

Multidimensional Regulatory Fit and Activity Decision-Making

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INTRODUCTION

People are more likely to decide to engage in activities that are a **regulatory fit** (i.e., that sustain their motivational orientation; Higgins et al., 2010).

However, past research has only examined the effects of regulatory fit (vs. non-fit) on a **single dimension** in any given study (e.g., fun vs. important activities).

The proposed study will use a new, integrative **2x2 framework of goal pursuit activities** (Nakkawita & Higgins, 2021) to examine **how multidimensional regulatory fit influences decision-making**.

TRUTH

PREVENTION

Assess, Examine, Judge, Review, Scrutinize, Verify

PROMOTION

Discover, Explore, Imagine, Invent, Seek, Wonder

CONTROL

PREVENTION

Defend, Guard, Maintain, Preserve, Protect, Resist

PROMOTION

Accelerate, Elevate, Launch, Lead, Progress, Propel

- **Motivational Dimension 1** (Higgins, 1997)
 - ⊖ **Prevention**: Ensure non-losses (vs. losses)
 - + **Promotion**: Attain gains (vs. non-gains)
- **Motivational Dimension 2** (Higgins, 2012)
 - 🧠 **Truth**: Establish what is real and right
 - ⚙️ **Control**: Manage what happens

PROPOSED PROCEDURE

MOTIVATIONAL INDUCTION

Manipulate participants' **current motivational concerns** with an essay-writing task

Prompt:

Describe the most recent time in which you found it important to [X].

Between-Sub. Conditions:

Prevention-Truth Prevention-Control
Promotion-Truth Promotion-Control

ACTIVITY DECISION-MAKING TASK

Measure participants' **activity decisions** in a "marketing study" from an app developer

Prompt:

