Promotion Focus

• Self Regulation concerned with gain and non-gains
  – Nuturance
  – *Ideal self guides* - hopes, aspirations, accomplishment
  – Maximal goals (wish to have)
  – Eagerness (strategic approach)
    • Ensure hits
    • Ensure against misses (i.e. errors of omission)
Prevention Focus

• Self Regulation concerned with non-losses and losses
  – Security
  – *Ought* self guides - obligations, duties, responsibilities
  – Minimal goals (necessities)
  – Vigilance (strategic avoidance)
    • Ensure correct rejections
    • Ensure against false alarms (i.e., errors of commission)
Eager and Vigilant Strategies

- Eager strategy: ways of advancing; ways of moving from 0 to +1
- Vigilant strategy: ways of being careful; ways to stop moving from 0 to -1
What is Regulatory Fit?

- When the manner of goal pursuit sustains the actor’s goal orientation
  - *Promotion focus* + eager strategy = regulatory fit
  - *Prevention focus* + vigilant strategy = regulatory fit
What Does Regulatory Fit Do?

• It makes you “feel right” about what you are doing

• It intensifies your evaluative response
What Does Regulatory Fit Do?

• It intensifies your evaluative response

+ regulatory fit
What Does Regulatory Fit Do?

• It intensifies your evaluative response

+ regulatory fit =  😊
What Does Regulatory Fit Do?

• It intensifies your evaluative response

+ regulatory fit = 😃
What Does Regulatory Fit Do?

• It intensifies your evaluative response

+ regulatory fit = ☻

+ regulatory fit ☹
What Does Regulatory Fit Do?

• It intensifies your evaluative response

+ regulatory fit =

+ regulatory fit =
“*I feel right* about my reaction to this program”
“How confident are you in your attitudes?”

Cesario, Grant & Higgins 2004
“How likely is it that you would vote for this program?”
Study 4

“How persuasive... is the message?”

![Graph showing the relationship between Thought Favorability and Message Persuasiveness. The graph includes two lines: one for “Fit” and another for “Non-Fit.” The x-axis represents Thought Favorability (Negative, 0, Positive), and the y-axis represents the persuasiveness on a scale from (slightly) 2.5 to (very) 5.5. The graph shows a positive correlation for both Fit and Non-Fit conditions, with the Fit condition generally having higher persuasiveness ratings.]
Cesario, Grant & Higgins 2004

Study 4

“What is your overall opinion of the proposal?”
Regulatory Focus

• Promotion
  – Concerned with gains versus nongains
  – Prefer eager means to vigilant means
  – Concerned with ideals: hopes and aspirations

• Prevention
  – Concerned with losses versus nonlosses
  – Prefer vigilant means to eager means
  – Concerned with oughts: duties and responsibilities
Regulatory Focus – Value from fit

• Promotion
  – Ideal goals
  – Gain, nongain
  – Eagerness

↓
Use eager means

↓
Value from fit

• Prevention
  – Ought goals
  – Loss, nonloss
  – Vigilance

↓
Use vigilant means

↓
Value from fit