have examined the link between adult attachment and emotion, the precise role of emotion in attachment processes remains unclear. Self-report work shows that anxious-ambivalent people experience more intense emotions, whereas avoidant people show dampened affect. However, work using measures other than global self-reports (e.g., daily diary studies) suggests that avoidance may be associated with greater emotional reactivity. Furthermore, work assessing heart rate suggests that both forms of insecure attachment may be associated with greater physiological reactivity. The current study examined the link between attachment and the automatic activation of affective associations for attachment-relevant stimuli. Given the previous findings for non-self-report measures, we predicted that avoidant attachment would be associated with a stronger automatic activation effect. Participants completed a subliminal priming task designed to assess automatic activation. In general, judgments were faster following congruent subliminal primes (e.g., pleasant prime-pleasant target) than incongruent primes (e.g., pleasant prime-unpleasant target), but avoidance moderated this interaction. Highly avoidant people showed a more pronounced interaction effect for pleasant targets, indicating that they were more sensitive to the subliminal affective relational primes. Additional analyses indicated that high fearful-avoidance in particular was associated with a more pronounced automatic activation effect for both pleasant and unpleasant target words. Thus, people higher in (fearful) avoidance may be more reactive to subtle affective relational cues, which may impact functioning in their relationships.

E139
THE BREADTH-BASED ADJECTIVE RATING TASK (BART): A NEW MEASURE OF SELF-DISCREPANCIES? *Dieynaba Ndiaye, Andrew Karpinski; Temple University* – According to Self-discrepancy Theory (Higgins, Klein & Strauman, 1985), individuals experiencing discrepancies between their actual self and their ideal self are susceptible to low self-esteem and depression. Some critics (Tangney, J. P., Niedenthal, P. M., Covert, M. V., & Barlow, D. H., 1998) have expressed concerns about the validity and reliability of the Selves Questionnaire (Higgins, 1987), a direct self-report measure used to assess self-discrepancies. Nonetheless few alternatives have been proposed. The Breadth Based Adjective Rating Task (BART) is an indirect measure of self-expectations based on language abstraction which has already been used successfully to measure self-esteem and has demonstrated less sensibility to social desirability than direct self-report measures(Karpinski, A., Versek, B. & Steinberg, J., 2004). This study explores the use of both a modified BART

and the Selves Questionnaire to assess actual-ideal self-discrepancies and their relationship to depression. Fifty-six Temple University undergraduates completed self-discrepancy measures (BART-SD and Selves Questionnaires), self-esteem measures and depression measures for optional course credit. As expected, when BART-SD scores increased, explicit self-reported self-esteem decreased, r (50) = .49, p < .01. Scores on the BART-SD also correlated significantly with depression, r (51) =.40, p < .01. The Selves Questionnaire however failed to correlate with depression, r (53) =.07, p = .58, and only marginally correlated with self-esteem, r (53) =-.25, p = .07. These findings might suggest that the BART-SD was able to predict unique aspects of depression and self-esteem compared to the Selves Questionnaire.

E140

BOUNDARIES OF MINORITY INFLUENCE *Lawrence Messé, Christine Gockel; Michigan State University* — Three studies examined possible moderators of minority influence. In all studies, participants were university undergraduate students. They read about a Canadian university that might implement a possible change in funding policy. Students at that Canadian university supposedly would have to do five hours of social work every week or pay 50% higher tuition. Participants then provided their opinion about this policy. Study 1 aimed at discovering whether minority/majority persuasiveness was affected by how the minority and majority were revealed. (They were revealed publicly in a focus group or non-socially via an opinion poll.) The means of revelation did not affect opinion change. Study 2 examined how priming positive vs. negative social influence connotations (viz., a minority as a resolute advocate vs. as a stubborn obstructor) affects minority/majority influence. These connotations were primed with a word puzzle task. Contrary to expectations, the priming treatment did not affect opinion change. Study 3 aimed at exploring whether the attitudes people hold of opinion minorities moderate minority/majority persuasiveness. In an online pre-screening questionnaire, participants indicated their agreement with several statements about opinion minorities. (For example, "Those who stick to their beliefs even when most other people disagree are admirable.") People with positive attitudes about minorities favored the possible change in funding policy more than people with less positive attitudes. Further analyses also revealed that those with positive attitudes about minorities were more influenced by majorities. In conclusion, although subtle primes did not alter targets' reactions to minority sources, chronic beliefs about minority sources did.

E141

CAN CONSCIOUS ACTION PLANS REDUCE AUTOMATIC STEREOTYPING? *Brandon Stewart, B. Keith Payne; Ohio State University, Columbus, OH* — There is increasing acceptance that automatic stereotyping can be moderated by context. There, however, is currently little evidence demonstrating that people, and not context, are able to control automatic stereotyping (Blair, 2002). The goal of the current research is to investigate types of conscious strategies that may help people control automatic stereotyping. In the first experiment, participants were asked to identify an object (e.g., gun or tool) after being primed with either an African American or a Caucasian face. Half the participants formed an action plan to "respond 'tool' if they were uncertain what the object was" when they saw Black faces. Control participants received an intention to respond "correctly". Some research indicates that action plans (e.g. "When I leave work, I will go exercise at the gym") may automate goal pursuit and provide a means for people to control automatic stereotyping. Results showed that participants in the control condition showed a stereotypical race bias, while participants with an action plan showed a reduction in the race bias. Further analyses using a process dissociation approach confirmed that action plans influenced stereotyping only through an automatic process. A second experiment demonstrated that making a plan to think a certain way on a task also reduced stereotyping.

E142

DAMNED EITHER WAY: TARGETS ANTICIPATE INTERPERSONAL CONSEQUENCES OF RESPONSES TO PREJUDICE *Jessica Salvatore, J. Nicole Shelton; Princeton University* — When they overhear prejudiced comments, targets of prejudice have two primary choices available to them: they can either ignore the comments or to confront the individual(s) responsible. In a group setting, targets may take bystanders' potential reactions into account when making this decision. To what extent do targets anticipate anger and negativity from ingroup and outgroup members if they respond to versus ignore prejudiced comments? To answer this question, we conducted two studies in which members of traditionally stigmatized groups (women in Study 1; Blacks in Study 2) imagined either confronting or ignoring a non-stigmatized individual who had made prejudiced comments. We assessed the emotional reactions that participants anticipated from ingroup and outgroup bystanders. In both studies, targets reported believing that both response options would result in derogation: if they imagined ignoring the comments, targets anticipated that ingroup members would perceive them more negatively and be more angry than outgroup members, but if they imagined confronting the offender, targets anticipated the opposite pattern of reactions. In the second study, we included White participants as a non-target comparison group. Unlike Black participants from the same study, when these participants imagined confronting a White offender, they did not anticipate being derogated by either ingroup or outgroup members. These findings highlight the myriad interpersonal consequences that traditional targets of prejudice, but not nontargets, must weigh in deciding whether to confront or ignore prejudice.

E143

INSIGHT PROBLEM SOLVING PREDICTS CREATIVE ACHIEVEMENT *Joseph Flanders[1], Colin DeYoung[2], Jordan Peterson[2]; [1]McGill University, [2]University of Toronto* — Numerous creative contributions to human civilization stem from single, incisive insights. One need not look deep into the literature on creativity to find anecdotes about famous scientists or artists who find a solution through a sudden reinterpretation of the problem situation. However, while insight is frequently included in theoretical models of the creative process, no studies have yet shown empirical evidence that insightfulness contributes to the level of creative achievement reached by ordinary individuals in the real world. We therefore examined whether the ability to solve insight problems in the laboratory would predict indices of real-world creative achievement (N = 250). Insightfulness was assessed using a battery of nine verbal insight problems. Participants' history of real-world creative achievement in various domains was assessed using the Creative Achievement Questionnaire (CAQ; Carson, Peterson, & Higgins, 2003, in press). Additionally, we administered the Creative Personality Scale (CPS; Gough, 1979), which uses an adjective checklist to distinguish between individuals likely to have high vs. low levels of creative achievement. Results showed that performance on the insight problems significantly predicted CAQ scores. This association was particularly strong among participants above the mean in creative achievement. Insight was most strongly associated with achievement in the domains of drama, invention, and music. Additionally, participants who performed well on the insight problems scored higher on the CPS. This study offers empirical support for the common theoretical notion that insight is likely to contribute to creativity.

E144

RESISTANCE TO CONFRONTATIONS OF BIAS FROM BLACKS AND WOMEN *Aimee Mark, Margo Monteith; University of Kentucky* — Research has shown that people react differently to confrontations or accusations of discrimination if the confronter is part of the minority group that is discriminated against (e.g., Czopp & Monteith, 2003; Kaiser & Miller, 2001). Prior research on confrontations of bias has shown that the success of a person confronting prejudice may rely heavily on the group membership of that individual. Confronters who are targets of dis-

crimination (e.g., Blacks, women) are perceived differently than nontargets (e.g., Whites, men) on issues of racism and sexism (Czopp & Monteith, 2003). Despite these endeavors, the question still remains as to if these confrontational messages truly persuade others that they are prone to prejudicial biases. The current study examined the mechanism through which a confronter's group membership influences agreement with a confrontational message. One possibility is that nontargets may elicit greater surprise that could lead to greater persuasion (Petty et al., 2001). An alternate explanation is that the negativity toward the confronter may mediate the relationship between the confronter's group membership and persuasion. Participants read a confrontational editorial accusing the reader of contributing to the perpetuation of either racism or sexism that was authored by either a target or a nontarget of that prejudice. Reactions to the editorial and editorialist were collected. Results supported the mediational role of negative affect toward the confronter as driving the influence between the confronter's group membership and persuasion. Specifically, to the extent that a nontarget was perceived negatively (e.g., hypersensitive, complainer), participants were less likely to be persuaded.

E145

NO TIME FOR MIXED FEELINGS: INFLUENCE OF TIME-PRESSURE AND MOOD ON AMBIVALENCE *Yaël de Liver, Joop van der Pligt, Daniël Wigboldus; University of Amsterdam* – What happens when you feel both strongly positive and negative towards e.g. cigarettes, refugees, abortion or beer? Will you feel torn all the time? In the present studies we show that this is not the case. In the attitude literature it is sometimes assumed that ambivalence (having both positive and negative evaluations of an attitude object at the same time) can vary as a function of context. However, the conditions under which this happens are unclear to date. In the present studies we show that factors that influence processing style affect the degree of experienced ambivalence. In Study 1 participants reported their ambivalence towards an attitude object (introduction of an intensive statistics class), either under time-pressure or not. As predicted participants in the time-pressure condition exhibited less experienced ambivalence than those who were not under time-pressure. No differences on structural ambivalence measures were found. In Study 2 we showed the effects of mood on ambivalence, using film fragments to induce a positive, negative or neutral mood. Apart from standard measures of experienced and structural ambivalence, we included a measure of implicit associations to investigate the activation of positive and negative associations in a more direct way. In line with results from Study 1, participants in a positive mood exhibited less ambivalence, compared to those in a negative or neutral mood. Together these results suggest that ambivalence is not a stable but rather a flexible characteristic of attitudes.

E146

WHEN YOU SEE PERFORMANCES OF PEOPLE WITH HANDICAPS LESS FAVORABLY: THE EFFECTS OF HANDICAPS AND COGNITIVE LOAD ON OBSERVERS' PERFORMANCE EVALUATIONS *Eriko Kudo[1], Makoto Numazaki[2]; [1]Aoyamagakuin Women's Junior College, [2]Tokyo Metropolitan University* – It's been assumed that if the performances of two people are objectively equivalent, one with a handicap will be judged to have higher ability. The underlying assumption is that objectively equivalent performances should be evaluated as equivalent by observers. However, Rhodewalt et al. (1995) revealed that objectively equivalent performances were evaluated more negatively if they came from an excuse-making, self-handicapping target. In the present study, we sought to extend their findings from self-handicapping to handicaps in general and examine the effect of cognitive load. We predicted that negative evaluations for performances of a handicapped target would be more pronounced under cognitive load because under load, observers cannot thoroughly examine performances of the target and become susceptible to expectancy confirmatory evaluations. Participants watched one of two videotapes of a male target play-

ing basketball, making several shots from various distances from the basket. The target in one of those two videotapes had a bandage around his right arm indicating an injury. All other aspects were made equivalent between two videotapes. Participants evaluated the target's shooting performances and his ability as a basketball shooter. Half the participants were randomly assigned to the cognitive load condition. As we predicted, the performance of the handicapped target was evaluated more negatively under load but the evaluations of the handicapped and no-handicapped target did not differ without load. Ability evaluations for those two targets did not differ under load. These results suggest that the performances of handicapped people may be evaluated negatively when observers are cognitively busy.

E147

DOES SOCIAL ACTIVITY EXPLAIN THE RELATIONSHIP BETWEEN EXTRAVERSION AND HAPPINESS? *Kimdy Le, Portia S. Dyrenforth, Richard E. Lucas; Michigan State University* – One of the most consistent findings in the personality literature is that extraverts are happier than introverts. However, it has proven difficult to determine the mechanisms for this relationship. Two possible explanations addressed by past research are whether extraverts are happier because they spend more time in social situations, or whether they are happier because they enjoy social situations more. However, previous tests of these theories have relied on global self-report information or included limited measures of specific social activities. The present study used experience-sampling methodology to more accurately examine these questions. In addition to answering questionnaires in the lab, participants carried hand-held computers for one week and reported their current affect and social activity multiple times per day. Using regression and hierarchical linear modeling we tested whether extraverts spent more time in social activities and whether they reacted more positively to social situations than introverts. With this more accurate assessment, we replicated previous research that extraverts were happier than introverts regardless of social activity. The association between extraversion and positive affect remained significant after controlling for amount of time spent in a wide range of social activities. Thus, we did not find evidence for mediation. We also did not find that extraverts enjoyed social activities more than introverts. Thus, even with this more comprehensive assessment of affect and social activity, neither time spent in social activities nor increased enjoyment of social situations can account for why extraverts are happier than introverts.

E148

DO YOU FEEL LIKE I DO? HOW IMPENDING INTERPERSONAL INTERACTION CAN STRUCTURE AFFECTIVE EXPERIENCE. *Jeffrey Huntsinger, Janetta Lun, Stacey Sinclair, Gerald Clore; University of Virginia* – Three experiments examined how impending social interactions with individuals in positive or negative moods influence the mood states of participants. Based on shared reality theory, we expected individuals to align their affective states with the ostensible mood of their future interaction partner when relationship motivation (i.e., a desire to form a relationship) toward this person is high as opposed to low; a process we term affective social tuning. Experiment 1 demonstrated that when participants had high relationship motivation toward a future interaction partner, their self-report mood became more negative when this person's ostensible mood was negative as opposed to positive. No differences were observed in self-report mood when relationship motivation toward the interaction partner was low. Experiment 2 replicated this basic pattern with another dependent measure, a global/local-processing task that has revealed processing differences between mood states (e.g., Gasper & Clore, 2002); a task unlikely to be subject to impression management motives. Participants processed stimuli more locally when they had high relationship motivation toward a negative mood partner than a positive mood partner; suggesting that the mood differences observed in Experiment 1 were not self-presentation. No differences in processing

were found when relationship motivation was low. Experiment 3 explored the relational benefits of affective social tuning by demonstrating more positive judgments concerning the future of the relationship among congruent but not incongruent interactants. Similarities and differences between affective social tuning, emotional contagion and the social constraints model (e.g., Erber, 2001) will be discussed.

E149

A SEX-SUBMISSION LINK AND ITS RELATION TO SUBJECTIVE AROUSABILITY *Amy Kiefer, Diana Sanchez, Oscar Ybarra; University of Michigan* — Although men and women do not differ in their physiological arousability, women report lower levels of subjective arousability than men. Two studies explored the nonconscious processes that may inhibit women's arousability. Individuals possess nonconscious associations between sex and power (Zurbriggen, 2000). For men only, nonconscious sex-power associations predict sexual harassment and aggression towards women (Bargh, Raymound, Pryor, & Stack, 1995; Zurbriggen, 2000). Extending previous research, we dichotomize power into the possession of power (dominance) and the absence of power (submission) and employed subliminal priming procedure to examine the associations of sex with submission and dominance. Study 1 found that both men and women show facilitated responses to sex-primed submissive words (M = 2.80 logged ms) compared to neutral-primed submissive words (M = 2.85 logged ms), F(1, 89) = 30.37, p < .001, but significantly slower responses to sex-primed dominance words (M = 2.94 logged ms) than neutral-primed dominance words (M = 2.87 logged ms), F(1, 198) = 245.27, p < .001. Study 2 replicated Study 1 and demonstrated that the consequences of these associations on sexual arousability differ by gender. Regression analyses revealed an interaction of gender and the sex-submission association on subjective arousability (ß = -.333, p < .01). The sex-submission link predicted a significant reduction in reported arousability for women (ß = -.477, p < .01), but not for men (ß = .170, p > .2). These findings are discussed by examining the cultural eroticization of female submission and its effects on heterosexual relationships.

E150

IT'S NOT WHAT YOU DO BUT WHY YOU DO IT: A SELF-DETERMINATION THEORY PERSPECTIVE ON GENDER-ROLE BEHAVIOR AND WELL-BEING *Aislinn Sapp, Jennifer Aube; University of Rochester* — The impact of gender roles (i.e. masculinity/femininity) on the psychological adjustment of individuals is of considerable importance in social psychology. Recent work has preferred to use a multiplicity model to operationalize gender as consisting of multiple dimensions each of which independently contributes to adjustment and well-being (e.g. Aube & Koestner, 1994; Spence 1993). Thus gender-typed attitudes, behaviors and interests, in addition to more traditionally studied gender traits, are important to consider in the study of gender-roles. With regards to behavior, Self-determination Theory (SDT) has consistently shown that the perceived locus of causality (PLOC) surrounding ones actions directly impacts an individual's psychological well-being (e.g. Ryan & Deci, 2000). This suggests that the level of internalization surrounding ones actions may be as important as the behaviors themselves in establishing a link between gender-roles and well-being. The present series of studies sought to examine this hypothesis in a sample of college-aged individuals. Study one demonstrated an interaction between gender-typed behavior and PLOC wherein internalization moderated the effect of behavior on well-being. Study two replicated the findings of study one and further demonstrated that masculine and feminine typed behaviors independently contribute to well-being such that masculine behaviors were more "fun and interesting" while feminine behaviors were more "valued". Overall, findings highlight the importance of considering the degree to which one views their behavior as reflective of their "true self" rather than simply adherence to a culturally prescribed norm when examining the relation between gender roles and behavior.

E151

DO INDIVIDUALS HAVE META-KNOWLEDGE OF GROUP DECISION PROCESSES? *Jared Ladbury, Verlin Hinsz; North Dakota State University* — Laughlin and Hollingshead propose a model of cooperative decision making to explain the dynamics of group decision making. The model states that if the number of people in a group, the number of alternatives the group is choosing between, the context of the situation and the individual preferences of all group members are known, an accurate prediction about the final decision of the group can be made. We believed individuals have a basic, implicit understanding of the decision schemes defined in Laughlin's model because they are exposed to group decision processes on a daily basis. Moreover, this exposure and practice would make the knowledge of the rules available, even if it cannot be expressly stated. Individuals were given eight different hypothetical situations in which a group had to arrive at a single decision. These eight scenarios were designed to create the four different decision making contexts defined by Laughlin: random selection, turn-taking, majority decision, and truth-wins. Two scenarios creating each context were produced. Participants were told all the information relevant to Laughlin's model. They were then asked to predict which decision the group would ultimately select. Results show a definite bias to predict whatever alternative the majority favors to be the final group decision. In the case where no clear majority existed, a bias occurred for the first item in the list. These results indicate that individuals are unaware of the theoretical rules that govern group decisions, both explicitly and implicitly.

E152

POSITIVE AFFECT AND PERCEPTIONS OF MEANING IN LIFE *Joshua Hicks, Laura King; University of Missouri, Columbia* — The experience of meaning in life has been shown to positively correlate with happiness. It has seemed to be assumed, however, that happiness is an outcome of the experience of meaning in life. The present study tested whether one aspect of happiness, positive affect, might lead to perceptions of meaning in life. One hundred and ninety four participants received either a positive, negative, or neutral mood induction. Participants then completed global meaning in life measures. Before completing the global meaning in life measures, half of the participants were given a cue informing them that their mood may have been influenced by the mood manipulation task. Results of an ANOVA revealed there was a significant mood main effect; participants in the positive mood condition rated their lives as more meaningful than participants in other conditions. Results also revealed there was a significant mood X cue interaction effect; participants in the positive mood, no cue condition rated their lives as more meaningful than participants in all other conditions. Finally, an ANCOVA, controlling for positive affect and negative affect manipulation check ratings, revealed that induced mood contributed significantly to ratings of meaning in life, and no other effects were significant after controlling for mood. Results support the idea that positive mood influences the experience of meaning in life. Though results also suggests people may use their "feelings as information" when evaluating life's meaningfulness, alternative explanations concerning positive affect's influence on the experience of meaning in life are considered.

E153

THE INTERGROUP CONTACT EFFECT AS INCLUDING AN OUTGROUP OTHER IN THE SELF *Tracy McLaughlin-Volpe[1], Arthur Aron[2]; [1]University of Vermont, [2]SUNY Stony Brook* — The Inclusion of Other in the Self model (Aron & Aron, 1986) proposes that in close relationships the mental representations of self and the relationship partner merge. This idea has generated the hypothesis that when two individuals--who belong to different groups--develop a close relationship, mental representations between self and other become at least partially overlapping, resulting in a break-down of the cognitive boundaries between the representations of the social categories involved and an improvement of cross-group attitudes. This hypothesis was tested using a source-memory

paradigm in which participants were asked to recall a number of trait adjectives that they had previously rated for self, an outgroup friend, an ingroup friend, and the relevant outgroup. The patterns of confusions in recall that emerge when people attempt to remember the target for which each word had been rated provides a measure of self-other merging. As predicted, the quality of the relationship with an outgroup friend was found to be associated with the number of confusion errors participants made between self and outgroup friend. However, this relationship was qualified by a significant interaction with the extent to which the outgroup friend was seen as typical of the outgroup. Confusion errors were associated with relationship quality only when the outgroup friend had been rated as not typical of the outgroup. The predicted relationship between confusion errors and positive intergroup attitudes was also found to be only significant when the outgroup friend was perceived to not be a typical outgroup member.

E154
IMPLICIT ATTITUDES PREDICT FACIAL MIMICRY *Kristina Olson, Dana Carney, Mahzarin Banaji; Harvard University* — The automatic mimicry of facial expressions of emotion is assumed to be universal and serving the fundamental function of fostering empathy and rapport. The current research asks whether implicit attitudes toward social groups play a role in the accuracy and timing of automatic mimicry. Forty non-Black subjects were presented with 80 photographs of objects and human faces that varied in age, race and emotional expression for 4 seconds each with a 4 second inter-stimulus interval. Participants' facial responses were taped and FACS coded to determine the onset, duration and intensity of the mimicked emotion in response to each target. Participants also completed race and gender IATs and self-report measures of empathy, mood and attitudes. Participants' IAT scores, but not explicit race attitudes, predicted smiling behavior. Despite not having awareness of differential smiling towards whites as compared to blacks, the greater anti-black/ pro-white implicit attitudes, the earlier the onset and the longer the duration of smiling to white than black targets. Individuals with high pro-black/anti-white implicit attitudes showed the opposite pattern. In addition, high external motivation to respond without prejudice was related to quicker onset and longer smiling duration to whites as compared to blacks. We conclude that implicit attitudes can predict the fundamental social function of automatic mimicry and empathic interaction with "preferred" social groups. Such data also suggest that the IAT is capable of reflecting an individual's intergroup attitudes.

E155
FEAR OF DEATH AND POLITICAL IDEOLOGY: AN INTEGRATION OF CURRENT PERSPECTIVES *Emanuele Castano, Zachary Fisher, Alain Bonacossa, John Nikkah; New School for Social Research, New York* — Are those people who hold such patently wrong views of the welfare system, same-sex marriage, and the impact of human activities on the environment really like us? Or do we differ in our cognitive style and deeply rooted psychological needs? The question is not new, of course, but the recent work by Jost and his colleagues (2003) on "motivated social cognition" reopened the debate concerning the psychological bases of political ideology in a much vigorous way. Among the various points that the authors make in this important contribution is that fear, and particularly fear of death, may push individuals to espouse more conservative positions. A claim that challenges the hypothesis that is at the core of Terror Management Theory, which in the last 20 years has investigated the consequences of death-prime on individuals' behavior. Specifically, the latter argues that fear of death may lead to a polarization of previously held beliefs, so that, for instance, conservatives should become more conservatives, while liberals should become more liberals. In this contribution we present empirical evidence that directly address this question. Across two studies, we found that priming liberals with death makes them more liberals, as TMT predicts. However, we also found evidence in support of Jost et al.'s claim; a result that led us to present an integration of the two perspectives.

E156
PERSONALITY AND THE IMPORTANCE OF SPECIFIC GOALS *Pamela Winkler, Daniel J. Ozer; University of California, Riverside* — While there has been research regarding how personality relates to goals, there has been little examination of the relation between traits and specific goal content. Because the personality traits of the five factor model are broad, multidimensional constructs, a useful way to understand such traits is to identify how each is related to goal pursuits. Meta-analytic methods were applied to data from five studies of university students who completed the BFI and a respondent goal measure. The respondent measure was a list of 65 possible goals, and participants rated these goals for importance. These goals were grouped by type and averaged, then correlated with the trait scores from the BFI. The analyses identified numerous relations between traits and goals. The two strongest effects involved Neuroticism, which was correlated with both health and affect control goals. Concern with bodily appearance, bodily function and minimizing stress and anxiety are core features of the Neuroticism construct that find support in these data. Openness to Experience was related to affect control, perhaps reflecting an aspect of Openness as the pursuit of enjoyable experiences. Conscientiousness had a negative relationship to self-discovery goals, which may, when pursued in excess, reflect a kind of self-indulgence more characteristic of persons low on conscientiousness. Agreeableness was positively correlated with moral and religious goals, perhaps reflecting a desire to positively participate in their religious community. The results lead to the conclusion that the importance placed on specific goals is a useful way of understanding the personality traits of the BFI.

E157
THE PLEASURE OF SEEING HYPOCRITES HOISTED WITH THEIR OWN PETARDS *Caitlin Powell, Krista Rubeling, Richard Smith; University of Kentucky* — When misfortunes happen to others, we usually feel sympathy. However, we can also feel the socially repugnant emotion of schadenfreude, or, pleasure over the misfortune (Heider, 1958). It is likely that we will tend to suppress or hide our schadenfreude because of its repugnancy, and, occasionally, we may even mask it with crocodile tears. The focus of the present study was to examine one factor that might encourage the especially open expression of schadenfreude, namely, when the misfortune results from hypocritical behavior. Misfortunes following from hypocritical behavior may have a satisfying symmetry. The person suffers because of behaviors that he or she has criticized others for engaging in. It may even be that hypocrisy-related misfortunes have aesthetic appeal and seem to achieve a "poetic justice." Participants read what appeared to be a series of internet articles about a fellow student. Part of the content of the first article was varied such that half of the participants were informed that the student was heavily involved in a campus organization aimed at rooting out unethical behavior (e.g., plagiarism) on campus. For the remaining participants the student was unaffiliated with such an organization. The second article indicated that the student had been found guilty of plagiarism. We also manipulated whether or not the student had enviable characteristics and whether or not the student was dislikeable. Participants completed emotion scales after each article. As expected, hypocritical behavior increased schadenfreude (mediated by perceptions of hypocrisy) as did an invidious comparison (mediated by envy).

F1
MEASURING IDENTITY CONTINGENCY THREAT: CONSEQUENCES FOR BEHAVIOR, MOTIVATION, COGNITION AND PHYSIOLOGY *Mary Murphy, Claude Steele; Stanford University* – This research examines what we call contingencies of social identity. The contingency hypothesis states that the meaning of one's social identities and the impact it has on one's psychological functioning and behavior depend, in significant part, on the contingencies attached to the identity in particular settings. It is hypothesized that people discern contingencies attached to their identity from the cues available in specific contexts. In our model of identity contingency threat, we focus on cues that signal threatening contingencies attached to a given social identity in a particular situation. In this study, male and female upperclassmen watch one of two videos advertising a "math, science and engineering conference." One video was constructed to have equal representations of women and men while the other was constructed to reflect the gender ratio found in the field (disproportionately male). Participants watched the video while physiological sensors measured peripheral sympathetic nervous system functioning (SNS). Measures of cognitive functioning and attention, motivation to participate in the conference, and behavioral outcome measures were collected. It was found that while self-reported emotional states did not change, SNS functioning for women watching the gender imbalanced video showed greater cardiac activation, higher blood pressure, and greater skin conductance levels. These women also showed impaired memory for the imbalanced video relative to the others, and persisted less in a behavioral task. This research demonstrates that small cues, such as gender representation, can signal identity contingency threat resulting in important consequences for physiology, cognition, motivation and behavior.

F2
GROUP PERFORMANCE AND DECISION-MAKING ON COMPLEX TASKS: MODELING GROUP CHOICE *Bryan Bonner[1], Michael Baumann[2], Austin Lehn[3], Daisy Pierce[3], Erin Wheeler[3]; [1]University of Utah, [2]University of Texas at San Antonio, [3]Williams College* – Four studies examined group problem solving on the deductive Mastermind puzzle (Studies 1-3) and the crypt-arithmetic "Letters-to-Numbers" problem (Study 4). Study 1 compared three-person group versus individual performance with time constrained and number of problems unconstrained. Individuals solved non-significantly more problems and groups obtained significantly superior trials-to-solution scores. Study 1 also found that a decision model proposed by Laughlin and Hollingshead (1995) provided the best fit to the data. Under this model, groups will adopt a majority option if one exists within the group. Otherwise, the group will equally weight all member contributions with a proportionate possibility of adopting an option not proposed by any group member. In Studies 2 and 3, one random member in each group was given additional information on how to play Mastermind efficiently. Member extroversion was also measured. Neither factor significantly impacted the group decision-making process. For these studies the Laughlin and Hollingshead model again provided the best fit. In Study 4, individual task expertise was measured prior to the group interaction. Results indicate that group members were able to assess within-group expertise and that groups were twice as likely to adopt an option proposed by their expert as compared to any other group member.

F3
THE BRIGHT SIDE OF SELF-ESTEEM: EXPLORING SELF- AND PEER-RATINGS OF SELF-ESTEEM AND NARCISSISM *Craig Nathanson, Aliye Kurt, Delroy L. Paulhus; University of British Columbia* – A recent review of the self-esteem literature by Baumeister and colleagues concluded that high self-esteem has negative or, at best, neutral interpersonal consequences. Given the strong overlap between self-esteem and narcissism, however, it is imperative to analyze the two variables simultaneously. Previous research has indicated that after control- ling for self-esteem, narcissists were rated negatively by others. We suspected that when controlling for narcissism, the opposite pattern should emerge for those high in self-esteem. Two samples of students from a large northwestern university (N = 124, 79) completed standard measures of self-esteem and narcissism and provided email addresses of three possible raters. Raters provided Likert-scale responses on a large set of items related to personal and interpersonal adjustment, such as "Is cruel to others" and "Is modest" (reverse-scored). Sufficient ratings were collected to provide reliable measures of both peer perception dimensions. In both samples, the results suggested a classic suppressor effect: After controlling for self-esteem, narcissism showed significantly negative associations with personal and interpersonal adjustment (average r = .42, p < .01). In contrast, after controlling for narcissism, self-esteem showed significantly positive associations with personal and interpersonal adjustment (average r = -.19, p < .05). Taken together, these findings indicate that, independent of narcissism, those high in self-esteem are viewed positively by others. The results challenge the recent review and suggest, rather, that self-esteem is a desirable trait in terms of both personal and interpersonal adjustment.

F4
ETHNIC DIFFERENCES ACROSS THE BIG FIVE FACTORS OF PERSONALITY *Laura Naumann[1], Oliver John[1], Sam Gosling[2]; [1]University of California, Berkeley, [2]The University of Texas at Austin* – Using a large internet data sample, we examined the five factors (McCrae & Costa, 1987; Goldberg, 1981) of personality across ages in Caucasian, African, Asian, and Latino Americans. More than 280,000 participants ranging in age from 15 through 54 made self-ratings of personality using the Big Five Inventory (John, Donahue, & Kentle, 1991) on various personality websites. Based on previous research (John, Caspi, Robins, Moffit, & Stouthamer-Loeber, 1994; Benet-Martínez & John, 1998), we expected few cultural differences; however, based on the one cultural difference researchers found in Gosling, Ko, Mannerelli, & Morris' (2002) study of perception of bedroom occupants, we predicted that Asians would score significantly lower in Openness than Caucasians would. The findings, which varied across personality factors, suggest that there are small differences when we compare the three major ethnic groups with Caucasians. Of interest, Asian Americans score lower on Extraversion, Conscientiousness, and Openness and higher on Neuroticism than Caucasians do. Latino and African Americans score higher on Conscientiousness and lower on Neuroticism and Openness than Caucasians do. Latinos score higher on Extraversion and African Americans score higher on Agreeableness than Caucasians do. Despite the nominal differences, the directions of significance seem to support previous literature suggesting that Asians are more self-critical of themselves than the other groups are (Heine, Lehman, Markus, & Kitayama, 1999) and that higher levels of self-esteem found in some cultural groups (Crocker, Luhtanen, Blaine, & Broadnax, 1994) may mediate personality differences.

F5
SEPARATING IMPLICIT OUTGROUP NEGATIVITY AND INGROUP POSITIVITY *Kristin A. Lane, Mahzarin R. Banaji; Harvard University* – Implicit attitudes and stereotypes have been assessed predominantly by tasks that obtain relative measures of these constructs (White vs. Black, male vs. female). It could be argued that this task feature places particular constraints on the interpretation of the resulting data. In this research, we used a modified version of the IAT in which groups (Arabs, Whites) were evaluated in comparison to a neutral category ("Middle") rather than another social group. Participants also completed a standard (relative) IAT that assessed attitudes toward Arabs (relative to Whites). Participants showed strong negativity toward Arabs and moderate positivity toward Whites on the modified IAT, and strong preference for Whites over Arabs on the traditional IAT. Negativity toward Arabs, but not positivity toward Whites (as measured by the modified task) predicted preference for Whites over Arabs on the tradi-

tional IAT. This finding suggests that patterns of preference for the ingroup over the outgroup that routinely emerge on the IAT are driven more by outgroup negativity than ingroup positivity. Second, we explored the independent contributions of implicit outgroup negativity and implicit ingroup positivity on self-reported attitudes and beliefs about related social policies. Anti-Arab attitudes, but not pro-White attitudes, predicted self-reported anti-Arab sentiment. However, implicit negativity toward Arabs and implicit positivity toward Whites both predicted stronger support for American military and foreign policy, including war with Iraq. These findings are discussed in terms of contemporary theories of intergroup relations and their implications for implicit attitude measurement.

F6

ILLUSIONS OF SUCCESS: THE DISTORTED PERCEPTION OF INTENTIONAL ACTION *Jesse Preston, Daniel M. Wegner; Harvard University* — The success of any given action depends how well it brings about a desired outcome, or how closely it resembles the intentions of the actor. We argue that people expect their actions to reflect their intentions, which can result in distorted perception of the action itself. In three studies we examined the hypothesis that the perception of an action is distorted by the intentions of the actor. In Study 1 participants were given a choice of two words to type, or no choice, and estimated their accuracy for each word typed. Participants rated their performance to be better when given a choice, although there was no actual difference. In a second study participants were given a nominal choice of two SAT style questions to answer (Question A or B?) or no choice. Participants had greater confidence in their answers when given a choice beforehand. In a third study, participants shot foam bullets at target faces of persons who were liked, or disliked. Participants made closer estimates to the bulls-eye for the disliked people than the liked people, although the actual distance did not vary. The results from these three studies suggest that people distort their perception of an action to be consistent with their intentions.

F7

THE MODERATING INFLUENCE OF PREJUDICE AND MOOD ON THE BELIEF CONGRUENCE EFFECT *Carmen Pizzuto; Syracuse University* — The belief congruence effect refers to the idea that when individuals are presented with information showing that the beliefs of a target group are similar to their own, participants' evaluations of that target group will be more positive (Rokeach et al., 1960). There is evidence that the belief congruence effect itself is significant and of moderate magnitude (Pizzuto and Mullen, 2004). A current investigation of the belief congruence effect focused on European Americans' evaluations of African Americans as a function of a belief congruence intervention, participant prejudice level, and participant mood. Low prejudice participants tended to like the outgroup, and neither belief congruence information or mood had any effect those positive evaluations. When high prejudice participants were in a positive mood there was no belief congruence effect. However, when high prejudice participants were in a negative mood, negative evaluations of the outgroup were significantly improved by the belief congruence information. These results indicate that belief congruence interventions would be effective for improving outgroup evaluations made by high prejudice individuals, but only if they are already in a negative mood.

F8

LITTLE PEOPLE, BIG CHANGES: ASSOCIATIONS BETWEEN THE BIG FIVE AND AGE DURING LATE CHILDHOOD AND ADOLESCENCE *Christopher Soto[1], Oliver John[1], Samuel Gosling[2], Sanjay Srivastava[3]; [1]University of California, Berkeley, [2]University of Texas at Austin, [3]University of Oregon* — A number of recent studies have examined whether and how the Big Five personality trait domains change during adulthood. Little attention, however, has been paid to how these aspects of personality are related to age during childhood and adolescence. In the current study, associations between age and mean levels of the Big Five

were examined in a large (N = 233,634) cross-sectional sample of children and adolescents (ages 10 to 20) who completed a personality measure on the Internet. Of the five domains, Agreeableness and Conscientiousness showed the most dramatic changes. They exhibited curvilinear trends, with initial drops from the preteen to early teenage years followed by increases to age 20. Extraversion declined steadily with age; this pattern was especially pronounced for questions regarding energy level and enthusiasm. The relationship between Neuroticism and age differed by gender, as in previous research on self-esteem problems. For females, Neuroticism increased through the middle teenage years, with little change thereafter. Males remained low on Neuroticism, showing no substantial change during any period. Openness was not clearly related to age for either gender. These findings were replicated across self and peer ratings, across two waves of data collection, and across two versions of the Big Five questionnaire.

F9

WHEN MORE INFORMATION IS LESS: THE ILLUSION OF KNOWLEDGE IN THE PREDICTION OF UNCERTAIN EVENTS *Crystal C. Hall, Alexander Todorov; Princeton University* — Often, counter to popular belief, the addition of information harms performance in judgments. Information that individuals believe to be useful works against them by clouding their perceptions. The major hypothesis for these two studies was that, when predicting the outcomes of professional basketball games when receiving statistical information, participants would be more accurate but less confident than when the same games were predicted with both statistics and team names. Study 1 examined this in a pencil and paper experiment. Participants were randomly assigned to either the name (statistics plus team name) or no name (just statistics) condition. They predicted which team won, and indicated confidence in the prediction. The major hypothesis was supported, showing that those in the no name condition achieved a higher rate of accuracy than those with the names, and were less confident. Study 2 replicated and extended these findings in a more realistic situation. In this study, basketball fans were paid contingent on performance in the prediction task. Using a computer, participants predicted as in study 1, but also wagered money on each prediction. The main effects from study 1 were seen, as those in the no name condition earned approximately 60 percent more than those predicting with names, due to a higher rate of accuracy. These studies demonstrate a situation where additional information hinders judgments, when perceivers believe they actually perform better. While it is shown here in the domain of sports predictions, it could be applied to other areas such as the stock market.

F10

GENDER DIFFERENCES IN ROMANTIC, PARENTAL, AND WORK-RELATED JEALOUSY: A NEW ANALYTIC APPROACH *Orsolya Hunyady; Adelphi University* — Most studies assume that gender differences in jealousy are best captured by mean level differences between men and women in the intensity of jealous emotions. In contrast, we found in a study of 80 co-habiting couples that gender differences occur in how strongly and consistently these emotions are related to preexisting personality and relationship variables (such as flexibility, problem-solving, communication, and intimacy). For example, in romantic jealousy situations for men (but not for women) only anger was significantly related to these predictor variables, whereas in parental jealousy situations (in which parents "compete" for the affection of their child) only sadness was related to these variables. In the work domain, gender differences were less pronounced regarding the emotional experience of jealousy, but they were present in the predictability of ego-defensive and other coping strategies. In interpreting these results, we propose that emotional and coping reactions that are congruent with gender roles will be consistently related to personality traits and relationship perceptions, whereas reactions that are role-incongruent will be less predictable because subjects are more reluctant to acknowledge such reactions. This

new approach that look for patterns among variables as opposed to mean level differences allows us to explore how men and women differ in the quality (not just quantity, i.e. intensity) of their jealous reactions. Moreover, it raises new questions regarding widespread implicit assumptions that the cognitive, emotional, and relational mechanisms that lead to a particular jealous reaction are the same for both genders.

F11

CROSS-SECTIONAL PREDICTORS OF MISPERCEPTION OF SEXUAL INTENT IN A COMMUNITY SAMPLE *Angela J. Jacques[1], Antonia Abbey[1], Michele R. Parkhill[1], Tina Zawacki[2]; [1]Wayne State University, [2]The University of Texas at San Antonio* – Abbey and others (Abbey & Melby, 1986; Abbey et al., 2000; Edmondson & Conger, 1995; Johnson et al., 1991) have found that men frequently misperceive a woman's friendly behavior as sexual attraction. Research has previously focused on the influence of contextual factors, such as revealing clothing, in the likelihood of a misperception. In an attempt to better understand what types of attitudes, cognitions, and past experiences increase the likelihood of misperception, this study focuses on cross-sectional individual difference predictors of sexual misperception. We were guided by Malamuth and colleagues' confluence model of sexual assault perpetration (Malamuth et al., 1991; 1995) and Abbey et al.'s (1998) research on the role of situational factors in misperception. We predicted that indicators of impersonal sex, hostile masculinity, and situational factors, such as the influence of peers and alcohol, would result in higher frequency of misperception. Participants were a random sample of 163 unmarried men (54% African American, 46% Caucasian). Participants completed computer-assisted self-interviews containing measures related to positive and negative dating experiences with women. Ninety-two percent of those who had misperceived at least once, misperceived on multiple occasions (M = 5.56, SD = 8.75). Multiple regression analyses indicate that number of sexual partners, drinking alcohol while on dates, and peer approval of unwanted sex predicted frequency of misperception (r = .399, p < .001); however there was no support for the hostile attitudes pathway. Implications are discussed in terms of factors which may decrease the likelihood of misperception, such as empathy.

F12

THE RELATIONSHIP OF CHINESE COLLEGE STUDENTS' JOB VALUES AND THEIR PERSONALITIES *Zhiyong Zhang, Tieyuan Guo; Peking University* – The paper, including two studies, explores the college students' job values, and its relationship with personalities. In study one, college students' job values are surveyed. The result shows that the job values of college students consist of 6 main factors. Sorted by the descending importance of the 6 job value factors, they are developing & training, self-fulfillment, culture & management style, compensation, job characters and reputation factors. There are no significant difference between the importance of job characters factor and reputation factor. Besides this, the study didn't find any significant difference between male and female college students on all of the six job value factors. In the study two, the relationships between college student's job values and Chinese Personalities (i.e. extroversion, good-heartedness, emotionality, talent, interpersonal relations, diligence and honesty) are explored. The results show that the six main factors of job values and the seven factors of Chinese Personalities are widely correlated. Especially the self-fulfillment factor, developing & training factor and culture & management style factor are more widely correlated with the seven factors of Chinese Personalities.

