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0521832543 - Social Motivation: Conscious and Unconscious Processes

Edited by Joseph P. Forgas, Kipling D. Williams and Simon M. Laham

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Social Motivation

Purposive, goal-directed behavior is one of the defining characteristics of human beings. This volume surveys the most recent theories and research on the psychological mechanisms involved in the planning and execution of motivated social behavior. The contributors are all leading international researchers, and their chapters discuss exciting topics such as how goals influence thinking and behavior, how affect and social motivation interact, how unconscious motivation operates, and the relationship between habits and intentions as sources of social action. The applications of contemporary research on motivation to practical questions in clinical, organizational, educational, and counseling psychology receive special attention. The book is written in a readable yet scholarly style. The chapters take a highly comprehensive and integrative approach, and the book should be of interest to students, practitioners, and researchers interested in the psychology of motivation and should also be suitable as an advanced textbook in this field.

Joseph P. Forgas is Scientia Professor of Psychology at the University of New South Wales, Sydney, Australia.

Kipling D. Williams is Professor of Psychology at Macquarie University, Sydney, Australia.

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The Sydney Symposium of Social Psychology series

This book is Volume 5 in the Sydney Symposium of Social Psychology series. The aim of the *Sydney Symposia of Social Psychology* is to provide new, integrative insights into key areas of contemporary research. Held every year at the University of New South Wales, Sydney, the symposia deal with important integrative themes in social psychology, and the invited participants are leading researchers from around the world. For further details see the Web site at www.sydneyseminar.unsw.edu.au.

Previous books in the Sydney Symposium of Social Psychology series:

SSSP 1. FEELING AND THINKING: THE ROLE OF AFFECT IN SOCIAL COGNITION (Edited by Joseph P. Forgas). Contributors: Robert Zajonc (*Stanford*), Jim Blascovich and Wendy Mendes (*UC Santa Barbara*), Craig Smith and Leslie Kirby (*Vanderbilt*), Eric Eich and Dawn Macauley (*UBC*), Len Berkowitz et al. (*Wisconsin*), Leonard Martin (*Georgia*), Dan Gilbert (*Harvard*), Herbert Bless (*Mannheim*), Klaus Fiedler (*Heidelberg*), Joseph P. Forgas (*UNSW*), Carolin Showers (*Wisconsin*), Tony Greenwald, Marzu Banaji et al. (*U. Washington/Yale*), Mark Leary (*Wake Forest*), Paula Niedenthal and Jamin Halberstadt (*Indiana*). Cambridge University Press, New York, 2000; ISBN 0-521-64223-X (hardback), 0-521-01189-2 (paperback).

SSSP 2. THE SOCIAL MIND: COGNITIVE AND MOTIVATIONAL ASPECTS OF INTERPERSONAL BEHAVIOR (Edited by Joseph P. Forgas, Kipling D. Williams, and Ladd Wheeler). Contributors: Bill and Claire McGuire (*Yale*), Susan Andersen (*NYU*), Roy Baumeister (*Case Western*), Joel Cooper (*Princeton*), Bill Crano (*Claremont*), Garth Fletcher (*Canterbury*), Joseph P. Forgas (*UNSW*), Pascal Huguet (*Clermont*), Mike Hogg (*Queensland*), Martin Kaplan (*N. Illinois*), Norb Kerr (*Michigan State*), John Nezlek (*William & Mary*), Fred Rhodewalt (*Utah*), Astrid Schuetz (*Chemnitz*), Constantine Sedikides (*Southampton*), Jeffrey Simpson (*Texas A&M*), Richard Sorrentino (*Western Ontario*), Dianne Tice (*Case Western*), Kip Williams and Ladd Wheeler (*UNSW*). Cambridge University Press, New York, 2001; ISBN 0-521-77092-0 (hardback).

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Social Motivation

Conscious and Unconscious Processes

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Simon M. Laham received his BSc (Psychology) in 2000 and is currently undertaking his PhD at the University of New South Wales, Sydney, Australia. He is a recipient of the Australian Postgraduate Award.

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Preface

One of the hallmarks of being human is to have an independent will to engage in directed, purposeful, and motivated activity. Yet our understanding of the nature of social motivation remains sketchy, and even a clear and universally accepted definition of the term remains somewhat elusive. This book seeks to provide an up-to-date integration of some of the most recent developments in research on social motivation, and in particular, to explore the relationship between conscious and unconscious motivational processes in social behavior. Arguably, one of the most intriguing recent developments in social psychology has been the growing focus on unconscious motivational processes. It now seems that many social behaviors are performed in an automatic and unaware fashion.

