

# How Does Regulatory Focus Strength Relate to Regulatory Focus Pride and Goal Pursuit Activity Importance?

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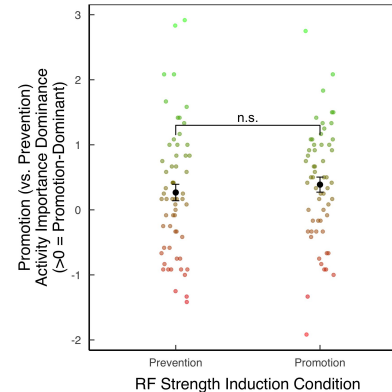
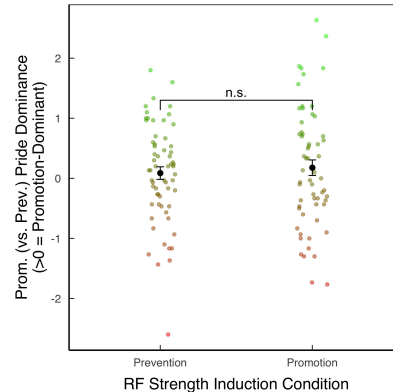
## INTRODUCTION

- Regulatory focus (RF) theory<sup>1</sup> describes two self-regulatory systems:
  - Promotion: hopes and aspirations
  - Prevention: duties and obligations
- The literature distinguishes at least two key aspects of regulatory focus:
  - RF strength<sup>2</sup>: Accessibility of goals in each domain
  - RF pride<sup>3</sup>: Self-reported effectiveness in each domain
- A recent study indicates that RF strength influences the accessibility of different kinds of goal pursuit activities<sup>4</sup>
- Does RF strength impact RF pride and self-reported ratings of activity importance?

## METHODS

- Secondary analysis<sup>4</sup>;  $N = 119$ ;  $M_{age} = 24$ ; 71F
  - Manipulation: RF strength induction<sup>5</sup>
    - Essay-writing task
    - Promotion vs. prevention
  - Explicit ratings of importance of promotion vs. prevention goal pursuit activities
    - 1 = *not at all*; 7 = *absolutely essential*
    - Dominance = Promotion – Prevention
  - Distractor: Raven's Progressive Matrices
  - Unaided recall of goal pursuit activities
  - Measure of promotion and prevention pride (RF Questionnaire<sup>3</sup>)
    - 1 = *never or seldom*; 5 = *very often*
    - Dominance = Promotion – Prevention

These results suggest that **regulatory focus pride and activity importance ratings may not be immediately influenced by changes in regulatory focus strength**. When designing future studies, scholars should carefully consider which measures capture the aspect(s) of regulatory focus are most relevant to their research questions.



## REFERENCES

- <sup>1</sup>Higgins, 1997. <sup>2</sup>Higgins, Shah, & Friedman, 1997; <sup>3</sup>Higgins, Friedman, Harlow, Idson, Ayduk, & Taylor, 2001. <sup>4</sup>Nakkawita & Higgins, 2020. <sup>5</sup>Higgins, Roney, Crowe, & Hymes, 1994.

## RESULTS

- No differences in RF pride dominance among participants who completed an induction of promotion strength ( $M=0.18$ ,  $SD=1.00$ ) vs. prevention strength ( $M=0.09$ ,  $SD=0.83$ ),  $t(109.52) = -0.83$ ,  $p = .409$
- No differences in RF-specific activity importance dominance among participants who completed an induction of promotion strength ( $M=0.33$ ,  $SD=0.88$ ) vs. prevention strength ( $M=0.27$ ,  $SD=0.96$ ),  $t(115.41) = -0.71$ ,  $p = .481$

## DISCUSSION

- Though the primary findings associated with this dataset indicated that induced RF strength affected activity accessibility, this secondary analysis found no evidence indicating that the same induction produced changes in RF pride or activity importance ratings
- These findings suggest that although these aspects of regulatory focus are theoretically related, they may be distinct
- Future research should further probe the strength vs. pride distinction:
  - Implicit (behavioral) vs. explicit (self-report)?
  - How people see vs. deal with the world?