F13

THE RELATIONSHIP OF CHINESE COLLEGE STUDENTS' JOB SELECTION BEHAVIORS AND THEIR PERSONALITIES *Tieyuan Guo, Zhiyong Zhang; Peking University* – The paper, including two studies, focuses on the influence of the fits between Personalities and Organization Characters on the organization attractiveness to Chinese college students. In study one, using simulated recruitment circumstances, the researchers explore the influence of the fits between the Seven Chinese Personalities (i.e. extroversion, good-heartedness, emotionality, talent, interpersonal relations, diligence and honesty) and organization characters (i.e. organization size, management style and range of payment variance) on the organization attractiveness. The results show that the fits between the good-heartedness, interpersonal relations, honesty personality factors and the range of payment variance will improve the organization attractiveness; the fits between the diligence, talent personality factors and the management style will improve the organization attractiveness; the fit between the honesty personality factor and the organization size will improve the organization attractiveness, too. Using an updated simulated recruitment circumstances, which is different from that of study one, study two focuses on the job selection behaviors of college students when two available organizations exist. In the Person-Organization fit aspect, study two explores the influence of the fits between the Seven Chinese Personalities and the organization culture, the workload on college student's job selection behaviors. The results show that the fit between the talent personality factor and the workload will improve the organization attractiveness. Besides, the interaction between the organization culture and the workload is significant. The influence of the workload on the organization attractiveness is more important in a team-oriented culture than in an individual-oriented culture.

F14

THE CHINESE STRESS MODEL IN SARS *Tieyuan Guo, Yanjun Guan; Peking University* – In spring, 2003, when SARS broke out in Beijing, China, the researchers employed several questionnaires and scales to explore the relationships of Chinese cognition of situation (i.e. perceived coping resources and perceived stressor), coping behaviors, locus of control and feeling of stress. The SEM analysis shows that a person who perceived low coping resources and high level of stressor experiences a high level of stress. The result also shows that a person who experiences a high level of stress has more problem-focused coping behaviors and less emotion-focused coping behaviors than one who experiences a low level of stress. Besides, the locus of control affects subjects' coping behaviors, too. A person who is internal control has more coping behaviors than a person who is external control, especially in the problem-focused coping behaviors.

F15

LOOKING GOOD AND FEELING GOOD: THE RELATIONSHIP OF SELF-MONITORING TO ATTRACTIVENESS AND SELF-EVALUATIONS *Paul Fuglestad, Mark Snyder; University of Minnesota* – Research has shown that high self-monitors consider appearance more, whereas low self-monitors consider dispositions more when selecting dates or job applicants (Snyder et al., 1985; Snyder et al., 1988). The current study extended this research by examining how self-monitoring is related to one's own attractiveness and to the relationship between attractiveness and self-evaluations (self-esteem, self-efficacy). 87 undergraduate participants (44 women; 41 men; 2 unspecified) completed personality questionnaires and were videotaped while speaking. 11 graduate students (5 women; 6 men) rated participants' video and still clips for attractiveness. Results for video and still attractiveness were quite similar, and therefore, only analyses using video attractiveness are reported below. Overall, there was a small trend for high self-monitors to be rated as more attractive (r=.2, p=.07). This relationship was qualified by gender. For women, self-monitoring and attractiveness were significantly related (r=.32, p<.05); for men, the relationship was not significant. For both genders, the relationship of self-evaluations and attractiveness was moderated by self-monitoring. For high self-monitors, attractiveness and self-evaluations were positively related (self-esteem: beta=.42, p<.05; self-efficacy: beta=.42, p<.05), that is, the more attractive one is, the greater one's self-evaluations tend to be. For low self-monitors, attractiveness and self-evaluations were not related. Results suggest that there is a positive relationship between self-monitoring and attractiveness for

women, and that attractiveness is a more important and salient aspect of self for high self-monitors relative to low self-monitors. It is hypothesized that attractiveness is important to high self-monitors because it facilitates the maintenance and enhancement of social status.

F16

WHEN BEING GOOD IS GOOD...AND BAD: THE DILEMMA OF ASIAN AMERICANS AS THE MODEL MINORITY IN THE UNITED STATES. *Marissa W. Lin[1], William Maddux[2], Mark Polifroni[1]; [1]The Ohio State University, [2]Northwestern University* — Asian Americans are commonly regarded as the "model minority"—an intellectually gifted group with high economic attainment and a low crime rate. Consequently, positive stereotypes of the quiet, hard-working Asian American abound. However, this seemingly positive image is tempered by a variety of negative stereotypes (Ho & Jackson, 2001). While it may be expected that an individual who subscribes to either of these views would regard Asian Americans with consistently positive or negative attitudes or emotions, research has shown this is only applicable to the negative—it is possible to maintain positive stereotypes but hold either positive or negative attitudes and emotion towards Asian Americans (Ho & Jackson, 2001). It is theorized that the reason for this seeming discrepancy is that individuals may feel a realistic threat from Asian Americans—that is, Asian Americans possess too many positive qualities, making them a threat to others' welfare and creating feelings of competition. This study was designed to see if realistic threat mediated the relationship between positive stereotypes and negative attitudes and emotions. Surveys asked questions related to negative and positive stereotypes, positive and negative emotions experienced by the participant towards Asian Americans, and realistic and symbolic threat questions, adapted from Stephan et al (2002) to pertain to Asian Americans. As predicted, realistic threat proved to mediate the relationship between positive stereotypes and negative attitudes, as well as positive stereotypes and emotions of hostility and fear. Consequently, when being "too good" becomes equivalent with competition, it creates negative emotions and attitudes.

F17

RELATIONSHIP FUNCTIONING, PERSONALITIES, AND ATTENTION TO ATTRACTIVE ALTERNATIVES OVER TIME *Jennifer R. Simeon, Rowland S. Miller; Sam Houston State University* — In order for desirable alternative partners to affect one's commitment to a romantic relationship, one must attend to those alternatives, and prior studies have shown that attention to alternatives predicts whether relationships continue or end: The more attentive people are, the shorter their romances tend to be. Does attentiveness vary with the circumstances one faces, or is it more stable and dispositional? In the present study, 399 participants provided self-reports of their attention to alternatives, personalities, attachment styles, sociosexual orientation, and satisfaction, investments, and commitment in their relationships over 3 months. Higher levels of attentiveness were correlated with lower conscientiousness and agreeableness, and higher openness to experience. Avoidant people were more attentive, but there was no link between anxiety and attentiveness. Those with less restricted sociosexuality were also more attentive. Awareness of one's alternatives mediated the links between satisfaction, investments, and the quality of one's alternatives on subsequent commitment to one's partner, and, once again, attentiveness uniquely predicted whether romances would succeed or fail. Attentiveness was reasonably stable over the course of a semester, suggesting that some people chronically remain on the prowl for attractive alternatives to their present relationships.

F18

MONETARY COMPENSATION FOR PROCEDURAL INJUSTICE: OUTCOMES AS AFFIRMATION OF MEMBERSHIP VALUE *Tyler G. Okimoto, Tom Tyler; New York University* — Relational models of procedural justice have argued that individuals in a group use procedural fairness perceptions to judge their relative value as a group member (Tyler &

Lind, 1992), and any perceived status loss resulting from procedural injustices must be restored through some type of retribution with symbolic value (Karp, 1998). The group engagement model (Tyler & Blader, 2003) argues that shared resources indirectly influence group engagement by shaping identity, leading us to hypothesize that monetary compensation should be effective in restoring procedural injustices because the compensatory outcomes convey information regarding the individual's value as a group member. The act of compensating, if framed as concern for the victim, may allow material resources to reflect membership value, reaffirming the victim's identity. Participants responded to scenarios in which the university attempted to resolve instances of unfair treatment. University resolutions varied as to whether or not compensation was offered, and if it was presented as apologetic. Participants reacted more favorably when compensation was provided as part of the resolution, but only when framed as concern for the victim. The effect of these variables was not additive. These results support the notion that satisfaction with monetary compensation may be due to the victim's need to reaffirm his/her status within the organization, not self-interest. Favorable outcomes themselves may not provide any symbolic value to the victim, but when outcomes are presented as a gesture of organizational concern, they serve the symbolic function of verifying the value of the victim's membership in the organization.

F19

PERCEPTIONS OF TEAM MEMBERS: THE ROLES OF EXPERIENCE, COMPETENCY, AND ACCURACY *Jaron Holmes, Bryan ; University of Utah* — Participants (N=300) read a scenario involving a space shuttle re-entry problem in which a team of engineers was trying to determine the optimal reentry trajectory given unusual and dangerous atmospheric conditions. Participants read descriptions of 13 team members who varied in terms of experience, competency, and whether they had a workable solution to the problem. Participants rated the members on how much status they would have in the group, how valuable they would be, and how desirable they would be to other members. Finally, presented with an additional constraint on team size, participants selected a subset of 6 of the 13 team members to address the reentry problem and provided a written explanation as to the logic behind their choices. Results indicated that although all three manipulated factors affected participants' evaluations, that competency was the most influential. The reentry task is disjunctive. To succeed the team need only recognize and adopt a workable solution proposed by any team member. However, analysis of the subset selection of 6 members indicated that possessing a workable solution was not sufficient to be recognized as an essential team member by participants. Members known to possess workable solutions who were also inexperienced or perceived as incompetent were unlikely to be selected and were passed over for members with more experience or competency even if these members did not have a workable solution. Most participants wrote lengthy explanations about their choices and generally advocated very heterogeneous teams with a mix of member attributes.

F20

PREDICTING ALCOHOL CONSUMPTION ON COLLEGE CAMPUSES *David Nalbone[1], Moh Malek[2]; [1]Purdue University, Calumet, [2]University of Nebraska, Lincoln* — Numerous studies have examined alcohol consumption, both in the general population and on college campuses. Many of these studies, however, were not theoretically grounded, were focused only on overall drinking (as opposed to binge drinking), or violated statistical assumptions (such as assuming that regression predictors are independent). While binge drinking has received much recent attention in the media, theoretical and methodological investigations of binge drinking are lagging behind. This study examines drinking (including binge drinking) among a sample of students at five colleges conducted via an online drinking questionnaire. Constructs representing the theories of reasoned action and planned behavior were included, as well

as several other constructs reported or considered to be related to drinking or binge drinking behavior (such as gender, age of onset of drinking, alcohol expectancies, and past drinking behavior). Using a series of structural equation models, the theories of reasoned action and planned behavior received substantial (although not unequivocal) support, and other variables added significant variance over and above those theories' contributions to the prediction of drinking intentions and behavior. Further, a sub-sample focused on binge drinking found somewhat similar results, although statistical power issues may limit the generalizability of those results. The implications of these results, for both drinking in general and for binge drinking, will be presented, along with recommendations for dealing with statistical and methodological issues likely to arise in similar studies.

F21

SEXUAL REGRET *Joshua Poore[1], Martie Haselton[1], William von Hippel[2], David Buss[3]; [1]University of California, Los Angeles, [2]University of New South Wales, [3]University of Texas, Austin* — We hypothesize that anticipated regret improves future decision making by enabling people to avoid mistakes that have important consequences. Anticipated regrets should therefore track sex-differentiated adaptive problems. We predicted that men would regret missed sexual opportunities (sexual omission) more than women, whereas women would regret sexual encounters (sexual commission) more than men. We surveyed women and men (N = 156) and asked them to rate their own likely regret in response to various situations. Women more than men reported that they would regret having sex in a relationship that turned out to be only short-term (p < .01), whereas men more than women reported they would regret missing a sexual opportunity (p < .001). These anticipated regret effects were corroborated by women's and men's nominations of their own past regret experiences. In contrast to previous research, these results demonstrate sex differences in regret, and they indicate that the intensity of regrets of omission or commission differ by domain.

F22

THE DEVELOPMENT OF A SCALE TO ASSESS 'SENSITIVITY TO REWARD' *Caroline Davis[1], Gordon Claridge[2], Lee Dransfield[2], Carmen Bewell[1]; [1]York University, [2]University of Oxford* — Sensitivity to Reward [STR] - a personality trait rooted firmly in the functioning of the brain's mesolimbic dopamine system - has been strongly implicated in the risk for a broad range of addictive behaviours including drug abuse and compulsive overeating. Few questionnaire measures have been developed to assess STR and those that do exist have i) viewed it as a unidimensional construct, and ii) failed to distinguish between the appetitive motivation and the consummatory pleasure associated with a variety of physical stimuli. This research was guided by our hypothesis that sensitivity to the rewarding properties of everyday stimuli is not a unitary trait, but instead a set of roughly independent capacities that vary across individuals. In order to assess possible modality differences in reward sensitivity, 104 scale items were generated which tapped responses to a variety of natural rewards such as eating, touching, smelling, hearing, moving, and seeing. The items were worded to assess trait (rather then state) characteristics and to avoid a gender- and age-specific bias in responding, and were administered to 364 males and females. After item elimination, principal omponents factor analysis with varimax rotation revealed 4 independent factors (accounting for 40% of the variance) with alpha coefficients ranging from 0.7-0.8. Three of the factors reflected sensitivity to the rewarding properties of: Physical activity, food and comfort, and sensory pleasures. The 4th factor reflected the motivational aspects of reward. Work has begun on the validation of these scales in both clinical and non-clinical research.

F23

RACE, RELIGION, AND DEPRESSION *Edith M. Rickett, John T. Cacioppo; University of Chicago* — That faith might help buffer the stresses of life and produce better mental health is a very old but surprisingly elu-

sive notion. The preponderance of scientific evidence suggest a positive association between religiosity and mental health, but this literature is strewn with evidence that religiosity is either not related to mental health or negatively related to mental health. The inconsistencies in the literature are generally attributed to differences in the aspect of religiosity that have been studied and the methodologies and experimental designs that have been employed. In the present research, we examined whether the form of the association between religiosity and mental health may also differ as a function of ethnicity. Specifically, religious well-being (i.e. the extent to which one has a fulfilling relationship with God) was examined as a predictor of depression, with ethnicity functioning as a moderator variable. Results indicated that the relationship between religiosity and mental health can be moderated by ethnicity. In particular, for African-Americans, elevated levels of religious well-being predict reduced levels of depression. For Caucasians and Hispanics, however, religious well-being was not significantly related to depression. Additional analyses revealed that this differential impact is mediated by existential well-being, a non-religion based dimension of spiritual well-being. That is, religious well-being differentially predicts depression due to its differential effects on existential well-being. Specifically, although religious well-being is, to some extent, related to existential well-being for all of the ethnic groups, the relationship is stronger for African-Americans.

F24

RELATIONAL MODELS IN THE CONTEXT OF INTERGROUP RELATIONS *Alain Bonacossa[1], Sonia Roccas[2]; [1]Graduate Faculty, New School University, [2]Open University of Israel* — Research on group processes and intergroup relations mainly focuses on the effects of the salience of social identities and on the investigation of the antecedents and consequences of positive vs. negative intergroup relations. However, scarce attention has been given to the structural commonalities of social situations. Following Fiske (1991) we suggest that people think about their membership in a group and their relationships to other groups according to a set of relational schemas and that intergroup relations can be differentiated according to the categories proposed by the theory of relational models, i.e. Communal Sharing, Authority Ranking, Equality Matching, and Market Pricing. Moreover, we claim suggest that the conceptualizations that people have of the types of relationships between groups are likely to affect conflict escalation and conflict resolution. In a first study Italian participants were asked to indicate to what extent relational models were accurate descriptions of the relationship existing between eight couple of groups. Results indicated that people distinguish more among positive relations than among negative relations. In a second study Israeli Jews expressed their perceptions and attitudes about their relationships with Arabs who have Israeli citizenship. Results consistently showed greater intercorrelations among negative models than among positive models. The findings of both studies are discussed focusing on the usefulness of a relational model approach in the conflict resolution area of research.

F25

WRITING ABOUT INTENSELY POSITIVE EXPERIENCES: AN ANALYSIS OF UNDERLYING MECHANISMS *Chad M. Burton; University of Missouri, Columbia* — This study examined two questions relating to positive emotional disclosure through writing. One, does writing about only the perceived impact of an intensely positive experience (IPE) lead to the same health benefits that writing about the IPE itself does (Burton & King, 2004)? Second, what mechanisms mediate health benefits found in writing about positive events? In a variation on Pennebaker's writing paradigm, participants were randomly assigned to write about the perceived impact of an IPE (PI-IPE), an IPE, or a control topic for 20 minutes each day for 3 consecutive days. Participants completed a follow-up packet 1 month later that included measures of health and well-being. Based on the broaden and build theory of positive emotions (Fredrickson, 1998; 2001), level of broadened cognition was mea-

sured before and after writing and building of skills (e.g., self-regulation) was measured 1 month later. Analyses are on going, however it is predicted that the participants in the PI-IPE condition will show physical health and well-being benefits and those benefits will be mediated by insight word usage in their essays. It is predicted that the IPE condition will also show physical health and well-being benefits but that those benefits will be mediated by levels of broadened cognition and building of skills. Preliminary analyses indicate that there are group differences in both broadening and building and that levels of broadening and building at least partially mediates self-reported physical health. Further analyses will examine the role of insight word usage as a mediator of self-reported physical health.

F26
UNDERSTANDING HOW STEREOTYPE INTERNALIZATION IMPAIRS WOMEN'S MATH PERFORMANCE *Jean-Claude Croizet, Virginie Bonnot; University Blaise Pascal, Clermont-Fd* — Social psychologists have traditionally advocated that stereotype internalization by stigmatized group members can influence their cognitive performance in stereotyped domains (i.e., Allport, 1954; Eccles, 1987). According to this literature, the prolonged exposure to stereotypes about their group competencies may lead stigmatized group members to believe that the stereotype is personally relevant and thus that it reflects, to some extent, their own competence in the stereotyped domain. For instance, women may be induced to think that they are less competent than men in mathematics because they are, as a group, targeted by a reputation of inferiority. The present reseearch investigated whether such an internalization can affect math performance and whether this influence is caused by a disruption of working memory. In a first series of studies, we showed that stereotype endorsement had a significant impact on women's statistic performance through math self-concept of ability. A second study was designed to assess the possibility that the lower math performance displayed by women with low math self-concept was due to interference in working memory. Using a dual task paradigm, this study showed that indeed women with low math self-concept displayed more errors and spent more time solving additions than women with high math self-concept, but mainly on difficult items of the dual task. The findings, which are congruent with an explanation in terms of a temporary disruption of working memory, are discussed.

F27
ALCOHOL USE AND RELATIONSHIP PROBLEMS BASED ON ATTACHMENT IN ROMANTIC RELATIONSHIPS *Ash Levitt, Lynne Cooper, Austin Albino, Olga Glinskii; University of Missouri, Columbia* — Attachment style is an important factor for not only interpersonal implications but also for intrapersonal functioning. Adult romantic attachment is known to have many effects on various relationship outcomes including relationship problems. Moreover, much research has shown a significant relationship between relationship problems and alcohol use. However, much of the past research on adult romantic attachment has not been adequate in either utilizing reports from both couple members or being able to show variability across days. This is partly because the use of a diary methodology has been minimal. Therefore, a daily diary methodology was utilized for 21 days examining reports from both members of romantic relationships. Attachment style was determined in an introductory session, while daily reports of relationship problems and alcohol use were assessed over the three week period. It was hypothesized that individuals with a higher level of insecure attachment (e.g. avoidant, anxious) would be predictive of more reports of relationship problems within the couple, which would then be predictive of more reports of alcohol use. Results showed that insecurely attached individuals did significantly report more relationship problems than securely attached individuals. However, there was no significant increase in alcohol use. Results and implications for future research are discussed.

F28
THE SINGLE CATEGORY ASSOCIATION TEST AS A MEASURE OF IMPLICIT ATTITUDES *Andrew Karpinski, Ross Steinman; Temple University* — The Implicit Association Test (IAT), though a useful and innovative measure of implicit social cognition, is limited in that it can only assess the comparative strength of associations between two objects. We present the Single Category Association Test (SCAT) as a measure of the strength of evaluative associations with a single attitude object. In Study 1 (N = 52), a self-SCAT, a self-other IAT, and explicit measures of self-esteem were obtained. SCAT and IAT measures correlated marginally, r = .25, p = .08, but the SCAT measure correlated with explicit measures of self-esteem, r = .40, p < .01, whereas the IAT did not, r = .01, p = .92. In Study 2, Black (N = 34) and White (N = 79) participants completed a Black-SCAT, a White-SCAT, and a Black-White IAT. The SCAT measure of racial bias correlated with the IAT measure for all participants (Blacks, r = .42; Whites, r = .33). On both measures, White participants displayed a greater racial bias than Black participants, ps < .04. Using the SCAT, we examined associations with Whites and Blacks separately. There was no difference in White-SCAT scores for Black and White participants, t(111) = 0.31. p = .75, but compared with White participants, Black participants displayed more positive associations with Blacks, t(111) = 2.91. p < .01. These results suggest that the SCAT may be another useful tool to measure implicit attitudes.

F29
THE RELATIONSHIP BETWEEN IMPLICIT AND EXPLICIT SELF-ESTEEM AND DEPRESSION *Jennifer A. Steinberg, Courtney E. Ignarri, Andrew Karpinski, Lauren B. Alloy; Temple University* — Extensive research has shown a negative cross-sectional relationship between explicit measures of self-esteem and depression; individuals with greater levels of subclinical depression and those currently in episode report lower levels of self-esteem than those currently nondepressed. In the current study, we sought to expand upon previous studies of the self-esteem—depression relationship by incorporating measures of implicit self-esteem, and by examining potential interactions between implicit and explicit self-esteem in the prediction of current depressive symptoms. Undergraduate participants were administered a series of implicit measures of self-esteem, including the Name-Letter Task and the Breadth-based Adjective Rating Task, as well as self-report measures of self-esteem and depression. Findings revealed that both implicit and explicit measures of self-esteem were negatively associated with depressive symptomatology, with significant correlations emerging for explicit self-esteem, r(76) = -.74, p <.01, the Name-Letter Task, r(76) = -.41, p <.01, and the Breadth-based Adjective Rating Task, r(76) = -.45, p <.01. In addition, interactions between implicit and explicit self-esteem measures revealed synergistic effects. For individuals with high explicit self-esteem, there was no relationship between implicit self-esteem and depression; whereas for individuals with low explicit self-esteem, lower levels of implicit self esteem were associated with higher levels of depression. These findings provide support for the validity of implicit self-esteem measures, as well as the utility of including them, along with measures of explicit self-esteem, in studies of depression.

F30
SELF-CONSTRUAL ACTIVATION AND FOCUS OF COMPARISON AS DETERMINANTS OF ASSIMILATION AND CONTRAST IN SOCIAL COMPARISONS *Ulrich Kühnen[1], Susanne Haberstroh[2]; [1]International University Bremen, Germany, [2]University of Erfurt, Germany* — Social comparison research has shown that focus of comparison influences the consequences of comparisons with high versus low standards for subsequent self-assessments. While other-focus (i.e. other-to-self comparison) yields assimilation of the self to the standard, self-focus (i.e. self-to-other comparison) yields contrast. Yet, cross-cultural studies have shown that focus of comparison affects social comparisons only for members of individualist, but not of collectivist cultures.

Linking these lines of research, we assumed that the focus manipulation would affect the consequences of social comparisons with high versus low standards more strongly, if independent (relative to interdependent) self-knowledge is accessible. After being primed for independent versus interdependent self-knowledge, the focus of comparison with either a high or a low standard was manipulated. Subsequently, participants rated their own assertiveness. The pattern of results from previous studies on social comparisons was replicated only for independent primed, but not for interdependent primed participants.

F31
PREJUDICE EXPECTATIONS MODERATE PRECONSCIOUS ATTENTION TO SOCIAL IDENTITY THREATENING CUES *S. Brooke Vick[1], Cheryl R. Kaiser[2], Brenda Major[1]; [1]University of California, Santa Barbara, [2]Michigan State University* — Two studies integrate research on stigma and cognitive models of emotion to examine whether chronic and situational expectations about being stigmatized predict preconscious attention toward social identity threatening cues. In Study 1, the more women chronically anticipated facing sexism, the more attention they allocated towards subliminally presented social identity threatening words. In Study 2, women who anticipated interacting with a sexist rather than feminist man showed this same pattern of preconscious attentional bias towards social identity threatening words. These studies have important theoretical and practical implications for understanding the psychological experience of possessing a stigmatized identity.

F32
A 10 YEAR COMPARISON OF PEOPLE'S FEAR OF LITIGATION *Steve Seidel, Paula Biedenharn, Eric Moore, Stephanie Garrett, Chari Vandever, Jana Schaffner, James Devlin; Texas A&M University, Corpus Christi* — Despite widespread recognition of an epidemic increase in the number of frivolous lawsuits filed in the United States, very little research has been conducted examining the effects increasing litigation has on the general public. In the present study, a scale for measuring people's fear of litigation was developed based on earlier work by Breslin, Taylor, & Brodsky (1986). The results were then compared with scores obtained more than 10 years earlier. A sample of 456 undergraduates completed a 22 item fear of litigation measure (α = .86) and Gosling, Rentfrow, & Swann's (2003) 10 item personality inventory (TIPI). The results of the survey suggest that fear of litigation has increased over the last decade. Males reported a higher level of fear than females (p<.001). Level of fear was also found to be positively correlated with the participant's age (p<.025). In addition, fear of litigation was found to be negatively related to emotional stability (p<.02) and agreeableness (p<.005). Implications for society and suggestions for further areas of research are discussed.

F33
DOES SELF-STRUCTURE COHERENCE UNDERLIE SELF-CERTAINTY, SELF-ESTEEM, AND SELF-EVALUATION OF PERSONAL AND SOCIAL BEHAVIOR? *Katharine McMillan[1], Andrzej Nowak[2,1], Robin Vallacher[1]; [1]Florida Atlantic University, [2]University of Warsaw* — Self-certainty may be the psychological manifestation of self-structure coherence (SSC) which reflects self-organization of the self-system. This study examined the relation of SSC to self-certainty, self-esteem, and self-appraisal of personality and social roles, and the effect of self-attention on stream of thought. SSC is operationalized by entropy (disorder). We hypothesized that entropy should negatively correlate with self-certainty, self-esteem, self-stability, self-evaluations of traits and roles, and levels of action identification. Participants indicated how often they acted at a level of five traits from the Five Factor Model (FFM: e.g., organized). Greater response differentiation reflects low entropy. Participants indicated overall trait and role endorsements, certainty about self-evaluations, and importance of traits and roles. They completed Rosenberg's self-esteem/self-stability scale, Behavior Identification Form, and FFM inventory. Results showed that entropy was negatively correlated

with self-concept variables demonstrating the relation of SSC and self-concept constructs. Analysis supported the claim that SCC underlies self-certainty, self-esteem, and self-stability. Participants exposed to a self-attention condition where they generated a self-narrative about how they would socially interact in a decision-making condition were hypothesized to show greater volatility in temporal self-evaluation relative to those in a committed social interaction condition. Results showed that SCC tended to relate to stream of thought, and that indecision increased evaluative volatility relative to commitment. Decision-making focuses self-attention on incoherent, uncertain areas of the self while commitment focuses attention on coherent, certain areas of the self. Modes of self-attention act as "spotlights of attention" that selectively focus on coherent versus incoherent areas of the self.

F34
THE EXPERIENCE OF DISAPPOINTMENT *Patrick Carroll[1,2], James Shepperd, Kate Dockery[1]; [1]University of Florida, [2]Ohio State University* — Four studies (N = 150) explored how people respond to unexpected bad news and whether they respond differently depending on whether the bad news affects personal welfare or the welfare of others (e.g. a close friend). We predicted that people would express disappointment in response to unexpected bad news only for outcomes that somehow implicate the self. Participants in Studies 1 and 2 read scenarios in which either they, a friend, or an acquaintance received bad news regarding taxes or course grades that was or was not expected. Participants reported greater disappointment for news that was unexpected rather than expected, but only when the news pertained to them and not when it pertained to a close friend or acquaintance. Study 3 examined whether it matters for whom (self vs. a close friend) the bad news is unexpected. Participants reported that they would feel equally disappointed over unexpected bad news that pertained to them regardless of whose expectation was disconfirmed. Study 4 tested the impact of psychological interdependence (self, own child, acquaintance's child) on the reactions of local parents to expected vs. unexpected bad news regarding achievement awards. Parents responded more negatively when the bad news was unexpected than expected, but only when the bad outcome occurred to them or their own child and not when it occurred to an acquaintance's child. In all studies, people experienced disappointment (rather than anger or regret) in response to unexpected bad news that somehow implicated the self.

F35
THE CONTRIBUTION OF RELATIONSHIP-SPECIFIC ATTACHMENT TO PARTNER AND PARENTS TO MATERNAL CONCERNS, SELF-EFFICACY AND DEPRESSION OVER THE TRANSITION TO PARENTHOOD *Tamarha Pierce[1], Édith Cantin[1], Caroline Senécal[1], Frédéric Guay[2]; [1]School of Psychology, Laval University, [2]Faculty of Education Sciences, Laval University* — Adult attachment research suggests the quality of expectant mothers' attachment to their romantic partner contributes to their experience of the transition to parenthood. Other research suggests women's attachment to their own parents shapes this important life experience. The present study considers the unique and additive contributions of expectant women's attachment to their partner and their parents to prenatal and postnatal maternal concerns, self-efficacy and depression. Expectant couples (n = 260) completed questionnaires during the 2nd or 3rd trimester of pregnancy and also 2 months after birth. Questionnaires included measures of adult attachment to partner and parents, parental self-efficacy, depression and concerns regarding the transition to parenthood. Regression analyses suggest that anxious attachment to partner and parents independently account for women's greater prenatal concerns and depressive symptoms, whereas anxious and avoidant attachment to partner account for lower prenatal maternal self-efficacy. Controlling for prenatal measures, anxious attachment to parents predicts lower maternal self-efficacy and greater symptoms of depression after birth. Avoidant attachment to par-

ents independently predicts greater postnatal depression, whereas avoidant attachment to partner predicts greater postnatal concerns. Results also suggest that expectant fathers' anxious attachment to their partner (i.e., expectant women) contributes to women's prenatal concerns but also hold certain benefits for maternal self-efficacy. Mean differences as well as moderator effects are noted for first-time motherhood and the loss of a parent prior to pregnancy. In conclusion, this study implies that the quality of attachment to both partner and parents independently contribute to women's prenatal and early postnatal experience of parenthood.

F36
OPTIMISM AND UNCONSCIOUS ATTENTIONAL BIASES *Sarah J. Landry, Andrew L. Geers, Theresa Triftshouser, Shannon Holleran, Bryon McQuirt; University of Toledo* — Segerstrom (2001), using an emotional Stroop task, found that optimists have an unconscious attentional bias for positive information. Optimists have better coping strategies than pessimists that allow them to persist under negative situations and maintain a positive life outlook. Segerstrom's results suggest that the unconscious attentional biases of optimists and pessimists correspond to their life outlooks. However, the Valence-Enhancement Hypothesis (VEH; Geers, Handley, & McLarney, 2003) suggests that optimists attend to positive or negative information that corresponds with the context, which would reverse Segerstrom's findings. The present research examined the unconscious processes of optimists, predicting that they would attend longer to negative information in negative contexts, and positive information in neutral contexts. Optimists and pessimists were randomly assigned to view one set of photographs, negative or neutral. Participants were then given an emotional Stroop task that measured the speed of their responses to 20 positive and 20 negative words. Analyses revealed a significant three way Optimism X Photograph Valence X Stroop task Valence interaction (p<.05). Consistent with Segerstrom's (2001) results, in the neutral-prime condition, optimists attended longer to positive words (p<.05, one-tailed). In the negative-prime condition, the reverse occurred: optimists attended significantly longer to negative words than to positive words (p<.05, two-tailed). The results provide support for the idea that context plays an important part in how optimists and pessimists respond to valenced information.

F37
WHY DELIBERATION CAN DECREASE ACCURACY IN FREQUENCY JUDGMENTS: THE STRATEGY-APPLICATION MODEL *Susanne Haberstroh; University of Erfurt, Germany* — In the research on frequency judgments, there is an ongoing debate whether these judgments are based on the automatic encoding of frequency information (e.g. Hasher & Zacks, 1984) or on pieces of information, which are salient at the time of judgment, such as the availability of exemplars (Tversky & Kahneman, 1973). The Strategy-Application Model proposes that, on the one hand, spontanous judgments are based on the automatic counting of instances. This leads to accurate judgments, even though people do not have an insight into the aggregation or the judgment process. On the other hand, when people think carefully about their judgment, they consider additional pieces of information, leading to biased judgments. The model integrates several factors which have been shown to influence deliberate, but not spontanous judgments, such as the availability of exemplars, the valence of exemplars or prior knowledge regarding the judgment domain.

F38
EXISTENTIAL ANXIETY AND RELIGIOUS BELIEFS *Claudia Vexelman, Ian Hansen, Ara Norenzayan; University of British Columbia* — In this study, we were interested in an experimental approach into whether belief in supernatural agents (God, spirits, ghosts) functions to reduce existential anxiety induced by awareness of death. Participants were randomly assigned to an anxiety provoking death prime, or an anxiety-free neutral prime. Following the prime, participants read one of three differ-

ent versions of an article reporting a scientific study. One version reported a study on intercessory prayer that facilitated a positive outcome-- pregnancy in women (prayer effective condition). Another version reported the same study that found that prayer did not have the desired effect (prayer ineffective condition). Finally, a third version reported a study that found eating raw eggs facilitated pregnancy in women (prayer free condition). Results indicated that 1) awareness of mortality induced anxiety and negative affect relative to the neutral prime; 2) Participants in the prayer ineffective condition showed significant less reduction in anxiety and negative affect relative to the prayer effective condition, and surprisingly, relative to the prayer free condition as well. This finding suggests that the thought of a benevolent supernatural agent functions as a buffer against death anxiety. This last finding, however, was compromised by the fact that the prayer free condition also reduced anxiety to similar levels limiting the results of this experiment. An alternative account of these results, and implications for the social psychology of religious beliefs, are discussed.

F39
CULTURAL INVESTIGATIONS OF CONFIDENCE AND PERCEPTIONS OF CONTROL IN ESTIMATES OF TASK COMPLETION TIMES *Deanna Messervey[1], Li-Jun Ji[1], Zhiyong Zhang[2], Roger Buehler[3]; [1]Queen's University at Kingston, [2]Beijing University, [3]Wilfrid Laurier University* — Previous research on planning and prediction has demonstrated that individuals sometimes make highly favourable estimates of when they will complete upcoming tasks, despite knowing that similar tasks have exceeded predicted expectations in the past. The purpose of the present research is to extend this work by examining how culture affects the way that people make predictions and judgments for future assignments. We asked 133 (41 males and 92 females) students from Beijing University in China and Queen's University in Canada to make judgments about an academic assignment they had to complete for a course. Specifically, they reported their predictions of when they would complete the task, how much control they had over when the task was finished, their level of confidence in their forecasts, and how they would feel if they completed the assignment later than predicted. Both Canadian and Chinese participants made overly optimistic predictions, in which they predicted that they would finish their assignments earlier than they actually did (p < .001). In addition, Canadians were more confident that they would complete the assignment in accordance with their expectations (p = .02) and reported having greater control over when their assignments would be completed (p < .01) than Chinese participants. Although Chinese reported that they would feel more ashamed than Canadians if they finished the task later than expected (p < .01), we found no other cultural differences in affective forecasts. Discussion centers on implications for culture and judgmental forecasting research.

F40
SHAME AND ITS CONSEQUENCES IN PHYSICIAN-PATIENT INTERACTIONS *Christine Harris; University of California, San Diego* — The effects of shame in child-rearing and criminal justice have been much discussed, whereas the possible role of shame in medical care has received little attention. One important question is whether open criticism of unhealthful behaviors causes patients to feel shame, and if so, whether this is harmful or beneficial. To determine whether physician-patient interactions frequently induce shame, and to explore the possible consequences, 915 adults were surveyed. Fully half of all respondents reported one or more interactions with a physician that left them feeling ashamed, with substantially more women (59%) than men (39%) reporting this. Smoking and overweight were the most common issues. Forty-five percent of those reporting shame-inducing interactions stated they terminated treatment with, avoided, or lied to their physician to avoid experiencing further shame. On the other hand, 33% believed the shame-provoking interaction provoked useful behavioral changes, and 46% were, on balance, grateful that the physician spoke up as s/he did. A bet-

ter understanding of shame and its role in behavior change is needed if physicians are to have a sound basis for deciding when open criticism (with the attendant risk of producing shame) may be advisable and when it is more likely to be counterproductive.

F41

PSYCHOLOGICAL SENSE OF COMMUNITY, CIVIC PARTICIPATION, AND HEALTH AMONG OLDER ADULTS *Allen M Omoto, Anna M Malsch; Claremont Graduate University* — An emerging body of research on broad civic participation and physical and psychological well-being suggests that community involvement is related to better health. Less well understood are the causal direction of such effects, the mechanisms responsible, and how to tap and assess the effects of a purely psychological manifestation of sense of community. Regarding the latter, it appears that to the extent that individuals feel they belong to, can depend on, and are connected to a community (i.e., they have relatively high psychological sense of community), they participate in more political and community activities, and also report greater social support, happiness, and effective methods of coping. In the current research, we further investigated the relationships between community participation (i.e., volunteerism), psychological sense of community (PSOC), and physical well-being. Specifically, 141 older adults living in retirement communities (Mage = 80.47) completed multiple item questionnaire measures of their volunteer behavior, PSOC, and physical health. We found positive and significant relationships among these measures, with better health associated with more volunteering and greater PSOC (rs > .25, ps < .01). In addition, hierarchical regression analyses revealed that PSOC moderated the relationship between volunteerism and physical health; more volunteering predicted better health only for those high in PSOC. Understanding people's connections to communities, and the roles that PSOC plays in people's lives and health, has important implications for psychological theory as well as for potential interventions designed to enhance the quality of life and well-being of individuals and communities.

F42

MISMATCHES IN PERCEPTIONS OF ATTENTION TO NEEDS AND MARITAL UNHAPPINESS: A LONGITUDINAL INVESTIGATION *Edward P. Lemay, Steven M. Graham, Margaret S. Clark; Carnegie Mellon University* — Communal relationships require that partners attend to one another's needs and respond accordingly. Such relationships require trust from both parties that the other is attentive and responsive to one's own needs in a manner consistent with one's own attentiveness and responsiveness to the other's needs. Matches in perceptions of such attentiveness ought to facilitate this trust. Mismatches in such perceptions ought to undermine such trust, which should in turn undermine one's happiness with the relationship. To test this hypothesis, we utilized data from a longitudinal study with a married sample. At time 1, we assessed each spouse's perception of their attention to the other's needs, the other's attention to their needs, and marital happiness. At time 2, we assessed marital happiness. As predicted, mismatch in perceptions of attention to needs – whether within or across partners – prospectively predicted later marital unhappiness, controlling for earlier happiness and the components comprising mismatch scores. These data suggest that subjective similarity in responsiveness to needs is an important determinant of marital happiness.

F43

LINKS BETWEEN PRONOUN USE AND SOCIAL INTEGRATION *Sarah A. Novak, Vicki S. Helgeson; Carnegie Mellon University* — Previous studies have shown that writing about emotional events can be a revealing and life-changing experience. It has become clear that looking at how people write can be just as important and informative as what they write about. The purpose of this study was to explore the associations between pronoun use, social integration, and depression. If pronoun use is a reflection of social integration, having more social relationships and activities should be associated with less use of first-person singular pronouns ("I," "me," and "my") and more use of first-person plural pronouns ("we," "us," and "our") in writing samples. College-aged adults completed a questionnaire about their social network composition, social activities, depression, and personality traits. Participants also wrote about either a relationship problem or a work or academic problem for 20 minutes to produce a writing sample. Analyses revealed that participants with larger social networks used more first-person plural pronouns, especially "we." Those who reported participating in more social activities with others used both more first-person plural pronouns ("we" and "our") and fewer first-person singular pronouns ("I" and "me"). As found in previous studies, higher levels of depression were associated with more self-references through the use of "I." Interestingly, social activities moderated the association between self-referencing and depression. The use of "I" was especially associated with depression for those who have low levels of social activities. This study provides some evidence that pronoun use in writing is a reflection of social integration.

F44

COMMUNICATING AND INTERPRETING SUBJECTIVE JUDGMENTS *Elizabeth Collins[1], Scott Eidelman[2], Monica Biernat[1]; [1]University of Kansas, [2]University of Maine* — The shifting standards model (Biernat & Manis, 1994) has shown that people shift the meaning of subjective standards (how smart or strong someone is), masking stereotyping. We tested whether people make these shifts automatically when making subjective judgments about objective information, and if people who hear the subjective judgment automatically understand it as such. Half the participants received collegiate academic record information about an African American or Caucasian male target and completed twelve subjective scale items about him. Half the participants received the completed subjective scales (and race of the target) and guessed the original academic information. We hypothesized that participants who received objective information about the African American would translate it into higher sujective ratings than those who received information about the Caucasian. Results were in the hypothesized direction (Ms = 4.04 and 3.84 respectively; F (1,36) = .71, p = .41). We further hypothesized that participants who received the subjective translations would correctly interpret subjective information that varies by race as objectively equivalent, and the retranslated objective information would not differ by target race, which we found (Ms = -.03 and -.01 respectively; F (1,31) = .01; p = .93). These results suggest people may automatically shift standards when translating objective information into subjective information, and be understood by people who hear the subjective information and translate it back into objective information. A second study using a stronger manipulation and manipulating academic success of the target is currently being run to provide more conclusive data.

F45

IMPLICIT MEASUREMENT OF RACIAL IDENTITY AND COPING RESPONSES TO RACISM IN AFRICAN AMERICANS *Veronica Smith, Tracie Stewart, H. Ted Denney, James Dabbs; Georgia State University* — Social psychology researchers have frequently used implicit measures (e.g., the Implicit Association Test) to assess social attitudes (e.g., prejudice). The present authors introduced the application of one established implicit measure of attitudes -- the Go/No-Go Association Task (GNAT; Nosek & Banaji, 2001) -- to the study of behaviors and reactions. The GNAT is a measure in which participants' automatic responses to word stimuli are recorded and used to determine implicit associations among various conceptual categories (e.g., associations between the social group "women" and positive evaluative terms such as "good"). In the present study, the GNAT was used to assess racial identity and coping responses to racism in African Americans. The primary goal was to determine the relationship between implicit and explicit measures of racial identity and coping. Participants were African American college students who completed an adapted version of the GNAT designed to

assess coping styles when faced with racism (e.g., avoidance, isolation, seeking social support) and racial identity, along with explicit measures of coping and racial identity (e.g. the Brief COPE scale, the Multidimensional Inventory of Black Identity). Correlations between widely used measures of depression and anxiety (e.g., the Beck Depression Inventory) and implicit and explicit measures of racial identity and coping were also examined. Results support the utility of the GNAT as an implicit measure of both racial identity and coping responses to racism and point to advantages of implicit over explicit measures in the study of potentially reactive issues such as responses to racism.

