

Chapter 15: Behaviour and Cognition

1. Name and describe the two mindsets of planning behavior. Be sure to include the focus, process, and approach of each one.
 - a) The two mindsets of planning behavior are the:
 - Deliberative mindset, which is engaged during the motivational phase of planning. It involves a *focus* on incentives and expectations, a *process* of choosing among alternative goals and their implied courses of action, and an *approach* of even-handed balance.
 - Implementational mindset, which is engaged during the volitional phase of planning. It involves a *focus* on the feasibility, desirability, and urgency of a given goal, a *process* that involves pursuing the chosen goal, and an *approach* of goal-shielding.
2. How does the salience of a significant other impact one's goals? Provide an example to illustrate this impact.
 - a) Priming significant others can influence goal appraisal, the appraisal of the difficulty of the task, and reaction's to one's own performance. Such priming can influence the perceived value of goal attainment, persistence toward the goal, and actual performance.
 - b) (Example along these lines): Cristiano plays striker on his high school soccer team. His parents are his biggest fans, and each one has their own idea of how Cristiano can improve his performance. His father encourages him not to rush when he gets the ball—to find his teammates more often, passing to one another until one has a clear shot at the goal. His mother, on the other hand, claims that if Cristiano were to attempt his goals immediately, within a reasonable vicinity of the goal, the team would score more often. When his father shows up at his game, Ronaldo takes the path of passing to his teammates until one has a clear shot at the goal.
3. Explain why the multiple-act criterion is useful in demonstrating attitude-behavior consistency. Provide at least 2 reasons.
 - a) The multiple act-criterion helps to delineate attitude-behavior consistency because:
 - Multiple actions better estimate an individual's typical or consistent behavior.
 - When a person looks at multiple actions, they are likely to find at least one situation predicted by their attitudes.
 - Looking at multiple actions, a person is likely to find at least two situations that are similar to each other and relevant to their attitude, thus warranting similar behavior.
4. The chapter describes several characteristics of attitudes that contribute to high attitude-behavior consistency. Describe at least 4 such characteristics.
 - a) When an attitude is strong—having personal implications and concerning personally important issues about which a person feels extremely certain.
 - b) When an attitude is accessible—ready to use and seen as important to us.

- c) When an attitude is embedded in other beliefs that we hold.
 - d) When an attitude draws on expertise—that is, we have considerable knowledge about the attitude object.
 - e) When an attitude is based on a direct experience, and, thus, is more accessible, specific, confident, stable and robust.
 - f) When an attitude reflects vested interest—or has personal relevance or meaning—and, thus, is consistent with one's values and goals.
 - g) When an attitude is stable overtime—primarily impacted by how frequently one expresses the attitude.
 - h) When an attitude is important or central to our goals and values, identities, and self-schema.
 - i) When an attitude has consistent affective and cognitive components, thus having unconflicted implications.
5. What is self-handicapping? What are the two strategies of self-handicapping and why can it end badly?
- a) Self-handicapping is when one employs actual or constructed liabilities to explain under-performance.
 - b) The two strategies of self-handicapping are behavioral (creating genuine handicaps to excuse failures) and self-reported (claiming a certain handicapping state in the hopes that such a state might excuse poor performance).
 - c) Self-handicapping can make a poor impression, in that one may look lazy, unorganized, anxious, or drunk to others as a result of their self-handicapping. Also, people can internalize these self-handicapping efforts: that is, they can come to believe that they are the way that they are acting.
6. Describe some instances when targets might attempt to dispel perceivers' false impressions of them. When might they not?
- a) Targets especially try to dispel perceivers' false impressions when they are aware of these impressions (Hilton & Darley, 1985), when targets think their own behavior might have contributed to the misperception (Darley & Fazio, 1980), when the false impressions especially contradict targets' own self-views (Baumeister & Jones, 1978), and when the impressions matter a lot to the target.
 - b) However, under some circumstances, the target may find the perceiver's false impression to be so desirable that the target will attempt to fit it and come to see the self as the perceiver does. This extreme case of the *self-fulfilling prophecy* shows not only the target's behavior but their own self-impression coming to fit the perceiver's initially false impression (Fazio, Effrein, & Falender, 1981; M. Snyder & Swann, 1978b).