These two motivational systems – conscious, goal-directed action and spontaneous, unconscious behavior – may frequently interact in determining social behavior. One key objective of this book is to provide an informative, scholarly, yet readable overview of recent advances in research on social motivation and to offer a closer integration between what we now know about the operation of implicit, unconscious and explicit, conscious motivational mechanisms. The chapters included here will argue that a proper understanding of social motivation requires a dynamic, interactive conceptualization that simultaneously focuses both on the cognitive, information processing strategies used and on the more fundamental sub-conscious mechanisms responsible for social action.

The chapters offer important new insights into the way everyday motivational processes operate and address a variety of intriguing questions such as: Why do some people become involved and interested in their work or studies and why do they remain motivated, whereas others abandon their goals and fail to maintain their motivation? What are the fundamental motivational consequences of the universals of human existence such as awareness of our own mortality? How do unconscious, well-rehearsed habits and conscious, intentional goals interact in producing motivated

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social behavior? What is the influence of motivational states on early-stage cognitive processes such as selective attention to information? Can people sometimes unconsciously adopt the motivational goals of others? What are the motivational consequences of affective states, and in turn, how can motivation be used to control affect? What role does motivation play in such important domains as the expression or inhibition of prejudice, workplace motivation, and reactions to social exclusion and ostracism?

We do recognize, of course, that no single book could possibly include everything that is interesting and exciting in contemporary social motivation research. In selecting and inviting our contributors, we aimed to achieve comprehensive and representative coverage, but, of course, we cannot claim to have fully sampled all of the relevant areas. This book is divided into three parts. The first part deals with some of the fundamental questions about the nature and characteristics of conscious and unconscious social motivational states. The second part considers the relationship between social motivation and cognitive and affective processes. The third part surveys how conscious and unconscious motivational processes influence specific areas of social behavior, including self-regulation, prejudice, work motivation, and reactions to social exclusion and ostracism.

The chapters in Part I look at such issues as the role of intrinsic and extrinsic factors (Harackiewicz, Durik, & Barron), mortality salience (Pyszczynski, Greenberg, & Solomon), habits (Wood & Quinn), task engagement (Gendolla & Wright), and the interaction between conscious and unconscious processes (Strack & Deutsch; Spencer, Fein, Strahan, & Zanna) in motivation. Part II examines the links between motivation, cognition, and affect, including motivational influences on early-stage cognitive processing (Neuberg, Kenrick, Maner, & Schaller), unconscious goal contagion (Aarts & Hassin), affective priming (Forgas & Laham), internal versus external encoding styles (Lewicki), authenticity motives (Kernis & Goldman), and conscious and unconscious knowledge activation (priming) (Liberman & Förster). Part III deals with the applications of motivational processes in fields such as prejudice and discrimination (Devine, Brodish, & Vance), aversive racism (Son Hing, Chung-Yan, Grunfeld, Robichaud, & Zanna), reactions to exclusion and ostracism (Warburton & Williams), workplace motivation (Weiss, Ashkanasy, & Beal), and self-regulatory processes (Rhodewalt). The concluding chapter (Schooler & Schreiber) offers a conceptual integration and synthesis of the contributions to the volume.

THE ORIGINS OF THIS BOOK: THE SYDNEY SYMPOSIUM OF
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This book is the sixth volume in the Sydney Symposium of Social Psychology series, held every year at the University of New South Wales,

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Sydney. Perhaps a few words are in order about the origins of this volume and the Sydney Symposium of Social Psychology series in general. First, we should emphasize that this is not simply an edited book in the usual sense. The objective of the Sydney Symposia is to provide new, integrative understanding in important areas of social psychology by inviting leading researchers in a particular field to a 3-day residential symposium in Sydney. This symposium has received generous financial support from the University of New South Wales as well as Macquarie University, allowing the careful selection and funding of a small group of leading researchers as contributors. Draft papers by all contributors are prepared and circulated well in advance of the symposium and are placed on a dedicated Web site. Thus, participants had an opportunity to review and revise their papers in the light of everybody else's draft contribution even before they arrived in Sydney.