F46
"THE ROLE OF MORAL EMOTIONS IN PREDICTING POLICY ATTITUDES ABOUT POST-WAR IRAQ" *Sabrina Pagano, Yuen Huo; University of California, Los Angeles* — Prior research indicates that moral emotions may shape policy preferences (e.g., Gault & Sabini, 2000; Iyer, Leach, & Crosby, 2003). The present survey study, conducted approximately eight months after the initiation of the War in Iraq, examined the relationship between three justice-based moral emotions and endorsement of different policy attitudes related to United States military involvement in Iraq. Specifically, the following hypotheses were proposed: a) Victim-focused empathy would be associated with attitudes and behaviors aimed at alleviating the distress of victims of injustice. Empathy would therefore predict policies aimed at humanitarian aid only, b) guilt, which is self-focused in nature, would predict reparative or compensatory policies only, in an attempt to rectify a virtual or actual transgression, and c) moral outrage (i.e., anger) on behalf of the victim directed at the perpetrator of the injustice would predict support for policies aimed at political change and retribution only. Individual differences in these moral emotions and policy endorsements were assessed through participant ratings of the policy items and moral emotions experienced. Relationships between the moral emotions and their associated norms of justice and attributions of responsibility also were considered. Consistent with hypotheses, results indicated that empathy was associated with support for humanitarian aid, guilt with support for reparative action, and moral outrage with both political change and retribution. Results therefore can inform a focused approach toward eliciting support for different social policies, and provide support for the idea of emotions as the guardians of justice.

F47
THE BLIRT AND THE BOOMERANG: SELF-REGULATION AND SET POINTS IN VERBAL INHIBITORS AND DISINHIBITORS *Pranjal Mehta, William B. Swann; University of Texas at Austin* — Self-regulation theorists (e.g. Baumeister et al., 1998) have argued that regulating one's habitual responses is straining and depletes resources from a limited self-regulatory system. As a result, the ability to monitor and regulate one's subsequent behavior should be globally impaired. Although previous research has supported this account of self-regulation, relatively little attention has been devoted to individual differences in self-regulatory ability. We focused on individual differences in verbal inhibition. Verbal inhibitors have lower set points for rates of verbalization than verbal disinhibitors. Thus, lowering one's rate of verbal output should be difficult and effortful for verbal disinhibitors but not for verbal inhibitors. Forty-one pairs of participants reported to the lab and were randomly assigned to talker or listener in a social interaction. Verbal inhibitors had higher levels of affective arousal when compelled to speak, but verbal disinhibitors had higher levels of affective arousal when forced to remain silent. In addition, when verbal disinhibitors who were induced to keep quiet were later allowed to speak, they increased in talkativeness above their baseline levels. Verbal inhibitors on the other hand experienced no such change in speech rate. Finally, there was a positive relationship between affective arousal and subsequent increases in talkativeness. The current study suggests that verbal output is maintained and controlled by a limited self-regulatory resource. However, the research findings also

suggest that there are important individual differences in the ability to regulate one's verbal output.

F48
ANGER MAKES THE MIND WORK HARDER: THE IMPACT OF ANGER ON INFORMATION PROCESSING *Wesley Moons, Diane Mackie; University of California, Santa Barbara* — Recent research in the persuasion domain has demonstrated that people who are angry are more likely to distinguish between specious arguments and compelling arguments of a persuasive message, thus suggesting careful systematic information processing. Using a different set of experimental stimuli, this study provides a replication of previous findings that anger induces systematic processing. Participants in the neutral emotion condition were asked to write an autobiographical essay about a neutral topic and participants in the anger condition were asked to write about an angering experience from their past. Participants then evaluated one of two versions of a persuasive message supporting the implementation of comprehensive exams. They received a message that was comprised of either specious and weak arguments or compelling and strong arguments. In addition, participants were assessed for levels of need for cognition, a personality variable reflecting a chronic tendency to think about things more deeply or to a greater extent. Need for cognition is predictive of default strategies of information processing. As expected, analyses revealed that people high in need for cognition processed the message systematically regardless of their mood state. More interestingly, people low in need for cognition processed the message heuristically in a neutral emotional state but processed it systematically when angry. Importantly, anger never reduced systematic processing for our participants, but only increased it. These results demonstrate the effect of anger to produce systematic processing even in those people predisposed to process information superficially.

F49
ASSUMED SIMILARITY AT ZERO ACQUAINTANCE *Andrew Beer, David Watson; University of Iowa* — People employ various methods when attempting to rate the personality of others. When they are well-acquainted with a target person, they may rely on information gained through the course of that relationship via observation or interaction. However, when they are unacquainted with a target person, they may be forced to rely on other cues, such as physical attributes or limited behavioral observation. In some instances, relevant trait information may not be available, and the individual may resort to rating others based on self-relevant information. Rating others as similar to the self has many names in the literature, but is probably most commonly referred to as assumed similarity. As part of an ongoing project investigating the process of assumed similarity, we conducted a round-robin stranger rating study (N = 218), in which previously unacquainted individuals, gathered in small groups, rated themselves and each other on the Big Five personality traits, certain attitudes, and select physical attributes. We found a noticeably different pattern of assumed similarity correlations for the Big Five in comparison to those collected from recent samples of married couples, dating couples, and friends. Compared to more well-acquainted individuals, strangers showed similar levels of assumed similarity for Extraversion, lower levels of assumed similarity for Openness, and higher levels of assumed similarity for Neuroticism, Agreeableness, and Conscientiousness. In addition, when individuals rated others, the correlations among Neuroticism, Agreeableness, and Conscientiousness were considerably higher than those observed from self-ratings.

F50
LOVE, SEXUAL DESIRE, AND MEMORY FOR ATTRACTIVE ROMANTIC ALTERNATIVES *Gian Gonzaga, Martie Haselton; Univeristy of California, Los Angeles* — One hundred and twenty undergraduate participants (72 female and 48 male) in current romantic relationships reported commitment to their partner and then selected a photograph of an attractive alternative. The photo was removed and par-

ticipants then either suppressed, and then expressed, the thought of the attractive alternative, or vice versa, while writing essays about feeling love or sexual desire for their romantic partner. Participants then recalled as many details as they could about the photograph of the attractive alternative and again reported commitment to their partner. Details were divided into attraction related (e.g., physical appearance such as skin, hair, or muscle tone) and non attraction related details (e.g., the alternatives clothing or the setting of the picture). The number of attraction related details correctly remembered, but not the number of non-attraction related details, related to decreased in commitment across the duration of the study. Participants who first suppressed the thought of the alternative remembered fewer attraction relevant details than those who first expressed the though of the attractive alternative, a reverse rebound effect, but only if they were writing about love for their partner. The opposite, a rebound effect, was found when participants were writing about sexual desire for their partner. Moreover, a rebound effect was found for non-attraction relevant details remembered by participants who were manipulated to feel either love or sexual desire. In conclusion love, but not sexual desire, helps individuals successfully suppress relationship endangering, but not other, details about romantic alternatives.

F51

AUTOMATIC AND CONTROLLED PROCESSES IN SPEEDED SELF-REPORT *Katherine Ranganath, Brian Nosek; University of Virginia* — It has been suggested that people can have different evaluations of the same attitude object, one that is automatic, and one that is controlled (Greenwald & Banaji, 1995; Wilson, et al., 2000). The purpose of the present research was to investigate the role of automatic and controlled processes in speeded evaluation. A speeded self-report task was designed to test participants' (N=121) attitudes toward gay relative to straight people under time pressure. In this task, participants had 700ms to respond to items appearing one at a time on a computer screen. For comparison, participants completed both a self-report measure with no time pressure, to maximize the potential for controlled processes to influence the judgment, and an Implicit Association Test (IAT; Greenwald, et al., 1998), a measure thought to be influenced primarily by automatic processes. Structural equation modeling revealed that a two factor-model with speeded self-report and the IAT comprising one factor, and standard self-report comprising the other, was a better fit than an alternative model with speeded and standard self-report comprising one factor and the IAT comprising the other. This suggests that self-report under cognitive duress is more similar to automatic measures than to self-report measures, despite the significant differences in measurements methods (direct vs. indirect). Further, speeded self-report mediated the relationship between automatic and controlled attitudes, suggesting that the evaluative response to an attitude object will depend on the temporal point at which the response is captured. These results were replicated with attitudes toward teen pop relative to jazz music.

F52

THE EFFECTS OF CONTINUOUS DIMENSIONS ON FEATURE MATCHING IN PREFERENCE JUDGMENTS *Brian Ooi, Sara D. Hodges; University of Oregon* — Past feature-matching studies have found that people's preferences between options are disproportionately influenced by the valence of the unique features of the second option they encounter in a two-option choice. These "direction of comparison effects" can produce preference reversals such that B may be preferred if A is compared to B, whereas A may be preferred if B is compared to A (Hodges, 1998; Houston, Sherman, & Baker, 1989). Other research on preference judgments has found that features on a continuous dimension (such as price) that are hard to evaluate in isolation become more evaluable in joint, comparative evaluations, where they play a dominant role in influencing preferences (Hsee, 1996). The present study examines what happens when direction of comparison effects are pitted against the effects of an easily evaluable continuous dimension. College student par-

ticipants (n=199) were asked to make preference judgments between pairs of restaurants whose descriptions varied in terms of unique feature valence (the restaurants had either unique positive or negative features) and price information (the difference in cost of the average dinner at the restaurants was either large or small). In isolation, restaurants had been evaluated as equally appealing, but when comparative judgments were made, results showed that this study not only successfully replicated previously found feature matching effects, but also demonstrated that large (but not small) differences between the restaurants on the highly evaluable dimension (price) could moderate but not totally eliminate direction of comparison effects.

F53

THE IMPACT OF RELIGIOUSNESS AND SPIRITUALITY ON THE HEALTH AND WELL-BEING OF OLDER ADULTS *Michele M. Schlehofer, Allen M. Omoto; Claremont Graduate University* — Being religious or spiritual is associated with better health among older adults. However, existing research tends to be cross-sectional, and has not clearly distinguished between the behavioral and attitudinal components of religiousness and spirituality. This study longitudinally explored the direct and indirect effects of religiousness and spirituality on older adults' physical and mental health. Older adults (N = 145; Mage = 80.47) from four retirement communities completed multiple-item measures of religiousness, spirituality, participation in organized and private religious practices, comfort in religion, and affiliation with religious organization(s). Six months later, they completed measures of mental (i.e., self-esteem, life satisfaction, depression, mood, age-related anxiety) and physical health (i.e., physical functioning, health problems, subjective health). At the bivariate level, both being spiritual and religious predicted better mental health; likewise, being spiritual and finding comfort in religion positively predicted physical health. Regression analyses revealed that greater spirituality and comfort in religion predicted better physical health, but that religiousness was related to poorer physical health. Religious practices were unrelated to later physical health. None of the measures of religiousness or spirituality predicted mental health in regression analyses, except participation in private religious practices. The more private religious practices engaged in, the better mental health six months later. These findings, based on longitudinal data, suggest that religiousness and spirituality are distinguishable and differentially related to the health of older adults. In addition, attitudinal relative to behavioral measures were more strongly related to later health outcomes and should be distinguished in future research.

F54

SOCIABILITY AND FEELINGS OF REGRET: THE ROLE OF PERSONALITY-BEHAVIORAL CONSISTENCY AND COUNTERFACTUAL THINKING IN EMOTIONAL EXPERIENCE *Jessica Hatz[1], Cathy Seta[2]; [1]University of Wyoming, [2]Wake Forest University* — The consistency-fit model of regret (Seta, McElroy, & Seta, 2001) proposes that inconsistency between an individual's predisposition and subsequent behavior is the determining factor in the amount of regret that person will experience following a negative outcome. The current research extends consistency-fit into the Big-Five personality domain of extraversion. Because extraverts are predisposed toward action and introverts are predisposed to refrain from taking action, consistency-fit predicted that extraverts would feel more regret following inactions and introverts would feel more regret following actions. Participants completed an abridged version of the Big Five inventory (Goldberg, 1992), and then were instructed to think about a time in their lives when they experienced either an action or inaction failure. Following these retrospections, participants indicated their regret level, generated counterfactuals, and then gave another indication of regret level. Results supported the consistency-fit model: extraverts felt more regret following inactions and introverts felt more regret following actions. Counterfactual generation intensified already-existing regret feelings.

F55

REPLACEMENT OF INTERPERSONAL INTERACTIONS WITH COMPUTER INTERACTIONS LOWERS INCLINATION TOWARD CIVIC ENGAGEMENT: INERTIAL CONSEQUENCES OF "ERSATZ" INTERACTIONS *Geoff Kaufman, Timothy Brock; Ohio State University* — Computers and related media are becoming increasingly capable of replacing humans in all domains of life; individuals' encounters with computers can be thought of as "ersatz" interactions, because they substitute the "real" human element of the interaction with a form of technology. Ersatz interactions possess a number of attractive features, some of which might not be explicitly recognized or acknowledged by individuals (e.g., an illusion of intimacy), that may render these interactions nearly inescapable; we have denoted this phenomenon "ersatz inertia." The experience of ersatz inertia, we hypothesized, would lead to a subsequent reduction in civic and interpersonal engagement intention for individuals who have substituted an ersatz for a real interaction. Three experiments were conducted, in which participants first read fictitious scenarios depicting the substitution of a real or ersatz interaction with a second real or ersatz interaction and subsequently wrote about experiences from their past in which they performed a substitution of a similar nature. Participants then rated their experiences on a number of evaluative dimensions and completed several measures of civic and interpersonal engagement intention. Across all three experiments, participants in the ersatz-substitution conditions expressed a lower subsequent level of civic and interpersonal engagement intention than participants in the real-substitution conditions. The strength of ersatz inertia was seen in all three experiments, in that lower scores emerged on the dependent measures for the ersatz-substitution participants despite the fact that substituting an ersatz interaction for a real or ersatz interaction was reported to be a relatively negative experience.

F56

IT'S ALL THE SAME TO ME: BODILY FEEDBACK OF APPROACH AND AVOIDANCE INFLUENCES CATEGORIZATION PROCESSES *Beate Seibt[1], Nussinson Ravit[2], Häfner Michael[1]; [1]University of Wuerzburg, [2]New York University* — Motivation determines which stimuli draw our attention. In addition, we argue, motivation also determines how the perceptual input is structured. Based on the cognitive tuning approach, we hypothesized that the breadth of categories is influenced by motivational orientation. Bodily feedback associated with approach should lead to perceiving more similarities (1) between stimuli and (2) between the self and others than bodily feedback associated with avoidance. Three experiments tested these predictions. Approach and avoidance were induced by having participants press their palm on the top of a table or against its under-side, respectively. Experiment 1 showed that participants in approach categorized the same items into fewer, broader categories than participants in avoidance. In Experiment 2, participants judged the similarity of pairs of pictures. As expected, participants in approach perceived the pictures as more similar, independent of scale orientation. Experiment 3 extended these findings to the social domain. We hypothesized that when thinking about other people, individuals in approach are more inclined to include the self in the same cate-gory and thus show behavioral assimilation whereas individuals in avoidance exclude the self from the acti-vated category, resulting in behavioral contrast. We found that the scores in a trivial pursuit quiz showed evidence of behavioral assimilation toward activated high or low standard groups and exemplars for partici-pants in approach, and evidence of behavioral contrast for participants in avoidance motivation. Supporting and extending the cognitive tuning approach, these results suggest that categorization processes and their consequences are influenced by motivational orientations.

F57

STIGMA MANAGEMENT AND COGNITIVE RESOURCES: THE EFFECTS OF VISIBILITY AND EXPERIENCE *William A. Jellison; Michigan State University* — When, during a social interaction, others view negatively the attributes that a person possesses, there are various techniques that this stigmatized person can use in an attempt to make a more positive impression. These impression management techniques include accentuating positive characteristics of the negative attribute (i.e., affirming) or minimizing the relevance of the negative attribute to the social interaction (i.e., minimizing). The current study explored how visibility, type of stigma management strategy, and experience influence the cognitive resources required in managing a stigmatizing attribute during a social interaction. Non-stigmatized participants were assigned to take on the role of a stigmatized individual (i.e., assigned a newly-acquired stigma of being physically challenged and instructed to sit in a wheelchair) and engaged in a computer-mediated "get-to-know-you" interaction with a confederate in which the type of impression management strategy and visibility of the stigma were manipulated. Participants were instructed to use either an affirming or minimizing technique when discussing their "stigma" with their interaction partner. Participants also believed they were either visible (i.e., over a webcam) or not visible (i.e., no webcam) to their interaction partner. The level of cognitive resource depletion during and after the interview (assessed by completing a difficult cognitive task) was measured. Results suggested that, for people with newly-acquired stigmas, managing a visible stigma required greater cognitive resources than managing a non-visible stigma. The implications and advantages for individuals in concealing a newly-acquired stigma are discussed.

F58

BELIEVING AFFIRMATIVE ACTION IS A QUOTA: THE IMPACT ON NONBENEFICIARIES' SELF-ESTEEM *Miguel Unzueta, Brian Lowery, Eric Knowles; Stanford University* — Individuals use a number of strategies to protect themselves from the loss of self-esteem associated with failure. One such strategy is to self-handicap, i.e., to claim that obstacles were responsible for failing to attain a goal (Jones & Berglas, 1978). The present research explores the possibility that individuals who hold particular beliefs about social policy may use these beliefs to self-handicap and consequently protect their self-esteem. We conducted 3 studies to explore the possibility that, for affirmative action nonbeneficiaries (White men), believing this policy is a racial quota that reduces their chances of success may serve a serve a self-esteem protective function. In Study 1, we found that quota beliefs were positively related to nonbeneficiaries' self-esteem and that this relationship was mediated by their self-perceived competence level. Study 2 replicated the positive relationship between quota beliefs and self-esteem among nonbeneficiaries who received negative feedback on an intelligence test. However, no such relationship was found among nonbeneficiaries who received positive feedback. In Study 3, we found that nonbeneficiaries who received negative feedback on an intelligence test and who were told affirmative action was a quota reported self-esteem levels as high as participants who received positive feedback. Conversely, nonbeneficiaries who were given negative feedback and who were told specifically that affirmative action was not a quota reported the lowest self-esteem. These studies support the hypothesis that for nonbeneficiaries of affirmative action, quota beliefs serve a self-esteem protective function.

F59

UNOBTRUSIVE AFFECTIVE OR COGNITIVE FOCUS INFLUENCES THE FORMATION OF ATTITUDES *Helma van den Berg[1], Russell H. Fazio[2]; [1]University of Amsterdam, Amsterdam, The Netherlands, [2]Ohio State University, Columbus, Ohio* — Attitude formation is differentially influenced by affect and cognition. In a first study, we demonstrated that the unobtrusive manipulation of affective or cognitive focus resulted in making affective or cognitive aspects more salient. This

in turn causes an attitude to be based relatively more on affective or cognitive characteristics. Further, an affective focus resulted in a faster response time on the evaluation of the attitude object than a cognitive focus. In a second study, we investigated the mechanisms behind the faster response latencies in an affective focus. We demonstrated that the faster responding was a consequence of an effect of focus on the ease of attitude formation. Faster latencies of response to the attitudinal query were apparent in the affective focus condition when the attitude was not yet consolidated, but not when participants had been induced to consolidate the attitude prior to the latency task. Thus, an affective focus results in faster attitude formation, but not in a faster activation once the attitude already has been formed. In all, the present experiments suggest that an affective focus, as compared to a cognitive focus, results in structurally different attitudes, both in terms of the bases for their content and their likelihood of being formed spontaneously without the benefit of an external cue that prompts consolidation.

F60

DOES PRIDE ENTAIL PREJUDICE? EXAMINING GERMAN NATIONAL IDENTITY, PATRIOTISM, AND ETHNOCENTRISM *Hilary Burbank, Hazel Markus; Stanford University* — This interregional, intergenerational study investigated Germans' self-reported levels of national pride, national and cultural identification, ethnocentrism, and nationalism. Its purpose was to explore the hypothesized patriotism-nationalism dichotomy (Kosterman & Feshbach, 1989) and the predictions of social identity theory (Tajfel, 1974) in a cultural context where national pride is sometimes stigmatized as ethnocentric neo-fascism. Participants were 737 high school students and senior citizens in six federal states of former East and West Germany. All participants completed a quantitative national identity questionnaire and some took part in semi-structured interviews. Relative to the young, older people reported higher levels of national pride, national and cultural identification, and nationalism. Among those highly identified as Germans in each cohort, national pride correlated negatively with shame and positively with happiness to be German; less-identified participants conveyed ambivalence between pride, happiness, and shame. Many Germans reported a positive national identity that did not entail outgroup derogation; moreover, patriotism and nationalism proved empirically separable. Among the younger cohort, however, national pride was rare but did positively predict xenophobic attitudes. This finding suggests that for a generation of young Germans growing up in a country where national identity is controversial, "pride to be German" may sound benign but often verges on ethnocentric nationalism.

F61

ESTIMATED AND ACTUAL VARIABILITY IN EVERYDAY BEHAVIOR *Patrick Gallagher, William Fleeson; Wake Forest University* — Individuals' behavior varies considerably from moment to moment. However, the amount of variability individuals display, as well as their average levels of Big Five behaviors, are remarkably stable. That is, the amount of variability displayed over one week is the same as the amount of variability displayed over another week. This study addressed two primary questions: (i) Are people aware of the amount of variability in everyday behavior? and (ii) Are people aware of their standing on Big Five trait variability relative to other people? These questions are important for a number of reasons. First, variability could be a non-lexical trait, that is, a personality dimension that people can identify and describe, but is not represented in everyday language. Second, people's accuracy in reporting their own variability has rarely been tested. In the present experience-sampling study, college student reported trait-relevant behavior five times a day for two weeks. After the first week, and again after the second week, participants were asked to estimate their own variability. Participants were highly accurate in estimating their own variability, and even were able to discriminate between some traits in amount of variability. These results suggest that people are aware of and can identify indi-

vidual differences in variability, and thus offer preliminary support for the idea that variability could be a non-lexical trait.

F62

THE EFFECT OF VALUES ON ATTITUDE IMPORTANCE AND ATTITUDE-EXPRESSIVE BEHAVIOR *Christopher J. Bryan, Jon A. Krosnick, Mark R. Lepper; Stanford University* — The goal of the current study was to explore the role of the relevance of an attitude object (or issue) to people's personal values in predicting the importance they attribute to those attitudes and the likelihood that they will engage in behavior that is expressive of those attitudes. 79 participants rated the relevance of their important values to the issue of whether or not the government should impose strict fuel efficiency standards on mass-produced automobiles. Participants also rated how personally important the issue was to them. They were subsequently asked to predict how they would behave in a series of hypothetical situations in which their attitude about the issue was relevant. After the study was ostensibly finished, participants were offered the chance to sign up to receive more information about the issue if they were interested - this was used as a measure of information-seeking behavior. Results confirmed Boninger, Krosnick and Berent's (1995) hypothesis that value-relevance is a significant predictor of attitude importance and revealed that is also a significant predictor of information-seeking behavior. Attitude importance was found to be a significant predictor of hypothetical attitude-expressive behavior and a marginally significant predictor of actual information-seeking behavior. These findings add new external validity to Boninger and colleagues' (1995) theory of the antecedents and consequences of attitude importance.

F63

HABITUAL IMMUNITY AND GOAL-PURSUIT: ON THE INTERSECTION OF SELF-CONTROL AND AUTOMATICITY *David Neal, Wendy Wood; Duke University* — Successful goal-pursuit involves the implementation and suppression of actions that, respectively, advance and inhibit one's aims. Previous research into ego-depletion suggests that the capacity to engage in such self-control is constrained by the availability of a general and finite self-control resource. In the current research, we explored whether this vulnerability of goal-pursuit to self-control resources is moderated by the level of automation associated with the behaviors involved. In short, automation (or 'habit formation') may immunize goal-pursuit against the effects of fluctuating control resources. In Study 1, we explored whether a thought suppression task (versus control) influenced participants' capacity to recruit goal-advancing and goal-inhibiting actions that were either habitual or controlled in nature. In Study 2, we used a daily diary to monitor participants' performance of this same class of actions in the real world, both with and without a control depleting task (non-dominant hand use). The results hold significance both for theories of self-regulation and for functional accounts of automaticity.

F64

SOCIAL CONSEQUENCES OF MENTAL ILLNESS STIGMA *David A. Schroeder, Christine M. DeMaio; University of Arkansas* — This study was designed to investigate the social consequences of considering an individual with the stigma of mental illness. Participants (N = 187) read a vignette describing an individual with one of three psychological disorders (schizophrenia, depression, ADHD); vignettes manipulated the type of disorder, whether a formal diagnostic label was attached to the individual or only a description of the defining behavioral problems, and whether contextual information was provided about the individual's difficulties. Participants answered multi-question measures about the perceived causes of the individual's problem; the responsibility, controllability, and stability of the condition; affective reactions; and social distance preferences. Data were subjected to a series of 3X2X2 ANOVAs. While Labeling and Type had numerous significant main effects, Label X Context interactions were most informative. Labeled tar-

gets were less likely to be held responsible for the onset of their difficulties, less in control, and less likely to experience spontaneous improvement. However, the problems of labeled targets were seen as more amenable to treatment. Labeling led to more positive affective reactions toward the target but had no significant impact on social distance preferences. Contextual information resulted in more situational attributions for the cause of depression, but internal factors were still seen as primarily causes for schizophrenia and ADHD. Surprisingly, participants' familiarity and experience with those with the mental illnesses had no effects. These results are considered within the context of the "signaling event-attribution-affect-action" model of Corrigan (1998, 2000), suggesting mental illness stigma represents a multifaceted "package" of positive and negative consequences.

F65
REDUCING COSTS AND INCREASING BENEFITS OF ROLE VIOLATIONS *Jennifer Prewitt-Freilino, Jennifer Bosson, Jenel Taylor; University of Oklahoma* — To avoid becoming a "falsely accused deviant" (Becker, 1963) many individuals eschew role violating behaviors that could lead to misclassification into a devalued social group. For example, heterosexual men often avoid feminine behaviors for fear of being misclassified as gay. However, when straight men are made to violate their gender role by enacting feminine activities (i.e. doing a hairstyling task), they feel more comfortable if they are first able to publicly disclaim their membership in this stigmatized group by indicating their sexual orientation (Bosson, Prewitt-Freilino, & Taylor, 2004). The current research attempts to clarify and extend previous findings in this line of work by showing that the reduction in discomfort that men feel, if they are first able to indicate their sexual orientation before violating a gender role, is not merely a form of self-affirmation, as men's affirmation had to be specifically related to heterosexuality or masculinity to reduce discomfort (Study 1). Second, the current research illustrates the positive psychological benefits of enacting feminine activities for heterosexual men when they are unencumbered by fear of misclassification (Study 2). Discussion highlights how fear of misclassification promotes rigid adherence to the male gender role, which in turn may unnecessarily limit men's behavioral repertoire.

F66
GENDER DIFFERENCES IN THE RELATIONSHIP BETWEEN PARENTS' RATINGS OF CHILDREN'S TEMPERAMENT AND CHILDREN'S SELF-CONCEPT *Weylin Sternglanz, Lynn Rew, Sharon Horner; University of Texas School of Nursing* — The degree to which parents' ratings of their children's temperament predicted children's self-concept varied according to the children's gender. Data from a non-probability sample of 1,027 fourth, fifth, and sixth-grade children (454 boys and 573 girls) and their parents were analyzed. Parents' ratings of children's temperament were measured using the School-Age Temperament Inventory (McClowry, 1995). This scale measures four empirically derived dimensions of temperament: negative reactivity, which describes the intensity and frequency with which children express negative affect; task persistence, which describes the degree to which children are able to fulfill responsibilities; approach/withdrawal, which measures shyness in new situations and when meeting new people; and activity, which describes large motor activity such as running and jumping. Parents' ratings of boys' negative reactivity was positively related to the frequency with which boys experienced stress; there was no such relationship for girls. Parents' ratings of boys' task persistence was negatively related to the frequency with which boys experienced stress. Parents' ratings of girls' task persistence, however, was positively related to the girls' feelings of competence and self-worth. For both boys and girls, parents' ratings of approach/withdrawal was negatively related to children's feelings of social acceptance and athletic competence. Parents' ratings of girls' motor activity was negatively related to their feelings of global self-worth; there was no such relationship for boys. The relationship between temperament and self-concept are discussed in terms of the joint contributions of gender roles and personality variables..

F67
EXAMINING COLLECTIVIST AND INDIVIDUALISTIC BELIEF SYSTEMS USING FUNCTIONAL MAGNETIC RESONANCE IMAGING *Sarah Ketay[1], Trey Hedden[2], Arthur Aron[1], Hazel Markus[2], John Gabrieli[2]; [1]Stony Brook University, [2]Stanford University* — Research indicates that East Asians respond to stimuli in a more holistic manner than do Americans. Using stimuli adapted from Ji (in press), Asian and American participants were presented with sets of words. In each set of three words, two were in the same category and two had a relationship. Participants were instructed to either pick out the two words that were related or to pick the words in the same category. Asians performed significantly better regarding relationships than Americans, F=2.5, p< .05. Unexpectedly, Asians also performed better with respect to category. Participants completed the same tasks using functional Magnetic Resonance Imaging (fMRI). Preliminary analysis shows there is more activity in the brains of Asians when they are responding relationally than categorically. In addition, participants performed the framed-line task adapted from Kitayama (2003). In this task, participants viewed a box with a line down the center. Using a one-back task, participants were asked to decide if the box/line combination was the same relative size as the one seen previously. In the absolute task, they were asked to decide if the line was the same absolute length as the line seen previously, regardless of the size of the box. In agreement with past studies, Asians performed more poorly than Americans, who were better at ignoring the contextual information, on the absolute line task. These stimuli will also be presented and analyzed using fMRI.

F68
A WINDOW INTO THE BIASED BRAIN: FRONTAL LOBE ACTIVATION DURING THE IAT *Mark A. Coates, Lisa Mask, Kenneth B. Campbell; School of Psychology, University of Ottawa* — The Implicit Association Test (IAT; Greenwald et al., 1998) appears to be a powerful tool in the assessment of people's hidden biases. Although a number of cognitive operations have been suggested as alternative explanations for the IAT effect, little is known on the neurological processes involved during the IAT's sorting tasks. Using fMRI, Chee et al. (2002) observed greater activation in the prefrontal cortex during the incongruent trials, compared to the congruent trials. These authors suggested that the delayed responses on incongruent trials, reflected in frontal lobe activation, was linked to inhibitory processes. However, fMRI lacks the temporal resolution to adequately study rapid cognitive processes such as inhibition. In the current study, event related potentials (ERP's) were used to provide rapid real-time measures of ongoing brain activity during the IAT. Electrical data was recorded from ten scalp sites, on all individual trials, while young adults (n=10) completed a modified weapon/musical instrument IAT. Consistent with previous studies, a significant IAT effect was observed. Of greater interest, the ERP waveform showed a long lasting difference between congruent and incongruent trials, approximately 300ms following stimulus presentation. This effect was especially pronounced at the left frontal electrode site. However, the difference in frontal activity was attenuated when trials containing errors were included in the analysis. Together, these results suggest that inhibitory processes are associated with activation in the left frontal region and that inhibition of automatic responses begin well before overt behavioral responses are made. Implications for inhibitory processes during social evaluation are discussed.

F69
EVERYONE IS RACIST. JUST DON'T MENTION OUR DIRTY SECRET! *Zayra N. Longoria, Michael A. Zárate; University of Texas at El Paso* — In the presented research, the dynamics of the expression of prejudice are investigated. It is proposed that while it is accepted that most individuals are racist, it is still unacceptable to identify that racism. More-

over, victims are inhibited from protesting racist or sexist acts for fear of negative social consequences. (Kaiser & Miller, 2001). The present research tests the hypothesis that individuals are evaluated negatively when protesting even clearly discriminatory acts. The research tests the hypothesis that people believe that most persons are racist or sexist but that negative social consequences are avoided only when the racist or sexist person makes an explicit acknowledgement of their discrimination. Participants were given stories in which a protagonist displayed discriminatory attitudes or behaviors in either an explicit or tacit manner. The victim in each story protests the behavior. Finally, individual difference scores in social dominance orientation (Pratto et al, 2003) and system justification approach (Kay & Jost, 2003) are used to predict reactions towards the victim. As predicted, victims were evaluated more negatively in the tacit condition than in the explicit condition. Higher scores on social dominance orientation predict a more negative evaluation of the victim in the tacit condition of the racism stories. Higher scores on the System Justification scale predicted more negative evaluations of the victims in the sexism stories. The results support the hypothesis that only when prejudice is explicitly expressed (which we know rarely occurs) are victims "allowed" to protest.

F70
GROUP DISCUSSION ELIMINATES THE DILUTION EFFECT
Markus Kemmelmeier; University of Nevada, Reno — Judgments and decisions are often unduly influenced by nondiagnostic information, a phenomenon called the "dilution effect." As a judgment error the dilution effect is extremely persistent, as it occurs even when decision makers are clearly aware of the fact that information is irrelevant and are trying to ignore it (Kemmelmeier, 2004, JBDM). The present research examined the effects of group discussion on the emergence of the dilution effect. In two studies (n = 288 and n = 82), pairs of participants worked together on a judgment task (group decision making condition), discussed the task but made judgments separately (interaction condition), or worked on the task separately (nominal group condition). Results showed that group decision making and group interaction effectively reduced the dilution effect. Additional analyses showed that this effect occurred even though participants did not differ in the perceived (ir)relevance of nondiagnostic information. Rather, participants in the group discussion condition and interaction condition gave greater weight to diagnostic information compared to participants in the nominal group condition. These findings are discussed in light of earlier research that failed to find any evidence for group discussion to eliminate the dilution effect. Further, implications for processes causing the dilution effect are elaborated.

F71
THE RELATIONSHIP OF AFRICAN AMERICAN GROUP IDENTITY WITH INGROUP FAVORITISM AND OUTGROUP DEROGATION
Christopher Jenkins, Bernadette Park, Charles Judd; The University of Colorado at Boulder — This research examined factors associated with the degree to which African Americans engaged in ethnocentrism, ingroup favoritism, and outgroup derogation. Participants were African Americans who completed measures designed to assess their opinions about what defines African Americans as a group and measures designed to assess participants' tendency to engage in ethnocentrism, ingroup favoritism, and outgroup derogation. The first hypothesis was that the more participants defined African Americans as a group in terms of a specific, concrete culture (e.g. certain types of food, music, customs, and beliefs), the more they would engage in ethnocentrism and ingroup favoritism. A second hypothesis was that the more participants defined African Americans as a group in terms of opposition in relationship to Whites, the more they would engage in ethnocentrism and outgroup derogation. Contrary to the first hypothesis, results indicated that endorsement of a cultural definition was related to less ethnocentrism and ingroup favoritism. Endorsement of an oppositional definition was related to greater ethnocentrism and outgroup derogation as hypothe-

sized. Additional results suggested that participants at predominantly White colleges/universities engaged in more ethnocentrism, ingroup favoritism, and outgroup derogation than those at predominantly African American colleges/universities. In conclusion, these results suggested that for some African Americans, the ethnic make-up of one's school, as well as one's definition of African Americans as a group are related to ethnocentrism, ingroup favoritism and outgroup derogation.

F72
CRACKING THE NONVERBAL CODE: INTERCULTURAL COMPETENCE AND GESTURE RECOGNITION ACROSS CULTURES
Andrew Molinsky[1], Mary Krabbenhoft[2], Nalini Ambady[2], Y. Susan Choi[3]; [1]Brandeis University, [2]Tufts University, [3]Harvard University — Gestures are part of the lexicon of nonverbal communication and serve the purpose of furthering shared understanding and communication. Previous research has explored the cultural variability of gestures, detailing the types of gestures used in a particular culture or describing how cultures differ in terms of the gestures used. Little work, however, has explored gestures through the prism of cultural adaptation. The purpose of this set of studies was to take a first step in this direction by assessing whether the ability to distinguish between "real" and "fake" gestures in a foreign setting is positively associated with cultural adjustment to that setting. To do so, we created an original videotaped measure of gesture recognition accuracy (the GRT). Study 1 (n = 512) found a positive association between performance on the GRT and length of stay in the foreign setting. It also found a positive association between GRT performance and self-reported intercultural communication competence. Study 2 (n = 60) replicated the positive association between GRT performance and self-reported intercultural communication competence. It also found a positive association between GRT performance and external perceptions of intercultural communication competence and motivation as rated by observers native to the new cultural setting. Together, findings from the two studies highlight the importance of gesture recognition in the cultural adaptation process and the potential of the GRT measure as useful assessment tool.

F73
ATTACHMENT STYLE DIFFERENCES IN THE DESIRE FOR SUPPORT AND PERCEPTIONS OF SUPPORT DURING A STRESSFUL TASK
Heidi Kane, Anamarie Guichard, Marie Ford, Nancy Collins; University of California, Santa Barbara — People differ in their tendency to seek social support in response to stress, and their predisposition to perceive support attempts as helpful. The purpose of this study was to examine how working models of attachment guide support-seeking behavior and shape perceptions of support received during a stressful experience. To study these issues, we created a stressful event for one member of a couple by asking him/her to give a speech that would be videotaped and evaluated. During the speech preparation time, the couple was separated and the support-provider prepared a private note for the speech-giver. We measured the speech-giver's level of stress, desire for support from his/her partner, and perception of overall, emotional and instrumental support as expressed in the private note. Objective raters also rated the notes. Analyses revealed that relative to secure and preoccupied individuals, avoidant individuals were less likely to want their partner present during their speech preparation and were less likely to need emotional support. However, this pattern of support desire was modified by the degree of stress felt by the speech-giver. In addition, avoidant individuals said they wanted to prepare for their speech alone, because they were better able to concentrate and because they worked better alone. Furthermore, relative to secure individuals, anxious and avoidant individuals perceived their partner's support message to be less supportive, even after controlling for objective features of the message as rated by outside observers.

F74

EFFECTS OF A GROUP STEREOTYPE ON MEMORY FOR BEHAVIORS PERFORMED BY A GROUP MEMBER *Heather M. Claypool[1], Victor Ottati[2], Bryan Gingrich[3]; [1]Miami University, [2]Loyola University Chicago, [3]Memphis Diversity Institute* — This work examines how a group expectation influences memory for behaviors performed by a group member. Participants learned about a group possessing above or below average intelligence. In the normal-distribution condition, group members' intelligence scores were normally distributed. In the bimodal-distribution condition, the majority of the group members scored to one side of the national average of intelligence, whereas a separate minority scored on the opposite side. Participants then encountered a group member performing predominantly intelligent or unintelligent behaviors (allowing participants to derive an online personal expectancy). Participants later tried to recall these behaviors. A 2 (group distribution: normal, bimodal) x 2 (group expectancy: intelligent, unintelligent) x 2 (personal expectancy: intelligent, unintelligent) x 2 (behavior type recalled: intelligent, unintelligent) ANOVA was performed on the proportion of recalled behaviors. Results showed a group-expectancy consistency effect, $F(1,102)=105.06$, $p<0.0001$. In the unintelligent-group condition, recall of unintelligent behaviors was greater than intelligent behaviors. In the intelligent-group condition, the opposite occurred. This group-expectancy consistency effect was moderated by group distribution, $F(1,102)=8.66$, $p<0.005$, showing that the group-expectancy consistency effect was larger in the normal- than the bimodal-distribution condition. Results also showed a personal-expectancy inconsistency effect, $F(1,102)=197.35$, $p<0.0001$. In the unintelligent-person condition, intelligent behaviors were recalled more than unintelligent behaviors, and the opposite occurred in the intelligent-person condition. Subsequent analyses showed that this personal-expectancy inconsistency effect was merely a set-size effect because it was not moderated by serial position of the presented behaviors. Implications of these results for mental representations of groups and group members are discussed.

F75

PRIMING IDEAS ABOUT WHAT MATH TESTS MEASURE MAY MODERATE THE STEREOTYPE THREAT EFFECT *Ista Zahn, Chuck Tate; University of Oregon* — Stereotype threat theory predicts that salient negative stereotypes about women's mathematical abilities will impair females' math test performance. We hypothesized that priming females with the idea that math tests measure learned skill (as opposed to innate ability) would reduce the impact of negative stereotypes on their test performance. Prior to taking a difficult math test, 85 University of Oregon undergraduates read and responded to paragraphs arguing either that math tests measure learned skill (skill prime) or innate ability (ability prime). Stereotype threat salience was manipulated by providing information about gender differences in performance on the test they were about to take. Participants were either told that there were no gender differences on the test (reduced threat), given no information about gender differences (implicit threat), or told that men perform better than women on the test they were about to take (explicit threat). Females who were primed with the idea that math tests measure learned skill appeared to be unaffected by stereotype salience. In sharp contrast, females primed with the idea that math tests measure innate mathematical ability performed well when stereotype salience was reduced, but significantly worse when stereotype salience was high (i.e., in the implicit and explicit conditions). These results suggest that viewing math tests as measures of learned skills (rather than innate ability) may help females to respond adaptively when faced with negative stereotypes about their mathematical ability.

F76

THE RACE TO REFINE DISSONANCE THEORY *Diana Hill, Joel Cooper; Princeton University* — Research in cognitive dissonance has not systematically studied the influence of race on reactions to inconsistency. Based partly W.E.B. Du Bois' concept of double-consciousness, it was predicted that Blacks would respond to inconsistency differently from Whites. We constructed an induced compliance experiment in which Black and White participants advocated a position contrary to their beliefs under high and low choice conditions. It was anticipated that Blacks would experience less unpleasant arousal than Whites and have less of a need to change their attitudes because Blacks have learned to tolerate more inconsistency in their lives. The attitude results were in the form of an interaction such that Whites showed more attitude change in the high choice condition compared to the low choice conditions, while Blacks showed more attitude change in low choice than high choice. Order of measurement of attitudes and affect also made a difference for Black participants. Blacks showed the greatest amount of attitude change when they were asked about their affect prior to being asked about their attitudes. The results were interpreted in terms of the meaning of choice and inconsistency among members of a stigmatized minority group within the culture of the United States.

F77

METHODS FOR COMBINING THE IDIOGRAPHIC AND NOMOTHETIC APPROACHES IN PERSONALITY ASSESSMENT *Kimberly Assad[1], James Grice[2]; [1]Gustavus Adolphus College, [2]Oklahoma State University* — The idiographic and nomothetic approaches to personality assessment were empirically combined in a recent study by Grice (2004). In the current study, we attempted to extend the methods and analyses employed in Grice's original study. Twenty of twenty-five high school students participating in a 1-week summer science academy volunteered for this study. The students participated in daily social and academic activities and resided in a campus dormitory. On the last day they were tested individually with a personality assessment computer program. The students first completed an idiographic task in which they rated themselves, their ideal selves, and the other 24 students using their own, unique personal constructs. They then completed a nomothetic task in which they rated the same people on marker items for the Big Five personality traits. Consistent with previous findings, Multiple Group Components and extension analyses indicated that the Big Five ratings explained 55% of the variation in the idiographic ratings. We also conducted a novel Generalized Procrustes Analysis which yielded consensus grids (essentially re-scaled and rotated average grids) for the idiographic and nomothetic ratings. The amount of overlap between the configurations of the 25 students in the two consensus grids was found to be 76%. The results therefore replicated and extended those reported by Grice (2004), and showed that the idiographic and nomothetic approaches to personality assessment can be empirically and meaningfully combined. The results also showed that the Big Five and personal construct ratings overlapped to some degree, but each yielded distinct information as well.

F78

MOTIVES TO FORGIVE IN FAMILIES *Geoff Thomas, Gregory Maio; Cardiff University* — The present research developed and validated a new measure of motives to forgive in families, while using this measure to examine relations with self-reported forgiveness and potential asymmetries in the motivation to forgive across parents and children. 120 families, each including two parents and one child, completed a prototype of our new measure of motives to forgive, along with measures assessing the disposition to forgive family members and other people in general. Exploratory and confirmatory factor analyses revealed three factors – self/relationship enhancement or promotion, self/relationship consistency, and self/relationship verification. General forgiveness of others was significantly predicted by verification and enhancement/promotion motives, but not by consistency motives. However, parents' forgiveness of other family members was positively related to verification and consistency motives, but not to enhancement/promotion motives. In contrast, children's forgiveness of family members was strongly linked to

enhancement/promotion and verification motives, with consistency motives playing a smaller role.

