

Higgins (1987) differentiates between the **actual, ideal and ought selves**.

Self-Regulation

Goals
These are structures in memory

Goals link to means, objects and knowledge that are helpful to attain an end state. Their links can be facilitative or inhibitory.

Zeigarnik 1927 Waiters Observed that waiters in restaurants remembered the exact order of their customers until the order was served. Then they forgot. This has implications for motivation and accessibility.

Goals enhance accessibility of the goal-related constructs, which is maintained as long as the goal is active. Goal fulfillment inhibits accessibility of goal-related constructs. These effects are proportional to the strength of the motivation.

Self Discrepancy Theory (Higgins, 1987) states that our self motivations and goals come from mismatches between the actual and ideal/ought selves.

More often than not, self-discrepancies feel bad and are magnified in situations that create self-awareness and direct our attention to our standards.

The Hedonic/Pleasure Principle states that we endeavour to procure pleasure and avoid pain, which suggests that our primary motivation is to reduce these discrepancies as much as possible.

However, Regulatory Focus Theory (Higgins, 1997) says that the hedonic principle is too crude. People use **approach** (i.e. promotion focus) **and avoidance** (i.e. prevention focus) strategies dynamically.

Ideal Self Regulation uses **promotion** focus

Ought Self Regulation uses **prevention** focus.

Regulatory Style or Focus is a match of strategies that allow for easy attainment of goals.

Higgins et al. 1997 suggest that promotion focus leads to a risk bias, prevention focus leads to a safety bias.