The critical part of the preparation of this book has been the intensive 3-day face-to-face meeting between all invited contributors. Sydney Symposia are characterized by open, free-ranging, intensive, and critical discussion between all participants, with the objective of exploring points of integration and contrast between the proposed papers. A further revision of each chapter was prepared soon after the symposium, incorporating many of the shared points that emerged in our discussions. Thanks to these collaborative procedures, the book does not simply consist of a set of chapters prepared in isolation. Rather, this Sydney Symposium volume represents a collaborative effort by a leading group of international researchers intent on producing a comprehensive and up-to-date review of research on the social self. We hope that the chapters will succeed in conveying some of the sense of fun and excitement we all shared during the symposium. For more information on the Sydney Symposium series and details of our past and future projects please see our Web site (www.sydney Symposium.unsw.edu.au). Five previous volumes of the Sydney Symposium series have been published. All Sydney Symposium books feature original contributions from leading international researchers on key issues in social psychology. Detailed information about our earlier volumes can be found on the series page in this book and on our Web site.

Given its comprehensive coverage, the present book should be useful both as a basic reference book and as an informative textbook to be used in advanced courses dealing with social motivation. The main target audience for this book comprises researchers, students, and professionals in all areas of the social and behavioral sciences, such as social, cognitive, clinical, counseling, personality, organizational, and applied psychology, as well as sociology, communication studies, and cognitive science. The book is written in a readable yet scholarly style, and students at both the undergraduate and graduate levels should find it an engaging overview of the field and thus useful as a textbook in courses dealing with the self.

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The book should also be of particular interest to people working in applied areas where using and understanding motivational processes is important, such as clinical, counseling, educational, forensic, marketing, advertising and organizational psychology, and health psychology.

We want to express our thanks to people and organizations who helped to make the Sydney Symposium of Social Psychology series, and the sixth volume in particular, a reality. Producing a complex multiauthored book such as this is a lengthy and sometimes challenging task. We have been very fortunate to work with such an excellent and cooperative group of contributors. Our first thanks must go to them. Because of their help and professionalism, we were able to finish this project on schedule. Past friendships have not frayed, and we are all still on speaking terms; indeed, we hope that working together on this book has been as positive an experience for them as it has been for us.

The idea of organizing the Sydney Symposia owes much to discussions with and encouragement by Kevin McConkey and subsequent support by Chris Fell, Mark Wainwright, Sally Andrews, Peter Lovibond, and numerous others at the University of New South Wales. Our colleagues at the School of Psychology at UNSW, and at Macquarie University – Rebekah East, Norman Chan, Cassandra Govan, Carla Walton, Carol Yap, Vera Thomson, and others – have helped with advice, support, and sheer hard work to share the burden of preparing and organizing the symposium and the ensuing book. We also wish to acknowledge financial support from the Australian Research Council, the University of New South Wales, and Macquarie University, support that was, of course, essential to get this project off the ground. Most of all, we are grateful for the love and support of our families, who have put up with us during the many months of work that went into producing this book.

Joseph Forgas, Kipling Williams, and Simon Laham
Sydney, September 2003

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(Edited by Joseph P. Forgas and Kipling D. Williams). Contributors: Robert Cialdini (*Arizona*), Eric Knowles et al. (*Arkansas*), Bibb Latane (*Florida Atlantic*), Marty Bourgeois (*Wyoming*), Mark Schaller (*UBC*), Ap Dijksterhuis (*Nijmegen*), James Tedeschi (*SUNY*), Richard Petty (*Ohio State*), Joseph P. Forgas (*UNSW*), Herbert Bless (*Mannheim*), Fritz Strack (*Wurzburg*), Sik Hung Ng (*Hong Kong*), Thomas Mussweiler (*Wurzburg*), Kip Williams (*Macquarie*), Chuck Stangor and Gretchen Sechrist (*Maryland*), John Jost (*Stanford*), Debbie Terry and Michael Hogg (*Queensland*), Stephen Harkins (*Northeastern*), Barbara David and John Turner (*Australian National*), Robin Martin (*Queensland*), Miles Hewstone (*Cardiff*), Russell Spears and Tom Postmes (*Amsterdam*), Martin Lea (*Manchester*), Susan Watt (*Amsterdam*). Psychology Press, New York, 2002; ISBN 1-84169-038-4 (hardback), 1-84169-039-2 (paperback).

SSSP 4. THE SOCIAL SELF: COGNITIVE, INTERPERSONAL AND INTERGROUP PERSPECTIVES

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SSSP 5. SOCIAL JUDGMENTS: IMPLICIT AND EXPLICIT PROCESSES

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