F79

DOMAIN-SPECIFIC ENHANCEMENTS AND REVERSALS IN THE ACTOR-OBSERVER EFFECT AND THE FUNDAMENTAL ATTRIBUTION ERROR *Brandy N. Burkett[1], Lee A. Kirkpatrick[2];* *[1]University of California, Santa Barbara, [2]College of William & Mary* – Much research on the fundamental attribution error (FAE) and the actor-observer effect (AOE) suggests that people attribute others' behavior more than their own behavior to dispositional rather than situational factors. These effects are often assumed to apply equally to attributions of all kinds of attitudes and personality traits. However, based on reasoning about social-exchange and deep-engagement relationships (Cosmides, 1989; Tooby & Cosmides, 1996), we hypothesize that people should attribute dispositional traits associated with dishonesty to potential cheaters, and honesty to deep-engagement partners, more readily than other comparable traits – i.e., that the FAE and AOE will be stronger for dishonesty than other negative traits and reversed for honesty relative to other positive traits. These hypotheses were tested in two experiments using methodology adapted from previous attribution research in which participants rated traits of the self and others. As predicted, participants gave higher ratings to the acquaintance than the self on dishonesty, whereas ratings for the self and acquaintance were similar for other negative traits. The reverse pattern was observed for positive traits. Comparing attributions for friends and acquaintances, participants gave higher ratings to the acquaintance than the friend on dishonesty, whereas ratings for the friend and acquaintance were similar for other negative traits. Again, the reverse pattern was found for positive traits. This suggests that the AOE and the FAE are both trait-dependent and target-dependent, supporting the hypothesis that some attribution processes may be linked to evolved, domain-specific inferential mechanisms.

F80

ON THE RELATIONSHIP BETWEEN RACIAL PREJUDICE AND ATTITUDES TOWARD AFFIRMATIVE ACTION *Jonathan Iuzzini[1], Madeleine Fugere[2]; [1]University of Tennessee, [2]Eastern Connecticut State University* – Existing research in social psychology has documented the existence of an affirmative action stigma, but it remains unclear whether this stigma is truly a negative aspect of the program itself or if individuals who endorse the stigma also hold pre-existing prejudices that would serve to reinforce it. The present research compared perceptions of beneficiaries of two preferential selection programs: (a) affirmative action college admissions (which benefit ethnic minority applicants) and (b) legacy college admissions (which generally benefit white applicants who are children or grandchildren of the college's alumni). We asked white participants to examine and provide ratings of mock college applications. We manipulated the applications' content by (a) applicant race and (b) type of preferential selection. Our results indicate that black affirmative action beneficiaries are perceived significantly less favorably than white legacy beneficiaries, even when high school grades and SAT scores are held constant. Black affirmative action beneficiaries are also rated significantly less favorably than white and black applicants not benefiting from any preferential selection program. In addition, participants' scores on a race IAT (Implicit Association Test) mediate these effects, such that participants with higher levels of evaluative preference for whites also rate Black affirmative action beneficiaries less favorably than the other applicants. These results are interpreted in the framework of intergroup relations theories which can help understand peoples' motivation to maintain and enhance the standing of their own group (already high in status) when they perceive a threat from a low-status outgroup.

F81

MISADVENTURES IN INTERACTIONISM: PARENTS' ANXIETY AND DEPRESSION AND CHILDREN'S EXCESSIVE REASSURANCE SEEKING *Philippe Adams, McGill University, John R. Z. Abela; McGill University* – Excessive reassurance seeking has been identified as a key interpersonal factor in the development and maintenance of depression. It has been suggested that this interaction style is learned early, as the child strives to negotiate the dynamics of family relationships. However, reassurance seeking can mean different things in different interpersonal contexts, and consequently lead to depression only in certain circumstances. The current study was aimed at identifying certain parental characteristics (i.e., anxiety and depression) that may affect the process of children's reassurance seeking and its outcomes in parental interactions. In a sample of 99 children (aged 6 to 15), excessive reassurance seeking, child levels of depressive symptoms, parental anxious and depressive symptoms, as well as parenting styles were assessed using self-report questionnaires. Excessive reassurance seeking only predicted elevated levels of depressive symptoms in children of parents with both elevated levels of anxiety and elevated levels of depressive symptoms. The findings suggest that the combination of parental depressive and anxious symptoms may be key in determining reassurance-seeking children's outcome. Parents with these symptoms may display more severe impairments in parenting, combining critical negative parenting features associated with both depression and anxiety, such as affectionless control and the inability to distract their children, respectively. Anxious and depressive symptoms may undermine two distinct and independent strategies involved in reducing excessive reassurance seeking. Implications for the dynamics of excessive reassurance seeking are discussed.

F82

EMOTIONAL CLARITY AND INTENSITY PREDICT THE ACCURACY AND SPEED OF EMOTIONAL RESPONDING *Grant Corser, Megan French, Carol Gohm; University of Mississippi* – Some situations require a quick decision which may be based largely on a "gut-feeling" type response. One function of emotion is its use in the decisions making process. Emotional clarity as a trait has been defined as the ability to identify and describe specific emotions. Hence, persons who perceive themselves as high in this trait should be more accurate in describing their emotional responses to situations. Persons whose emotional reactions are intense might be faster to respond to emotional situations. Further, an intense reaction may be easier to assess. Hence, emotionally intense persons may be more accurate in their first response to emotional situations. To test these predictions, 108 participants were exposed to a variety of sound clips (IADS, Bradley & Lang, 1999) and asked to judge the emotion elicited by each sound as quickly as they could. Emotional clarity was related to accuracy $r = .22$, $p < .05$. Emotional intensity was associated with both reaction time and accuracy, $r = -.27$, and $.29$, $ps < .01$, respectively. Together they predicted 13% of the variance in accuracy, $R = .36$, $p < .01$. Self-reported tendency to pay attention to and value one's emotions was not associated with accuracy or speed beyond clarity and intensity. These results suggest that self-reported emotional clarity and intensity are indicators of emotional ability, not merely bias in self-report.

F83

CAN SELF-DETERMINATION BENEFIT MORE THAN THE "SELF"? A PATHWAY TO PROSOCIAL BEHAVIOURS *Lisa Mask, Catherine E. Amiot, Céline M. Blanchard, Julie Deshaies; School of Psychology, University of Ottawa* – According to self-determination theory (Deci & Ryan, 1985), people who engage freely in behaviors which are coherent with their sense of self, are said to display a general self-determined motivational orientation. In turn, these individuals report a number of personal benefits. Although self-determined regulatory styles of behavior promote intrapersonal well-being, does it guarantee interpersonal harmony as well (Psyczynski et al., 2000)? Previous research has shown that

self-determined motivations were associated with prosocial engagement (Gagné, 2003), while non self-determined motivations were associated with performance goals (Elliot & McGregor, 2001) and aggressive behaviors (Knee et al., 2001). However, little is known on the processes that mediate these relations. Hence, the purpose of this study was to explore the pathways by which self-determination and performance goals are linked with social behaviors. It was anticipated that a) self-determination would, through the mediating effect of empathy, predict more prosocial behaviors (e.g., enjoy helping others) b) performance goals would be associated with the mechanisms of moral disengagement, which in turn, would predict more antisocial behaviors such as interpersonal harmful behaviors (e.g., lying and cheating), aggressive driving-related behaviors, and delinquent behaviors. The hypothesized sequence was tested using EQS, based on self-report data from 150 participants. Results from this path analysis supported our hypotheses (χ^2=9.63(18), p= .15, CFI= .93, RMSEA= .07). A direct negative link also emerged between self-determination and interpersonal harmful behaviors. Taken together, these findings suggest that self-determination is beneficial to both the self and others. Future avenues for self-determination in interpersonal processes are discussed.

F84
ACADEMIC PERFORMANCE AND BELIEFS OF CONTROL: THE NEGATIVE INFLUENCE OF GRADES *Sidney N. Mitchell; University of Maine* — This investigation focused on the influence of assessment on beliefs of control in the achievement domain. A 3 (grade) X 4 (type of control) design was used to study the impact of assessment on beliefs of control. Four types of control over a student research project were manipulated along with outcome grade for the project. The four combinations of control were: teacher controls idea and procedure; teacher controls idea but student controls procedure; student controls idea and procedure; student controls idea but teacher controls procedure. The three grades were: A, C, or no grade reported. 309 subjects read one of four scenarios depicting different types of control and grade received. After reading the scenario Ss completed the revised causal dimension scale which consists of 4-subscales: locus, stability, external and personal control. Ss in the 'A' condition indicated stronger personal control beliefs across all control conditions even when the teacher had full control than Ss in the 'C' condition. Conversely, Ss in the 'C' condition indicated less personal control even when the student had full control over the idea and the procedure Wilkes lambda=.781,F(6,590)=12.92,p<.001,eta squared=.116. A significant grade-by-scenario interaction indicated that control beliefs were increased or decreased depending on the grade received Wilkes lambda =.867,F(18,834)= 2.40, p<.001,eta squared=.046. Finally, beliefs of control were impacted by type of control. Control over the idea was viewed as more important than control over the procedure Wilkes lambda=.935, F(9,718)=2.34,p<.01,eta squared=.022. Overall the results speak to the power of assessment on beliefs of control.

F85
DEFENSIVE BEHAVIOURS AS A FUNCTION OF UNCERTAINTY ORIENTATION, CULTURE, AND DEFENSIVE SELF-ESTEEM. *Andrew C. H. Szeto[1], Richard M. Sorrentino[1], Satoru Yasunaga[2], Yasunao Ohtsubo[3], Sadafusa Kouhara[4], Ikuo Sasayama[3]; Ian McGregor[5]; [1]University of Western Ontario, [2]Kurume University, [3]Fukuoka University of Education, [4]Yamaguchi Prefectural University, [5]York University* — Recent cross-cultural research with uncertainty orientation (Sorrentino & Roney, 2000) has shown that individuals whose orientation towards uncertainty does not match their culture's will engage in defensive behaviours, such as unrealistic optimism (Shuper, Sorrentino, Otsubo, Hodson, & Walker, 2004). It is posited that these mismatched individuals develop unstable selves leading to high explicit but low implicit self-esteem, or defensive self-esteem (Jordan, Spencer, & Zanna, 2003). To test this hypothesis, undergrads from Japan and Canada were asked to deliberate on an unresolved personal dilemma or a friend's unresolved dilemma, followed by

questionnaires on social issues. It is predicted that those who have mismatched orientations should engage in compensatory conviction (McGregor, Zanna, Holmes, & Spencer, 2001), in other words, increase their convictions on social issues after being exposed to an uncertainty threat. Regression analysis corroborated our hypothesis - there were significant interactions between participant's uncertainty orientation, culture, and defensive self-esteem on measures of attitude conviction. In mismatched participants, conviction was most pronounced for individuals possessing defensive self-esteem. However, compensatory conviction did not occur in defensively dispositional participants whose uncertainty orientation did match their culture's orientation. Additional analysis supported previous research in that Canada is UO-centric, where most people prefer to approach uncertainty. Conversely, Japan was found to be CO-centric. That is, most individuals prefer to maintain certainty and clarity. These results suggest defensiveness might stem from being in an environment whose uncertainty orientation is incompatible with the one possessed by the self, and further accentuated by the possession of defensive self-esteem.

F86
EMOTION REGULATION IN DAILY LIFE: THE ROLES OF EMOTIONAL EXPERIENCE, EXPRESSION, AND REGULATION STRATEGY *Daniel Beal[1], John Trougakos[2], Stephen Green, Howard Weiss[2]; [1]Rice University, [2]Purdue University* — An important issue in both basic and applied social psychology concerns the determinants of effective emotion regulation. Certainly, the difficulty and effectiveness of emotion regulation will depend greatly upon the emotional state of the actor. Beyond this intuitive effect, however, the processes that control successful regulation should depend, to a great extent, upon who is judging the expressed emotional state. For those who are experiencing and attempting to regulate the emotional state, the particular choice of strategy should govern both the perceived difficulty as well as self-perceptions of effectiveness for emotion regulation. Specifically, attempts to suppress emotional expressions are particularly difficult and should lead to perceptions of reduced regulation effectiveness. For outside observers, however, we hypothesized that the particular choice of strategy should not matter. Instead, the extent to which any regulation strategy is employed should ultimately determine whether observers perceive effective emotional regulation. To test these hypotheses, we conducted a field study examining the daily emotional experiences of cheerleading instructors during a summer cheerleading camp. Because of the explicit rules defining the allowable emotional displays of the instructors, these camps created an ideal setting for studying emotion regulation as it naturally occurs. Multilevel modeling revealed that preferred emotion regulation strategy moderated the relation between emotional experiences and self-ratings of regulation difficulty. Furthermore, amount, rather than type of regulation strategy moderated the relation between emotional experiences and observer ratings of emotional display. Implications are discussed in terms of how emotion regulation can impact daily life, work life, and well-being.

F87
WHY SUCCESSFUL STUDENTS QUESTION THEIR ACADEMIC ABILITY: A PROCESS APPROACH TO ACADEMIC IMPOSTORISM BELIEFS *Bonita London[1], Carol Dweck[2]; [1]Columbia University, [2]Stanford University* — Despite academic success, some students may question their ability to replicate their success, may discount the merit of their work, and may fear that others will discover their "true" lack of ability. These beliefs constitute feelings of impostorism, and can undermine academic engagement and confidence. In our research, we test and validate a measure of academic impostorism beliefs, and demonstrate its link to attributions for success and failure. In Study 1, undergraduate students completed a battery of questionnaires, including the 12-item impostorism measure, implicit theories of intelligence, and defensive pessimism. Impostorism beliefs predicted internalization

of failure, but externalization of success, as well as a low sense of belonging within the institution. In Study 2, in response to scenarios that varied the amount of effort and success outcomes on an exam, impostors again made externalized attributions for their success, but blamed their failures on lack of natural ability. In addition, they reported anticipating greater anxiety and pressure for future achievement outcomes. In Study 3, we tested the hypothesis that impostors are disconnected from the process underlying their failures and successes, and are thus inaccurate at making assessments of their outcomes. Students were given word problems of varying difficulty, and asked to make estimations of their performance in each condition. Impostors generally underestimated their performance, and were dissatisfied with their level of achievement. Thus, through misattributions for success and failure, impostors miss opportunities to internalize their successes and build faith in their ability to replicate them. Implications for accurate self-assessment are discussed.

F88
THE ROLE OF CAUSAL UNCERTAINTY IN ON-LINE VERSUS MEMORY-BASED JUDGMENTS *Ryan P. Brunner; Gifford Weary; The Ohio State University* — Researchers only recently have begun to examine the effects of stable perceiver-relevant factors in impression formation. The current study used an illusory correlation paradigm (e.g., Hamilton & Gifford, 1976) coupled with an attention allocation paradigm (e.g., Sherman, Lee, Bessenoff, & Frost, 1998) to investigate the role of chronically accessible causal uncertainty (CU) beliefs in social judgments. Past research has found that causally uncertain individuals are highly motivated to process social information (Weary & Edwards, 1996). The current study seeks to follow up initial work indicating that individuals high in CU process information online while those low in CU show evidence for memory-based processing. In addition to measured levels of CU, task instructions were manipulated in order to test for the interaction of temporary task instructions with chronic levels of CU. Participants were asked to read a series of 36 behaviors regarding two target individuals while responding whenever a tone was heard. Twenty-four behaviors (12 positive, 12 negative) described the majority target and 12 behaviors (6 positive, 6 negative) described the minority target. Following the presentation of behaviors, participants were asked to recall behaviors, estimate the number of undesirable behaviors, and rate the desirability of each target. Results showed that only individuals high in CU who received impression instructions formed on-line judgments. Moreover, the attention allocation measures shed light on the differential processing of information as a function of CU and task instruction. Implications for models of motivated social cognition and the nature of causal uncertainty will be discussed.

F89
LEARNING UNDER STEREOTYPE THREAT: THE EFFECTS OF GENDER ACTIVATION ON MATHEMATICS LEARNING AND PERFORMANCE *Mary Krabbenhoft, Nalini Ambady; Tufts University* — The goal of this study was to investigate the effects of stereotype threat in learning situations. Substantial research has shown that gender activation prior to a math test impairs women's performance in testing situations, while little is known about the effects of gender activation while learning new mathematical material. Research on learning and memory has found that the state in which an individual learns interacts with the state in which an individual is tested, such that learning and testing in the same state enhances recall relative to different states. This study tests the hypothesis that there is a state-dependent learning effect for gender activation prior to mathematical tasks. Female participants experienced gender activation (or not) with a subliminal priming task before learning a new mathematical method and again before a test on the new method. Consistent with predictions, participants demonstrated a state-dependent learning effect, such that the same prime during the learning and testing phases improved performance relative to different primes. This suggests that gender activation while learning math is another compo-

nent of the mechanism producing stereotype threat for women in mathematical testing situations.

F90
FRONT ROW SEATS VS. BACKSTAGE PASSES: THE ROLE OF SOCIAL CONTROL IN LIMITING THE ACCURACY OF PERSONALITY JUDGMENTS *Jana Spain; High Point University* — Recent studies suggest that individuals who manifest high levels of social control (SC), or social self-presentation skill, are quite adept at creating and projecting a consistent, favorable impression of themselves to others (Eaton, Funder, & Riggio, in press; Spain, 2004). For example, Spain (2004) found that social control was related to interjudge agreement, suggesting that SC could be an important moderator of accuracy. This study explored the limits of this social control-accuracy link using a different accuracy criterion: the prediction of emotional experience. High SC individuals likely limit access to certain cues, particularly those which could lead to an unfavorable impression. This might impact the accuracy of some judgments. 211 participants provided self-ratings of SC, neuroticism, and extraversion. Each target completed emotion diary forms for 30 days and recruited his/her parents, 2 friends, 2 co-workers, and his/her significant other to serve as informants. Regression analyses indicated that the prediction of daily life emotion from informant personality judgments improved when the target's SC was added to the models. Generally, the prediction of emotion from self-rated personality was unaffected by the inclusion of SC. As expected, informant ratings of the target's neuroticism predicted the target's negative emotion for low SC individuals but not for high SC individuals. Informants' ratings of extraversion, however, were related to positive emotion for both high and low SC participants. Thus, it appears that high SC individuals might be "good targets" for some traits, likely those with cues considered more socially desirable, but not necessarily for others.

F91
IMPLICIT THEORIES ABOUT SOCIAL GROUPS: IMPLICATIONS FOR SOCIAL IDENTITY AND CONFORMITY TO GROUP NORMS *Rainer Romero-Canyas[1], Carol S. Dweck[2]; [1]Columbia University, [2]Stanford University* — Researchers have examined many aspects of social identity, but typically not the way in which people conceptualize their groups and group memberships. The implicit theories approach has been used in the study of achievement, intergroup processes, person perception and relationships. We extend this work by studying people's beliefs about their social groups, and the impact these beliefs have on intragroup functioning. Some individuals hold the theory that there is a fixed way ("one right way") to be a good group member. These individuals should be more likely to forego personal goals and values in order to conform to group demands. In Study 1, the belief in fixed groups predicted people's intention to prevent other members from changing the group, and their willingness to forego individual interests and goals to conform to the group. In Study 2 we explored this willingness to conform and be a prototypical member of the group. Participants completed a questionnaire about how much time they spent in various activities, and a month later answered the same questions in a packet that presented fictitious data about the amount of time the average student in participants' college spent in those activities. Stronger beliefs in fixed groups predicted a shift towards the fictitious standard. These studies suggest that holding a theory of fixed groups is conducive to conformity and may impact the way people integrate their social identities into their self-concept. Implications for an implicit theory approach to the study of intragroup behavior are discussed.

F92
PRIMING BIRACIAL IDENTITY INFLUENCES VISUAL SEARCH FOR DIFFERENT RACE FACES *Hannah Kenser, Joan Chiao, Ken Nakayama, Nalini Ambady; Tufts University* — Priming an individual with one of his or her social identities has previously been shown to affect cognitive performance on math and word completion tasks. We examined

whether or not priming racial identity would influence the ability to search for different race faces. In the present study, Black, White and Biracial (Black/White) participants, who were primed with either their Black or White racial identity, performed a Black/White face visual search task. All participants detected Black faces faster than White faces. Interestingly, the results also showed a racial prime effect in Biracial individuals such that the magnitude of the search asymmetry was significantly different depending on whether or not they were primed with their White or Black identity. These findings suggest that top-down factors such as one's racial identity can influence basic bottom-up perceptual mechanisms underlying the visual search for different race faces.

F93

BLOOD PRESSURE CHANGES RESULTING FROM SUBLIMINAL PRESENTATION OF SIGNIFICANT OTHER NAMES *Max Weisbuch-Remington[1], Ilana Naftalin[2], Cathy Tran[2], Elizabeth Wilkins[2], Mark D. Seery[3], Jim Blascovich[2]; [1]Mercer University, [2]University of California at Santa Barbara, [3]University of California at Irvine* — Thoughts about significant others can non-consciously influence self-evaluation, person perception, and one's goals (for reviews, see Andersen & Chen, 2002; Baldwin, 1999; see also Fitzsimmons & Bargh, 2003). It was hypothesized here that a variable relevant to physical health (blood pressure) could also be non-consciously influenced by thoughts of significant others. Given the positive association between supportive relationships and cardiovascular health in females (see Taylor et al., 2000; Uchino, Cacioppo, & Kiecolt-Glaser, 1996), it was expected that blood pressure would be lower during a stressful task among participants who had been subliminally exposed to the name of a supportive (as compared to a critical) significant-other. Prior to the experiment, 87 female participants reported the first name of an "important supportive" peer and the first name of an "important critical" peer. Participants were, on a between-subjects basis, visually presented (25 times) with the name of either their supportive or critical peer for 12 milliseconds. Following this exposure period, participants engaged in a stressful task—either an interview or a serial subtraction task. As expected, blood pressure reactivity was lower during this task among participants who had been subliminally exposed to the name of a supportive (vs. a critical) significant other, F (1, 85) = 7.78, p < .05. There was no main effect or interaction associated with task (interview vs. math). These findings are discussed with regards to research on adult relationships and physical health as well as with regards to research on relational schemas and social-cognitive transference.

F94

PREDICTING LIFE SATISFACTION: GENDER, ETHNICITY, AND IMMIGRANT STATUS *Anne Reid, Lehman College; City University of New York* — The extent to which subjective well-being can be predicted by internal-self factors (e.g., self-esteem) versus external-social factors (e.g., fulfilling ingroup duties) depends upon cultural individualism-collectivism. Internal-self sources predict well-being better than external-social sources in individualistic nations, but internal-self sources and external-social sources predict well-being similarly in collective nations (e.g., Suh et al., 1998). Although the U.S. is an individualistic nation (Hofstede, 1980), subgroups based on gender, ethnicity, and immigrant status differ in individualism/collectivism (e.g., Oyserman, Coon, & Kemmelmeier, 2002). Thus, sources of well-being may also vary at this subcultural level. Participants (N=403, including subsamples of 286 women, 114 men; 167 Hispanic/Latino/as, 161 Black Americans; 261 U.S. natives, 137 immigrants) completed measures of life satisfaction, self-esteem, perceived fulfillment of duty to ingroup, and self-construal. A model with two mediated pathways (independent self-construal through self-esteem to life satisfaction; interdependent self-construal through duty to ingroup to life satisfaction) was supported for the overall sample and for subsamples. Overall, self-esteem, b = .53, predicted life satisfaction better than did duty to ingroup, b = .31, C.R. = 2.12, p < .05. As anticipated, though, pathway strength differed for subsamples. For example,

among men (relatively individualistic), life satisfaction was predicted better by self-esteem, b = .68, than by duty to ingroup, b = .32, C.R. = 1.97, p < .05; among women (relatively collectivistic), life satisfaction was predicted similarly by self-esteem, b = .48, and by duty to ingroup, b = .33, C.R. = 1.22, p > .05. Implications for cross-national research will be discussed.

F95

THE EFFECTS OF SEXUAL AND VIOLENT VIDEOGAME PLAY ON ATTITUDES AND AGGRESSION TOWARDS WOMEN *Angelica M. Bonacci, Douglas A. Gentile; Iowa State University* — The current study examined the effects of playing videogames that combine violence and sex on men's attitudes towards women and aggression directed towards romantic partners. The General Aggression Model (GAM) predicts that viewing aggressive models will increase aggressive cognitions, affect, and behaviors. Moreover, viewing aggression against provocative female models should increase hostile cognitions and aggression towards women. We hypothesized that men who play videogames that combine violence and sex will have more negative attitudes towards women and more aggressive conflict in romantic relationships than men who play less of these games. Male participants (N = 355) completed the following measures: (a) Social Interaction Survey; (b) Rape Myth Acceptance Scale; (c) Attitudes Towards Women Scale; and (e) Conflict Tactics Scale. Participants also listed how often they played videogames and rated the violent and sexual content of those games. They also indicated how often they watched professional wrestling, a program which often portrays violence against sexually provocative females. Multiple regression analyses suggest that consumption of videogames that combine violence and sex was associated with increased relational, physical, psychological, and sexual aggression against romantic partners, even after controlling for consumption of violent videogame play and sexual videogame play. Greater consumption of professional wrestling was associated with greater acceptance of stereotypical attitudes towards women and belief in rape myths; and increased relational, physical, psychological, and sexual aggression against romantic partners. The results support the hypothesis that consumption of videogames that mix violence and sex is associated with hostile attitudes and increased aggression towards women.

F96

WHAT'S THE DIFFERENCE? DIFFERENCES IN THE PREDICTIVE POWER OF AGGRESSIVE ATTITUDES AND AGGRESSIVE PERSONALITY *Katherine E. Buckley, Craig A. Anderson; Iowa State University* — This correlational study examines the relationship between commonly used individual difference measures and behavioral and questionnaire measures of aggression. Three commonly used measures of aggression were used as dependent measures, including: the physical and verbal subscales of the Buss-Perry Aggression Questionnaire, and the Computer Reaction Time Task, a task that allows participants to blast opponents with static during the course of a competition. 478 participants were included. We ran three stepwise regression models, including gender as a statistical control. The behavioral measure of aggression was positively associated with attitudes towards penal code violence, attitudes towards intimate violence, and irritability; but negatively associated with attitudes towards corporal punishment, and authority (ps < .05). The physical subscale of the Buss-Perry Aggression Questionnaire was positively associated with attitudes towards corporal punishment, attitudes towards intimate violence, anger, and exploitativeness; but negatively associated with attitudes toward war, and culture of violence (ps < .05). The verbal subscale of the Buss-Perry Aggression Questionnaire was positively associated with anger, hostility, and authority; and negatively associated with emotional susceptibility and entitlement (ps < .05). Overall, measures of attitudes toward aggression were not related to verbal aggression, but did predict a measure of physical aggression and an aggressive behavioral response. Evidence indicates that individual difference measures of attitudes towards aggression may differ significantly

from measures of aggressive personality. This study gives evidence that which individual difference variables are relevant covariates or moderators in studies of aggression depends on the dependent measures being studied.

F97
THE GATEKEEPER EFFECT: PERSUASION IN THE COURTROOM *N. J. Schweitzer, Michael J. Saks; Arizona State University* – Past research on persuasion has typically examined messages that travel directly from source to target, and while there is no doubt that many messages travel such a path, much of the information people receive reaches them through routes that are more indirect. One such indirect path involves a "gatekeeper"—a third party who decides whether specific messages are allowed to pass from source to target. In this experiment, participants viewed transcripts of a fictitious courtroom trial that included a key piece of evidence—an abstract from a research study—that was to be presented by an expert (source) and heard by the jurors (targets). The decision of the judge (the "gatekeeper") to either include or exclude this evidence was manipulated, adding a control condition where no mention was made of the judge's decision. The quality (i.e. convincingness) of the research was also manipulated. The results suggest that when a gatekeeper allows a message to pass, he/she lends credibility to the message and inflates the persuasiveness of the message; however, when a gatekeeper blocks a message, that message is more closely scrutinized and its persuasiveness is mainly based on its quality. This has direct implications in the legal realm, wherein it is possible that by merely allowing certain evidence to be heard, judges may be lending credibility to it and inadvertently diminishing the extent to which jurors scrutinize the evidence.

F98
FEAR INCREMENT AND FEAR RESOLUTION IN HIV PREVENTION: A META-ANALYSIS OF THE EFFECTIVENESS OF FEAR ARGUMENTSUNIVERSITY OF FLORIDA *Dolores Albarracin; University of Florida* – This meta-analysis examined the efficacy of fear arguments and HIV-counseling-and-testing sessions at encouraging and maintaining knowledge about HIV transmission and prevention, as well as condom use. Analyses were conducted at immediate and longitudinal follow-ups to assess change over time. The synthesis comprised 143 treatment and 32 control groups from 69 longitudinal research reports with measures of perceived HIV risk, HIV knowledge, and condom use. Results indicated that presenting fear arguments alone does not increase either knowledge or condom use, but does increase perceptions of risk. Conversely, resolving fear via HIV counseling and testing decreases perceptions of risk, but increases knowledge and condom use. Conclusions are discussed in the context of theoretical predictions about the role of fear in persuasion, as well as implications for future health intervention design.

F99
INFLUENTIAL COMMUNICATORS FOR DIFFERENT GENDERS, AGES, AND ETHNICITIES: A META-ANALYSIS OF HIV-PREVENTION INTERVENTIONS *Marta Durantini, Dolores Albarracin, Amy Mitchell, Allison Earl; University of Florida* – A meta-analysis of 166 treatment groups and 58 controls provided insight into the influence of different types of communicators in HIV-prevention interventions. Findings indicated that contrary to the common belief that peers are more effective persuaders than experts, experts generally produced stronger change to condom use than nonexpert community members. In addition, for groups that enjoy low social power, such as ethnic minorities, women, and certain groups whose behavior puts their members at risk for HIV, sources demographically similar to them produced more behavioral change than sources dissimilar to them. These conclusions are discussed in light of HIV prevention programs and in the broader contexts of the potential benefits of affirmative action policies for health prevention.

F100
A TEST OF MAJOR ASSUMPTIONS ABOUT BEHAVIOR CHANGE: EFFECTS OF PASSIVE AND ACTIVE HIV-PREVENTION STRATEGIES, MEDIATORS OF THESE EFFECTS, AND APPLICABILITY ACROSS POPULATIONS AND SETTINGS *Laura Glasman, Dolores Albarracin, Jeffrey Gillette, Allison Earl, Marta Durantini; University of Florida* – This meta-analysis tested the viability of broad theoretical assumptions about behavior change by examining the impact of specific intervention strategies on behavior change as well as theoretically meaningful mediators. There were at least fourth main conclusions from this extensive review (354 HIV-prevention interventions and 99 control groups). First, attitudinal and control arguments effectively increased condom use. Secondly, the most effective interventions combined attitudinal arguments, control arguments, information, and certain behavioral-skills training strategies. Thirdly, although increases in HIV-threat stimulated increases in condom use, attempts to induce fear of HIV exerted reserve effects on condom use, even when these attempts were accompanied by strategies that increase the ability to cope with the threat. Fourthly, the impact of the different strategies was contingent on the gender, age, ethnicity, risk group, and past condom use of the target audience in ways that illuminate the direction of future preventive efforts.

F101
DYNAMICAL ASPECTS OF SELF: EXPLORATORY INVESTIGATION THROUGH CORRELATIONS WITH EXPLICIT AND IMPLICIT SELF-EVALUATIONS *Hiroaki Morio[1], Susumu Yamaguchi[1], Fumio Murakami[2], Yuka Ozaki[1]; [1]The University of Tokyo, [2]Kobe University* – In this study, we examined dynamical properties of self-reflection measured by the mouse paradigm (Vallacher & Nowak, 1994) by comparing the measures with other static measures of self-evaluation. These static measures include explicit self-esteem, such as Rosenberg's scale and Self-liking and Self-Competence scale (Tafarodi & Swann, 2001), as well as implicit self-esteem by IAT (Greenwald & Farnham, 2001). Participants were 60 graduate students in a metropolitan university in Japan. The mouse paradigm measured people's moment-to-moment evaluation of self for 30 seconds in three aspects; competence, interpersonal relationships, and future. The trajectory of evaluation was divided into 10-second intervals, and yields indices of the valence of, and stability of the trajectory in each section. In addition, participants were asked to answer questionnaires containing aforementioned explicit self-esteem scales, and was administered computer-based IAT measuring implicit self-esteem. The order of these measurements was counter-balanced. We found that the valence of self-reflection trajectory was highly correlated with explicit measures of self-esteem in general, and especially in the 3rd intervals (for Rosenberg's scale, r=.66; for Self-Liking scale, r=.62). These high correlations indicate convergence validity of the mouse paradigm. The stability of self evaluation was found to be correlated with implicit self-esteem measured by IAT (for the 2nd interval, r=.44; for the 3rd interval, r=.32). IAT score was correlated with Rosenberg's scale, r=.31, but the correlation between IAT score and stability index was significant when Rosenberg's score was controlled. This result implies a possibility that implicit self-esteem measures both valence and stability of self-evaluation.

F102
A PSYCHOMETRIC EXAMINATION OF THE MULTIDIMENSIONAL PERFECTIONISM SCALE *Yating Yeh; University of Rhode Island* – Perfectionism has been related to an individual's mental health across the lifespan. Multidimensional Perfectionism Scale (MPS) is one of the most widely-utilized measures to examine an individual's perfectionism (Frost, Marten, Lahart, & Rosenblate, 1990). The MPS was originally developed to assess six principal domains. However, research has indicated an inconsistent factor structure among different cultures and populations. Five hundred and sixteen high school

students ranging from 15 to 18 years old from urban areas in Taiwan were recruited. The data were randomly split in half. In study one, Horn's parallel analysis, the minimum average partial technique, the scree test, and theoretical considerations were used as guidelines to decide the numbers of components that would best represent the data. Varimax rotation of the factor pattern was then employed. Study two involved an examination of the cross-validation of the measurement structure from study one using confirmatory factor analysis procedures. Null model, one factor model, five-factor uncorrelated model, and five-factor correlated factors model illustrating different conceptualizations of the structures of the MPS were compared to best interpret the data. A 23-item, correlated five-factor perfectionism model was validated for the Multidimensional Perfectionism Scale. Based on the results, implications of the study for personality psychology, health psychology, counseling and guidance of adolescents, parental education, and suggestions for the future research were discussed.

F103
WHAT IMPRESSIONS DO PEOPLE WANT TO CONVEY TO OTHERS? A SOCIOFUNCTIONAL ANALYSIS OF VALUED SELF-PRESENTATIONS
Catherine A. Cottrell, Steven L. Neuberg; Arizona State University — People often attempt to influence the impressions others hold of them. What images do they want to convey to fellow group members and relationship partners? From a sociofunctional perspective, impression management is best understood in the context of a detailed analysis of human sociality. Because individuals in any interdependent group must rely on each other to fulfill their obligations to the common group goals, we might reasonably expect trust and cooperation to form the foundation for human sociality. People should, therefore, highly value trustworthiness and cooperativeness in others with whom they may be interdependent, whereas they should differentially value other characteristics depending on the relevance of these characteristics to the specific interdependence context; recent research supports both predictions (Cottrell, Neuberg, & Li, 2004). Extending this reasoning, we suggest that just as individuals value specific qualities in others, they also engage in specific impression management strategies designed to display these valued attributes to others. When instructed to rate the importance of conveying 32 assorted impressions (e.g., trustworthiness, extraversion, intelligence) in 14 different contexts (e.g., basketball team, study group, sorority), undergraduate students indicated that impressions most relevant to effective interdependence (e.g., trustworthiness, cooperativeness) were highly valued across different groups and relationships. Also as predicted, the importance of other images (e.g., extraversion, intelligence) was sensitive to qualitative changes in the interdependence context (e.g., athletic, work, social task). These results both provide novel empirical insights into valued self-presentations and underscore the importance of further investigation into a content-focused model of self-presentation.

F104
THE RICH GET "SMARTER" WHILE THE POOR GET "DUMBER": STEREOTYPE THREAT/LIFT AND SOCIOECONOMIC STATUS
Nicole Stephens[1], Seth Duncan[2], Steven Fein[3], Talia Ben-Zeev[4]; [1]Stanford University, [2]Boston College, [3]Williams College, [4]San Francisco State University — A body of literature on stereotype threat (e.g., Steele, Spencer, & Aronson, 2002) has shown that individuals tend to under-perform when reminded of stereotypes alleging their group's inferiority in a given domain. Walton and Cohen's (2003) meta-analysis of the stereotype threat literature uncovered an additional phenomenon of stereotype lift, the tendency for non-stereotyped members to experience a performance boost when primed with negative stereotypes of others. The current study was designed to examine the confluence of stereotype threat and stereotype lift effects on the intellectual performance of students from varied socioeconomic status (SES) backgrounds. As predicted, an SES prime yielded a cross-over interaction in cognitive test scores: Low-SES individuals performed worse when informed that the tests they were about to take were diagnostic of intellectual abilities (threat) in contrast to low-SES individuals who were informed that the tests were free of group SES biases (threat-removed). The reverse pattern was found for high-SES individuals. We discuss the circumstances in which stereotype threat and lift can be found in a single study (vs. as a trend across studies) as well as mechanisms that may underlie stereotype lift, such as downward comparisons, self-efficacy, self-affirmation, and arousal, among others.

F105
THE U.S. IS THE BEST? AMERICAN IDENTITY IN CRISIS?
MarYam G. Hamedani, Hazel R. Markus; Stanford University — As a nation and as individuals, Americans identify as exceptional and positively unique (Lipsett, 1997; Markus, Mullalay, & Kitayama, 1997). American exceptionalism is thus crucial to notions of American identity at the collective level and to self-identity at the individual level. How one self-identifies, however, is only one of two basic aspects of identity; the second is how one is identified by others (Duveen, 2000; Steele, Spencer & Aronson, 2002). Research tracking international attitudes about the U.S. shows that anti-American sentiment has gradually been on the rise, but has increased more dramatically in recent years (Pew Research Center for People & the Press, 2003, 2002; Zogby International, 2002). Three studies explore whether this challenge to positive American exceptionalism is posing a crisis to American identity. In the first study we examine perceptions of American identity, and find that Americans are ambivalent about their national identity and believe that other national groups perceive the U.S. largely negatively. A second study investigates what models of intergroup relations Americans and people from nine countries throughout the world use to frame their thinking about the U.S.'s role in the world. We find that though the majority of people see the world today as organized around American power, no one prefers the world to be this way in the future. A third study manipulates two opposing models of global intergroup relations- American Power (AP) and International Egalitarianism (IE)- in speech format. Participants who hear the AP speech have increased negative affect, lower self-esteem, and feel more negatively about being American relative to those in the IE condition. Together these studies suggest that there is evidence for an American identity crisis.

F106
THE INFLUENCE OF PLACING OURSELVES IN THE POSITION OF THE VICTIM: A NEW MORTALITY SALIENCE INDUCTION FOR MOCK JURY RESEARCH
Alison Cook[1], Jamie Arndt[1], Joel Lieberman[2]; [1]University of Missouri, Columbia, [2]University of Nevada, Las Vegas — Previous terror management research has shown that reminders of death (mortality salience; MS) tend to increase punitive reactions toward worldview threats generally and accused legal transgressors specifically. However, much of this research has used an MS induction which asks participants to list thoughts associated with the prospect of their death. Experiment 1 was designed to test a more ecologically valid MS induction that may occur within the context of a trial. A summary of a robbery trial was presented with the prosecution's closing statement either drawing the jurors' attention toward the victims whose lives were threatened and could have died, or toward the valuable items the victims' had lost. Death thought accessibility and verdicts were assessed. The results generally supported the hypothesis that the MS induction would increase death-thought accessibility. Mock juror verdicts also revealed a MS x authoritarian interaction, suggesting that authoritarians in particular were more punitive after MS. Experiment 2 used a similar MS induction with an arson case and introduced the nationality of the defendant (American or Lebanese). This study showed a pattern of increased punitive reactions (among various punishment options) toward the Lebanese defendant under MS. The importance of these findings is discussed and suggestions for future research are presented.

F107

BEHAVIOURAL INHIBITION, BEHAVIOURAL ACTIVATION, AND INDIVIDUAL RESPONSE TO NOVELTY *Peter Farvolden[1], Lena Quilty[2]; Jonathan Oakman[2]; [1]Centre for Addiction and Mental Health, [2]University of Waterloo* — Emotion and motivation research has increasingly converged upon the hypothesis that two fundamental systems underlie human affect and goal-directed activity: approach motivation and avoidance motivation. The work of Gray (1982) in neuropsychology has elaborated upon individual tendencies to approach and avoid, connecting them with two biological systems proposed to determine individual sensitivity to reinforcing events, the behavioural inhibition system (BIS) and the behavioural activation system (BAS). Paradoxically, novelty has been considered to be involved in the activity of both of these independent biological systems; novelty has traditionally been considered an input of the BIS, and novelty-seeking a manifestation of the BAS. This paradox may be resolved if novelty is considered to have a dual nature, involving both potential punishment and reward, and to therefore activate both systems. Chronic and situational BIS and BAS sensitivity are proposed to impact individual response to novelty. In Study 1, an undergraduate sample completed self-report measures of BAS and BIS sensitivity and then categorized both familiar and novel three-dimensional stimuli. In Study 2, an undergraduate sample completed the same measures, and then completed the categorization task while expecting either imminent punishment or reward. Results indicate that both chronic (trait) and situational (primed) BIS and BAS sensitivity are required to account for individual response to novelty.

F108

THE STABILITY OF PERSONAL STANDARDS OVER TIME AND THEIR CONSEQUENCES FOR OUTCOME SATISFACTION *Meredith Terry, James Shepperd; University of Florida* — William James conceptualized self-worth as the ratio of one's successes to one's aspirations (standards). Accordingly, people can increase their self-worth by increasing their successes or by decreasing their standards. We examined 1) how people's standards for what constitutes an acceptable outcome on a college exam vary over time in anticipation of and in response to feedback, and 2) how standards and changes in standards correspond to satisfaction with outcomes. For each exam of an introductory psychology class, students (N = 40) reported the minimum grade they would find acceptable on several occasions: a) before each exam, b) after completing each exam, c) 1 hour prior and d) 1 min prior to learning their exam grade. After the semester ended, participants reported their satisfaction with their final grade. Participants lowered their standard for Exam 1 as Exam 1 drew near, but nevertheless continued to report a standard that far exceeded their eventual performance. The standards set for Exam 2 did not change over time but, as with Exam 1, were consistently higher than participants' eventual performance. Perhaps most important, the more students' performance exceeded their standard, the greater their satisfaction even after controlling for actual performance on the final exam. In addition, participants who lowered their standard over time reported greater satisfaction than did participants who raised or did not change their standards. When viewed collectively these findings suggest that, although personal standards can influence satisfaction with outcomes, people appear reluctant to alter their standards to influence satisfaction.

F109

BEHAVIOURAL INHIBITION, BEHAVIOURAL ACTIVATION, AND THE PREFERENCE FOR FAMILIARITY *Jonathan Oakman[1], Lena Quilty[1], Peter Farvolden[2], [1]University of Waterloo, [2]Centre for Addiction and Mental Health* — Although infants have been found to generally prefer novel stimuli, these preferences appear to change early in childhood such that many adults tend to have an emotional preference for the familiar. In fact, the mere exposure effect, the finding that individuals tend to prefer familiar to novel stimuli, is considered to be one of the most robust effects in the psychological literature. The individual differences associ-

ated with this preference for familiarity among adults, however, has been relatively neglected. Behavioural inhibition and activation appear promising constructs with which to understand this phenomenon, given their motivational significance, as well as their theoretical connection with novelty. It might be hypothesized that behavioural inhibition is positively associated with a preference for familiarity, given that novelty is an input and hypervigilance to potential punishment an output of this system. Alternatively, behavioural activation might be hypothesized to be negatively associated with a preference for familiarity, given that novelty-seeking is a manifestation of BAS activity. An undergraduate sample completed self-report measures of BIS and BAS sensitivity and then observed and rated their preference for pictures of Ontario universities. Results indicate that participants reported more liking for and more frequently chose pictures of their own university as compared to those of other universities. This preference for familiarity was significantly related to behavioural inhibition. The clinical implications of this relationship are discussed.