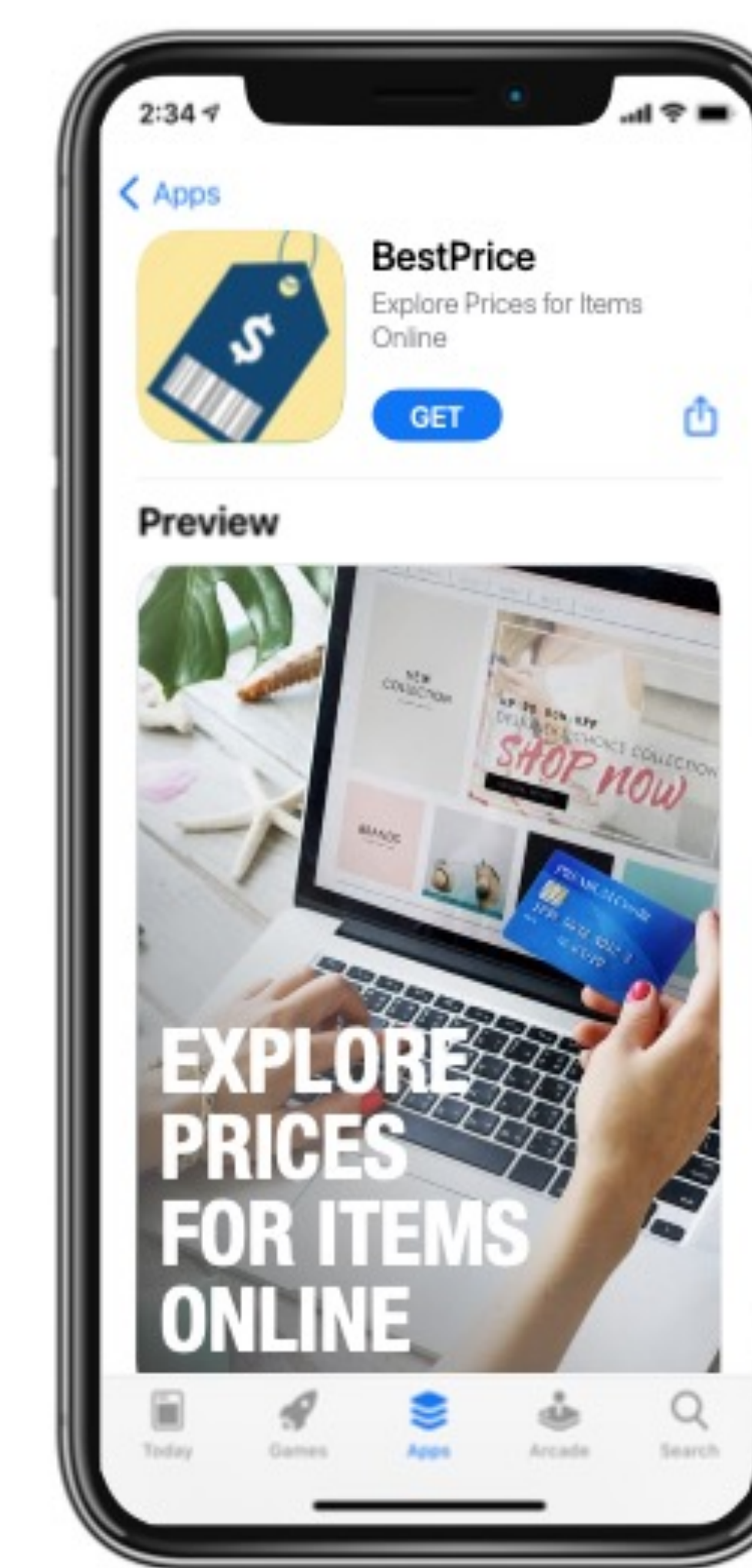
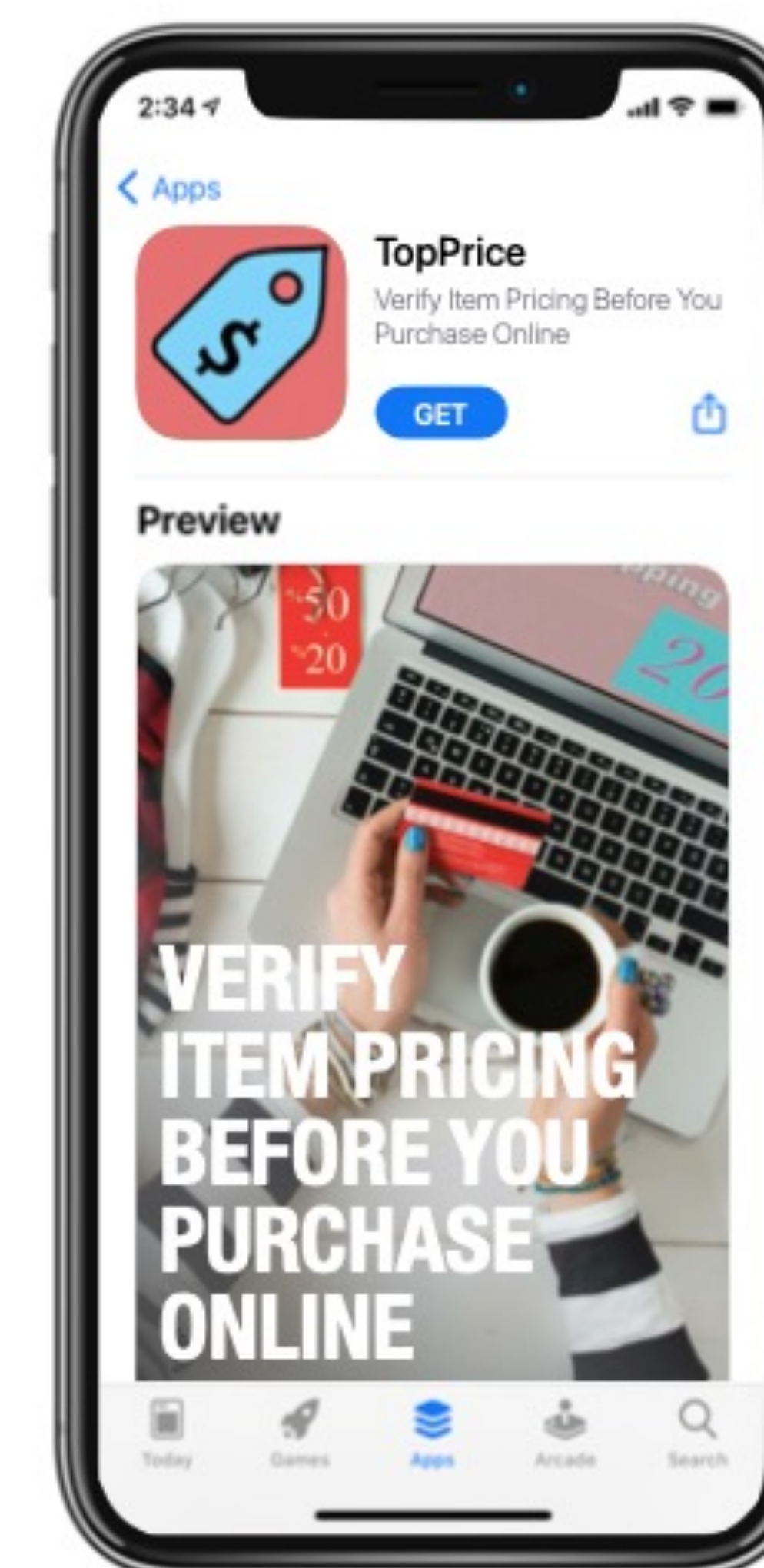
Which would you choose if you were seeking a(n) [X] app?

