

Year 2012 Social Psychology Colloquium

1st Social Psychology Colloquium

Date : April 24 (Tue) 18:00~19:30

Place : Faculty of Law and Letters Bldg 2, The Third Meeting Room

Speaker : Jenny Kurman (Senior Lecturer Ph.D., Psychology, University of Haifa)

Title : Control via self-improvement

Abstract : A new control strategy, control via self-improvement, in addition to primary and secondary control, is presented. This strategy is aimed at an actual external change (primary target), whereas the means to reach the goal is self-improvement (secondary target - the self). Two studies were conducted (N = 203; 190) in Israel and in Hong Kong, and compared control strategies in the two groups using open ended scenarios. In both studies, it was found that control via self-improvement exists in the achievement domain and is more prevalent in Hong Kong than in Israel. Study 2 showed that control via self-improvement is negatively related to external attribution but positively to face.