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<th>Implicit motives and implicit emotions : testing the effect of motivated states on affect dimensions</th>
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Introduction
The specificity hypothesis (McClelland, 1985) suggests that specific emotions (e.g., anger, happiness, and surprise) relate to specific motives (e.g., power, affiliation, and achievement). Zurbiggen and Sturman (2002) demonstrated weak linkages. Their weak evidence may be due to their use of measures of self-reported measures of affect. This is because conscious appraisals of emotions may cause reporting biases and distortion in the measurement. Subjects may also not be accurately aware of and hence fail to report their affective state.

To eliminate these possible distortions, we test McClelland’s hypothesis via implicit measures of subjects’ affect. We aimed to test the following hypotheses:

H1: There are significant higher mean levels of affect dimensions for the HS condition than the FF condition.

H2: There are significant higher mean levels of affect dimensions at anticipatory stage than consummatory stage.

H3: There are significant interaction effects of motive conditions and stage on affect dimensions. Mean levels of affect dimensions at anticipatory stage would be higher for the HS condition than the FF condition than that for the consummatory stage.

Methodology & Hypotheses
We designed a 2-by-2 experiment, with two achievement motive conditions (Hope for Success or HS vs. Fear of Failure or FF) and two stages of motivated behavior (Anticipatory vs. Consummatory) as the independent variables, and mean levels of affect dimensions (valence, arousal, and social dominance) as the dependent variables (see Figure 1).

Participants (N = 83) were asked to visualize pursuing an HS or an FF goal and then again to visualize that they had successfully obtained the goal. Affect dimensions were implicitly assessed after each stage via the Self-Assessment Manikin (Bradley & Lang, 1994).

Results
There was no significant difference in mean measures of affective dimensions between motive conditions. Moreover, there was no significant interaction effect between motive condition and stages on the dimensions of emotions.

(1) There was a significant increase in Affect Valence from the anticipatory stage (M=4.93) to the consummatory stage (M=5.83). Moreover, there was a significant decrease in Social Dominance from the anticipatory stage (M=5.00) to the consummatory stage (M=4.63). Suggesting a main effect of stages of motivated behavior on affect dimensions (see figure 2). However, there was no significant difference in affect intensity between the two stages.

Discussion
The increase in Affect Valence between stages could be attributed to the emotions experienced by participants during the visualization of success.

The decrease in Social Dominance between stages could be explained this way: the anticipatory stage involves subjects visualizing the pursuit of their goal, which would intrinsically allow subjects a greater feeling of control over the situation. At the consummatory stage, the feeling of being in control may fall due to the lack of visualizing behaviors that would place the participants in control of their behaviors.

Conclusion & Future Work
Main effect of stages on valence and dominance suggests that the dimensions of affective responses are generally not dependent on which type of motive is being expressed. This suggests that the specificity hypothesis is not supported.

Future work can include other motives (e.g., Power and Affiliation) in order to determine if affect dimensions are affected by different motives. Overall, this study provides evidence for developing motivational tools for subjects in order to regulate emotions and manage moods at different stages of their goal pursuit.