Within-Sub. Conditions:

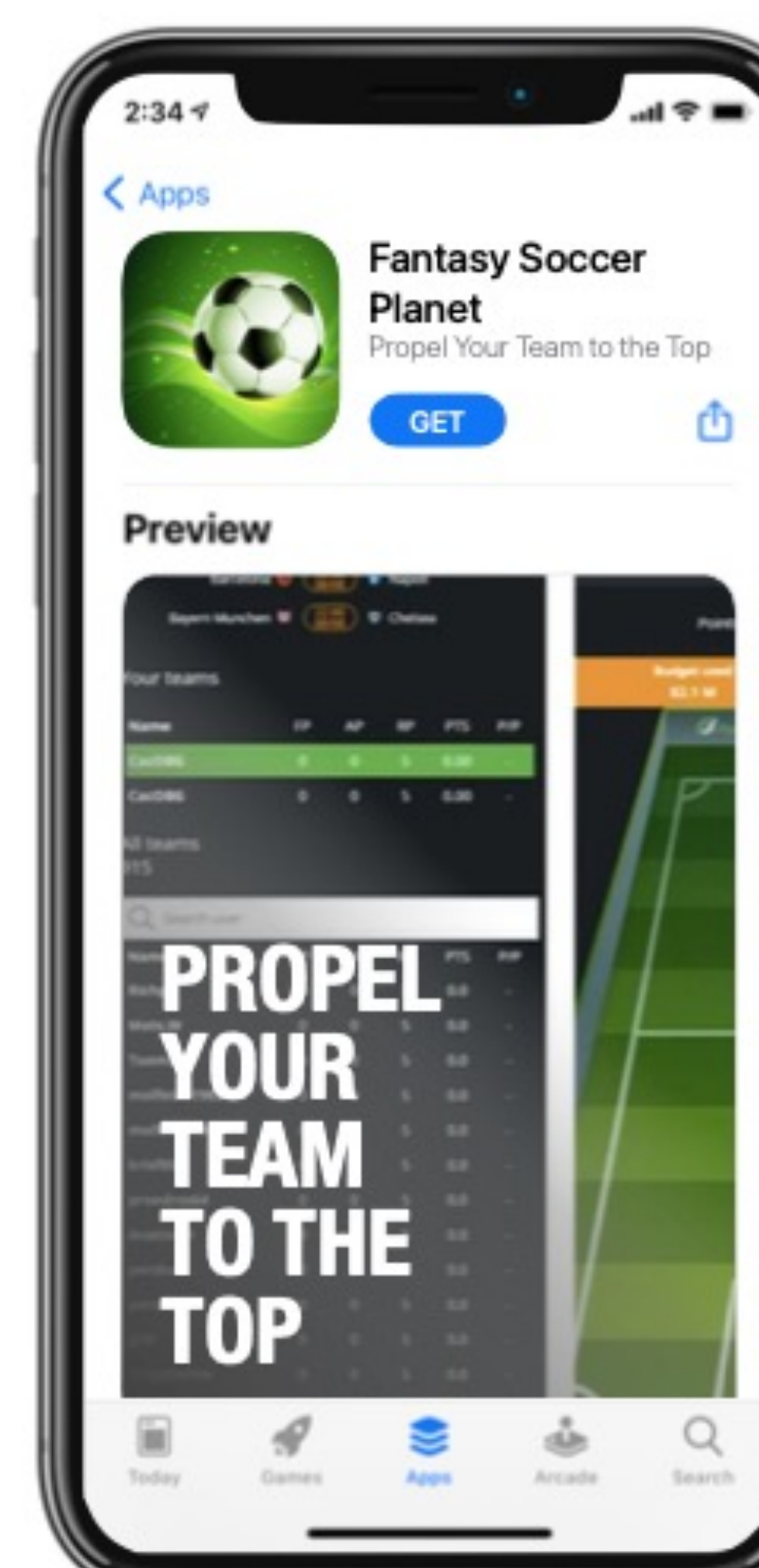
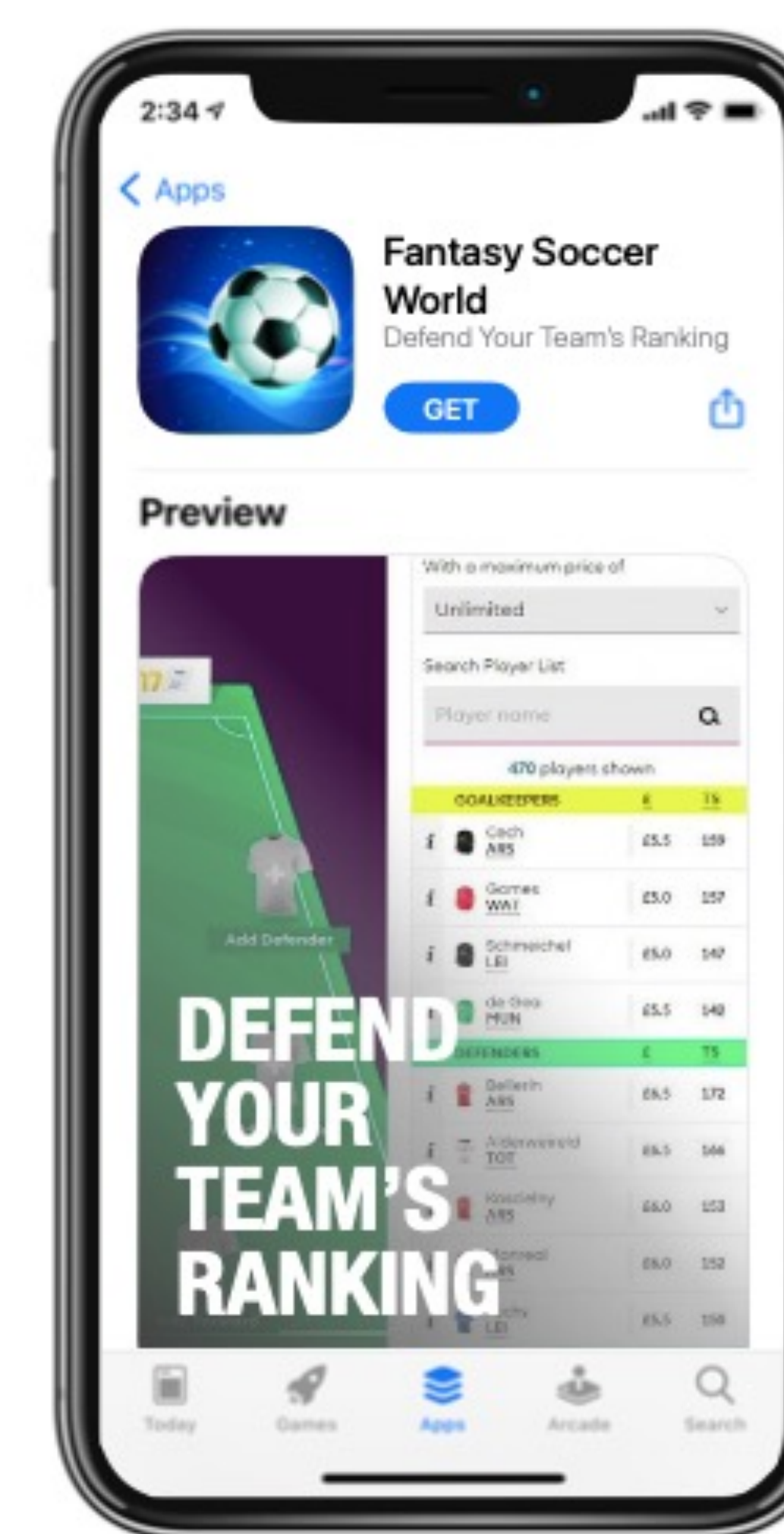
Prevention-Truth Prevention-Control
Promotion-Truth Promotion-Control