F110

THE ROLE OF THE INTERNALIZATION OF SOCIAL STANDARDS IN IMPLICIT AND EXPLICIT ATTITUDES TOWARD FATNESS *Lenny R. Vartanian, C. Peter Herman; University of Toronto* — Media messages glorifying thinness and denigrating fatness are ubiquitous in our society, as are negative attitudes toward overweight and obese individuals. In the present study, we examined the effects of the internalization of such socio-cultural attitudes on dieters and non-dieters' own implicit and explicit attitudes toward body weight. Dieters (n = 22) and non-dieters (n = 31) completed implicit and explicit measures of attitudes toward fatness and thinness, and also reported their own dieting concerns and behaviors (e.g., limiting calories, avoiding dessert). Participants also completed measures of their awareness of social standards regarding thinness and fatness, and of their internalization of these standards. Dieters and non-dieters both showed high levels of implicit anti-fat attitudes (and pro-thinness attitudes), but there were no differences between the two groups. This finding can be interpreted in terms of dieters and non-dieters being equally exposed to and equally aware of social standards regarding thinness and fatness. With respect to explicit attitudes, dieters had stronger anti-fat attitudes (and stronger pro-thinness attitudes) than did non-dieters. Furthermore, explicit attitudes were mediated by the degree of internalization of social standards. Finally, self-reports of weight-related behaviors were correlated with explicit attitudes, but were not correlated with implicit attitudes or with the internalization of social standards. Our results suggest that most people are aware of social standards and have developed negative implicit attitudes toward fatness, but that only some people (dieters) have internalized the social standards and have developed negative explicit attitudes toward fatness.

F111

"WHAT RACE MEANS TO ME": SELF-RELEVANT SOCIAL JUDGMENTS AND DEFINITIONS OF 'RACE' *Sarah Dailey[1], Chuck Tate[2]; [1]Oregon Social Learning Center, [2]University of Oregon* — In three studies we examined how people define 'race' in reference to the self and whether these definitions matter for self-relevant social judgments. Study 1 examined the structure of self-definitions. A factor analysis of participants' responses revealed two theory types: phenotype (focusing on physical appearance) and ethnicity (focusing on some combination of values, behaviors, and genes). These theory types were not related to racial identity (e.g., "White," "Asian," etc.). Study 1 also showed that ethnicity theorists (as compared to phenotype theorists) reported that 'race' by itself conveys information about the self's values and behaviors. Building on Study 1, in Study 2 we examined whether the theory types differed in how important mentioning 'race' is in social contexts. Results from Study 2 show that ethnicity theorists found it more acceptable for their 'race' to be mentioned in an initial conversation than did phenotype

theorists, presumably because ethnicity theorists believe that 'race' conveys self-relevant information. Study 3 examined whether perceptions of in-group members were related to self-definitions of 'race.' Specifically, we examined how phenotype and ethnicity theorists responded to "race traitors" (i.e., people who do not behave or value consistently with the majority of the in-group members). Results from Study 3 showed that ethnicity theorists reported being significantly more negatively affected by "race traitors" than did phenotype theorists. These results show that how people define 'race' has a systematic relationship to self-relevant social judgments, irrespective of racial identity.

F112

PSYCHOLOGICAL RESOURCES AND VICTIM BLAMING *Michal Einav-Cohen, Kent D. Harber; Rutgers University, Newark, NJ* — People's tendency to blame innocent victims is a dire social problem, responsible for low report rates of assaults and undermining victims' capability to seek support (Pollard, 2002). This blaming tendency emerges from the threat trauma poses to a key psychological resource, Just World Beliefs (JWB), under which it is believed that people get what they deserve and deserve what they get (Lerner, 1980). Previous research indicated that augmenting alternative resources minimizes the threat of a loss of another (Hobfoll, 2001). Therefore, it is suggested that augmenting alternative psychological resources such as social support (study 1) and attachment style (study 2) will reduce victim blaming. A second focus of these studies concerns the moderating role of JWB strength, counteracting the ability to make use of alternative resources (Furnham, 2003). In study 1, 110 participants undertook a guided imagery task in which they recalled a supportive or a non-supportive experience. All participants then viewed a short clip from the movie "The accused", portraying a sexual assault. Next, participants rated the amount of blame they assign to the victim. As predicted, social support and JWB interacted such that as JWB were lower, "supported" participants blamed the victim less than "non-supported" ones $F(2,73) = 3.14$, $p < .05$. In study 2, 49 secure participants blamed less than 50 non-secure participants $F(1,97) = 10.44$, $p < .01$. These results demonstrate the ability of alternative resources to minimize the previously considered unavoidable tendency of victim blaming, changing the way people view and react to victims.

F113

ETHNIC DIFFERENCES IN THE RELATIVE INDIVIDUATION OF WOMEN AND MEN: FACT OR ARTIFACT *Tracie L. Stewart[1], Kathryn E. Jaspers[2], Sarah Beth Estes[3]; [1]Georgia State University, [2]Mississippi State University, [3]The University of Cincinnati* — Several prior studies have found that White men and women with traditional attitudes toward women tend to individuate men to a greater degree than women, with relative individuation assessed by comparing memory for male and female targets. This finding has been attributed to motivation to attend to the gender group perceived to hold higher status (e.g., Stewart, Vassar, Sanchez, & David, 2000). In contrast, these studies found that White participants with more progressive views better individuated women, a pattern attributed to progressive participants' implicit or explicit motivation to improve women's status. However, these attitude effects on individuation were not found for African-American participants, who demonstrated equivalent memory for male and female targets. This finding could be related to African-Americans holding particularly egalitarian attitudes (Blee & Tickamyer, 1995). However, this pattern might also point to a presumption that targets, for whom ethnicity was not specified, were White. If the targets were assumed to be members of the participants' ethnic outgroup, less differentiation among the targets would be expected (Lorenzi-Cioldi, Eagly, and Stewart, 1995). To test this prediction, African-American participants were asked to match two male and two female targets, all of whom were identified as either White or African-American, with traits that had been used to describe them. When targets were described as White, the pattern of equivalent memory for male and female targets was replicated. However, as predicted, when targets

were identified as African-American, African-American participants yielded the same attitude effects on individuation previously found only for White participants.

F114

PREDICTORS OF ATTITUDES TOWARD THE IRAQ WAR *Chandni Narvekar[1], Tanya Foemmel[1], Leisha Waddilove[2], Helen C. Harton[1]; [1]University of Northern Iowa, [2]Bowling Green State University* — Opinion polls over the past few months have shown that Americans are fairly evenly divided in their attitudes toward the Iraq war. In this study, we examined personality and demographic variables that might help explain some of this split. Participants (93% upperclassman and graduate students) completed various personality and attitudinal measures as well as an Attitudes toward the Iraq War Scale. The attitudes toward the war scale showed very high reliability and good validity. Results showed that prejudice toward Arab immigrants, blind patriotism, and perspective taking were related to more positive attitudes toward the war. Surprisingly, however, political orientation, social dominance, religiosity, self-esteem, and gender were not related to war attitudes. Participants who were higher in authoritarianism were more positive toward the war, but this result disappeared when other factors were controlled. The predictors of college students' attitudes toward the war were also not related to feelings of threat from Arab immigrants or other variables that seem to predict negative attitudes toward immigrant groups (e.g., Harton, Petersen, & Schwab, 2002; Stephan, Ybarra, & Bachman, 1999). The results of this study echo the results of national polls in that students were divided in their attitudes about the war. They also suggest that predictors of attitudes toward the war in Iraq may be different than those of previous wars (e.g., Cohrs & Moschner, 2002; Izzett, 1971) and from those that predict attitudes toward immigrants.

F115

SEX, GUISE, AND VIDEOGAMES: CONSTRUCTING GENDER IN VIRTUAL SPACE *Jesse Chandler, Sara Konrath, Norbert Schwarz; University of Michigan* — Virtual worlds are growing in popularity, with an estimated population of over five million users who pay monthly subscription fees to play (Castronova, 2004). In these games, players interact with other humans in real-time using "avatars," graphical characters that they create and use as agents within virtual space. Research is finding that male and female avatars are treated differently online (Castronova, 2004). We sought to expand on these findings by exploring differences between males who play male avatars, males who play female avatars ("gender-switchers"), and females who play female avatars. Participants were recruited from online role-playing game forums and completed an online questionnaire about their avatar's attributes, the process of creating their avatar, and their motivation for playing online games. Men used achievement-oriented criteria when designing same-gender avatars, valuing their avatar's strength and potential for growth, while primarily being motivated by exploration and competition. As well, men who played males focused on their avatar's occupation. Female avatars however, were primarily designed using aesthetic criteria and participants' free responses revealed that both men and women who played females online highlighted gender and personality characteristics of their avatars. Gender-switching males rated their avatars as significantly less representative of themselves, suggesting that differences observed between male and female avatars may be more a result of social attitudes towards women than an expression of masculine or feminine qualities within the creators.

F116

STANDING IN THE MARGINS? THE CONTENT AND NATURE OF BIRACIAL IDENTITY *Sarah S. M. Townsend[1], Stephanie A. Fryberg[2], Hazel Rose Markus[1]; [1]Stanford University, [2]University of Arizona* — Biracial individuals occupy the boundaries separating racial groups and have been described as "standing in the margins" and "being lost in translation" (Herring, 1995; Park, 1931). Attempting to create space

for these individuals, advocates pushed for a multiracial category on the 2000 census. This political action, accompanied by increasing numbers of mixed race unions, has focused national attention on the mixed race population. This study was designed to explore the nature, content and malleability of biracial identity, emphasizing the role of situational and sociocultural variables. We examined what it means to be biracial and what factors affect the experiences and identities of these individuals. Participants were 130 students whose parents were of different ethnicities -- African American/European Americans (40), Asian American/European Americans (50), and Latino/European Americans (40). When asked about the experience of tension as a result of their mixed racial heritage, the majority of participants reported others as the cause, and were neither confused nor conflicted about their racial identities. Participants' identities differed by their racial background and across situations (i.e., with friends, with family, in class). Notably, Asian American/European Americans tended to identify as biracial independent of situation, whereas members of the other biracial groups reported varying how they identified by situation. Also, the importance participants placed on each of their backgrounds was influenced by the racial composition of their contexts while growing up. Results suggests that mixed race individuals are able to develop and sustain a variety of racial identities that are best understood by examining their racial backgrounds, the racial composition of their communities and their current social contexts.

F117

IS IT ALWAYS GOOD TO BE A "GOOD WINNER"? EFFECTS OF APPEASING BEHAVIORS DEPEND UPON OUTPERFORMED PERSONS' LEVEL OF COMPETITIVENESS *Anne L. Geyer[1], Julie Juola Exline[2]; [1]Florida State University, [2]Case Western Reserve University* — Competitive situations can produce interpersonal tension between the outperformer and the outperformed persons. Outperformed persons may feel threatened by the upward comparison. The outperformer may feel concerned about the outperformed persons' potentially negative reaction (Exline & Lobel, 1999). As a result, people who win sometimes try to appease those whom they have outperformed, such as by making modest, self-deprecating comments or by offering to share their prize. However, do winners' appeasing behaviors always elicit positive reactions from outperformed persons? In the current research, participants (52 male, 65 female) competed against a confederate on a word game. The game was rigged so that the confederate always won, and the confederate was given a prize for winning. The confederate then either 1. made a neutral comment (no-appeasement-strategy control), 2. made a self-deprecating comment, or 3. offered to share the prize with the participant. Results show an interaction between appeasement condition and participants' level of competitiveness. Participants high in competitiveness reacted more positively when the confederate appeased than when the confederate did not appease: They felt more pleased with their own performance on the game, and they enjoyed the competition more. However, participants low in competitiveness showed the opposite pattern, reacting more positively when the confederate did NOT appease (no-appeasement-strategy control) than when the confederate appeased. These results qualify previous findings suggesting that self-deprecation and prize-sharing can be effective appeasement strategies in competitive situations. Appeasement attempts may actually backfire if the outperformed person is low in competitiveness.

F118

CLOUDY CRYSTAL BALLS: MIS-PREDICTING THE NATURE OF FUTURE INTERGROUP EXPERIENCE *Robyn Mallett, Timothy Wilson; University of Virginia* — Imagining an upcoming interaction with someone from a different social group can result in negative expectations if people predict they will feel negative emotions or behave inappropriately. Negative expectations of intergroup interactions are often unwarranted, however, as several social forces converge to ensure that interactions often proceed more positively than anticipated. Two studies investigate expectations for intergroup interactions and compare expectations to actual outcomes. In Study 1, Whites report anticipated feelings and behavior during a future interaction with two stigmatized individuals, and report how much they would like interacting with the target. Anticipated behavior mediated the relation between anticipated emotions and anticipated enjoyment of interaction. In Study 2, students kept daily diaries of interactions with members of various stigmatized groups. Half were randomly assigned to write about impending intergroup encounters and half wrote about actual intergroup experiences. Predictions of encounters were more negative than actual reports because predictors overestimated how much stress they would experience, relative to reports of actual encounters (i.e., predicted higher mean levels of primary harm and lower mean levels of secondary resources). When participants were actually involved in intergroup encounters, they appraised less stress and felt fewer negative emotions than those who predicted their experience. Together, these studies reveal that a) introducing stigma into a social interaction negatively biases expectations, and b) predictions of intergroup contact can be more negative than actual experiences. Correcting overly negative expectations before intergroup interactions could diminish the likelihood of negative consequences and potentially increase the desire for future intergroup contact.

F119

CONCEALABLE STIGMA AND GOAL PURSUITS: THE EFFECT OF PRIVATE REGARD ON APPROVAL GOALS FOR PEOPLE WITH A MENTAL ILLNESS *Julie Garcia, Jennifer Crocker; University of Michigan* — Having a concealable or visible stigmatized social identity shapes the goals a person has when interacting with others (Goffman, 1963). This study explored how a concealable stigma (i.e., mental illness), affected approval seeking goals. Participants who either currently or in the past had a mental health problem (N = 78) completed a series of questionnaires that assessed private regard of their mental illness (CSES, Luhtanen & Crocker, 1992), basing self-esteem on others' approval, (CSW Approval; Crocker et al., 2003), expectations of rejection because of their mental illness, and approval goals. A three way interaction between Private Regard, CSW Approval, and Expectations of Rejection (B = .194; p = .056) was significant. A breakdown of this three-way revealed that those who had high private regard tended to have higher approval goals than those with low private regard. This was particularly true when those high in private regard expected rejection and based their self-esteem on others' approval. These findings suggest that people might have different reasons for seeking or not seeking the approval of others, depending on level of private regard. Those high in private regard may be invested in having others see their group as positively as they do. Thus, they seek the approval of others, especially when they expect to be rejected and have self-esteem that is staked on the approval of others. Those low in private regard might not seek approval because they do not think their identity deserves approval. Implications for these findings are discussed.

F120

MY PARTNER, MY CRITIC: THE INFLUENCE OF RELATIONSHIP LENGTH ON PREFERRED PARTNER APPRAISALS *Sandra Lackenbauer, Lorne Campbell, Amy Muise; The University of Western Ontario* — Swann, De La Ronde, & Hixon (1994) found that dating couples were most intimate when they were enhanced by their partners, whereas married couples were most intimate when they were verified by their partners. The purpose of the current research was to experimentally test the influence of relationship length on appraisal preferences by manipulating the type of feedback participants received from their partner. The experiment included 103 participants and their partners all of which were involved in a heterosexual relationship for a minimum of three months. Participants received either verifying or enhancing feedback, ostensibly from their partners, on a personality trait that they perceived themselves either above or below average. In line with previous research (Swann, Griffin, Predmore, & Gaines, 1987), results revealed that

participants felt more understood by their partners when verified but experienced more positive affect when enhanced. The critical test was for those with below average self-perceptions who received verifying feedback. Participants in longer relationships that were verified felt that their partners (a) were seeing the best in them, and (b) felt more close and intimate in their relationships, whereas a very similar pattern of results emerged for those who were enhanced but were in relationships that were shorter in duration. The results are discussed in terms of the moderating role of relationship length on the response to verifying and enhancing appraisals from romantic partners.

F121

MUSCULAR IDEAL MEDIA IMAGES AND MEN'S BODY IMAGE: THE ROLE OF SOCIAL COMPARISON. *Marika Tiggemann, Duane Hargreaves; School of Psychology, Flinders University, Adelaide, Australia* — Women's body image is affected when they compare their own appearance to the highly attractive models who pervade the media. We suggest that men's body image may also be affected by their social comparison to media images of attractive models. In an experiment, 104 college-aged men viewed either 15 television commercials that contained images of men who epitomise the current muscular ideal, or 15 non-appearance commercials that contained no such images, before and after completing various measures of body satisfaction. Men's social comparison was assessed using a comparative rating task during commercial viewing. Appearance orientation and evaluation were examined as moderating variables. The results showed that men who had viewed muscular-ideal television commercials reported lower muscle satisfaction and physical attractiveness than men who viewed non-appearance commercials, with men high on appearance orientation the most vulnerable. Men high on appearance orientation also engaged in greater upward comparison to muscular-ideal commercials. It is concluded that exposure to unrealistic beauty ideals in the media contributes to body dissatisfaction among men as well as women, and that social comparison theory provides a useful framework for understanding the psychological process that underlies this effect.

F122

DISCERNING THE ROLE OF ACTION AND INACTION GOALS IN ATTITUDE FORMATION AND CHANGE *Ian Handley, Dolores Albarracín; University of Florida* — According to traditional conceptualizations (e.g., Fazio, 1990), having an initial attitude accessible diminishes the impact of new information on that attitude. However, recent investigations reveal that, under some situations, new information can exert more influence over final attitudes if a prior attitude was accessible, versus inaccessible (e.g., Albarracín, Wallace, & Glasman, in press). The presented research adds to these latter findings, demonstrating new ways in which both accessible and inaccessible attitudes can facilitate or inhibit attitude change and formation. Specifically, we argue that, insofar as attitudes are associated with established action patterns, attitudes are functional when individuals hold the goal to act. Therefore, individuals in whom an action goal is activated should form an attitude based on presented information (i.e., a persuasive communication) when they hold no attitude about that information, whereas individuals should retain their present attitude (and established action patterns) if they hold a preexisting attitude toward this information. However, attitudes are not functional when individuals hold a goal not to act. Therefore, individuals in whom an inaction goal is activated should not form an attitude based on presented information when they hold no attitude, as doing so would be in the service of future action, whereas individuals should change their present attitude (i.e., abolish their established action patterns) if they hold a preexisting attitude toward this information. The results of the presented experiments—wherein prior attitudes/non-attitudes were established, action or inaction goals were primed, communications were presented, and final attitudes were measured—are significantly consistent with predictions.

F123

NEGATIVE GOSSIP AS A RESPONSE TO THREATENED SOCIAL SELF-ESTEEM *Sarah R. Wert, Peter Salovey; Yale University* — Three studies sought to test a functional model of negative gossip. This model is based on the assumption that gossip is functional, and one important function is to help maintain individuals' positive perceptions of their own social standing. One mechanism, referred to as bond-building, is through connecting with one's gossip partner(s), and by doing so, feeling better about one's social life. This bond-building function was supported by Studies 2 and 3. This model predicts that when people feel a threat to their social self-esteem they will be especially likely to gossip negatively. Study 1 found evidence for this prediction. The reason that people gossip negatively, it was hypothesized, is to cope with a threatened self-view. However, given that people high and low in self-esteem cope differently with threats to their self-view (e.g., Baumeister, 1998), it was predicted that the relationship between the experience of a social threat and the tendency to gossip more negatively would be moderated by self-esteem. Study 3 found support for this prediction: people high in self-esteem gossiped more negatively, and only they seemed to reap its benefits (feeling closer to and warmer toward their gossip partner).

F124

WATERSHED PROTECTION: THE ROLE OF KNOWLEDGE, EVALUATION, AND PERCEIVED CONTROL ON BEHAVIORAL INTENTIONS *Paul A. Story, Donelson R. Forsyth; Virginia Commonwealth University* — The current study examines a hypothetical model of watershed protection. The model assumes that knowledge and evaluation of watershed quality are necessary but not sufficient conditions that determine behavioral intentions regarding watershed conservation and preservation. Individuals must not only be aware of the watershed and its condition but also believe that it is within their power to protect the watershed. We tested the model by measuring watershed knowledge, evaluation of watershed quality, perceived control of watershed protection, and two different measures of behavioral intentions regarding watershed protection (conservation and preservation) in a survey of 118 residents of a polluted watershed using a Structural Equation Modeling (SEM). The results supported the model and suggested that resident's knowledge and evaluation of their local watershed did not directly influence their behavioral intentions towards watershed protection but instead influenced their perception of control towards protecting the watershed. This, in turn, determined residents' behavioral intentions towards becoming involved in watershed conservation and preservation. The results suggest that interventions oriented towards watershed protection must not only raise awareness of the environmental problem and its threat to the environment but also increase an individual's perception that it is within their ability to protect their watershed.

F125

THE IMPACT OF THE RELATIONAL SELF-CONSTRUAL ON FIRST YEAR ROOMMATE RELATIONSHIPS *Pamela L. Bacon[1], Andrea Johnson[1], Sarah Ahlfs[1], Eleni Pinnow[2], Laura Stickney[2]; [1]College of St. Benedict/St. John's University, [2]St. Olaf College* — Individuals with highly relational self-construals define the self in terms of close relationships and are motivated to maintain those relationships. What happens when an individual who defines the self in terms of close relationships is forced into a close relationship? This is exactly what may happen to first year college students, whose roommates are often strangers selected by someone from residential life. First year roommate relationships are relationships that cannot be easily avoided; most colleges make it difficult for students to switch roommates, and the small living space necessitates that roommates interact with each other. This longitudinal study examined the impact of the relational self-construal on roommate satisfaction. Participants were first-year roommates (N = 74; 37 pairs of roommates) from a Midwestern liberal arts college. The first session was completed in the fall semester and the second session was completed at the end of the

spring semester. Results suggested that roommate relationships were more successful at the end of the school year (i.e., result in greater liking of the roommate and less desire to leave the roommate situation) when the roommates greatly differed in terms of the relational self-construal, even when controlling for initial liking/desire to leave the roommate, relational self-construal score, and initial quality of the relationship. These results suggest that the motivation of low and high relationals may complement each other in a roommate relationship.

F126

SEX, RAPE, & SAFETY: SAVE YOUR ATTITUDES *Leisha A. Waddilove[1], Helen C. Harton[2], Jerry G. Cullum[3], [1]Bowling Green State University; [2]University of Northern Iowa, [3]University of Wyoming* — Men tend to believe rape myths more than women do, but these attitudes may be improved by rape education programs (Smith & Welchans, 2000). It is not clear how long these changed attitudes may last, however (Breiten-becher, 2000). In this study, we evaluated the effects of a campus rape program (SAVE), gender, and class on rape and sexuality attitudes. 1,310 college students from four residence halls completed online question-naires containing attitudinal and behavioral measures three times during the fall semester. 27% of these students had completed a rape awareness program. Men believed more than women that women tend to exagger-ate rape and that it is okay to have sex with a stranger, but both men and women endorsed these statements increasingly over time. People who reported drinking more alcohol and who had more liberal sexual atti-tudes were more dismissing of the seriousness of rape. In general, people thought that campus was unsafe, but women became less fearful as the semester progressed. Students who participated in the rape awareness forum reported more confidence in knowing how to intervene in situa-tions involving violence toward women than other students. But those students who participated in the program, and especially men who par-ticipated, were also more likely to endorse liberal sexual attitudes and to feel that the campus was unsafe for women. These results suggest that rape awareness programs may have unintentional effects on students' attitudes and that effective attitude change requires more than a single intervention.

F127

COUNTERFACTUAL THINKING, PERSISTENCE, AND PERFORMANCE *Ronald Elizaga, Keith Markman; Ohio University* — This study was designed to test a critical prediction of the Reflection and Evaluation Model (Markman & McMullen, 2003): Within achievement domains, counterfactuals that evoke negative affect should tend to enhance persistence and performance, whereas counterfactuals that evoke positive affect should tend to lessen persistence and undermine performance. Participants solved an initial set of anagrams and received performance feedback. Those in the upward evaluation (UE) and upward reflection (UR) conditions were asked to think about how their perfor-mance could have been better, with those in the UE condition being instructed to "compare their performance to the better performance they imagined," and those in the UR condition being instructed to "vividly imagine having performed better." On the other hand, those in the down-ward evaluation (DE) and downward reflection (DR) conditions thought about how their performance could have been worse, and then either reflected upon or evaluated their performance. Participants then reported their mood and solved an additional set of anagrams (SET 2). As pre-dicted, UEs reported more negative affect than URs and persisted longer on SET 2, whereas DRs reported more negative affect than DEs and also persisted longer on SET 2. In addition, path analyses conducted on the upward counterfactual conditions found that the relationship between mode (i.e., reflection versus evaluation) was mediated by feelings of relaxation – the less relaxed participants felt, the more they persisted. Finally, although there was no performance difference between DEs and DRs, UEs solved more SET 2 anagrams correctly than did URs.

F128

"DON'T BRING ME DOWN": SOCIAL COMPARISONS WITHIN MARITAL RELATIONSHIPS *Rebecca T. Pinkus, Penelope Lockwood, Ulrich Schimmack; University of Toronto at Mississauga* — In social compar-isons, being outperformed by someone generally results in negative affect, whereas outperforming someone generally results in positive affect. However, research suggests married individuals are likely to respond empathically to social comparisons to their spouse (Beach et al., 1998). For example, after being outperformed by one's spouse in a self-relevant and spouse-relevant domain, one's negative affect should be attenuated; after outperforming one's spouse, one's positive affect should be attenuated. In the present research, 57 men and 61 women completed a questionnaire assessing affective and behavioral responses to the most significant social comparison they made to their spouse during the pre-ceding two weeks. For men, 63% of these comparisons were upward comparisons (UCs), and 37% were downward comparisons (DCs). For women, 51% were UCs, and 47% were DCs. In response to UCs, partici-pants experienced some negative self-directed affect, but they also responded empathically by expressing positive affect (e.g., happiness, gratitude) and behaviors (e.g., self-improvement) toward self and spouse. In response to DCs, participants responded empathically by experiencing relatively little positive self-directed affect and some positive behavior toward their spouse (e.g., support). However, participants also experi-enced negative affect toward the spouse (e.g., anger, annoyance). In addi-tion, women expressed negative behaviors toward the spouse (e.g., withdrawing, arguing). To the extent that married individuals experience shared outcomes with their spouse, the results suggest that being outper-formed by a spouse engenders a sense of being pulled up by the spouse, whereas outperforming a spouse engenders a sense of being dragged down by the spouse.

F129

EPISTEMIC THREAT: WHY DISAGREEMENTS EXAGGERATE ILLUSIONS OF OBJECTIVITY *Nandita Murukutla, David A. Armor; Yale University* — Two studies tested an "epistemic threat" hypothesis in an effort to explain why the illusion of objectivity -- a tendency for people to see themselves as more objective than others -- tends to be exaggerated following disagreement. Drawing insights from cognitive dissonance and social comparison theory, we hypothesized that disagreements arouse psychological discomfort (epistemic threat) and that people can reduce this discomfort by insisting upon their own objectivity and by denigrat-ing the objectivity of those with whom they disagree. Study 1 (N=36) examined reactions of American students with strong opinions on the Iraq war and the legalization of marijuana. Consistent with the hypothe-sis about the effects of disagreement, participants presented with con-trary views experienced more epistemic threat and showed greater illusions of objectivity than did participants presented with similar views. Consistent with the hypothesis that illusions of objectivity reduce epistemic threat, participants who had been asked to evaluate (and criti-cize) the disagreeing target's objectivity before evaluating their own feel-ings reported less psychological discomfort than did participants who evaluated the target's objectivity after reporting their feelings. These threat-reduction effects were replicated in Study 2 (N=103) in which Indian students were asked to respond to differing views on the Kashmir conflict. Pro-India participants who were given an opportunity to evalu-ate a disagreeing (pro-Pakistan) target as biased and unobjective subse-quently reported feeling less psychological discomfort as a result of the disagreement, as compared to pro-India participants who were not given an opportunity to critically evaluate the objectivity of the disagreeing tar-get.

F130

THE THREE ILLUSIONS ON INTERPERSONAL PERCEPTION: EFFECTS OF RELATIONSHIP INTIMACY ON TWO TYPES OF ILLUSION OF TRANSPARENCY AND THE ILLUSION OF ASYMMETRIC INSIGHT *Mia Takeda[1], Makoto Numazaki[2]; [1]Graduate School of Humanities, Tokyo Metropolitan University [2]Faculty of Social Sciences and Humanities, Tokyo Metropolitan University* – We examined three illusions on person's inferences about their knowledge of self and others. Two of them are referred to as two types of illusion of transparency (Takeda & Numazaki, 2004): A tendency that individuals overestimate the degree to which their personality was known by others (target's illusion of transparency) and a tendency that observers overestimate the degree to which they accurately understand the target's personality (observer's illusion of transparency). The third is a tendency that individuals believe they know others better than others know them (illusion of asymmetric insight; Pronin et al., 2001). Forty female undergraduates responded to a questionnaire in four-person group, including their friend and non-intimate others. They rated themselves using sixteen personality traits and judged whether their friend and a non-intimate other (non-intimate) in the group would be able to correctly infer their self-ratings. Then they inferred their friend's self-ratings and the non-intimate's self-ratings, and judged whether their inferences were correct or not. Results showed that individuals overestimated the degree to which their self-rating was correctly inferred by others, and overestimated the degree to which they correctly inferred the others' self-ratings. The magnitude of two types of illusion of transparency was greater in intimate relationships than in non-intimate relationships. The magnitude of illusion of asymmetric insight was greater in non-intimate relationships. The results were discussed in terms of interpersonal conflict.

F131

WINNING WORDS: INDIVIDUAL DIFFERENCES IN LINGUISTIC STYLE AMONG U.S. PRESIDENTIAL CANDIDATES *Cindy K. Chung, Richard B. Slatcher, James W. Pennebaker; University of Texas at Austin* – The ways people use language reflect their personalities and psychological states (Pennebaker, Mehl, & Niederhoffer, 2003). Recent findings have shown that this approach can be applied to the study of within-person changes over time in public figures such as politicians (e.g., Pennebaker & Lay, 2002). The present study addresses the following questions: i) what can one learn about how political candidates think and feel based on the words that they use?; ii) what individual differences between political candidates are reflected in their natural language use?; iii) do individual differences in language use among politicians reflect how politicians are perceived by others? (e.g., by the general public). The authors analyzed transcripts of televised interviews of John Kerry, John Edwards, George W. Bush, and Dick Cheney between January 4 and May 11, 2004. Analyses revealed both striking similarities and intriguing individual differences between the linguistic styles of these four political candidates. The findings from this study—which will continue through the November election—point to the importance of looking at linguistic styles as a reflection of psychological processes and as a reflection of personality. These findings also indicate that linguistic analyses may give a more accurate picture of how political candidates think and relate to others in comparison with other methods of data collection.

F132

THE EFFECTS OF REJECTION ON CORTISOL REACTIVITY IN REJECTION SENSITIVE INDIVIDUALS *Maire Ford, Nancy Collins; University of California, Santa Barbara* – Most of the current work on rejection sensitivity focuses on the effects of rejection sensitivity on an individual's psychological well being and his or her relationship functioning. However, little is known about the effects of rejection sensitivity on an individual's physical health. The current study was designed to investigate the effects of individuals' rejection sensitivity on their patterns of cortisol reactivity. Since high levels of cortisol can have detrimental health consequences for individuals, investigation of this topic is important. An experimental method was used to examine cortisol reactivity by manipulating rejection of the participant by a false other participant and measuring his/her cortisol response across several time points. This was done in order to examine differences in individuals' responses to a rejecting situation versus a non-rejecting situation. Five measures of salivary cortisol were taken: a baseline measure, a pre-manipulation measure, a post-manipulation measure and two recovery measures. Analyses revealed that relative to individuals who are low in rejection sensitivity, individuals who are high in rejection sensitivity show an increased cortisol response to a rejecting situation. Because highly rejection sensitive individuals tend to overperceive rejection in their lives they may have consistently higher cortisol levels, which would pose health risks for them.

F133

WHEN THE NUMBERS LIE: EFFECTS OF CORPORATE FRAUD ON GENERALIZED SUSPICION AND INVESTMENT DECISIONS *Peter Darke[1], Jennifer Argo[2]; [1]University of British Columbia, [2]University of Alberta* – Recent news concerning fraud by companies such as Enron and Worldcom has had a devastating effect on the stock prices of these firms. However, such news also seems to have had much broader effects on the stocks of other companies that were not directly involved in these scandals. The current research examined whether investor psychology could account for this phenomenon. A dual process framework (Chaiken and Trope 1999) was used to investigate whether the effects of corporate fraud perpetrated by one firm would produce negative reactions towards investment in an unrelated, second-party firm. The results of two experiments supported this prediction. In addition, process analyses showed that the effects of fraud on the second-party firm operated through a form of generalized suspicion. In contrast, negative affect could not account for the effects of fraud. Additional information processing measures showed that generalized suspicion operated through an automatic heuristic process. Other findings suggested that the prior reputation of the second-party firm did little to buffer the effects of generalized suspicion. Overall, the results suggested that corporate fraud produced a broad defensive bias towards stock market investment due to its effects on generalized suspicion. The effects of generalized suspicion observed here are distinct from previous evidence suggesting that suspicion can act as a simple source cue (Petty et al. 1983) or that suspicion induces greater systematic processing (Fein et al. 1990). Implications for understanding the nature of suspicion are discussed.

F134

IMPACT OF MEDIA IMAGES OF GAY MEN AND LESBIANS *Kristi Lemm, Jeffery Causey, Stacie Kalvels, Dana Wolf; Terrence Parks, Western Washington University* – In recent years, openly gay and lesbian characters have become a fixture in popular television shows, but it is unclear whether these shows are beneficial or harmful. We explored the impact of gay media images on the attitudes and self-esteem of the people who watch them. Undergraduate participants (131 straight, 24 gay/lesbian/bisexual) read a brief description of a TV show, accompanied by a photograph. Conditions included Queer Eye for the Straight Guy ("Fab 5"), Ellen DeGeneres, Big Gay Al of South Park, and a control condition with no imagery. Participants then completed a state self esteem scale (SSE; Heatherton & Polivy, 1991) and questions assessing attitudes about the influence of media images. In all conditions, participants said they believe that exposure to these images does not have any effect on how they personally feel about homosexual people. However, participants reported that images do have effects on the average American, with Gay Al having the strongest negative effect and Ellen having a slightly positive effect, p < .05. Homosexual participants reported higher SSE (4.20/5) than straight participants (3.82; p < .05). Participants reported significant differences in Performance and Social Self Esteem as a function of condition, with exposure to Gay Al producing the lowest SSE of all conditions

(p < .05). Thus, although students believe that they are not influenced by media images of homosexuals, it appears that their own self-esteem may be negatively impacted by exposure to the most stereotypical images.

F135

THE EVOLUTION AND FUNCTION OF ADULT ATTACHMENT: A COMPARATIVE AND PHYLOGENETIC ANALYSIS *Claudia Brumbaugh, R. Chris Fraley, Michael Marks; University of Illinois at Urbana-Champaign* — Although the evolutionary functions of attachment in infant-caregiver relationships are undisputed, it is unclear what functions—if any—attachment serves in adult romantic relationships. The objective of this research was to examine the evolution and function of adult attachment (i.e., pair-bonding) by applying comparative and phylogenetic methods to archival data collected on a sample of anthropoid primates. We found that species exhibiting adult attachment were more likely than others to be characterized by paternal care, developmental immaturity or neoteny, small social groups, and small body sizes. We also used phylogenetic techniques to reconstruct the evolution of adult attachment and test alternative evolutionary models. Our phylogenetic analyses suggest that the relationship between paternal care and adult attachment may be a functional one (i.e., due to convergent evolution), but that the relationship between neoteny and adult attachment may be due to homology (i.e., shared ancestry). Our discussion focuses on the potential of comparative and phylogenetic methods for advancing the science of social and personality psychology.

F136

AMBIVALENCE VERSUS SYMPATHY TOWARD RAPE VICTIMS: RELATIONSHIPS TO OTHER TYPES OF PREJUDICE *Amy Buddie, Colette Jacquot; Kennesaw State University* — Much research has examined the negative attitudes that people hold toward rape victims (Lonsway & Fitzgerald, 1994). Recent research, however, suggests that rape attitudes may be better characterized as ambivalent rather than solely negative (Buddie et al., 2003). In other words, many individuals feel badly for the victims, but they also blame victims for wearing revealing clothing, leading their partner on, drinking alcohol excessively, etc. One issue regarding ambivalent rape attitudes is the extent to which these attitudes represent simply masked prejudice or whether ambivalent rape attitudes are truly less prejudiced than the attitudes of those who are solely negative. The present study was designed to examine the extent to which rape attitudes were associated with other kinds of prejudice (e.g., racism, sexism). Participants (n=108) completed prejudice scales and were categorized into one of four rape attitude categories based on a median split of the blame items and the sympathy items. The categories were labeled ambivalent (high in blame, high in sympathy), negative (high in blame, low in sympathy), positive (low in blame, high in sympathy), and undifferentiated (low in blame, low in sympathy). The results of one-way ANOVAs revealed that individuals with ambivalent and negative rape attitudes exhibited higher levels of other kinds of prejudice than did positive or undifferentiated individuals. In addition, ambivalent and negative individuals did not differ significantly from each other, which suggests that ambivalent attitudes actually represent masked prejudice. For ambivalent individuals, the sympathetic beliefs may provide a license to support rape myths.

F137

WHEN UNCONDITIONAL ACCEPTANCE IS OUT OF TOUCH WITH REALITY: THE INFLUENCE OF SIGNIFICANT-OTHER REPRESENTATIONS ON STIGMA APPRAISALS *Molly Parker Tapias, Serena Chen; University of California, Berkeley* — Research indicates that activation of accepting significant-other representations elicits more positive interpersonal expectations and self-evaluations (Baldwin & Sinclair, 1996; Andersen, Reznik, & Manzella, 1996). However, significant-other acceptance may operate differently for stigmatized individuals because, by definition, a stigma is not accepted by society. Thus, accepting significant others, especially ones who do not acknowledge a stigma's negativity, are likely to be seen as atypical, paradoxically leading to more negative interpersonal expectations and self-evaluations. This research tested the hypothesis that accepting significant others who do not acknowledge a stigma's negativity elicit more negative interpersonal expectations and self-evaluations, whereas accepting significant others who realistically acknowledge this negativity elicit positive outcomes when their acceptance is seen as typical. Undergraduate women who reported being overweight were instructed to visualize a female friend accepting of their weight. Acknowledgment of stigma negativity was measured as the friend's desire for the participant to be thinner or not. Typicality was manipulated by instructing participants to choose a friend whose acceptance is "similar to" (typical) or "different from" (atypical) other people's views of their weight. After the visualization exercise, participants expected to be interviewed by another undergraduate. Results showed that, prior to the interview, participants who visualized a stigma-acknowledging friend reported more positive interviewer expectations and self-evaluations when primed with typical rather than atypical acceptance. In contrast, individuals who visualized a non-acknowledging significant other reported negative interviewer expectations and self-evaluations across typicality conditions. The role of accepting significant others in ameliorating and exacerbating the negative effects of stigma are discussed.

F138

FEELING BETTER UNDER STRESS: SELF-AFFIRMATION AND SELF-ESTEEM PROCESSES *J. David Creswell[1], Shelley Taylor[1], David Sherman[2], Tara Gruenewald[1]; [1]University of California, Los Angeles, [2]University of California, Santa Barbara* — An accumulating body of research shows that self-processes can be protective in stressful situations. The present study tested how self-affirmation can enlist positive self-resources, such as high self-esteem, to protect the self during a laboratory stress task. Eighty undergraduate participants were randomly assigned to either complete a self-affirmation activity or a control activity prior to completing the Trier Social Stress Task. Consistent with hypotheses, a significant condition by self-esteem interaction was found. High self-esteem participants who completed the self-affirmation activity reported significantly lower stress appraisals and perceptions of stress. Findings suggest that self-affirmations may call upon positive self-resources, such as high self-esteem, to buffer the self in stressful situations.

F139

CONTEXT SENSITIVITY DURING A FACIAL EXPRESSION INTERPRETATION TASK: A CROSS-CULTURAL EYE-TRACKING STUDY BETWEEN JAPANESE AND EURO-AMERICANS . *Takahiko Masuda[1], Batja Mesquita[2], Phoebe Ellsworth[3], Janxin Leu[3], Shigehito Tanida[1]; [1]Hokkaido University, [2]Wake Forest University, [3]University of Michigan* — Recent cross-cultural research on attention suggests that East Asians are more context sensitive than Euro-Americans. In the literature of emotion and facial expression, however, little research has been conducted to examine this cultural variation of context sensitivity. An eye-tracking study was conducted to examine the extent to which contextual information influence people's interpretation of facial expressions. We investigated: (1) whether Japanese would allocate their attention to context information more than Euro-Americans; (2) whether Japanese's judgment of central figures would be more likely than Euro-Americans to be influenced by the changes in the context, and (3) if Japanese are more sensitive to context, when do they begin to attend to context information. Participants were asked to evaluate a target figure's facial expression situated in the center of a group of five children. The results indicated that Japanese were more likely than their Euro-American counterparts to be influenced by changes in the expressions of background figures. The ratio of Japanese's gazes on the background figures (i.e. context) versus the total amount of gazes was much higher than that of Euro-Americans, suggesting that Japanese attended to the background figures more than

did Euro-Americans. The Japanese's attention to the background figures started at the very beginning of the stimulus presentation. The importance of contextual information for East Asians during the interpretation process of the facial expression is discussed.

F140

WHAT DOESN'T KILL YOU MAKES YOU A LAWYER: ANXIETY IN PREPARATION FOR THE BAR EXAMINATION. *Christopher Burke, Amie Green, Pat Shrout, Niall Bolger; New York University* — If an impending stressful event involves an element of performance, does feeling anxious help or harm the individual's performance? What are the intervening processes that lead to this influence of anxiety? To answer these questions, we performed three sets of analyses using a sample of 280 couples where only one of the members approached the bar examination. The participants completed daily questionnaires for the 35 days before the exam and later recorded whether each student passed the exam. The first set of analyses sought to determine the relationship between anxiety level during the study and success on the bar exam. We found that an overall negative correlation between average anxiety level and likelihood of passing the exam, suggesting that chronically anxious individuals were less likely to pass the exam. However, in the week immediately preceding the exam, this relationship between anxiety level and passing disappeared. To further explore this result, we used structural equation methods to look at this final week, which showed that change in anxiety, not the average level, predicted exam success in the final week. Experiencing sharper increase in anxiety in this last week made participants more likely to pass the exam. Consequently, in the final set of analyses we examined interactions of anxiety with dispositional coping styles to help explain the mobilizing effect of anxiety in the week before the bar exam. We discuss these results in terms of coping with stress and a possible function of anxiety as a motivational factor.

F141

SELF-CONCEPT DIFFERENTIATION IN SOCIAL SITUATIONS *Brendan Baird, Kimdy Le, Richard Lucas; Michigan State University* — According to the theory of Self-Concept Differentiation (SCD), people who report having inconsistent personality traits across social contexts lack a coherent identity. Previous research has found evidence of an association between SCD and a variety of indicators of adjustment; however the mechanisms underlying this association have not been well developed. Two major questions that remain unanswered are (1) what role do personality traits play in this association, and (2) how is consistency in the self-concept related to perceptual consistency across situations. Baird & Lucas (2003) demonstrated that the SCD\well-being association can be explained almost entirely by trait-level associations between personality and affect. After controlling for mean levels of traits in self-reports of SCD, consistency across contexts was not related to well-being. In addition, a refined index of SCD was significantly associated with a measure of situational consistency derived from experience sampling. The current study was designed to examine the stability of both global and experience sampling measures of SCD, as well to test whether consistency across situations was related to the experience of positive and negative affect. Results demonstrated that over a 9-month period, global reports of SCD were quite stable, but were not reliably related to well-being. Estimates of cross-situational consistency derived from experience sampling were also quite stable over the same period, but were not associated with positive or negative affect. Finally, global reports of SCD were associated with cross-situational consistency. These results support an alternative explanation of the SCD\well-being relationship.

F142

VISUAL PERSPECTIVE IN SELF-DEFINING MEMORIES *Richard W. Robins, Angelina R. Sutin; University of California, Davis* — An emerging body of research suggests autobiographical memories are either recalled from a "field" perspective – memories seen through the eyes of the person recalling the experience – or an "observer" perspective – memories seen through the eyes of an observer (Nigro & Neisser, 1983; Libby & Eibach, 2002). Research on visual perspective has focused on why memories of past selves are likely to be recalled from an observer perspective. In contrast, the present study examined differences between field and observer perspectives in recent memories, specifically differences in affective and motivational content, and the interaction between visual perspective and personality dispositions. Participants (N = 301) recalled five personally meaningful recent memories, rated each memory for its emotional and motivational content, indicated from which perspective they recalled each memory, and completed measures of self-esteem, narcissism, and proneness to shame, guilt, and pride. Spontaneous recall from the third-person perspective is relatively common: across the five memories, 23-54% of participants recalled the memory from an observer perspective. However, only 3% of participants recalled all five memories from an observer perspective, suggesting visual perspective is largely memory-specific, not a general disposition. Although visual perspective had relatively few main effects on the emotional and motivational dimensions, we found theoretically meaningful interactions with personality characteristics; for example, narcissists report more positive affect and power motivation when they see themselves in their memories. These findings suggest visual perspective and personality jointly influence the evaluative content of recent, self-defining memories. Discussion focuses on limitations, including the difficulty of inferring causal direction.

F143

LOOKING FOR MEANING: A CAUSE OF THIRD-PERSON IMAGERY IN MEMORIES OF THE PERSONAL PAST *Lisa K. Libby; The Ohio State University* — When you think about an event from your past, how do you see it in your mind's eye? You may see it from your own first-person perspective or you may see it from an observer's third-person perspective. The perspective you adopt has important implications: it can influence your beliefs about the causes of the event (Frank & Gilovich, 1989), your emotional experience as you recall it (Robinson & Swanson, 1993), and your sense of how much you have changed since it occurred (Libby, Eibach, & Gilovich, 2004). Given the impact of memory perspective, it is important to understand what leads people to adopt one perspective or the other when recalling a life event. The present study provides experimental evidence for a crucial determinant. Undergraduate participants were randomly assigned to write about the broader significance of their high school graduation (e.g., how it fit in to their life as a whole, what it said about them as a person) or to write about its concrete details (e.g., specific actions, such as sitting in an auditorium and receiving a diploma). Those assigned to write about the broader significance of the event were subsequently more likely to visualize it from the third-person perspective. This result is consistent with past correlational studies and with experimental research in which participants visualized hypothetical actions instead of real life events (Libby & Eibach, 2004). Thus, thinking about the broader meaning of a life event causes people to see it from the third-person perspective in their mind's eye.

F144

"THEY SAW A GAME": BIAS AND ITS PERCEPTION IN THE DEPICTION OF THE 2002 OLYMPIC FIGURE SKATING SCANDAL BY AMERICAN AND RUSSIAN MASS MEDIA *Elena Stepanova, John Hetts; Washington University in Saint Louis* — We explored "they saw a game" phenomenon (Hastorf & Cantril, 1954) in the mass media reports in relation to the Olympics figure skating scandal (2002), when a Canadian pair was awarded a second set of gold medals. The comparisons are based on the content analysis of reports covering the events of the scandal in the US and Russian newspapers, high and low in each corresponding nations' circulation. Two native Russian speakers and two native English speakers performed the coding. It was recorded that both Russian and American newspapers reported the scandal according to the West vs. East affiliation on a variety of dimensions (i.e., how the other pair deserved the gold initially). However, "the mirror image phenome-

non" (Bronfenbrenner, 1961) has not exactly emerged: The Russian media reported the West as being more biased in the depiction of the event than Western media perceived the East. Unexpectedly, the press is also able to recognize the bias of its own affiliation side, both in the perception of audience/public and mass media (i. e., American newspapers reported bias in the US audience perception/mass media depiction of the Russian pair's performance). The current study suggests that even though "they saw a game" phenomenon is present in the depiction of the event, there is an awareness of self-affiliation bias, questioning asymmetry of group bias. Mirror image phenomenon might have been prominent during the Cold war times (Altemeyer & Kamenshikov, 1991), but nowadays, its impact on the social perception is less felt.

F145

DIRECT AND INDIRECT EFFECTS OF ALCOHOL CONSUMPTION ON INTENTIONS TO USE CONDOMS *Philip Buck, Antonia Abbey, Christopher Saenz; Wayne State University* — Although the belief that consuming alcohol leads to risky sexual behavior is widespread, empirical evidence of this relationship is mixed. The present study attempted to explicate the link between alcohol consumption and intentions to use condoms among heterosexual college students, focusing on the cognitive mechanisms through which alcohol may influence this decision-making process. Specifically, it was hypothesized that the effects of alcohol consumption on condom use intentions would be mediated by level of cognitive functioning and perceived condom use self-efficacy. As part of a larger study, 96 students (50% female; mean age = 24 years) completed an initial mail survey and approximately one month later participated in an ostensibly unrelated laboratory study that involved random assignment to drink condition (no alcohol, placebo, or alcohol). In multiple regression analyses, baseline cognitive ability and acute alcohol consumption significantly predicted response latency on a computerized sustained attention test. Response latency, participant gender, and self-reported alcohol expectancies regarding sexual risk-taking then significantly predicted perceived condom use self-efficacy. Finally, perceived condom use self-efficacy significantly predicted intentions to use condoms with new/casual partners during the next three months. There was no main effect of the belief that one consumed alcohol, nor did it interact with self-reported alcohol expectancies. These findings highlight the importance of cognitive functioning in intoxicated sexual decision-making, although additional laboratory research is essential in further delineating the specific cognitive mechanisms that underlie these impaired judgments. Results are also discussed in terms of their contribution to theories of alcohol's effects on risky sexual behavior.

F146

DOES THE SOUTH'S CULTURE OF HONOR CONTRIBUTE TO ITS ELEVATED HYPERTENSION INCIDENCE? *Alana Conner Snibbe[1], Nancy Adler[1], Catarina Kiefe[2]; [1]University of California, San Francisco, [2]University of Alabama at Birmingham* — Using data from the four-site, sex / race (Black or White)-stratified, longitudinal CARDIA (Coronary Artery Risk Development in Young Adults) study (N=5115), we tested the novel hypothesis that elevated hypertension incidence in the Southeastern United States (i.e., the "Stroke Belt") may be partly explained by Southerners' distinctive anger regulation tendencies. The Southeast is characterized by a culture of honor, where people endorse violence in response to insults, as well as politeness to curtail that violence. We hypothesized that these violence and politeness norms give rise to higher levels of hostility and anger-in (i.e., the tendency to suppress anger expression) among Southerners (as compared to Northerners). Hostility and anger-in, in turn, were expected to partially mediate the region-hypertension relationship. The first pooled logistic regression analysis confirmed that the Southern site (Birmingham, AL) had the highest hypertension incidence rates across 15 years, as compared to the Northern sites (Chicago, IL, Minneapolis, MN, and Oakland, CA), controlling for race, sex, age, alcohol consumption, smoking status, body

mass index, average physical activity, oral contraceptive use, and educational attainment. Next, multivariable logistic regressions (adjusting for age, educational attainment, race, and sex) revealed that Birmingham had the highest levels of anger-in and the second highest levels of hostility. Finally, sequential pooled logistic regressions, controlling for the aforementioned hypertension risk factors, showed that while anger-in and hostility independently predicted hypertension incidence risk, they did not mediate the region-hypertension relationship. We further present results by sex / race groups and discuss study limitations.

F147

THE ROLE OF ATTACHMENT AVOIDANCE AND AMBIVALENCE IN THE DEVELOPMENT OF TRUST IN ROMANTIC RELATIONSHIPS *Jason Reed; Purdue University* — The development of trust is key to the development of a healthy romantic relationship (Holmes & Rempel, 1989). As such, it is important to determine the factors that may contribute to its successful development. Although a number of proximal factors may play a role (e.g. commitment, satisfaction), the role of more distal factors should not be discounted. Attachment theory posits that the character of the relationships one forms throughout life play a guiding role in the degree to which one can expect to have one's need fulfilled by others, and consequently, the degree to which one may begin to trust other individuals to meet their needs (Bowlby, 1973). As such, this longitudinal study examined how attachment avoidance and ambivalence contributed to one's level of trust. Sixty-nine participants in dating relationships during the study completed a questionnaire on a weekly basis for eight sessions. Thus, this study measured weekly changes in attachment avoidance and ambivalence and compared them with weekly changes in trust. Analyses using HLM suggest that levels of avoidance and ambivalence play separate roles in the development of trust over the course of time. As levels of avoidance increased, levels of trust decreased over time; levels of ambivalence exhibited a similar pattern. These results speak to how important it is to examine the role of change in attachment to fully appreciate how it plays a role in the development of a critical feature of close relationships like trust.

F148

THE EYE OF THE BEHOLDER: THE INFLUENCE OF MOTIVATIONAL STATES ON VISUAL OBJECT IDENTIFICATION *Emily Balcetis, David Dunning; Cornell University* — Research abounds on the influences of lower-level processing in vision; however, it lacks exploration of the effects of high-level social processes. The following two studies demonstrate that object identification is influenced non-consciously by complex social processes, namely motivational states (e.g. desire). Participants completed a computerized card-sorting task, the final score of which would determine whether they completed the pleasant or disgusting task (the consumption of candies as opposed to canned beans). To their chagrin, the score prior to the last trial always indicated that only one card could help them avoid the undesirable task. However, the last card displayed was an ambiguous figure that could be interpreted as either the most and least desired card. Using self-report measures, Study 1 suggested that participants' desire for the pleasant task produced a systematic construal of the object as the favored interpretation. Funneled debriefing confirmed that participants were not dishonest in their reports. Study 2 eliminated the possibility of such dishonest verbal reports by relying on nonverbal eye-tracking measures. The data suggested that desire activated specific concepts upon viewing the ambiguous figure that subsequently influenced object identification outside of participants' awareness. These data contribute to the current debate surrounding the basic nature of perceptual mechanisms and have implications for the broader integration that may occur across information levels in a highly interactive cognitive system. As vision has direct, non-conscious effects on behavior (Bargh, Chen, & Burrows, 1996), it is necessary to investigate the stability of perception and influences on it.

F149

META-EXPECTATIONS: A SOCIAL PERCEPTION THEORY OF EXPECTANCY EFFECTS IN INTERACTION *Danielle Popp, David Kenny; University of Connecticut* — Social psychologists have long recognized that expectations can affect behavior (e.g., Snyder, Tanke, & Berscheid, 1977). However, individuals rarely enter social interactions without some prior belief about how others expect them to behave. These beliefs, or meta-expectations, can be either generalized or partner specific. Generalized meta-expectations are an individual's beliefs about how others, in general, expect them to behave. Partner-specific meta-expectations refer to the beliefs that individuals have about how a particular other expects them to behave. To date, theories of expectancy effects on behavior have not adequately examined the role of such meta-expectations on behavior. In the current study, participants completed a collaborative task with a confederate and earned $5 for their performance. Participants earned either more or less money than the confederate, and were asked to donate some or all of the money that they earned to charity. The experimenter led participants to cubicles to make their donations in private. Outside the cubicle, the confederate delivered a partner-specific expectation that the participant should donate either $1 or $4 to charity. Inside the cubicle, participants received the results of a survey of students suggesting that they give either $1 or $4 to charity. Participants then made their donations. Results suggest that participants with high generalized-other meta-expectations donated more than those with low generalized-other meta-expectations. Further, these meta-expectations mattered more when participants earned more money than their partners. Finally, participants who were told by their partners' to donate more actually did so but this effect was much weaker.

F150

ADULT ATTACHMENT STYLES AND RESPONSES TO PARTNER DISSATISFACTION IN ROMANTIC RELATIONSHIPS *Laura Johnston, Leandre Fabrigar, Amanda Wilson; Queen's University* — Rusbult and Zembrodt (1983) examined the strategies that are used in response to relationship dissatisfaction. Their typology of responses reflects two dimensions, constructive-destructive and active-passive. The constructive-destructive dimension reflects the extent to which the individual attempts to maintain the relationship and the active-passive dimension reflects how actively they do so. The four categories of responses resulting from these two dimensions are voice, loyalty, exit, and neglect. Although individuals may use all four types of responses at one time or another, some individuals may be more prone to using one strategy over another in response to a partner's dissatisfaction. Attachment style may be an important variable for the prediction of such a tendency to choose one response type over another. In the present study, 162 participants were pre-screened for attachment style (secure, preoccupied, fearful, or dismissing) and were randomly assigned to read a scenario consisting of a partner engaging in voice, loyalty, exit, or neglect when dissatisfied. The participants then rated their level of dissatisfaction in such a scenario, their likelihood of responding with voice, loyalty, exit, and neglect responses, and the extent to which they would feel a variety of emotions. Overall, the secure and preoccupied groups endorsed more constructive, active, and voice responding and less neglect and exit responding than the fearful and dismissing groups. Attachment style and partner strategy also interacted to predict voice and exit responses to dissatisfaction.

F151

INDIVIDUAL DIFFERENCES IN SECURE BASE SUPPORT DYNAMICS *Brooke Feeney; Carnegie Mellon University* — Recent research has begun to explore the interpersonal dynamics that occur in contexts in which individuals support the exploration and goal strivings of close relationship partners. Although individuals routinely assign credit for their accomplishments to the support of the significant people in their lives, this important type of support (referred to here as "secure base support") has been largely overlooked in the relationships and social support literatures. The current investigation contributes to narrowing this gap in the literature by providing both observational and self-report assessments of individual (attachment style) differences in couple members' support of their partners' goal strivings and explorations. In two studies using samples of dating and married couples, participants both (a) reported on the secure base support that is generally given and received in the relationship, and (b) were unobtrusively videotaped as they discussed the personal goals of one couple member. Behaviors representing three theoretically-relevant components of secure base support (encouragement, availability, non-interference) were assessed in the self-report measure and coded from the videotaped discussions. Consistent with expectations, results revealed significant individual differences in these support components. For example, avoidant individuals reported and exhibited less availability when supporting their partner's goals, whereas anxious individuals reported and exhibited more interference. Interestingly, the support-recipient's attachment style was also an important predictor of the partner's support behavior. For example, support-providers were less likely to support their partners' goals and exploratory activity when the partners have anxious attachment characteristics. Implications for attachment theory and for understanding goal/exploration support are discussed.

F152

REPEAT AND REGULAR HIV TESTING: EXAMINATION OF CONTEXTUAL AND SOCIAL COGNITIVE EXPLANATIONS *Andrea R. Fuhrel, Seth C. Kalichman; University of Connecticut* — Objective: To examine the contextual and cognitive factors associated with repeat and regular HIV testing among men and women attending a public sexually transmitted infections (STI) clinic. Methods: 317 participants (231 men and 86 women) in Milwaukee, WI completed anonymous surveys while waiting for diagnostic or treatment services at a city public health clinic. Participants were 18 years or older and were HIV-negative. Results: 62% (n=196) of participants were categorized as repeat (more than 2 tests ever) or regular (every 6 months) testers for HIV. 23.7% (n=75) of participants had never been tested, and 14.2% (n=45) reported having been tested once or twice for HIV. Data analyses show that participants who perceived greater numbers of HIV cases in Milwaukee County were more likely to have been tested only once or twice. Of those with a history of symptoms of STI's or previous STI diagnoses and participants who reported knowing someone with HIV, most were repeat (more than 2 tests) or regular (every 6 months) testers, some had never been tested, and fewer had been tested once or twice. Conclusions: Repeat-testers and participants who had never tested for HIV were similar on several measures, suggesting that those who repeatedly test for HIV and those who are never tested may be engaging in high risk behaviors more so than are those who are tested only once or twice. Results are interpreted in the context of Tversky & Kahneman's Availability Heuristic as a potential explanatory mechanism for explaining repeat and regular HIV testing.

F153

MULTILEVEL MODELING OF TWO CYCLICAL PROCESSES: A SIMULATION TESTING ITS' APPLICABILITY TO DAILY DIARY DATA *Angela Hicks, Jonathan Butner; University of Utah* — This study explores the properties of a new statistical model for estimating bi-directional associations between 2 cyclical processes (Butner, Amazeen, & Mulvey, 2004). Diamond, Butner and Hicks (2004) have applied this dynamical systems model to the study of emotion co-regulation in a diary study of couples. They emphasize its' contributions when used in conjunction with a multilevel modeling covariation approach in which linear associations among 2 partners' emotional experiences are investigated (e.g., on days when partner A reports high positive emotion, partner B also reports high positive emotion; HLM, Bryk & Raudenbush, 1987). Unlike the covariation approach, Butner, Amazeen, and Mulvey's (2004) technique estimates the bi-directional (or coupling) influence

between romantic partners, and enables a comparison of each partner's contribution to their 'coupled' pattern. Additionally, because such models are computed hierarchically, it is possible to examine intra-and inter-individual moderators of the 'coupling' effect. The present study utilizes a data simulation methodology to evaluate this new statistical model. Data was generated using a Runge-Kutta fourth order algorithm within the SAS programming language and the statistical model was repeatedly applied using Proc Mixed. Simulations tested the effects of differing sample sizes (e.g., number of couples 10, 30, 100, 200), numbers of measures over time (e.g., number of diary days – 3, 5, 7, 14) and coupling strength (e.g., no coupling, small, medium and large) on the coupling term's relative bias, efficiency, consistency and Type I error rate. Results are discussed with an emphasis on the application of this model to daily diary studies.

G1

THE ROLE OF 'SENSITIVITY TO REWARD' IN BEHAVIOURAL DIFFERENCES BETWEEN PATIENTS WITH ANOREXIA NERVOSA AND BULIMIA NERVOSA *Carmen Bewell, Caroline Davis, Caroline Reid; York University* — Anorexia (AN) and bulimia nervosa (BN) are characterized by prominent behavioural differences - a severe restriction of food in the former and compulsive overeating in the latter. AN patients also have greatly enhanced physical activity compared to those with BN. Recent evidence has linked addictive processes to both disorders. The purpose of this study was to assess differences in 'sensitivity to reward' (STR) - a personality trait rooted in the brain's mesolimbic dopamine system, and highly relevant to the risk for a broad range of addictive behaviours - between these two clinical groups. Thirty AN and 27 BN patients were assessed on a multidimensional self-report measure of STR using logistic regression procedures to predict diagnostic designation. Results indicated that AN patients were characterized by low sensitivity to the rewarding properties of food (β = -0.153, Wald statistic = 9.986, p < 0.002) but high sensitivity to physical activity (β = 0.146, Wald statistic = 4.432, p < 0.035), while BN patients had the opposite profile. A second analysis showed that a measure of 'excessive exercise' reflecting both the frequency of physical activity and the attitudinal commitment to exercise was also a highly significant predictor of diagnostic category (β = 0.544, Wald statistic = 8.477, p = 0.004). Taken together these results strongly support the theory that AN and BN are, in part, differentiated behaviourally by modality-specific differences in brain reward mechanisms, which are reflected in vastly different behavioural responses to food and activity.

G2

"LEAVE ME ALONE!" THE AFFILIATION PREFERENCES OF INDIVIDUALS ANTICIPATING A DIFFICULT TASK *Susan Markunas, Ralph Erber; DePaul University* — Previous research (Gump & Kulik, 1997; Schachter, 1959) has indicated that when subjects are placed in fearful situations they prefer social companionship. The current research aimed to provide a more complete understanding of affiliation behaviors in differing situations by not only investigating the effects of an anticipated fear-arousing task on affiliation choice but also by investigating the affiliation choice of participants anticipating a difficult task. Erber and Erber (1994) found that people who anticipate a cognitively challenging task step up efforts at self-regulation to preserve cognitive resources necessary for optimal task performance. Therefore, it was hypothesized that while fearful tasks may elicit a tendency for affiliation, tasks that are challenging may elicit a tendency toward disaffiliation. Participants were told they would be completing one of four tasks differing in difficulty and propensity to arouse fear. Participants were told that they would have to wait before they could start their task and were given the option of waiting by themselves or with a group of students. Participants were then asked to indicate their preference to wait alone or with the group. Results indicated that participants in the simple task conditions (both fearful and not fearful) reported the highest preferences to wait with a group, whereas participants in the difficult conditions (both fearful and not fearful) indicated the highest preferences to wait alone. The choice made by subjects in the difficult task conditions to wait alone suggests an intention to conserve cognitive resources.

G3

CHANGING CIRCUMSTANCES, DISRUPTING HABITS *Melissa Guerrero-Witt[1], Wendy Wood[1], Leona Tam[2]; [1]Duke University, [2]Texas A&M University* — When behavior is repeated in stable circumstances, habits form and the motivation for action shifts. Instead of being oriented to goals and consequences, action is cued in a relatively automatic fashion by the circumstances that have occurred with the action in the past. This research examined the unique mechanisms through which habits guide action. Specifically, we examined how habit performance depends on stable contextual cues. When changes occur in the circumstances supporting

habits, the behavior is no longer cued automatically, and habit performance is disrupted. Thus, habits are uniquely vulnerable to changes in supporting circumstances. To study how changes in circumstances affect habit performance, we examined the exercising, newspaper reading, and TV watching habits of college students transferring to a new university. One month before the transfer and one month after, students reported on their habits, intentions, and aspects of the performance context for each behavior. As anticipated, when critical features of the performance context changed with the transfer, students' habits were disrupted. In the absence of relatively automatic guides to performance, students were forced to think about their action and thus they relied on their intentions to guide action. In contrast, when critical features of the performance context did not change with the transfer, then students' habits proceeded with limited influence of intentions, as they had at their previous school. Furthermore, regardless of whether contexts changed, nonhabitual behavior was guided by intentions. This research demonstrates that unique interventions are necessary to change habitual behavior as opposed to intentional acts.

G4

TWO ROUTES TO SELF-ENHANCEMENT; THE ENTANGLEMENT OF NARCISSISM AND SELF-ESTEEM *Grant W.A. Edmonds[1], C. Randall Colvin[2], Brent W. Roberts[1]; [1]University of Illinois at Urbana, Champaign, [2]Northeastern University* — Previous research has shown moderate to high correlations between measured narcissism, self-esteem, and self enhancement (Baumeister, 1982; John and Robins, 1994). The different etiologies and consequences of narcissism and self-esteem suggest that both may play different roles in self-enhancement, and that narcissistic self-enhancement may be largely responsible for the reported correlations. Using discrepancies between peer and self reports of personality traits (NEO FFI) as a measure of self-enhancement, we investigated the differential relationships of narcissism and self-esteem to interpersonal perceptions of personality. We predicted that: (a) narcissism would be related to inflated self views on traits related to agency, (b) self-esteem would be related to self-enhancement on traits relative to interpersonal harmony and (c) relationships between self-esteem and self-enhancement are likely to be reduced in magnitude when narcissism is held constant. We found that narcissism (NPI) was related to over-reporting one's own level of conscientiousness (r=.28, p<.05), extraversion (r= .25, p<.05), and openness (r= .19, p<.05). Self-esteem (RSE) was related to over-reporting one's own level of conscientiousness (r= .21, p<.05) and underreporting one's level of neuroticism (r= -.27, p<.05). Partial correlations, controlling for narcissism and self-esteem respectively, showed that self-esteem was exclusively related to underreporting of neuroticism while narcissism was exclusively related to inflated views of conscientiousness. Self-esteem, while not independently correlated with over-reporting of openness, appeared to moderate the relationship between narcissism and over-reporting of openness. We thus conclude that narcissism and self-esteem both contribute to self-enhancement in concert, albeit in ways that likely lead to different interpersonal outcomes.

G5

SOCIAL IDENTITY FIT: A NEW APPROACH TO MOTIVATION *Gregory M. Walton, Geoffrey L. Cohen; Yale University* — Most theories of motivation emphasize the effect of self-perceived autonomy and competence on motivation. By contrast, the present account emphasizes the role of perceived social connections to the domain of achievement. Three studies test whether (a) optimism about one's prospects of forming a social connection with others in an academic domain and (b) the creation of such a connection would facilitate motivation. In Study 1 participants read an article about a graduate of the local math department. In both conditions the math graduate was portrayed as academically successful, but only in the "social connection" condition was the math department portrayed as socially welcoming (featuring supportive study groups,

close collaboration with professors, etc.). In Study 2 participants read about a math major whose birthday was either on the same day as their own birthday (inducing feelings of social connection) or on a different day. In Study 3 participants were led to feel part of a "minimal group" organized around quantitative fields or not. All three social connection conditions increased students' motivation compared to control conditions: for example, each connection condition increased the time they spent on an insoluble math puzzle by 50% or more. In fact, the social connection manipulations consistently surpassed the impact of participant race and gender (status variables associated with achievement in quantitative fields) on motivation. People attend to cues concerning their social connection or "fit" with achievement domains, and these cues affect motivation, perhaps as much as self-perceptions of ability and autonomy do.

G6

LYING TO THE ONES WE LOVE: THE FUNCTIONAL NATURE OF ALTRUISTIC DISHONESTY IN ROMANTIC RELATIONSHIPS *Tessa West, David Kenny; University of Connecticut* — Research on dishonesty in romantic relationships has suggested that lie discovery often has deleterious emotional consequences for both partners (e.g., McCornack & Levine, 1990). However, most of this research has been conducted via self-report of personal experience with data from only one partner. Research has yet to explore how relationship partners respond to finding out that they've been lied to in an experimental setting; specifically, the affective and attributional outcomes that accompany lie detection when lies are told to preserve a relationship partner's self-esteem or feelings. A study was conducted during which romantic couples were told that they would either give or receive comparative feedback to or from each other on a purported test of reasoning ability. Both partners were either given altruistic feedback ostensibly from their partner ("My partner did better than I"), or equal performance feedback ("My partner did the same as I"). The experimenter then "accidentally" left information containing the participant's actual score and their partner's "actual" score—which was manipulated to be either consistent with the partner's feedback in the equal performance condition (control), or inconsistent with and better than their partner's score in the altruistically dishonest condition. Affective and attributional responses to this feedback were assessed. Men in the dishonesty condition reported feeling less anxious, less hostile, and less depressed than women in this condition. However, both men and women made more positive attributions to the dishonest feedback than those in the control. Pre-measured adult attachment anxiety positively predicted negative affect in the dishonesty condition.

G7

UNPACKING PERCEIVED CONTROL: THE ROLE OF ANTICIPATED EMOTIONS ON RISK PERCEPTION *Loran Nordgren, Joop van der Pligt, Frenk van Harreveld; University of Amsterdam* — Perception of control has been a fundamental construct in research on risk-taking behavior. It has been shown, for example, that people tend to underestimate risks that are perceived to be under personal control. Despite its importance, surprisingly little attention has been paid to what is actually meant by control. In three studies we argue that the common conceptualization of perceived control is too broad as it fails to distinguish between two distinct aspects of control: command over exposure to the risk itself (volition) and command over the outcome (control). For instance, controlling the risk while engaging in mountain climbing is likely to be different from choosing not to perform the risky behavior altogether. Using a wide variety of risk behaviors (e.g., ecstasy use, unsafe sex), we demonstrate that volition and control exert opposing influence on risk perception: control decreases perceived risk while volition increases perceived risk. We explain these findings in terms of the mediating role of anticipated emotion. Voluntary appraisals elicit anticipated regret, which in turn increases perceived risk, while appraisals of control elect anticipated anger, which decreases perceived risk. This work highlights the dynamic relationship between risk characteristics and anticipated emotion in guiding the perception of risk.

G8

FIVE-FACTOR PERSONALITY ATTRIBUTES, NEED FOR ACHIEVEMENT AND EMOTIONAL INTELLIGENCE AS CORRELATES OF TEAM INTERACTION PROCESSES *Benjamin Ehigie[1,2], Olukayode Afolabi[3]; [1]Dickinson College, Carlisle, Pennsylvania, [2]University of Ibadan, Nigeria, [3]Ambrose Alli University, Ekpoma, Nigeria* — There has been remarkable transformation of organizational structure globally, including shift from individual jobs to team-based work structures. Team composition has therefore become an area of research and practical interest. Although studies show that personality composition has implications for team outcomes, but there are variations in results depending on the task, team-member characteristics, culture and outcome variable considered. The impact of team-member attributes like personality (neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness), need for achievement and emotional intelligence on team interaction processes (team communication, team viability, member flexibility, social cohesiveness and workload sharing) among oil field workers in Nigeria is, therefore, examined. Five firms drilling for multinational oil companies in Nigeria were purposively selected. From these, 56 teams rated high on perceived task interdependence were drawn. Teams were composed of foremen, production engineers, technicians, geologists, and field workers. Psychological scales measuring the study variables were administered on 1500 team members but 1421 were retrieved. Participants' mean age was 25.4 years (SD=5.13) with 248 females and 1173 males. Both qualitative and quantitative research methods were adopted. However, quantitative analysis based on team's mean scores on the study variables show that the predictor variables correlated with each dimension of team interaction processes and jointly accounted for 27% shared variation with composite team interaction processes. But only neuroticism, extroversion, agreeableness and emotional intelligence contributed significantly in the joint variation. Thus, team members in oil fields would interact more effectively with higher average composition scores on emotional stability, extroversion, agreeableness and emotional intelligence.

G9

THE QUALITY OF MERCY: FORGIVENESS, ATTRIBUTIONAL COMPLEXITY, AND EMPATHY *Lise DeShea, Heidi L. Eyre, Richard H. Smith, Philip M. Howell, Amanda Florence-Houk; University of Kentucky* — Research on forgiveness has grown tremendously in the last decade as social psychologists have tried to understand what makes some people more willing to forgive others. One explanation could be attributional complexity, measured using the Person Perception Questionnaire by Fletcher et al. (1986). We predicted that participants who demonstrated higher attributional complexity would be more willing to forgive. Another factor long believed to be to forgiveness is empathy. We hypothesized that the relationship between empathy and willingness to forgive may be mediated, partially or completely, by attributional complexity. Three measures of dispositional forgiveness were used in the study: DeShea's (2003) Willingness to Forgive scale, Berry et al.'s (2001) Transgression Narrative Test of Forgiveness, and Mullet et al.'s (2003) measure of forgiving personality. Another research question related to whether these measures of forgiveness would show a common relationship with attributional complexity. The relationships of the forgiveness measures with measures of guilt, shame, and neuroticism also were explored. Data from N = 133 college students in the United States were used in the study.

G10

DO ACTIONS CREATE ATTITUDES? THE EFFECT OF APPROACH-AVOIDANCE ON EVALUATION OF NOVEL STIMULI *David B. Centerbar, Gerald L. Clore; University of Virginia* — Do simple motor actions trigger affect? Some experimental results suggest that the pairing of motor action associated with approach (arm flexion) or avoidance (arm extension) with previously novel stimuli can produce rudimentary attitudes towards these stimuli. In three experiments, such approach-avoidance actions alone failed to produce affective influences. However, reliable affective influences appeared in response to stimuli already subtly positive or negative in value. In Experiment 1, participants engaged in either arm flexion or arm extension while judging their liking for either 12 "Liked", or 12 "Disliked" Chinese ideographs (as determined in pre-testing with different individuals). They later reported their attitudes about the pleasantness of each figure. Participant's liking and pleasantness ratings were highly correlated, and indicated that motivationally compatible motor action (approaching Liked figures, or avoiding Disliked figures) resulted in more favorable attitudes than did motivationally incompatible motor action. In Experiment 2, participants simply formed impressions of the ideographs, without explicitly evaluating them, while engaging in these motor actions. Nevertheless, subsequent attitudes towards the figures were again more favorable when the motor action was motivationally compatible with the valence category of the figures. A final experiment, using stimuli from the original demonstration of motoric influences on attitudes, confirmed these findings. We conclude that variation in the values of stimuli control the affective meaning of approach-avoidance actions. The attitudinal impact of the actions depends, in turn, on that situated meaning. Thus, the affective power of such actions lies, not in the muscles, but in the mind.

G11

PSYCHOLOGICAL WELL-BEING AS A MODERATOR OF THE RELATIONSHIP BETWEEN EXPOSURE TO PREJUDICE AND ATTRIBUTIONS TO DISCRIMINATION *Wendy J. Quinton, Michelle L. Carter, Angel I. Gonzalez, Paul A. Stevens; California State University, Long Beach* — Over the past decade, research on targets of prejudice has almost exclusively focused on psychological well-being as a consequence of exposure to prejudice and attributions to discrimination. Using a stress and coping framework, the present research examined psychological well-being as a predictor of attributions to discrimination at varying levels of exposure to prejudice. Members of an ethnic minority group (Asian Americans, N = 115) who had previously completed four indices of psychological well-being (i.e., global self-esteem, state self-esteem, depression, and perceived control) received negative performance feedback from a European American evaluator on an ability task. Exposure to prejudice was manipulated via one of three comments made by the evaluator: a non-prejudiced comment, an ambiguously prejudiced comment, or a blatantly prejudiced comment. Each of the four measures of well-being significantly interacted with exposure to prejudice to predict attributions to discrimination. As predicted, psychological well-being was related to significantly higher attributions to discrimination among participants who were exposed to ambiguous prejudice but was not significantly related to attributions to discrimination among those who were exposed to no prejudice or blatant prejudice. These results extend past work on attributions to discrimination among the stigmatized by demonstrating that psychological well-being can be a coping resource that facilitates the acknowledgement of discriminatory treatment. In addition, these findings lend support to the growing body of research that suggests that personal factors, such as psychological well-being, are most likely to be related to attributions to discrimination in weak situations where cues to prejudice are ambiguous.

G12

SOMETHING TO GAIN VERSUS SOMETHING TO LOSE: THE EFFECTS OF TASK FRAMING ON MOTIVATIONAL STATES EXPERIENCED DURING TASK PERFORMANCE *Mark Seery[1], Max Remington[2], Jim Blascovich[3]; [1]University of California, Irvine, [2]Mercer University, [3]University of California, Santa Barbara* — According to the biopsychosocial model of challenge and threat (Blascovich & Tomaka, 1996), evaluations of situational demands and personal resources determine to what extent a positive motivational state (challenge) versus a negative motivational state (threat) is experienced during task performance. We hypothesized that such evaluations are subjective and do not necessarily function in a rational fashion, such that motivational states should be affected by how a task is framed, even when the task is otherwise identical across framing conditions. Specifically, we expected that creating positive consequences of successful performance would yield challenge, whereas creating negative consequences of failure would yield threat. All participants completed the same 12-item version of the Remote Associates Test, but before beginning, they heard one of three instructional sets: positive framing, in which they were told they would gain money for each correct response; negative framing, in which they were told they would lose money for each incorrect response; or control, in which no mention of money was made. Challenge/threat was indexed with cardiovascular responses recorded during task performance. Consistent with predictions, participants in the positive condition exhibited challenge relative to those in the negative condition; the control condition was intermediate. These findings demonstrate the subjective nature of evaluations that determine motivational states.

G13

GOAL CONTAGION AND ITS AFFECTIVE CONSEQUENCES *Chris Loersch, Valerie E. Jefferis, B. Keith Payne; The Ohio State University* — A new concept in the area of goal pursuit, goal contagion (Aarts, Gollwitzer, and Hassin, 2004) refers to the automatic activation and pursuit of goals in response to the perception of another's goal-directed behavior. A result of automatic goal-environment linkages (Bargh, 1994), this process represents yet anther way in which our behavior can be nonconsciously altered by the social environment. The present research examined goal contagion by exposing participants to the videotaped behavior of two peers. Participants watched one of two videos; in one version two athletes actively pursued a goal to compete (i.e., they played a competitive game of racquetball) while in a control video, they did not (i.e., they merely hit a ball around a racquetball court). Participants then completed a word search puzzle along with a confederate. The participant's successful achievement of the competition goal was manipulated by the confederate, who either outperformed the participant (causing them to experience a failure outcome), matched the participant (a neutral outcome), or performed more poorly than the participant (a success outcome). Affect was then assessed. Consistent with our primary hypothesis, a significant Goal x Outcome interaction was obtained. Participants who had viewed the competition video had more positive affect after experiencing success and less positive affect following failure. There was no effect of outcome for those who viewed the non-competitive control. Results provide evidence of goal pursuit following the perception of others' goal-directed behavior.

G14

REASONS FOR OPTIMISM: INTUITIONS ABOUT THE CONSEQUENCES OF PREDICTION BIASES *David Armor, Aaron Sackett; Yale University* — A common assumption made by many who study biases in personal predictions (e.g., unrealistic optimism, the planning fallacy) is that these biases are undesirable because they introduce inaccuracies into the prediction process. It is not clear, however, that all inaccuracies are evaluated equally when considered from the perspective of the person making the prediction. If people worry less about the consequences of excessive optimism than they do about the consequences of

excessive pessimism, then optimistic biases may be understood not as error but as a reasonable byproduct of strategic error management. Two experiments provide initial tests of these hypotheses. Results of Study 1 revealed that people believe that optimistic prediction errors have significantly less worrisome consequences than pessimistic prediction errors. Moreover, participants identified significantly more advantages of optimism than disadvantages, claiming that even unrealistically optimistic predictions conferred benefits to self-evaluation (suggesting that optimism leads people to feel better about themselves) and self-regulation (suggesting that optimism leads to self-fulfilling prophecy). Study 2 demonstrated that people's intuitions about the advantages and disadvantages of optimism and pessimism can have a causal effect on the predictions they make. Participants who had been induced to focus on the advantages of optimism or the disadvantages of pessimism were subsequently found to express significantly greater optimism (and less pessimism) than did participants who had been induced to focus on the disadvantages of optimism or the advantages of pessimism. Implications of these results for the study of optimism and optimistic biases will be discussed.

G15

WHEN THE STATUS QUO TURNS SOUR: EFFECTS OF DISGUST ON ECONOMIC TRANSACTIONS *Seunghee Han, Jennifer S. Lerner; Carnegie Mellon University* — Research on choice reliably finds that people favor retaining the status quo over other options (Samuelson and Zeckhauser, 1988; Knetsch, 1989). The hypothesized mechanism is that losses loom larger than gains, thus leading people to stay with current options to avoid potential losses. Drawing on appraisal-tendency theory, we predicted that incidental feelings of disgust could reverse the tendency to retain a status quo commodity. That is, we predicted that disgust arising from a past situation would carry over to influence normatively unrelated economic transactions. Results from a between-subjects experimental design (N = 97) supported the hypothesis. When neutral-state subjects overwhelmingly chose to retain a commodity (consistent with status quo bias), disgusted subjects were more likely to make an opposing choice, trading away the status quo. Surprisingly, however, there was one commodity that both disgusted and neutral subjects chose to trade, thus negating the otherwise robust status quo bias. Importantly, the results add increasing evidence that incidental emotions influence economic transactions even when real outcomes are at stake.

G16

ASIAN AMERICANS' PERCEPTION AND CATEGORIZATION OF RACIALLY-AMBIGUOUS INDIVIDUALS *Eve Willadsen-Jensen, Tiffany Ito; University of Colorado at Boulder* — Several studies have examined how Caucasians perceive racially-ambiguous and multi-raced individuals. While this is important, multi-raced individuals interact with many racial groups. The present study was designed to assess how a non-White racial group perceives racially-ambiguous individuals by having Asian Americans view faces of White, Asian, and racially-ambiguous men. In addition to explicit racial categorization, we also measured event-related brain potentials (ERPs) to assess implicit attentional processes. Replicating research with Caucasian participants, the P200 ERP component indicated greater initial attention to racial outgroup (White) faces than Asian or racially-ambiguous faces at around 170 milliseconds after face onset. At this attentional stage, the racially-ambiguous faces were perceived in a similar manner as the racial ingroup (Asians) faces. The P300 ERP component, occurring at around 523 milliseconds, also replicated prior research. At this later point in processing, Asian participants perceived the racially-ambiguous faces to be a racial category distinct from both Asians and Whites. Together with prior results from Caucasian participants, these results show that racially-ambiguous faces are initially assimilated to the ingroup before eventually being differentiated from both the ingroup and outgroup later in processing.

G17

ROMANTIC VIOLENCE IN COLLEGE STUDENTS: THE ROLE OF ADHERENCE TO THE CULTURE OF HONOR *Kimberly O'Brien, Joseph Vandello; University of South Florida* — Individuals from the American South tend to adhere to certain norms and values, labeled the Culture of Honor. In particular, people who adhere to this culture sometimes have a violent response to threat, but are not otherwise particularly aggressive. While the Culture of Honor has been implicated in the attitudinal acceptance of domestic violence, it has not been studied in relation to the occurrence of romantic violence. Relationship violence affects a large percentage of college students, and is harmful because even minor violence during college years can lead to more serious violence later in life. In order to determine if ACH (adherence to the Culture of Honor) is related to romantic violence in college students, data was collected from an ethnically diverse and predominantly female sample of 336 undergraduates who completed a self-report questionnaire. ACH predicts reporting a history of romantic violence above and beyond several individual differences including sex role orientation, social hierarchy beliefs, and sexism in a hierarchical regression ($r2 = .10$, $\Delta r2 = .02$, $p < .05$), supporting the unique contribution of ACH in the problem of romantic violence in college students. In a moderated regression, masculinity and ACH interacted significantly, predicting a history of romantic violence ($r2 = .06$, $\Delta r2 = .01$, $p < .05$). As expected, there was no interaction with femininity. A possible interpretation is that romantic violence may be a way to enforce social norms about femininity and masculinity. Future research should attempt to use more objective criteria and include more males to allow for a comparison between genders.

G18

CONSTRUCTING GROWTH: CAUSAL CONNECTIONS BETWEEN PAST EVENTS AND SELF WITHIN THE LIFE STORY *Jennifer Pals, Mary Anne Machado; Northwestern University* — In the current study, the construction of an identity-defining life story (McAdams, 2001) was conceptualized as an interpretive process of forming causal connections between past events and their impact on the growth of the self. Two hypotheses regarding causal connections were examined. First, it was expected that growth connected to positive events would emphasize different themes than would growth connected to negative events. Second, it was expected that the overall level and themes of growth represented across a person's causal connections would be reflective of identity maturity and therefore predict well-being. A sample of middle-aged adults completed life story interviews and measures of well-being (Ryff, 1989). Causal connections were identified and coded for event valence, growth level of impact, and the themes of identity clarity, intimacy, generativity, and wisdom. First, analyses conducted at the causal-connection level (N = 822), showed that while identity clarity was not related to event valence, intimacy was more connected to positive events and generativity and wisdom were more connected to negative events. Second, person-level analyses (N = 88) showed that the average level of growth and the number of different themes represented across causal connections were predictive of psychological well-being. Finally, growth themes correlated with corresponding subscales of well-being -- identity clarity with self-acceptance, intimacy with positive relationships, and wisdom with personal growth. Findings are discussed in terms of the value of using causal connections to assess identity construction and how this process relates to growth and well-being in adulthood.