SAMPLE STIMULI

PRICE-CHECKING APP

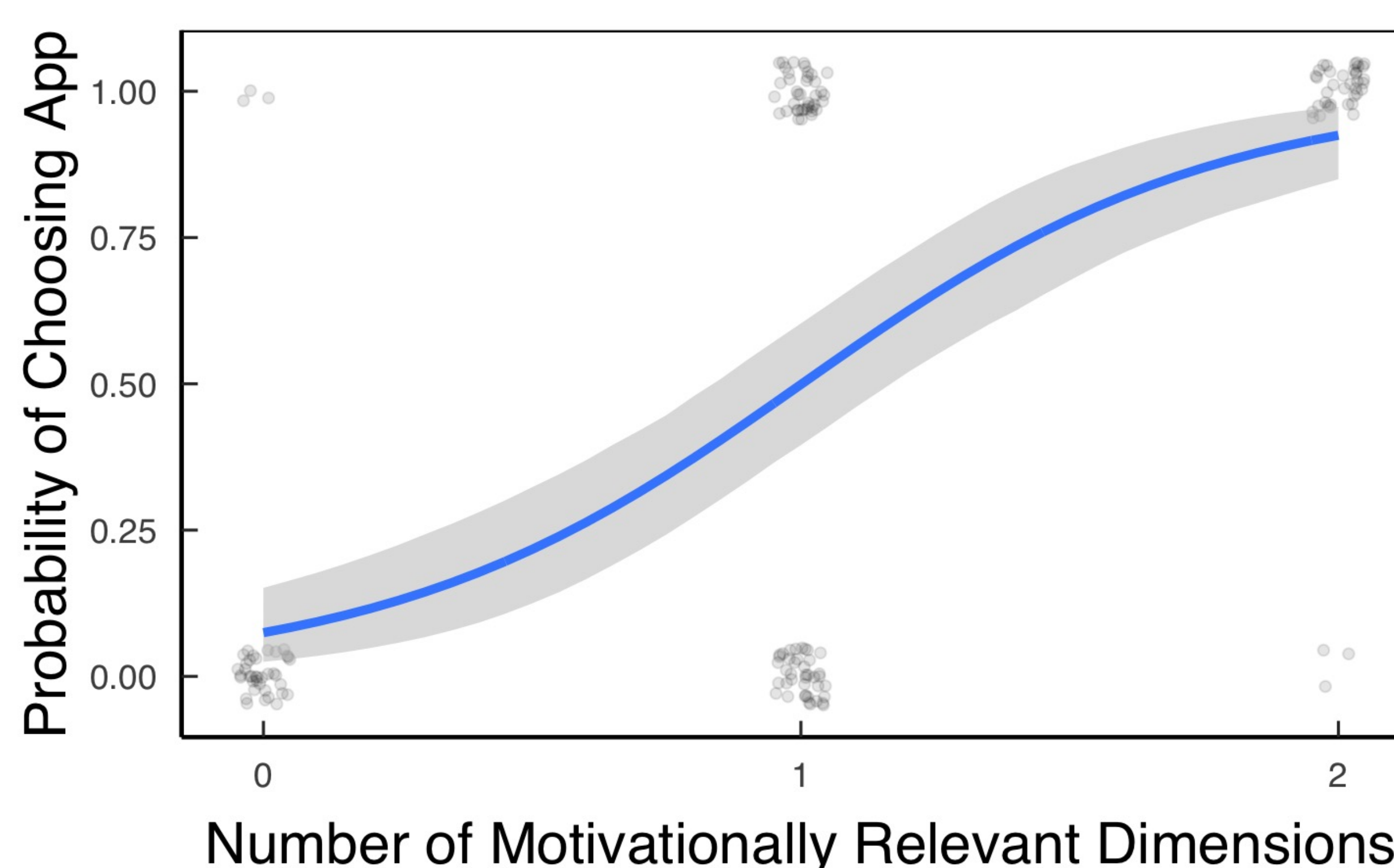


FANTASY SOCCER APP



HYPOTHESIS

We hypothesize that people will **choose to engage in activities that fit their motivational orientation on more (versus fewer) dimensions**.



References

- Higgins, E. T. (1997). Beyond pleasure and pain. *American Psychologist*, 52(12), 1280–1300. <https://doi.org/10.1037/0003-066X.52.12.1280>.
- Higgins, E. T. (2012). *Beyond pleasure and pain: How motivation works*. Oxford University Press

- Higgins, E. T., Cesario, J., Hagiwara, N., Spiegel, S., & Pittman, T. (2010). Increasing or decreasing interest in activities: The role of regulatory fit. *Journal of Personality and Social Psychology*, 98(4), 559–572. <https://doi.org/10.1037/a0018833>
- Nakkawita, E., & Higgins, E. T. (2021). *Motivating the journey: An integrative framework of prevention versus promotion goal pursuit activities* [Manuscript under review].