G19

AUTOMATIC BEHAVIOR FOLLOWING SOCIAL CATEGORY PRIMING AS MOTIVATED PREPARATION TO INTERACT *Joseph Cesario[1], Jason Plaks[2], E. Tory Higgins[1]; [1]Columbia University; New York, NY, [2]University of Washington; Seattle, WA* — One study offers further support for a motivational account of social category priming effects on automatic social behavior. We hypothesize that Ps' behavior following category priming may be the result of Ps' preparing to interact with the primed

category members. Whereas models based on the perception-behavior link explain automatic behavior in terms of stored trait/behavior activation and ideomotor action, our account suggests such behavior results from a motivated preparation to interact with the target. We previously demonstrated that implicit attitudes toward a category predict behavior following category activation, since implicit attitudes toward a group imply how best to interact with its members. Following subliminal elderly primes, Ps with positive attitudes toward elderly walked slower, but Ps with negative attitudes walked faster. The present study provided further evidence that automatic behaviors are motivational, and not the result of mechanistic cognitive processes, by using a process dissociation paradigm. The action-tendency of goal-directed behavior following activation increases over time, whereas the action-tendency of non-motivational behavior decreases. A five-minute delay was or was not included following a subliminal elderly prime; the motivational account predicts stronger prime effects following the delay, and the non-motivational account predicts weaker prime effects following the delay. The former prediction was confirmed, with positive-attitude Ps walking slower and negative-attitude Ps walking faster following the delay (versus no delay). Importantly, when given the chance to fulfill the goal via a substitutable task (writing about an interaction with elderly), both positive- and negative-attitude Ps showed decreased prime effects on waking speed.

G20

SO UNHAPPY TOGETHER - MAINTAINING UNWANTED RELATIONSHIPS *Verena Graupmann, Ralph Erber; DePaul University* — Unwanted relationships are bilateral relationships that are being maintained although only one of the partners – the would-be-lover – has a romantic interest in the other, while the other partner – the would-be-friend – maintains the relationship for other reasons (e.g. feeling obliged, pity, not wanting to be alone, self enhancement). Based on the assumption that both partners in unwanted relationships have different sets of motives to maintain such relationships, we compared 103 narrative accounts from the perspective of either the would-be-lover or the would-be-friend in order to find out why people get involved in unwanted relationships and due to what psychological mechanisms they maintain these relationships over time. Would-be-friends predominantly reported guilt, self-enhancement, platonic affection, not wanting to hurt or lose the other person by rejecting them, material benefits, and pity as motives for maintaining an unwanted relationship in their past. Would-be-lovers reported continuous and intermittent reinforcement of their advances through the desired person, romantic affection, hope, wishful thinking, and the would-be-friend's fear to lose their friendship as reasons for the perpetuation of the relationship. Overall more negative than positive emotions were associated with the experience of an unwanted relationship. Unlike would-be-friends who remembered an equal number of negative emotions for themselves and the other person, would-be-lovers recalled more negative emotions on their part. The results suggest that unwanted relationships involve mutually stressful interaction patterns and emotional interdependence over time.

G22

DEMONSTRABILITY AS A MODERATOR OF DYNAMIC SOCIAL IMPACT *Helen C. Harton[1], Caroline Flatland[1], Leisha A. Waddilove[2], Elaine M. Eshbaugh[3], Lynn Callahan[1], Dana Binder[4]; [1]University of Northern Iowa, [2]Bowling Green State University, [3]Iowa State University, [4]University of Wyoming* — Dynamic social impact theory (Latané, 1996) predicts that communication in spatially-distributed groups (where everyone does not have equal access to everyone else) will lead to decreased diversity of opinion, or consolidation, and regional differences, or clustering. These predictions have been supported in a variety of settings (Harton & Bourgeois, 2004), but very few studies have examined limiting conditions of these phenomena. Here, we investigated to what extent consolidation and clustering would emerge on intellective vs. judgmental tasks in two studies. Participants completed background and personality measures and answered several items varying in the degree to which they had a demonstrably correct answer. Then, in groups of 16, they discussed half of these judgmental/intellective items for two minutes each with the person seated on their left and right before answering again. A post-test measured attitudes toward the nondiscussed items. As expected, we found consolidation and clustering for all discussed items, but there was greater social influence and self-organization on the more intellective items. Influence, however, did not necessarily result in a greater percentage of correct answers. Needs for affiliation and achievement were weakly related to attitude change. This study shows further support for dynamic social impact theory and suggests that demonstrability is one moderator of its predictions. Local social influence via communication led to regional differences in only two minutes in these studies; the regional differences in attitudes, beliefs, and accents that distinguish cultures may have evolved over a longer period of time in much the same way.

G23

EXAMINING THE SEMANTIC CONTENT OF INTERGROUP BELIEFS *Jason Nier[1], Raya Gorcheva[2]; [1]Connecticut College, [2]University of California, Santa Barbara* — Despite the prominence of Osgood, Suci, & Tannenbaum's (1957) work on attitude measurement at the time it was published, in recent decades there has been little attention devoted to the different semantic dimensions along which social beliefs may vary, beyond the evaluative (i.e. positive-negative) dimension. In a series of studies, Osgood et.al.'s framework for assessing attitudes was applied to the domain of intergroup relations. Using both exploratory and confirmatory factor analysis, it was discovered that an additional semantic dimension was consistently observed, beyond the evaluative dimension. This dimension reflected the degree to which groups were perceived to be active and strong. This additional dimension was labeled as "dynamism." In two subsequent studies the potential importance of the dynamism dimension was examined. In the first additional study, an experiment was conducted which revealed that there was a causal relationship between perceptions of dynamism and intergroup bias; participants displayed greater intergroup bias in contexts involving highly dynamic groups. In a second study this effect was replicated in the context of a real-world conflict. Specifically we examined intergroup perceptions among Democrats and Republicans during the controversy surrounding the 2000 United States presidential election and discovered that there was a positive relationship between perceptions of dynamism and intergroup bias. Taken as a whole, the results of the studies suggest that social psychologists should devote more effort to the systematic study of the semantic content of intergroup beliefs beyond the "positive-negative" dimension.

G24

CONTEXT-INDEPENDENT VS. CONTEXT-DEPENDENT SELF-ENCODING AND AFFECT REGULATION IN PERSONALITY VULNERABILITY TO PSYCHOPATHOLOGY *Stephanie A. Mears, Aubrey D. Litvack, Doug McCann; York University* — In a study conducted by Mendoza-Denton, Ayduk, Mischel, Shoda, and Testa (2001) it was found that if participants were induced to think of themselves contextually (e.g., I am happy when I am with my friends) then their affective reactions after imagining a success or failure were less than when they thought of themselves in context-free terms (e.g., I am happy). The purposes of our investigation were to first replicate and then extend these results. Our own recent research suggests that the impact of context-(in)dependent encoding on affect regulation may differ by cognitive-personality vulnerability. As such, we proposed that emotional responses to contextually encoded events might be more negative for one type of person (sociotropic/ interdependent) than another (autonomous/ independent). Our first study was a replication (using the stimulus package provided by Mendoza-Denton) with an additional measure, the Sociotropy/Autonomy Scale (SAS: Clark, Steer, Beck, & Ross, 1995). The SAS

was included to assess the cognitive-personality variables. Undergraduates in Psychology at York University made up our sample of 120. Participants completed a battery of measures over two sessions. The first session exposed participants to three failure/success scenarios, to which they were prompted to respond either in context-dependent or -independent terms. Excluding the personality variables, our results were similar to those of Mendoza-Denton et al. (2001). However, when considering cognitive-personality vulnerability our analyses did reveal a differential impact of contextual encoding on affect regulation. Results suggest that the relationship between self-encoding and affect regulation varies by personality type.

G25
IMPLICIT GOALS, RELIGIOUS COPING AND ATTITUDES TOWARD DEPRESSION *Vanessa Anderson[1], Carol Dweck[2]; [1]Columbia University, [2]Stanford University* – Previous research has found a positive correlation between holding a performance goal (the goal of proving oneself competent and worthy) and depression. Our study examined the relationship between implicit goals (performance goals vs. learning goals), depression, attitudes about depression, attitudes about religion and spirituality and coping. We found a positive correlation between performance and depression and a negative correlation between learning goals and depression. We also found performance goals to be correlated with holding a rigid, scripture-based attitude about religion, while learning goals were correlated with a more personal and purpose-based view of religion. Depression was also positively correlated with a rigid, scripture based view of religion, while negatively correlated with a purpose-based view of religion. Learning goals were negatively correlated with the belief that depression is unpreventable, while performance goals are positively correlated with the belief that depression is not treatable. Depression was similarly correlated with the belief that depression is unpreventable and untreatable.

G26
THE ROLE OF TRANSITIONAL IDENTITIES IN THE PROFESSIONAL SOCIALIZATION PROCESS *David Livert[1], Anne Reid[2]; [1]Penn State University, [2]Lehman College* – Through professional socialization, an individual gradually acquires the knowledge, skills, roles and values required for credentialing and practice (Hall, 1987; Macintosh, 2003). Integral to the socialization process is the development of an identity as a member of the profession. However, the individual must also assume the identity of a professional-in-training. This transitional identity may be as important to the socialization process as the professional identity. This study focused on the relative importance of both professional and transitional identity development. A chef academy provided the setting for the study; subjects consisted of 192 chef students during their professional training. Participants completed measures of identification such as Chef and Chef-Student in the 1st and 5th months of the 26-month program. Approximately one year later, after returning from a five month internship in a professional kitchen, a subsample of 86 students completed measures of career satisfaction and general life satisfaction (Diener et al., 1985). Multiple regressions were used to examine the relationship between chef and chef-student identities. Strength of chef-student identity positively predicted the strength of students' professional identity four months later (b = .50, SE = .10, p < .01). Controlling for professional identity, students' chef-student identity significantly predicted their career satisfaction (b = .42, SE = .16, p < .05). Chef-student identity was also predictive of students' life satisfaction, both directly and in an interaction with professional identity. Although transitional, variations in the identity of a professional student appeared more influential to becoming a professional than one's identification with that profession.

G27
CULTURE BEAUTY AND NARCISSISM *Donnah Canavan[1], Veronica Vailla[2]; [1]Boston College, [2]Suffolk University* – Kasser and Ryan and others report that people with extrinsic materialistic values, (physical appearance financial success and social recognition) are also more narcissistic, less self actualized, and less altruistic. Desiring power, narcissists competitively overestimate themselves and underestimate others. Stimulated by newsmedia reports that Venezuelans place enormous importance on beauty and appearance, and by Ruth Benedict's categorization of cultures as synergistic/generous vs. competitive/destructive, we undertook a cross-cultural study comparing American and Venezuelan women on their attitudes toward beauty. . From an analysis of Venezuelan culture, we predicted that Venezuelans would indicate greater value for beauty than their American counterparts. However, we predicted that they would be motivated not by competition or power but a desire to contribute to others Thus they would be more securely attached, higher in self-acceptance but not higher in narcissism. Thirty-five Venezuelan and seventy-one American undergraduate women completed Kasser and Ryan's Aspiration Index, Raskin's Narcissistic Personality Inventory, Attachment Category and a series of questions assessing their beauty-related motivations, including, power, competition, and contribution. The results strongly supported the predictions. Venezuelans were not more narcissistic, yet rated themselves as more beautiful and more self-accepting. They scored higher on the extrinsic values of beauty, financial and social recognition. They were more securely attached and rated their goals as contributory, not competitive. The results suggest the usefulness of Benedict's distinction between the content of the value (appearance, wealth) and the purpose winning Vs contribution.

G28
MULTI-LEVEL ANALYSIS OF RUMOR TRANSMISSION *Mark Pezzo[1], Jason Beckstead[2]; [1]University of South Florida, [2]USF College of Nursing* – Rumor transmission often occurs following situations that produce anxiety. However, the exact effects of anxiety and belief in a rumor on its transmission are not completely understood. Some researchers speculate that belief in a rumor should only increase transmission at moderate anxiety levels, but have provided little empirical support. Past research, however, has ignored within-subject variability (multiple rumors nested within individuals) to avoid violating independence assumptions. We used a multilevel modeling approach (HLM) to explore both within- and between-subject variability in rumor transmission without violating such assumptions. In two field studies, we measured transmission, anxiety, and belief in rumors concerning the unexpected death of a student (Study 1), and the sniper shootings in Washington, D.C. (Study 2). Although rumor anxiety did not emerge as a strong linear (within-subjects) predictor it did significantly interact with belief. In both studies, when anxiety was high, increases in belief produced sizeable increases in transmission. When anxiety was low, the effect of belief was small. Study 1 also found a small curvilinear effect of anxiety at low levels of belief – transmission drops off for very high or very low levels of anxiety. Although predicted by past researchers, our data provides the first evidence of a curvilinear effect of anxiety. In Study 2, we also found a strong between-subjects effect of situational anxiety on transmission. Overall, about 50% of the variability in rumor transmission occurred within subjects, and 50% occurred between subjects. We thus urge researchers to adopt multi-level analysis procedures.

G29
FURTHER EMPIRICAL EFFORTS TO BRIDGE THE IDIOGRAPHIC - NOMOTHETIC DIVIDE *James Grice, Bobby Jackson; Oklahoma State University* – In this study we extended previous empirical efforts to bridge the divide between idiographic and nomothetic methods of personality assessment. One-hundred forty-three undergraduates (106 females, 37 males, mean age = 20.01 years) participated in this study in exchange for course credit. The participants first completed an idio-

graphic task in which they rated themselves, their ideal selves, and 22 other people (known to them personally) on 12 personal constructs that were elicited from a novel sentence completion task. The participants then completed a nomothetic task in which they rated the same people on 30 marker items for the Big Five personality traits. A Generalized Procrustes Analysis was conducted on the nomothetic ratings, and the consensus proportion (.70) indicated that the participants were in general agreement regarding the relationships among the 30 marker items. Multiple Group Components (MGC) analysis conducted on the derived consensus ratings (essentially a re-scaled, rotated average matrix of ratings) furthermore indicated that the Big Five trait model fit the data relatively well. MGC and extension analyses were then conducted on each individual's nomothetic and idiographic ratings in order to quantify their degree of overlap. Results indicated that the nomothetic ratings explained approximately 63% of the variation in the idiographic ratings. This finding is consistent with results from previous studies using similar types of multivariate analyses to combine idiographic and nomothetic assessments. In addition, compared to past research, the sentence completion task and Generalized Procrustes Analysis used in the current study represent significant methodological and analytical advances.

G30

CLASSICAL CONDITIONING EFFECTS DURING EXTINCTION AS A MEASURE OF RACE BIAS *Jeffrey Ebert[1], Andreas Olsson[2], Elizabeth Phelps[2], Mahzarin Banaji[1]; [1]Harvard University, [2]New York University* — An experiment investigated the classical conditioning of fear elicited by faces of same and other race group members, with a focus on the durability of the conditioned fear response beyond application of the CS. The procedure consisted of 3 phases: habituation, acquisition, and extinction, in each of which White and Black Ps were repeatedly exposed to 4 different male faces, 2 White and 2 Black, while their skin conductance response (SCR) was recorded. During the acquisition phase, 1 face of each race was paired with a mild electric shock whose intensity had been chosen by the P. No shock was administered during the habituation and extinction phases. Results showed that among White Ps SCR levels remained high during the extinction phase in response to the conditioned Black face, compared to the Black face that was never paired with shock. An opposite and symmetric effect was obtained among Black Ps, in whom SCR remained elevated in response to the conditioned White face. Such effects, demonstrating that other race members are a "prepared" stimulus for fear conditioning, may be rooted in lower familiarity with, and pre-existing negative attitudes toward, the outgroup. Insofar as harmonious race relations depend upon a lack of fear and threat in intergroup interaction, these data indicating a basic readiness for selective learning of social fear suggest that interventions aimed at reducing prejudice need to recognize the primitive nature of associative learning.

G31

IS THE PRIDE EXPRESSION UNIVERSAL? *Jessica L. Tracy, Richard W. Robins; University of California, Davis* — One of the landmark findings in social science is that six "basic" emotions, including anger, disgust, fear, happiness, sadness, and surprise, have discrete, universally recognized, nonverbal expressions (Ekman, Sorenson, & Friesen, 1969). These findings have led researchers to accept Darwin's claim that emotion expressions are evolved. We recently found evidence for a new emotion expression: pride (Tracy & Robins, 2004). However, we do not yet know whether this expression is a universal aspect of human nature or a socialized gesture, specific to Western culture. To address this question, the present research tests whether the pride expression can be recognized by non-literate individuals who are almost entirely isolated from Western culture. Participants were 40 non-literate, uneducated individuals living in rural villages in Burkina Faso, Africa. Participants were shown photographs of Caucasian and African targets posing expressions of the basic emotions and pride, and were asked to choose from a list of options the emotion expressed in each photo. Participants were tested individually

by interviewers who read instructions aloud in Dioula (their language). Participants recognized the pride expression at rates significantly greater than chance and comparable to the other emotions examined. Recognition rates were also comparable to those found in previous research on pre-literate cultures (e.g., Ekman et al., 1969). Given participants' isolation from Western and mainstream African media, their knowledge of the pride expression is unlikely to be learned from cross-cultural transmission. The present findings are thus consistent with the claim that pride is universally recognized.

G32

STEREOTYPES OF WOMEN IN THE WORKFORCE: THE ROLE OF SEXUAL ORIENTATION AND PARENTAL STATUS *Adam W. Fingerhut, Letitia Anne Peplau; UCLA* — Stereotypes often depict women workers, especially mothers, as less career-oriented and competent than men. Are lesbian workers subject to similar stereotypes or does their sexual orientation enhance their perceived ambition and competence, even if they are mothers? To answer these questions, heterosexual undergraduates (162 women, 22 men) read about a person employed as a consultant by a major firm. Participants rated this target on adjectives related to perceived warmth, competence, family orientation and career orientation. Varying the sex, parental status and sexual orientation of the target, six consultants were described: heterosexual man, heterosexual male parent, heterosexual woman, heterosexual female parent, lesbian, and lesbian parent. Results showed that in this particularly competitive work environment, women workers, regardless of sexual orientation, were assumed to be competent and career oriented. However, when motherhood was additionally considered, stereotypes of lesbians and heterosexuals diverged. Heterosexual moms were rated lower in career orientation and competence than non-moms (p < .05) while perceptions of lesbians' competence and work-orientation were not diminished by motherhood (p > .05). Lesbians and heterosexuals were rated similarly on warmth and family orientation, and parenthood increased perceived warmth and family focus for all groups. Future research on stereotypes of heterosexual and lesbian workers and mothers in different types of jobs would be particularly informative.

G33

PREJUDICE TOWARD STIGMATIZED GROUPS: THE SHORT- AND LONGER-TERM EFFECTS OF SOCIAL NORM CLARITY ON INFLUENCE ATTEMPTS *Emily Zitek[1], Michelle Hebl[2]; [1]Stanford University, [2]Rice University* — Social influence has been shown to be a powerful tool in altering prejudice-related attitudes. Most notably, hearing one person condemn or condone discrimination can influence another person to do the same (Blanchard, Crandall, Brigham, & Vaughn, 1994). The current study assesses a potential, underlying mechanism that may determine the extent to which participants are socially influenced to alter their prejudice-related beliefs: the clarity of the social norm regarding the expression of prejudice. The effects of social influence on prejudice-related attitudes about four groups (Black individuals, gay men and lesbians, obese people, and ex-convicts), which vary based on the clarity of the social norm for expressing prejudice, were studied. In addition, the study assesses longer-term effects of social influence (see Stangor, Sechrist & Jost, 2001). Results from 225 participants revealed that the extent of social influence was predicted by the clarity of the social norm for displaying prejudice and that participants were influenced both immediately and one month later by others' opinions.

G34

DIRECT EVIDENCE THAT PREATTENTIVE PROCESSING OF EMOTIONAL FACIAL EXPRESSIONS GUIDES VISUAL ATTENTION *Brian Detweiler-Bedell, Mark Becker, Thomas Armstrong, Andrew Sims; Lewis and Clark College* — Previous studies suggest that fearful and angry faces "stand out in a crowd," attracting visual attention because people are particularly sensitive to negative information and events (e.g., Hansen & Hansen, 1988). However, evidence of this negativ-

ity bias is somewhat limited because it comes from visual search paradigms that rely on indirect reaction time data. There is no conclusive evidence that threatening emotional faces attract visual attention automatically at a preattentive level. In the current study, we monitored eye gaze as participants visually inspected configurations of fearful and happy faces. Overall, we found that initial saccades were reliably attracted to the fearful faces, demonstrating that threatening emotional information presented in the visual periphery is processed preattentively and guides visual attention. These results are interpreted as further support of Taylor's (1991) mobilization-minimization hypothesis, which argues that organisms must respond extremely rapidly and broadly to negative events in order to minimize the impact of these events on the organism. However, we note that a few participants in our study demonstrated either no negativity bias or a reliable bias in favor of the happy faces. This suggests the intriguing possibility that individual differences (such as trait anxiety, optimism, etc.) may influence low-level information processing including visual attention.

G35
A DUAL IDENTITY APPROACH TO UNDERSTANDING THE STRESS EXPERIENCES OF LESBIANS AND GAY MEN *Negin Ghavami, Adam W. Fingerhut, Letitia Anne Peplau; UCLA* — A new dual-identity model of gay and lesbian identity is presented and used to develop hypotheses about gay men and lesbians' experiences of anti-gay discrimination and stigma, their satisfaction with life (SWL) and self-esteem, and their feelings of internalized homophobia. In addition to reporting on psychological well-being and experiences with gay-related stress, 44 gay men and 53 lesbians completed a measure of gay/lesbian identity adapted from Phinney's (1992) measure of ethnic and mainstream identity. Median splits were conducted on two identity dimensions, gay/lesbian identity (GLI) and mainstream identity (MI), and ANOVAS crossing these two dimensions were conducted. Results showed that individuals scoring above the median on MI perceived significantly less stigma in their surroundings than individuals scoring below the median (p < .01). Those scoring above the median on GLI experienced significantly less internalized homophobia than those scoring below the median (p = .000). Those scoring high on both MI and GLI had the highest levels of self-esteem and SWL, those scoring high on one dimension and low on the other had intermediate levels, and those scoring low on both identity dimensions had the lowest levels (p < .1 and p < .05 respectively). Finally, those scoring high on both MI and GLI and those scoring low on both MI and GLI experienced significantly more discrimination than those scoring high on one dimension and low on the other (p = .05). Future research needs to explore why differential identifications impact stress experiences and mental health.

G36
MAPPING PERSONALITY SPACE: UNCOVERING THE STRUCTURE OF PERSONALITY DYNAMICS *Brian Monroe, Stephen J. Read, Lynn C. Miller; University of Southern California* — How might we map the structure of personality dynamics? We argue that cluster analysis provides a better mapping of the underlying bio-behavioral systems than the factor analytic approaches that yield the Big Five. The human brain was adapted to respond to threat (Avoidance system) and to seek rewards (Approach system). Bowlby argued that in response to threat, the attachment system was activated and the chronic response of a caregiver led to changes in these two systems. A responsive caregiver produced positive emotions and the activation of the explore/approach system: This fostered the development of various competencies and socially desirable attributes. Minus a responsive caregiver, a child would experience distinct negative emotions related to the nature of the non-responsiveness. Consistent with theory, cluster analyses of previously factor-analyzed data sets reveal an overarching distinction between positive and negative personality attributes. The positive branch is consistent with secure attachment and the socially desirable end of four of the Big

Five factors (excepting neuroticism). The negative branch, involving neuroticism, seems better captured by attachment dynamics and distinct insecure patterns (e.g., anxious-ambivalent, avoidant, disorganized-disoriented). The lack of symmetry between the positive and negative clusters also points up potential problems with assuming that major personality dimensions are typically bipolar. Insight into the goals, plans, resources, and beliefs that underlie many personality traits is also provided. Cluster analyses yield new insights into the meaning embedded in lexical data and promise new insight into the adult personality structures that emerge from biological, emotional, and behavioral personality dynamics.

G37
SELF-DETERMINATION THEORY AND THE WILLINGNESS TO ENGAGE IN LESBIAN BEHAVIOR *Nathaniel Vietor[1], Edward Fernandes[2]; [1]East Carolina University, [2]Union Institute and University* — According to Self-Determination Theory, some individuals who possess a control orientation may often rebel in an attempt to gain autonomy over a demanding situation while others will be compliant. This study attempts to extend SDT into the realm of lesbian behavior among college students. Accordingly, 201 college females participated in an on-line study where they completed a lesbian willingness scale, the General Causality Orientation Scale (to assess control orientation), and various other sexual attitudes scales, sexual past measures, and demographics questionnaires. The results indicate an interaction between control orientation and past lesbian behavior. Specifically, among the women who had engaged in at least one lesbian act (which may be seen as a form of rebelling against a social norm), those who were high in control were particularly willing to engage in a variety of lesbian behaviors in the future. Additional results indicate interactions between sexual attitudes and past lesbian behavior such that having generally positive attitudes toward sex is linked to a greater willingness to engage in lesbian behavior, especially among women who have not had a lesbian encounter. Finally, while there appears to be no relationship between negative childhood sexual experience and having a control orientation, negative childhood sexual experience is correlated with lesbian identity, lesbian past behaviors, and willingness to engage in future lesbian behaviors. In addition to extending the Self-Determination framework into the domain of lesbian behavior, these results also have implications for women's mental and sexual health and well being.

G38
TOWEL MANAGEMENT THEORY: REINTERPRETING SELF-CATEGORIZATION THEORY BY EXAMINING TOWEL REUSE IN A HOTEL SETTING *Noah J. Goldstein, Robert B. Cialdini, Vladas Griskevicius; Arizona State University* — Self-categorization theory contends that behavioral outcomes are influenced by reference group norms to the extent that individuals identify with the group and perceive the group to be meaningful. The authors were interested in investigating whether normative effects that appear to be mediated by self-categorization processes could be reinterpreted as being mediated by individuals' perceptions of sharing a unit relationship (Heider, 1958) with the salient reference group. If the strength of the perceived unit connection is the true mediator of group-based behavioral conformity, and strong unit connections can be created without the existence of meaningful similarities, an individual should be just as likely to conform to the behavioral norms of a group with which he or she shares a strong unit connection as to the norms of a meaningful group. The researchers tested this hypothesis in a hotel setting by creating five different versions of signs requesting guests' participation in the hotel's towel reuse program. Four of these signs conveyed descriptive normative information regarding participation rates for different reference groups, whereas the control condition was represented by a non-normative environmental appeal. The reference groups ranged in their degree of meaningfulness to the hotel's guests, with the least meaningful group being the one that was proposed

to foster the strongest perceptions of a unit relationship: guests who previously stayed in that room. The results revealed that participation rates for the sign conveying the norm of the meaningless group were equivalent to the signs conveying the norms of the more relevant reference groups.

G39
UNCONSCIOUS PROCESSING OF FACIAL INFORMATION
Jenna Lee, Vivian Zayas, Yuichi Shoda; University of Washington — Three sequential priming studies utilizing methods developed by Greenwald, Draine, & Abrams (1996) were conducted to examine unconscious processing of facial information. Greenwald et al demonstrated that when presenting words in ways meeting rigorous criteria for imperceptibility, subliminal primes, unless "practiced", resulted in very weak, if any, effects of unconscious processing. Practiced primes are those that have been visibly presented prior to being displayed. This experiment extends this research to explore whether the unconscious processing of faces differs from that of words. This question is significant in light of findings that, to date, suggest faces are one of a very few specific high level configuration of stimuli that have a brain region devoted to them (Kanwisher et al, 1997). Further, some studies have demonstrated effects of unconscious face processing without the need for practice (e.g. Baldwin et al, 1990) which contradicts the Greenwald et al findings. In Study 1, participants classified visible smiling and frowning faces (targets) by valence. A 50ms display of a face (prime) with a matched or mismatched expression preceded each target. Primes were also preceded and followed by visual distractors. Study 1 displayed priming effects regardless of practice. Study 2 reduced prime display to 33 ms. Only practiced primes produced priming effects. Study 3 used a gender face classification task; practiced faces produced priming effects at 50ms. These results find support for unconscious processing of facial information. However, as was the case with word primes (Abrahams & Greenwald, 2000), practiced primes produced stronger priming effects.

G40
COGNITIVE CONTENTS OF HAPPINESS IN THE US AND JAPAN *Yukiko Uchida[1], Shinobu Kitayama[2]; [1]Stanford University, JSPS Research Fellow, Kyoto, [2]University of Michigan* — It has often been suggested that in North American culture, the construction of happiness or positive emotions are typically contingent on both personal achievement and positive internal attributes of the self. Negative features of the self and negative feelings are perceived to be a hindrance to positivity and happiness. In contrast, in East Asian cultural contexts, happiness can be constructed as an interpersonal connectedness. Individuals engaging in these cultures are motivated to maintain a balance between the positive and negative aspects of their emotions. In order to explore the cognitive contents of happiness in North American and Japanese culture, we had Japanese and American college students describe different aspects, features, or effects of happiness. Another group of students subsequently sorted the descriptions into meaningful clusters. First of all, most Americans tended to describe only positive features of happiness. Negative features of happiness were described much more often by Japanese than by Americans. A Multidimensional Scaling Analysis performed on the sorting data suggested that in North American culture, the emotional experience of happiness (e.g., joy) is associated more closely with personal achievement (e.g., getting an A in an exam) than with social relationships (e.g., sharing happiness with others). In contrast, in Japan, the emotional experience of happiness is associated more closely with social relationships than with personal achievement. This analysis also revealed collective beliefs in Japan that 1) happiness invites negative social consequences (e.g., jealousy) and that 2) happiness is quite elusive, defying any attempt at definition, pursuit, or possession.

G41
DISCLOSING TO FAMILY AND FRIENDS ABOUT ROMANTIC RELATIONSHIPS: WHO MATTERS MORE? *Kate Sullivan[1], Timothy Loving[1], Benjamin Le[2]; [1]University of Texas at Austin, [2]Haverford College* — Fifty-nine individuals (mean age = 22.6 years; 90% female) participated in a web survey that investigated the extent to which participants disclose to their friends, closest friend, family members, and closest family member about their romantic relationship. The majority (66%) of participants were White (19% Latino, 7% Asian, 2% Black, 7% Other). Disclosure was measured with seven questions (e.g., "I talk to my close friends about doubts I have about my romantic relationship"; average α = .88). Indices of romantic relationship quality including commitment, satisfaction, alternatives, investments, closeness, and ambivalence were also collected. Participants reported significantly greater disclosure to friends versus family members (t = 7.50, p < .001); however, disclosure to family members was associated with participants' reports of commitment, satisfaction, and ambivalence (all ps < .01) while only satisfaction was associated with friend disclosure (p < .05). Comparisons of disclosure to closest family members versus closest friends evidenced a similar pattern. Participants reported disclosing more to their closest friend versus their closest family member about their romantic relationship (t = 7.40, p < .001), but communication with closest friends was associated with no relationship quality indices (all ps > .25). Disclosure to a closest family member was highly correlated with commitment, satisfaction, and ambivalence (all ps < .05). Explanations for these findings are discussed in terms of the relationship support process as a function of life stage.

G42
SOCIAL-PSYCHOLOGICAL PREDICTORS OF TRAJECTORIES OF SEXUAL ASSAULT PERPETRATION *Tina Zawacki[1], Antonia Abbey[2], Pam McAuslan[3], Philip Buck[4]; [1]University of Texas, San Antonio, [2]Wayne State University, [3]University of Michigan, Dearborn, [4]University of California, San Francisco* — Sexual assault occurs at alarmingly high rates in the U.S. Research over the past 30 years has revealed that most perpetrators of sexual aggression commit repeated assaults. Thus, this behavior is not usually isolated to one incident, but recurs over time. Nonetheless, little research has addressed what different patterns of perpetration emerge over time, and what social-psychological factors predict different patterns. Models of non-sexual aggression and antisocial behavior suggest that different trajectories of sexual aggression may exist (e.g., Moffit et al., 2002). The present study examined attitudes, traits, and social situations that were hypothesized to discriminate among 3 groups of college men: Men who had never committed sexual assault (Non-perpetrators), men who had perpetrated prior to age 19 only (Early Only Perpetrators), and men who had perpetrated at both an early and later age (Repeat Perpetrators). Based on existing social-psychological theories of sexual aggression (Abbey et al., 2003; Malamuth et al., 1995), this study focused on 3 domains of predictors: Hostile Attitudes Toward Women, Impersonal Sexual Orientation, and Situational Factors (including sexual misperception and drinking in sexual situations). Discriminant Function Analysis (DFA) indicated that as compared to Repeat Perpetration, Early Only Perpetration was more strongly predicted by Situational Factors that could be specific to the event and to the perpetrator's stage in life. Conversely, Repeat Perpetration was most strongly predicted by Hostile Attitudes Toward Women, which represent more stable, internal motivations that could drive perpetration beyond a specific situation or stage in life. Theory and prevention implications will be discussed.

G43
THE PORTRAYAL OF COMIC BOOK SUPERHEROES AS A FUNCTION OF INDIVIDUALISM-COLLECTIVISM *Masataka Nunokawa, Brian Mullen; Syracuse University* — The construct of Individualism-Collectivism refers to the extent to which one's values emphasize being an "individual" and prioritizing the pursuit of personal goals, or being a "member" of a group and prioritizing the pursuit of goals shared

by other members of the group (e.g., Hofstede, 1980; Hui, 1988; Triandis, 1995). The past research has examined a variety of correlates of Individualism-Collectivism, such as the size of family and community, organizational behaviors, and self-construal. (e.g., Verma, 1988; Hofstede, 1980; Markus & Kitayama, 1991). If comic book superheroes reflect the norms and values of their cultures of origin, this suggests that the portrayal of these superheroes should reflect the correlates of Individualism-Collectivism (e.g., number of known relatives, base of operation, and their powers/abilities). In the present effort, a sample of over 350 comic book superheroes from 18 countries (selected from Hofstede [1980]) was studied. Regression analyses were used to determine the extent to which previously established correlates of Individualism-Collectivism were observed in the portrayal of comic book superheroes. For example, a moderately inverse relationship was found between the number of relatives and the extent of a country's individualism. That is, comic book superheroes from a more individualistic country were portrayed with a fewer number of relatives, while comic book superheroes from a more collectivistic country were portrayed with a higher number of relatives.

G44
THE ROLE OF SOCIAL COMPETENCE AND CAMPUS MARGINALITY IN UNDERGRADUATES' SELF-ESTEEM *Jacki Fitzpatrick, Valerie McGaha; Texas Tech University* — Social competence reflects prosocial skills such as relationship initiation and self-disclosure. Competence is associated with less depression and greater social adjustment (Buhrmester, Furman, Wittenberg, & Reis, 1988; Gable & Sheen, 2000). Competence might be salient to the social experiences and self-esteem of undergraduates, as college is often the first time that they independently build a social network. It seems likely that more competent students would have greater self-esteem. Marginality reflects a sense of exclusion/disconnection from the campus community (Bowl, 2001). It's possible that students can experience marginality in different domains, such as interactions with peers, faculty, or administration. It is likely that students feel disheartened by such marginalization and marginality is negatively related to esteem. Respondents (n=127) completed questionnaires to assess all factors (e.g., self-esteem, four social competence domains, six marginality domains). Regression analysis indicated that the factors collectively accounted for 38% of esteem variance. The competence domains of relationship initiation (Beta=-.27, p>.05) and emotional support (Beta=.26, p>.05) and the marginality domain of peer risk (Beta=.30, p>.05) were unique predictors. The negative association to initiation suggests that low esteem students are motivated to build new relationships, perhaps to seek validation. In contrast, support was positively related to esteem. These findings highlight that competence is not unidimensional, and the domains play unique roles in self-perception. The findings on marginality indicated that peer interaction was the only significant contributor; faculty, advising, classroom and community disconnection were unrelated to esteem. This unique association supports the primacy of peers in self-perception among young adults.

G45
OBLIGATION, CHOICE, AND GIFT-GIVING IN CLOSE RELATIONSHIPS *Jennifer L Goetz, Dacher Keltner; University of California, Berkeley* — Gift-giving is hypothesized to reflect the implicit norms and expectations of different close relationships. While earlier theorists have described relationships in terms of communal strength, closeness, and cognitive interdependence, we hypothesize that relationships also vary in the degree to which they are choice or obligation-based. Although romantic relationships and friendships are essentially relationships of choice, romantic relationships are more exclusive, have high levels of commitment, and have higher costs for exit from the relationship. In Study 1, participants (N=1118) rated how much choice and obligation they felt in their friendships and romantic relationships. Across almost all ethnicities, friendships were rated as being significantly more voluntary and choice-based than were romantic relationships. In Study 2, par-

ticipants (N=93) rated gifts they received from a friend or romantic partner. We hypothesized that gifts would be evaluated on the basis of upholding voluntary reciprocity in friendships and would be evaluated positively when perceived as demonstrating a friend's unique qualities and wanting to give (voluntary reciprocity). Contrastingly, romantic partners' gifts were hypothesized to be evaluated positively when they were perceived to fulfill the obligation of gift-giving. Results showed that evaluation of a friend's gift was positively associated with perceiving it as unique and as motivated by affection and wanting to give. In contrast, evaluation of a romantic partner's gift was not associated with those qualities, despite those gifts being evaluated more positively, eliciting more gratitude, and perceived as motivated more by affection than gifts from friends. Implications for relationship processes and cultural variation are discussed.

G46
BECAUSE THINKING IS FOR DOING: SOCIAL CUES CAN TELL PEOPLE WHEN TO ASSIMILATE TO A PRIME, AND WHEN TO PRODUCE A COMPLIMENTARY RESPONSE. *Alexander Gunz, Baljinder Sahdra, John Holmes, Ziva Kunda; University of Waterloo* — When does a social stimulus provoke assimilative imitation, and when does it provoke activation of social schemas for complementary responding? For example, should a student thinking about a professor act assertively (like a professor) or meekly (like a student should around a professor). William James once said that thinking is for doing, and in this spirit we propose that practical considerations may push people to automatically shift between using these two forms of priming. We present two studies. The first lays out an example of complementary priming. Female participants primed with babies were more likely to help pick up pens scattered by an experimenter, and mentally activated words like 'cuddle' and 'hold', which represent behaviors towards babies. The second study shows a variable that can push people between using the two forms of priming. Participants who thought about a professor vs. a high school student showed an assimilative pattern, with those thinking about professors expressing a relatively greater preference to be an organizer rather than a team player on a subsequent task. The opposite pattern was shown by participants given these primes, who were also told that they would meet a professor / high-school student after the experiment (always a member of the same category they were primed with). The participants primed with professors in this category were the ones with the least relative preference for being an organizer. We argue that the literature has in this way neglected the role of social context in determining how priming plays out.

G47
ADOLESCENT RECOGNITION MEMORY FOR SAME- AND OTHER- RACE FACES AND VOICES *Andrew Bordeaux[1], Joan Chiao[1], Anna Shusterman[1], Nalini Ambady[2]; [1]Harvard University, [2]Tufts University* — Research shows that people remember faces of their own race better than faces of other-race individuals. It is not known if this racial memory bias extends to different race voices. In this study, we examined recognition memory for same- and other- race faces and voices in 18 Black and 26 Latino adolescents. The study's face portion had an encoding and retrieval stage. During encoding, participants saw 40 faces (20 Black, 20 White) serially for 1500 ms, centered in a computer screen. Shortly thereafter, participants saw 80 faces (40 Black, 40 White) presented. Each time, they indicated with a button press their belief that the face was "old" (seen) or "new" (never seen before). During voice encoding, participants heard 8 different voice clips (4 Black, 4 White). During retrieval, participants heard 16 voice clips, half previously old, half new. Participants indicated their belief with a button press. Participants remembered Black faces better than White faces, F = 16.06, p< 0.0001. Participants did not remember Black voices better than White voices, F= 0.7, p=0.4. However, there was a significant correlation between participant race and voice race - Latino's remembered Black voices better than

White voices, F = 3.6, p<.066. This suggests that Black and Latino adolescents with high exposure to Blacks remember Black faces better than White faces; however, this racial memory for faces does not apply to voices. Future research can determine the role of auditory and visual exposure to people of different races and memory for same and other races.

G48

THE DIALECTICAL SELF-CONCEPT: A COMPARISON OF AMERICAN AND EAST ASIAN SELVES *Helen C. Boucher[1], Julie Spencer-Rodgers[1], Sumi C. Mori[2], Lei Wang[3]; Kaiping Peng[1]; [1]University of California, Berkeley,[2]University of Tokyo,[3]Peking University* – Naive dialecticism (Peng & Nisbett, 1999) posits that East Asian ontologies and epistemologies are characterized by greater contradiction (two contradictory propositions may both be true), change (the universe is unpredictable, dynamic, and in constant flux), and holism (the part cannot be understood except in relation to the whole) than are Western ones (Nisbett, Peng, Choi, & Norenzayan, 2001). In this research, we examined these three primary tenets of naive dialecticism with respect to the self-concept. In study 1, Chinese participants exhibited greater contradiction in their self-beliefs than did American participants, with respect to both their personality traits and behaviors. For example, Chinese participants were more likely to endorse both logical and emotional as being self-descriptive than American participants, who were more likely to endorse one trait or the other. In study 2, Japanese participants showed greater contradiction in both their explicit (i.e., questionnaire-based) and relatively implicit (i.e., reaction time-based) self-beliefs. In study 3, Chinese participants demonstrated greater contradiction, change, and holism in the spontaneous self-concept than did American participants, measured via the Twenty Statements Test. Finally, in study 4, Chinese participants adjusted their self-beliefs when presented with either positive or negative feedback that contradicted their prevailing self-conceptions, in the direction of the discrepant information. However, American participants tended to reject the discrepant information and actually polarize their self-views, especially if the feedback was worded negatively. Naive dialecticism provides a comprehensive theoretical framework for understanding East-West differences in the self-concept. Implications and directions for future research are discussed.

G49

ASYMMETRIC PERCEPTIONS OF ERRORS OF COMMISSION AND OMISSION: A DIFFERENCE IN CONSTRUAL LEVEL *Frederick R. Leach; University of Washington, Stanford* – People frequently come to points in their lives when they must make a decision to take or refrain from action. Their evaluations of the potential erroneous outcomes play an important role in the decision choice. Previous research has shown that individuals differentially evaluate errors of commission and omission across retrospective time; when thinking about the distant past, people report more regret over their errors of omission, and when considering the near past, people express more regret about their errors of commission. In addition, previous work has suggested indirectly a similar pattern in prospective thinking. The present research sought to provide direct evidence that people exhibit a parallel pattern when thinking about the future. As predicted, participants tended to prefer the prospect of errors of commission when thinking about the distant versus near future. It was further hypothesized that this pattern was due to the processes of Construal Level Theory and as predicted, the results indicate that errors of commission tend to be construed more concretely than errors of omission. Evidence is also presented that suggests that level of mental construal varies in retrospective thinking as it does in prospective thinking.

G50

PICTURE-IAT VS. WORD-IAT: WHY ARE THEY DIFFERENT? *Francesco Foroni, Tarik Bel-Bahbar; University of Oregon* – The implicit-association test (IAT: Greenewald et al., 1998) has been widely used to assess implicit attitudes in numerous domains of social psychology. However, our understanding of the processes underling this paradigm and its features is far from being complete (e.g., Rothermound and Wentura, 2004). Moreover, several problems are still unresolved about the IAT (Greenwald, 2004). We address the problem of bigger IAT effect with word stimuli (i.e., names) than with picture stimuli (i.e., faces). Participants completed two Black/White IATs: one using picture and another using names of famous people. We eliminated two main differences between the stimuli: level of abstractness (Exp. 1) and visual cues (Exp. 2). In Experiment 1, we used the same exact target stimuli (i.e., picture and names of the same target persons) making the stimuli of equivalent abstractness. In Experiment 2, we reduced the visual advantage that pictures seem to provide by coloring the stimuli names to match skin tone of targets (i.e., white- or black-ink for European- and African-American respectively). Across the two types of IAT, we were able to obtain similar magnitude IAT-effects when abstractness was equated, and similar response latencies when names were color-coded to match skin tone. Results are discussed in light of possible underlying mechanism and future directions.

G51

PERSONALIZED IAT: IS IT MALLEABLE? *Ulrich Mayr, Francesco Foroni; University of Oregon* – The implicit-association test (IAT) and its variant (GNAT) has been shown to be modulated by the use of counter-stereotypic exemplars (Blair, Ma, & Lenton, 2001; Dasgupta & Greenwald, 2001) as well as by embedding newly learnt associations with relevant categories within a conceptual network through hypothetical scenarios (Foroni & Mayr, in press). Since the great importance of reducing negative implicit associations in the attempt to change social stereotypes, the generazability and efficacy of these modulations is very important. We replicated Foroni and Mayr's results and we extended them also to a newly modified version of the IAT: the Personalized-IAT (Olsen & Fazio, in press) that, as suggested by the authors, is less contaminated by "extra-personal associations". These associations or cultural knowledge, while available in memory, are irrelevant to one's evaluation of an attitude object; therefore the Personalized-IAT is supposed to reflect more accurately one's personal associations. The scenarios significantly modulate the personalized-IAT, speaking in favor of a generazability of the scenario effect. This result also suggests that the explicitly instructed conceptual set, with which subjects approach the task, indeed affects – at least temporaly - participants's personal associations.

G52

RULE-BASED VS. INTUITIVE REASONING: WHICH IS MORE REASONABLE? CULTURE, REASONING STYLE, & VALUES *Emma E.K. Buchtel, Ara Norenzayan; University of British Columbia* – Are cultural differences in reasoning reflected in social values? Previous research has indicated that East Asians prefer to engage in "intuitive" versus "formal" reasoning in comparison with European Americans (e.g. Nisbett, Peng, Choi, & Norenzayan, 2001). The following studies investigated the relationship between these cognitive strategies and the social values that might encourage them. In Study 1, Korean and American undergraduates were asked to rank the desirability of traits in different contexts. At work, Americans ranked "logical" as more desirable than "intuitive;" Koreans ranked them equally. With family/friends, American males ranked "logical" and "intuitive" equally, but Koreans and American females ranked "intuitive" much higher than "logical." In other words, less personal situations led to more value of logic, but more for Americans than Koreans. In Study 2, Canadian undergraduates were asked to judge the decision-maker in a story in which s/he either followed a gut feeling or company rules when making a business decision. When the decision was about which coworker to hire, all students judged the intuitive decision maker more favorably than the rule-following decision maker. However, when the decision was a less interpersonal one, East Asian Canadians again judged the intuition-based decision maker more

favorably than the rule-based one, but, importantly, European Canadians did not. These studies suggest that there is more positive value attached to intuitive decision making in East Asian Canadian cultures than there is in European Canadian cultures.

G53

OUT-GROUP HOMOGENEITY VERSUS IN-GROUP HOMOGENEITY: THE MODERATING ROLE OF IN-GROUP IDENTIFICATION *Bruno Chappe, Markus Brauer; LAPSCO, Clermont-Ferrand, France* – Although there is a tendency to perceive in-groups as more variable than out-groups (the "out-group homogeneity bias"), this bias is sometimes reversed in members of disadvantaged groups. We propose and test a theoretical model according to which the perceptions of low identifiers, but not those of high identifiers, are influenced by structural variables such as relative size, social status, or social power. We conducted a study in which we randomly assigned participants to a majority group, a minority group, or to a condition in which they received no information about the relative size of their in-group. As predicted, members of majority groups applied a stronger out-group homogeneity bias than members of minority groups, but this was true only for individuals who were weakly identified with their in-group. The implications of this result for current research on perceived variability and stereotyping are being discussed.

G54

MOBILIZING CORRECTION OF SOCIAL INFERENCES: THE ROLE OF CHRONIC EXPECTANCIES AND AVOIDANCE GOALS *Darcy Reich[1], Robert Mather[1], Aaron Wichman[2]; [1]Texas Tech University, [2]Ohio State University* – Social judgments are assimilated to chronically accessible pessimistic expectancies when cognitive resources are depleted, and correction processes attenuate this effect when processing conditions are optimal (Reich & Weary, 1998). Yet, the degree to which correction attempts are mobilized may be influenced by one's goals and other accessible information. Avoidance goals, ironically, enhance the accessibility of to-be-avoided thoughts (Wegner, 1998). We reasoned that correction attempts may be enhanced if a perceiver's explicit social judgment goal is directionally incongruent with the implications of their chronically accessible pessimistic expectancies (i.e., a goal to avoid negative thoughts); the additive effects of chronically and temporarily accessible negative thoughts should enhance awareness of their biasing influence. Participants (N = 71) watched a video under instructions to avoid thinking either negative or positive thoughts regarding the target's performance on a spatial ability task. Half also engaged in a secondary task to deplete their cognitive resources. Participants then judged the target's intelligence and success. For both goals, ironic effects (Wegner, 1998) occurred under cognitive load conditions; participants instructed to avoid negative (positive) thoughts drew more negative (positive) social inferences, compared to no load conditions. Under load, assimilation to chronic future-event expectancies also occurred in both conditions. This effect was attenuated for perceivers trying to avoid positive thoughts with sufficient resources. However, perceivers trying to avoid negative thoughts with sufficient resources showed contrast of social judgments from chronic expectancies (overcorrection), as predicted. Discussion centers on the role of explicit directional goals and accessible information in the correction process.

G55

PROFANITY AND PERSUASION: A POSITIVE RELATIONSHIP *Cory R. Scherer, Brad J. Sagarin; Northern Illinois University* – Jay (2000) warned that, because of the risks to credibility, profanity

should be used for persuasive purposes only as a last resort. The present study examined whether judicious profanity, carefully placed within a speech, could increase persuasion without hurting credibility. One hypothesis was that profanity in the middle of the speech would be most effective because (a) the speaker may have built up a reserve of credibility by that point, and (b) the speaker still has enough time to nullify any

potential negative effects. Alternatively, profanity at the beginning or the end might be more effective because of its increased salience. Participants listened to one of four versions of a pro-attitudinal speech that manipulated where the profanity occurred (beginning, middle, end or none). The results showed that profanity at the beginning or the end of the speech significantly increased the persuasiveness of the speech, $F(3,114) = 4.57, p = .005$, and the perceived emphasis of the speaker, $F(3,114) = 2.984, p = .034$. Profanity had no effect on speaker credibility, $F = .965$. Mediational analysis showed that emphasis partially mediated the positive effects of profanity on persuasion. This experiment suggests that in a pro-attitudinal speech, well placed profanity can increase persuasion without hurting credibility.

G56

INDIVIDUAL DIFFERENCES IN SENSITIVITY TO TIME: EXAMINING LINKS TO COGNITIVE FLEXIBILITY AND EMOTIONAL EXPERIENCE *Daniela Colognori[1], Michele Tugade[2], Lisa Feldman Barrett[3]; [1]Rutger's University, [2]Vassar College, [3]Boston College* – The way in which people conceptualize time is a subtle yet crucial aspect of everyday life. Some individuals are characterized as being less aware of time, unconcerned with punctuality, and rarely seem rushed or pressured by time (Levine & Bartlett, 1984; Levine, 1988; Levine, West, & Reis, 1980), suggesting an overall insensitivity to time constraints. The purpose of the present research is to examine such differences and how they are related to subjective experiences of emotion and cognitive flexibility. Sixty-five undergraduates (52% female) completed self-report measures of cognitive flexibility. As well, they performed a time pressured cognitive task (Stroop task) and provided subjective self-reports of emotions following the task. Results indicate that individuals characterized by Time Insensitivity showed higher cognitive flexibility, including less preference for structure, less need for clear rules, less need to avoid ambiguity, and a greater ability to adapt to changing situational demands. These individuals were also better able to simultaneously process two contradicting sources of information during a time-pressured task. Finally, individuals characterized by high Time Insensitivity reported less negative and more positive subjective emotion in response to the time-pressured task. Together, these results suggest that an insensitive time orientation may have some beneficial outcomes such as the ability to cope with stress related to time pressure. Limitations, future directions, and implications for further research on Time Insensitivity, emotion, and cognitive processing are discussed.

G57

EMOTIONAL RESPONSE CATEGORIZATION: UNDERSTANDING THE TIME COURSE AND THE GENERALITY OF THE BASIC EFFECT. *Nathalie Dalle, Paula Niedenthal; UFR Blaise Pascal, Clermont-Fd, France* – According to the theory of emotional response categorization, objects are grouped together into temporary categories based on their emotionally equivalence during discrete emotion states (Niedenthal, Halberstadt, & Innes-Ker, 1999). This assertion compliments other traditional theories based on perceptual similarity (Rosch, 1975; Medin & Shaffer, 1978), or in causal theories (Murphy and Medin, 1985) and individual goals (Barsalou, 1983). The original experimental finding of the reorganization of conceptual relations during emotion, was replicated in French (Dalle & Niedenthal 2003) and in a field-study in which participants recruited at weddings were feeling natural states of happiness and those recruited as they walked down the street were feeling neutral states (Niedenthal and Dalle, 2000). To test the possibility that an emotion congruence effect is observed early in the processing of emotion stimuli, several studies were run in which subjects had to perform the typical categorization task -- used in all other studies -- under time pressure. Results vary according to the type of the material: a general effect was observed for the happy and fear concepts and a congruence effect for the sad ones (Innes-Ker, Dalle, & Niedenthal, in prep.). We finally explored the phenomena in a more implicit categorization task,

using an adapted version of the perceptual illusion of Ebbinghaus. We varied matching and mismatching of emotional expressions of faces drawings (sad and happy). Results only demonstrated a contrast size effect when the target face was expressing sadness, whenever the emotion of the surrounding faces (Dalle, Halberstadt, & Niedenthal, in prep.)

G58
PERSONALITY TRAITS AND MOOD-STATE EFFECTS ON PERCEPTION OF EMOTION WORDS *Lorena Ruci, John M. Zelenski; Carleton University, Ottawa* — This project investigated the influence of mood states and personality traits on the cognitive processing of emotional information. We used a Process Dissociation Procedure (PDP) to isolate perceptual sensitivity from other cognitive biases. The PDP procedure uses error rates and very quick target presentations. Its main strength compared to a Reaction Time procedure, lies in the fact that it can give separate perceptual sensitivity estimates as well as test for effects of other cognitive processes, such as bias (bias results when perception fails). In study one (n=50) we used positive, negative and neutral primes preceding emotional target words and also manipulated the targets' presentation duration, in order to validate the PDP estimates of perception. We found that the duration manipulation influenced perception (higher perception for target words presented for a longer time) whereas the prime manipulation influenced bias (e.g. bias went in a positive direction with positive primes and in a negative direction with negative primes).Participants scoring high on extraversion and BAS showed higher overall perceptual sensitivity. Study two (n=73) used similar emotional word stimuli (positive and negative) and classical music as a mood inducing technique. Results indicated that negative mood facilitated people's ability to discriminate between positive and negative words, thus leading to high perception estimates for all words. The same effect was not present for bias estimates. Across the two studies we see the somewhat unusual pattern of positive personality traits and negative mood states both predicting better perception.

G59
BELIEFS REGARDING MEN'S AND WOMEN'S LEADERSHIP STYLES *Mary Johannesen-Schmidt[1], Claartje Vinkenburg[2], Alice Eagly[3], Marloes van Engen[4]; [1]Oakton Community College, [2]Vrije Universiteit; [3]Northwestern University, [4]Tilburg University* — This study examines the paradox that although women exhibit more transformational leadership than men (Eagly, Johannesen-Schmidt, & van Engen, 2002), men continue to dominate leadership positions in organizations. This study explores perceptions of the leadership behavior of male and female leaders and the correspondence between these beliefs and actual behaviors of male and female leaders. In a survey completed in a public setting, 192 participants indicated the degree to which either male or female leaders exhibited a variety of leadership behaviors corresponding to both transformational and transactional leadership styles. Sex of leader was varied between participants. Results were compared to those obtained in an earlier meta-analysis conducted by three of the authors. Discrepancy scores and sensitivity correlations indicated overall accuracy such that participants were generally able to articulate the differences between men's and women's leadership styles. In fact, participants believed the overall sex difference to be much larger than found among actual leaders. Thus, it appears that the stereotypes associated with women's, versus men's, leadership style do not fully explain the relative lack of women in elite leadership positions. Beliefs regarding the behaviors thought to be associated with promotion are also discussed.

G60
ACADEMIC DISIDENTIFICATION: A LONGITUDINAL STUDY OF MINORITY STUDENTS' ACADEMIC OUTCOMES *Claude Steele, Mary Murphy, David Nussbaum, Valerie Jones, Matthew Jackson; Stanford University* — The purpose of this study was to investigate factors contributing to academic disidentification among minority students. Disidentification is a process resulting from chronic exposure to stereotype threat in an academic domain. Researchers assume that constantly contending with allegations of academic inferiority can, over time, pressure one to withdraw effort and minimize the domain's importance. However, there is no consensus regarding how to measure or understand the disidentification process. Osborne (1997) argues that the correlation between self-esteem and GPA diminishes over time, and this diminishing correlation is an indicator of disidentification. Crocker et al. (2003) describes disidentification as having low academic contingencies of self-worth. Addressing disidentification, Major (1998) asserts that there are two routes to academic disengagement: discounting and devaluing. The Stanford Academic Disidentification Project follows a sample of Black and White freshman--assessing changes in their academic identification. Participants completed a comprehensive set of measures compiled to assess disidentification--including measures of academic aspirations and attitudes, self-esteem, theories of intelligence, and racial identity--in the fall and spring of their freshman year. With this rich data set we expected to replicate Osborne and find evidence of strong identification with college among minorities when it comes to attitudes towards school and aspirations. Further, we expected minorities to decouple self-esteem and grades, while maintaining identification with college and education. This research has implications for the way disidentification is measured and understood. We suggest that Black students dissociate their self-esteem from objective academic outcomes while retaining identification with the broader domain of education.

G61
ACHIEVEMENT GOALS, SELF-HANDICAPPING, AND PERFORMANCE ATTAINMENT: A MEDIATIONAL ANALYSIS *James W Fryer[1], Andrew J Elliot[1], Francois Cury[2], Pascal Huguet[2]; [1]University of Rochester, [2]University of Marseille I* — The present research was designed to examine the mediational role of self-handicapping in the relationship between achievement goals and performance attainment. In Study 1, the achievement goals of the trichotomous achievement goal framework were manipulated, and performance attainment was assessed on a basketball-dribbling task. Subjects (101 11-13-year-old physical education students) were allowed the possibilities of behavioral self-handicapping, through reduced practice time, and self-reported self-handicapping, through reduced competence valuation. Study 2, which included 120 11-13-year-old physical education students, extended Study 1 by making the self-handicapping opportunity private. In both studies, performance-avoidance goals led to worse performance and evoked higher levels of self-reported and behavioral self-handicapping than performance-approach and mastery goals. Both forms of self-handicapping were found to have independent mediational effects on decreased performance, and this pattern was observed in both public and private evaluative situations. Implications for the adoption of achievement goals and the use of self-handicapping strategies are discussed.

G62
THREATENED SELF AS THE MEDIATOR OF JEALOUSY *David DeSteno, Monica Bartlett, Piercarlo Valdesolo; Northeastern University* — We hypothesize that a threat to one's self-esteem mediates the relationship between a rival's actions toward a valued other and one's experience of jealousy. Departing from previous research on threats to self-esteem and jealousy, the current study employed a real-time emotion manipulation and measured both implicit (via the IAT) and explicit self-esteem. Participants experienced one of two conditions (jealousy or control). Both the jealousy evoking and the control scenario were created by the formation and dissolution of a working relationship with a confederate. In the jealousy condition, the confederate quit the interaction with the participant to work with another participant (i.e., the rival). In the control condition, the confederate quit the interaction to attend a scheduled appointment. As expected, participants reported higher levels of jealousy in the jealousy condition (M = 1.7, SD = 0.89) than in the control condition (M = 1.2, SD = 0.30), t (44) = 2.21, p = .03. In accord with predictions, condition dif-

ferences in implicit self-esteem also emerged. Participants demonstrated less positive evaluations of the self when their partner left to work with a rival (M = 0.55) than when he left for an appointment (M = 0.82), t(44) = 2.57, p = .01, d = 0.75. No differences were found on the explicit self-esteem measure. Future directions will be discussed.

G63

BRIDGING THE GAP: EXAMINING LINKS BETWEEN A COMPREHENSIVE SURVEY OF BELIEFS AND SOCIAL ATTITUDES TO EMOTIONAL INTELLIGENCE, NEUROTICISM, DEPRESSION, AND BEHAVIORAL APPROACH/INHIBITION
Tarik Bel-Bahar; University of Oregon — In this study we examined over 80 beliefs (e.g. theism, hedonism, good-evil dualism) and social attitudes (national integration, libertarianism, support of military) in relation to well-established personality and emotion constructs. This study examined the correlations of self-report scores on beliefs and attitudes (Saucier, 2000) to scores on Emotional Intelligence, NEO Neuroticism facets, Beck Depression Inventory, and Behavioral Approach and Inhibition. Emotional intelligence scales were positively correlated with beliefs in Trust in Government, Feminist Spirituality, Interference with Liberties, Gender Equalitarianism, and Goodness of Human Nature; and negatively correlated with beliefs in Machiavellianism, Ethnocentrism, Illusionism, Exploitation of Nature, and Supranational Integration. NEO Neuroticism was positively correlated with beliefs in Machiavellianism, Political Alienation, and Justice of War; and negatively correlated with beliefs in Goodness of Human Nature and Secularization of Society.Behavioral approach scales were most correlated with belief in Goodness of Human Nature, Non-anarchism, Pantheism, and Primitivism; and negatively correlated with Trust in Government, Core Libertarianism, and Machiavellianism. Behavioral inhibition scores correlated positively with belief in Communalism and Protection of Civil Rights; and correlated negatively with Global Belief in a Just World and Systematism. Depression scores were positively correlated with belief in Commercialism and Machiavellianism; and negatively correlated with beliefs in Contraception Rights and Pragmatism. Taken together, these results flesh out the relations between personality and beliefs. Directions for future research at the interface of dispositions and beliefs are suggested.

G64

UNCERTAINTY AND INTERGROUP PERCEPTION: RELATIONS AMONG ENTITATIVITY, IDENTIFICATION, AND ATTITUDE POLARIZATION *David Sherman[1], Michael Hogg[2], Angela Maitner[1], Graham Moffitt[2]; [1]University of California, Santa Barbara, [2]University of Queensland* — Three studies were conducted to investigate how generalized uncertainty and perceptions of the ingroup (entitativity and identification) affect intergroup perceptions (attitude polarization). Study 1 showed that for striking grocery store employees, feelings of uncertainty led people to polarize the perceived attitudes of the ingroup and outgroup. More specifically, people who felt relatively more certain about their future always polarized intergroup attitudes, whereas participants who felt less certain of their future only polarized when they perceived their ingroup to be highly entitative. Study 2 manipulated feelings of uncertainty and replicated these findings with American Democrats and Republicans. Study 3 found that for Australian Labor and Liberal party supporters, uncertain participants polarized when they were highly identified with the group. In sum, under conditions of uncertainty, people rely on their perceptions of and affective ties to the ingroup to evaluate the attitudes of the outgroup.

G65

THE SELF AS DECISION-MAKING TOOL: AUTOMATIC EGOTISM AND THE ROLE OF DECISION IMPORTANCE AND CANDIDATE QUALITY. *John Hetts, Elizabeth Gilbert; Washington University* — People whose names share similarities to cities, states, occupations, and streets tend to be overrepresented in the same (Pelham, Mirenberg, and Jones, 2002), a phenomenon often referred to as implicit egotism. We

explored the boundary conditions of implicit egotism, focusing on decision importance, candidate quality, and candidate elimination versus selection. Undergraduates read four decision scenarios, two important (e.g., picking a heart surgeon) and two unimportant (e.g., picking a store clerk at the Gap) in which their task was to review and decide between two superior and two inferior candidates. In each scenario, the initials of one candidate included the participant's first initial with the constraint that the first initial would appear once in each combination of decision importance and candidate quality (e.g., one important decision for each participant included a superior candidate with their first initial). Participants were asked which candidate they would eliminate first and which participant they would ultimately select. Participants rarely chose inferior candidates or eliminated superior candidates, regardless of the candidates initials. Further, candidates' initials had little influence on the selection of superior candidates. However, participants eliminated inferior candidates with their initials significantly less often, particularly for unimportant decisions. Thus, implicit egoism may be most likely to exert an indirect influence on decision-making, keeping options that share similarities to the self in the running longer than they otherwise should or would be and allowing those options to become disproportionately over-represented when other equal or superior options become eliminated as more information becomes available.

G66

ADVICE FROM BLACK, HISPANIC, AND FEMALE ADVICE-GIVERS IS DISCOUNTED *Dolly Chugh, Mahzarin Banaji; Harvard University* — We explored the extent to which the race, ethnicity, and gender of advice-givers influences the extent to which their advice is accepted. Participants (n=176) answered general knowledge questions, both before and after listening to advice which they were free to use or discount. Voice recordings of presumably white male, black male, Hispanic male, and white female advisors cued race, ethnicity, and gender, and delivered the advice. Participants were motivated to discount bad advice and use good advice through a monetary bonus for correct responses. While participants were not informed about advice quality, all advice was equally and fully correct across questions and advisors. The extent to which participants accepted the advice in their final responses – the weight on advice -- served as our dependent variable ("WOA"; Yaniv and Kleinberger, 2000). We found that: (a) white male advice is weighted more than the combined advice of all other groups; (b) white male advice is weighted more than the advice of non-white males; (c) these effects are strongest for the white-Hispanic male comparison; (d) female participants show these effects while male participants do not; and (e) male participants instead show a marginally significant preference for male advice over female advice. This stereotypical weighting of advice was costly to advice-takers who over-discounted good advice. Despite this "stereotype tax" (Chugh, 2004), advice-takers strongly deny any use of advisor characteristics in their decision-making. Instead, advice-takers cite their own knowledge, confidence, and gut feeling to be the top factors in their advice-taking processes.

G67

THE ROLE OF SHAME IN THE STIGMA ATTACHED TO PEOPLE LIVING WITH AIDS *Abdallah Badahdah; University of North Dakota* — Much of what has been written about stigma has benefited from Goffman's (1963) classic book on stigma and other (e.g., Jones et al.1984) in which he refers to stigma as an attribute that is discrediting. In the AIDS literature, Herek (1990) defines AIDS-related stigma as "all unfavorable attitudes, beliefs, behaviors, and policies directed at persons perceived to be infected with HIV, whether or not they manifest symptoms of AIDS" (p.116). The stigmatization of people with AIDS and other conditions (e.g., cancer, epilepsy, obesity) has been explored in numerous studies. They focused on the experience of stigmatized individuals and the impact of stigma, for example, on their self-esteem, well-being, self-disclosure, and stigma management. Moreover, the factors that led to AIDS-

related stigma such as fear of AIDS, knowledge of AIDS transmission, and homophobia were extensively studied and found to be correlated with the stigma attached to people with AIDS. The present study aimed at studying the stigma attached to people with AIDS in four Arab nations (i.e., female college students from Jordan, Kuwait and Bahrain and male college students from Saudi Arabia). It was found that shame was the best predictor of the stigma comparing to fear of AIDS, knowledge of AIDS, degree of religiosity and age. This paper discusses the role of shame in the Arab societies and suggests a new look the relationship between shame and courtesy stigma.

G68

AGE DIFFERENCES IN MEMORY FOR EMOTIONAL STIMULI: CAN THE DIMENSION OF AROUSAL INFORM THE POSITIVITY EFFECT? *Casey Lindberg, Laura Carstensen, Joseph Mikels, Jeanne Tsai; Stanford University* – Consistent differences in motivation have been found between older and younger adults. Relative to younger adults, older adults tend to be motivated by emotionally meaningful goals while younger adults tend to be motivated by knowledge-based goals. Additionally, there are memory and attentional differences between age groups based on emotional valence. Older adults tend to focus on positive content, while younger adults focus on negative content. Assuming that age differences reflect self-regulatory efforts, such differences may be partly explained by age differences in experienced affect and affect valuation that are related to arousal. It may be the case that older adults value emotions that are low in arousal while younger adults value emotions that are high in arousal. We predict that younger adults' memory bias for negative content may partly be a result of its disproportionately high arousal level relative to positive content. Using a recognition task, the present study reveals that older adults do indeed remember disproportionately more low-arousal images than high-arousal images, compared to younger adults.

G69

CONSTRUCTING WELL-BEING FROM HEDONIC BUILDING BLOCKS: EVIDENCE THAT DEPRESSION DISTORTS THE IMPACT OF DAILY PLEASURE AND PAIN *Michael F. Steger[1], Todd B. Kashdan[2], Shigehiro Oishi[3]; [1]University of Minnesota, [2]George Mason University, [3]University of Virginia* – Depression is the most prevalent psychiatric condition in the United States, interfering with well-being. We investigated whether depression moderated relationships between daily pleasure/pain and well-being. Participants (n = 103) completed 21 daily diaries, reporting daily pleasure, pain, and affect. Across all multilevel random coefficient analyses, depressed individuals reported much more negative and less positive affect regardless of the effects of pleasure and pain. However, pleasure was related to less negative affect among depressed but not among non-depressed individuals. These findings suggest that depressed individuals may be more resilient to pain and more reactive to pleasure than less depressed people. A different pattern emerged when we examined relationships between daily pleasure/pain and well-being on the following day. The day after experiencing pleasure, depressed individuals reported increased negative affect, but non-depressed individuals did not. After a painful day, depressed individuals reported greater positive affect and less negative affect, whereas non-depressed individuals reported the less positive affect and greater negative affect. This means that painful experiences had an opposite effect for depressed than for non-depressed individuals. However, these results suggest that pleasure and pain had a longer-term, and often paradoxical, impact on affective experiences of the depressed than the non-depressed. Thus, one critical factor that distinguishes depressed people might be the lack of long-term benefits they can gain from daily pleasures.

G70

DIFFERENCES IN REPRODUCTIVE STRATEGIES AND EXPOSURE TO JEALOUSY SCENARIOS AS PREDICTING DIFFERENCES IN ROMANTIC JEALOUSY *Daniel Jones, Aurelio Jose Figueredo, W. Jake Jacobs; University of Arizona* – Research indicates that males and females are bothered by sexual vs. emotional infidelity differently. Such findings are attributed to the fitness threats males experience through sexual infidelity (i.e., parental uncertainty) and females experience through emotional infidelity (i.e., loss of parental investment). Research further suggests that males and females differ in reproductive strategies (i.e., males tend to seek more partners, while females tend to seek higher quality & investment) due to the physiological differences between them. We tested the possibility that differences in reproductive strategies may partly predict differences in jealousy over emotional and sexual infidelity. Thus, we assessed reproductive strategies by examining mating effort and r/K selection. Participants filled out the Mating Effort Scale and a shortened version of the r/K battery. The r/K battery distinguishes between individuals who invest heavily in smaller numbers of offspring (i.e., high K individuals) vs. those who invest less in offspring but put energy into having more offspring with more partners (i.e., Low K individuals). Participants then filled out responses to different scenarios of infidelity similar to those in previous research, along with a questionnaire assessing different reactions to sexual vs. emotional infidelity. Preliminary findings suggest increased mating effort increases concern over sexual (but not emotional) infidelity for men and women. Furthermore, high K individuals experience different emotions over sexual vs. emotional infidelity. Findings suggest that reproductive strategies may impact how bothersome sexual vs. emotional infidelity is perceived, and what reactions individuals may have to such infidelities.

G71

'SHOPPING' FOR A MATE: IS LESS MORE? *Alison Lenton[1], Barbara Fasolo[2], Peter Todd[3]; [1]University of Edinburgh, [2]London School of Economics, [3]Max Planck Institute for Human Development* – When shopping for goods, consumers value variety and wealth of choice. Recent research suggests, however, that increased choice does not necessarily bring satisfaction with the choice process or the option selected. We investigate whether the same 'less is more effect' persists when searching for a mate in two particularly modern mate search contexts: WebDating and Fast-Dating. Participants in our WebDating experiment chose 1 out of either 4 or 20 potential partners. Support for the 'less is more effect' was found: Although participants choosing among 20 potential mates perceived more variety, they were less satisfied with the choice process and were no more satisfied with their ultimate selection. It appears participants in the 20-option condition experienced 'information overload,' as they wished to see fewer than 20 profiles and less information per profile. In the context of FastDating, one would assume that a larger pool of participants increases the chances of finding a match. We find this not to be the case however: number of potential mates was not related to matches obtained. If the goal of FastDating is to obtain matches, there seems to be no added advantage to participating in larger sessions (especially given that searching through a larger set of options requires relatively more time and cognitive resources). It would thus seem that - like the consumer context - less may indeed be more, even when shopping for a mate.

G72

PERSONALITY EXPECTATION IN LONG-TERM CAREER SUCCESS FOR EUROPEAN AMERICANS AND EAST ASIANS *Jing Chen, Chi-yue Chiu; University of Illinois at Urbana, Champaign* – This is a cross-cultural study conducted between European American and East Asian participants. The goal of the study is to observe the difference between European Americans and East Asians' perception of the importance of personality qualities in predicting long-term career success. Participants read scenario descriptions for a successful practitioner in a profession. The description included educational/experiential qualities

and personality qualities. Then participants read descriptions for two target persons for this profession, one of the target person had congruent educational/experiential qualities but incongruent personality qualities with the successful practitioner; the other target person possessed the opposite set of qualities. Then participants rated the likelihood of each target person being a member of the profession, the degree to which the person to be successful in this profession in the long-run, and the quality of the target person's collaboration with other colleagues. The scenario rating was repeated in three professions. Results showed that across all three professions, East Asians predicted the personality-congruent person to be significantly more successful than European Americans did, and they predicted the personality-congruent person was more likely to be a practitioner in this profession. A following professional-quality generation task demonstrated that it is not that East Asians are more sensitive to personality qualities. Educational/experiential qualities and personality qualities are equally accessible for the two groups in terms of cognitive accessibility. East Asians are more likely to take personality into account and personality qualities are of more importance for East Asians in predicting long-term career success.

G73
COMPARISON OF RISKY DECISION MAKING IN VENTROMEDIAL PFC PATIENTS AND LESION CONTROLS
joshua A Weller, Irwin Levin, Baba Shiv, Antoine Bechara; University of Iowa — We developed a controlled task of risky decision making to test a group of patients with ventromedial prefrontal cortex lesions, an area that is essential for integrating thoughts and feelings when anticipating the long-term consequences of decisions (Damasio,1994). By comparing the decision making of these patients who have lesions in the ventromedial prefrontal cortex region of the brain with that of controls, it is possible to examine the role of anticipatory emotional and cognitive reactions in decision making. In comparison to controls and across variations in risk level, ventromedial patients were more apt to make risky choices, especially to avoid losses, even though significantly larger losses were possible. Results to date using 24 target patients and 15 controls show that across variations in risk level and outcome magnitude, target patients make more risky choices than controls, especially in the domain of losses where a risky choice can result in a loss of large magnitude. They also tend to respond faster on trials involving potential losses, in support of the notion that they are less concerned about worst-case scenarios. Controls, by contrast, were more contemplative and precautionary in their behavior. We conclude that the intact ventromedial prefrontal cortex, through its role in providing somatic markers based on previous experiences, helps inhibit impulsive risky decision making, especially when the large losses are possible. We discuss the implications for understanding the role of emotions in decision making.

G74
LATINO LEADERS: THE IMPACT OF STIGMA AND PERFORMANCE FEEDBACK ON ATTRIBUTIONS TO DISCRIMINATION AND SELF-ESTEEM *Crystal Hoyt[1], Jim Blascovich[2], Kevin Lee[3]; [1]University of Richmond, [2]University of California, Santa Barbara, [3]Google* — This study examined the influence of ethnic stigmatization and performance feedback on Latino leaders' attributions to discrimination and self-esteem. We hypothesized that in the face of negative leadership feedback, Latino leaders would make greater attributions to discrimination when their ethnicity was revealed compared to when it was concealed. Additionally, we proposed that performance self-esteem would be lowest when they were given negative feedback and their stigma was concealed. We conducted a 2 (stigma revealed or concealed) x 2 (positive or negative feedback) between-subjects factorial design experiment with attributions to discrimination and performance self-esteem as the dependent variables. Latino participants were the leaders in a 3-person group task. Stigma was revealed/concealed through the use of Immersive Virtual Environment Technology and participants received positive or negative feedback after task completion. In the nega-

tive feedback condition, Latino leaders made greater attributions to discrimination when their ethnicity was revealed compared to when it was concealed. Additionally, Latino leaders reported the lowest levels of self-esteem when given negative feedback and their ethnicity was concealed. However, mediational analyses within the negative feedback condition revealed that attributions to discrimination did not mediate the relationship between stigma concealment and self-esteem. This study indicates that, in the face of negative feedback, Latino leaders are able to attribute the feedback to discrimination and maintain a positive self-concept. While this study indicates that Latino leaders are resilient to negative performance feedback, it appears that making an attribution to discrimination is not the mechanism by which Latino leaders' self-esteem is protected.

G75
APATHY IN THE WORKFORCE: AN ANALYSIS OF MOTIVATIONAL DEFICIT AMONG EMPLOYEES *Lisa Legault[1], Isabelle Green-Demers[2], Catherine Maynard[2]; [1]University of Ottawa, [2]University of Quebec in Outaouais* — Amotivation in the workforce is a considerable problem, for employees and employers alike. Indeed, such a lack of motivation towards one's work is liable to yield deficits in productivity and well-being among workers. Despite these prominent concerns, the factors that give rise to work amotivation have not yet been assessed. The objective of the present research is to delineate the various dimensions of professional amotivation. With the construction and validation of the Work Amotivation Scale (WAS), it is the aim of the present study to achieve a greater understanding of the motivational underpinnings of professional apathy. Based, in part, on the premise of Self-Determination Theory, five dimensions of work amotivation are proposed: 1) feelings of alienation and helplessness; 2) beliefs about personal ability; 3) beliefs about personal effort; 4) characteristics of the work task; 5) value placed on the work task. The questionnaire was completed by 315 participants from various professional milieus. Results of exploratory factor analyses revealed the presence of 5 amotivation factors corresponding to the 5 proposed dimensions of work amotivation. Further, these dimensions explained a substantial proportion of item variance, demonstrated excellent internal consistency, and correlated significantly with various related psychological and behavioural constructs (e.g., work satisfaction, desire to continue in the chosen profession, work performance, and burnout). Results are interpreted in terms of their conceptual contribution to our understanding of amotivation, and implications for the realm of industrial psychology are discussed.

G76
COMMUNAL AND EXCHANGE ORIENTATIONS IN HYPOTHETICAL AND ACTUAL HELPING SITUATIONS *Susan A. Pardy, Leandre R. Fabrigar, Nathalie Conn; Queen's University, Kingston, Ontario, Canada* — Whereas communal and exchange relationships have been extensively studied in helping research, communal and exchange orientations have received much less attention. The current set of studies examined the influence of individual orientations on helping in hypothetical and laboratory situations using a 2 (high/low communal orientation) by 2 (high/low exchange orientation) by 2 (person requiring help in high/low need) by 2 (reciprocation of help present/absent) design. Communal and exchange orientations were measured a priori using scales developed by J. Mills and M.S. Clark (1994). In the hypothetical scenario, participants estimated the amount of time per week they would devote to helping an elderly relative. A significant interaction between communal orientation and reciprocation was found, such that those with low communal orientations offered more help when the expectation of reciprocity was present than when absent, but those with high communal orientations offered less help in response to expected reciprocity. Similarly, in the laboratory situation where participants were free to help others solve puzzles, the same interaction was found, with individuals having low communal orientations providing more help in response to reciprocity, and individuals with high communal orientations providing equal or

somewhat less help when reciprocity is expected. These findings support the application of the communal/exchange conceptualization to individual orientation research, and taken together, provide strong support for the influence of communal orientation and reciprocation on helping decisions

G77

MEASURING THE MULTIFACETED ATTITUDE CONSTRUCT WITH MODIFICATIONS TO THE IAT *Jeffrey Hansen, Brian Nosek; University of Virginia* — Recent reports suggest a distinction between personal and extrapersonal evaluative associations, and that the latter are a contaminating influence on the Implicit Association Test (IAT; Greenwald et al., 1998). Olson and Fazio (2004) suggested two procedural changes to the IAT that were thought to remove this contaminating influence. Specifically, they suggested alteration of evaluative labels to emphasize personal feelings (i.e., "I like/I dislike" instead of "Pleasant/ Unpleasant") and the removal of error feedback. Two studies tested the possibility that these procedural changes altered the measure to such a degree as to capture a distinct facet of the attitude construct, rather than removing a methodological artifact. In Study 1, attitudes towards White Americans and Black Americans were measured using original and modified IATs, as well as several explicit measures. In Study 2, attitudes towards political figures were measured using the same methods. Structural equation modeling supports the hypothesis that the original and modified IATs are distinct factors that uniquely predict self-reported attitudes. Also, reported extrapersonal knowledge (i.e., cultural evaluations) was unrelated to IAT scores for the original or modified IATs. Finally, the procedural modifications appear to promote task recoding such that individuals explicitly evaluate category items thus eliminating the indirect measurement quality of the IAT. These findings suggest that the differences observed between the original and modified IATs may be due to the fact that these measures assess different aspects of the attitude object and that the proposed modifications may not serve to remove contaminating effects.

G78

KEEP AWAY: THE ANTI-TUNING EFFECT & ITS MOTIVES *Jeanine L. Skorinko, Jeffrey R Huntsinger, S. Sinclair; University of Virginia* — Our previous research has found that, consistent with the relational social tuning hypothesis of shared reality theory (Hardin & Conley, 2000; Hardin & Higgins, 1996), stereotype targets' self-evaluations correspond with the stereotypic views of an interaction partner when relationship motivation is high. However, these experiments also revealed that stereotype targets' self-evaluations moved away from the stereotypic views of their partner when relationship motivation was low (i.e., anti-tuning) (Sinclair, Huntsinger, Skorinko, & Hardin, under review). In the present research, we set out to establish the motivation underlying these anti-tuning effects by investigating three possibilities – desire for social distance, reactance and need for uniqueness. Participants were led to believe that they were going to interact with a partner that had gender traditional views about females. They then were primed with one of the three motives by reading scenarios and reacting to them while "waiting" for their partner (i.e., mind-set priming procedure; Chen, Shechter, & Chaiken, 1996). Lastly, participants completed a measure of gender stereotypic self-evaluations.

G79

THE EFFECTS OF CONTROLLABILLITY, INTENT, AND REPENTANCE ON RESPONSIBILITY ATTRIBUTIONS AND FORGIVENESS *C. Ward Struthers, Judy Eaton, Alexander Santelli; York University, Toronto, Canada* — Perhaps the most reliable finding to emerge from the forgiveness literature is that repentance increases forgiveness following a transgression. One explanation for this finding is that repentance mitigates the offender's responsibility for the offense and thereby facilitates forgiveness. Scholars seem to agree, however, that the decision to forgive must be made without distorting or mitigating the offense because doing so would imply that forgiveness was never in contention. Alternatively, we argue that it is specifically following attributions of responsibility for an offense that forgiveness is needed to interrupt an individual's tendency to respond harshly. We further propose that if forgiveness is achieved by altering responsibility attributions then a change in the need for, or hollow, forgiveness has been achieved rather than genuine forgiveness. Discrepant empirical findings support these alternative explanations but are difficult to interpret because of confounds between controllable and intentional attributions. Thus, we manipulated controllability, intent, and repentance, in a 2x2x2 experiment. The results from a sample of 250 coworkers who were randomly assigned to each of the conditions showed that a victim's need for forgiveness, willingness to forgive, and actual forgiveness were significantly ($ps<.05$) and differentially influenced by the interaction of these IVs. We also showed that attributions of responsibility were affected by intent and controllability, but not by repentance or any interactions refuting responsibility attributions as the mechanism to explain the effects of repentance. Based on these results and the social cognitive literature, alternate mechanisms are proposed.

G80

WHEN DIFFERENT IS BETTER: ANTI-CONFORMITY AS A RESPONSE TO NORMATIVE INFLUENCE *Jessica Schwartz[1], Andrew Ward[2]; [1]Stanford University, [2]Swarthmore College* — Research into social influence has traditionally focused on conformity, specifically on the features of situations that enable people to resist conformity pressures. The present studies suggest that anti-conformity, or psychological movement away from a source of normative pressure, may be a dominant response that is suppressed by certain features of social situations. In Study 1, participants exhibited private anti-conformity to a meaningful social norm, reporting that their study habits differ from those of the "average" student. These data were collected through anonymous questionnaires. Yet when participants were asked to make similar reports in a public condition in Study 2, in which they were informed that their responses would be shared with a fairly normative fellow student, their tendency to anti-conform in this domain decreased. In addition, on the issue of marijuana legalization, participants exhibited a shift towards a politically liberal norm as compared to their largely neutral positions a few weeks prior. Anti-conformity may be desirable in private, but not acceptable in public. This finding has implications for the study of social influence and pubic opinion.

G81

CAN YOU TELL IF I'M BLUFFING? I DOUBT IT *Jon Grahe, Tiffany Dismuke, Katie McLaughlin; Monmouth College* — Extensive research has demonstrated that while people detect deception better than chance, they still make many errors in detection. Frequently, however, this research has examined passive perception with perceivers evaluating video tapes (DePaulo et al. 1997). The present study focused on perceptions of bluffing and personality while participants played a card game. Eight groups of 5 participants played a card game called, "I Doubt It," where the object was to discard a hand full of cards where there were rewards for successful bluffing and bluff detection. After each round, participants recorded bluffing behaviors, while the experimenter coded successful "called bluffs." Following the completion of the game, participants rated each other on a number of variables related to behavior and performance during the task. The data were subjected to a Social Relations Model Analyses (SRM, Kenny & Albright, 1987). Significant actor variance demonstrated that some participants were more effective than others at bluffing and detecting bluffing, however, these were not the same people, $r = .11$, n.s. As expected, extroversion was negatively correlated with successful bluffing, $r = -.61$, $p < .05$, though detecting bluffing was not related to individual difference measures. In addition to task specific questions, the inclusion of judgments about the Big Five personality characteristics provided another replication of round-robin personality judgment accuracy. This study demonstrated that this card game is an effective tool for studying bluffing and bluff detection allowing for research to examine deception in a face to face scenario.

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