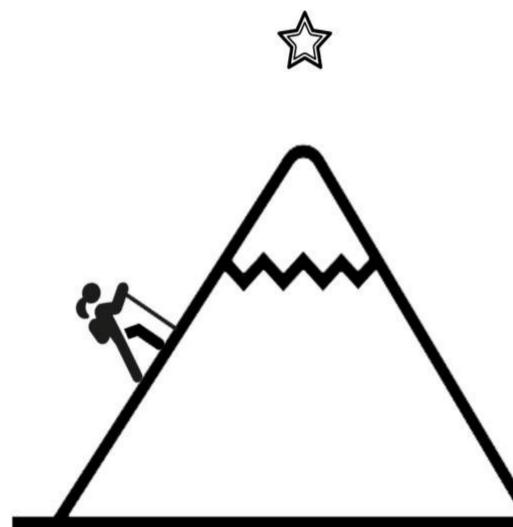
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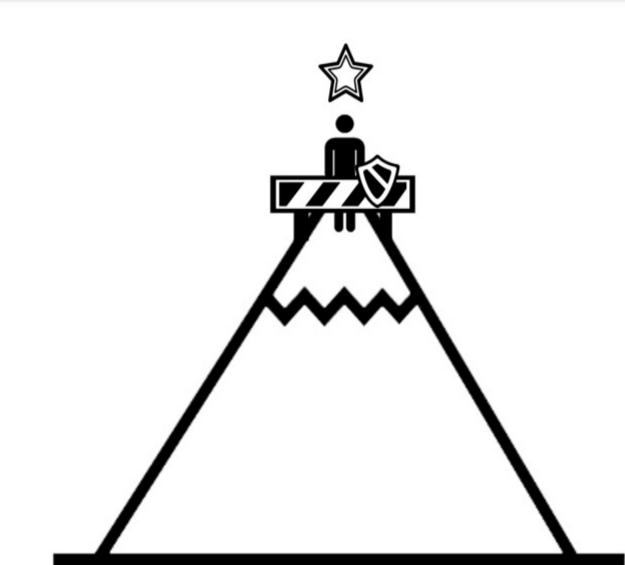
# Motivation Alters Perception of Time Jeeyoun, Kim (pororo88@naver.com, Ajou University), Kyungil, Kim (kyungilkim@ajou.ac.kr, Ajou University)

Abstract

The present study was designed to examine how motivation affects decision-making and if the certainty of time-to-reward influences each motivation differently. Regulatory focus theory explains that individuals in a prevention focus are inclined to avoid uncertain situations and prevent possible negative results, and individuals in a promotion focus are inclined to approach pleasant stimuli. Hypothesizing that each motivation appears differently when interacting with rewards, this study primed either motivation and participants with complete an intertemporal decision(IT) and a delay of gratification decision(DG), which involved a certain and an uncertain time-to-reward, respectively. Results show no difference between IT and DG in individuals induced with promotion focus. Individuals primed with prevention focus showed differences between IT and DG. In intertemporal decision making, they become more patience than uncertain task.

#### Introduction

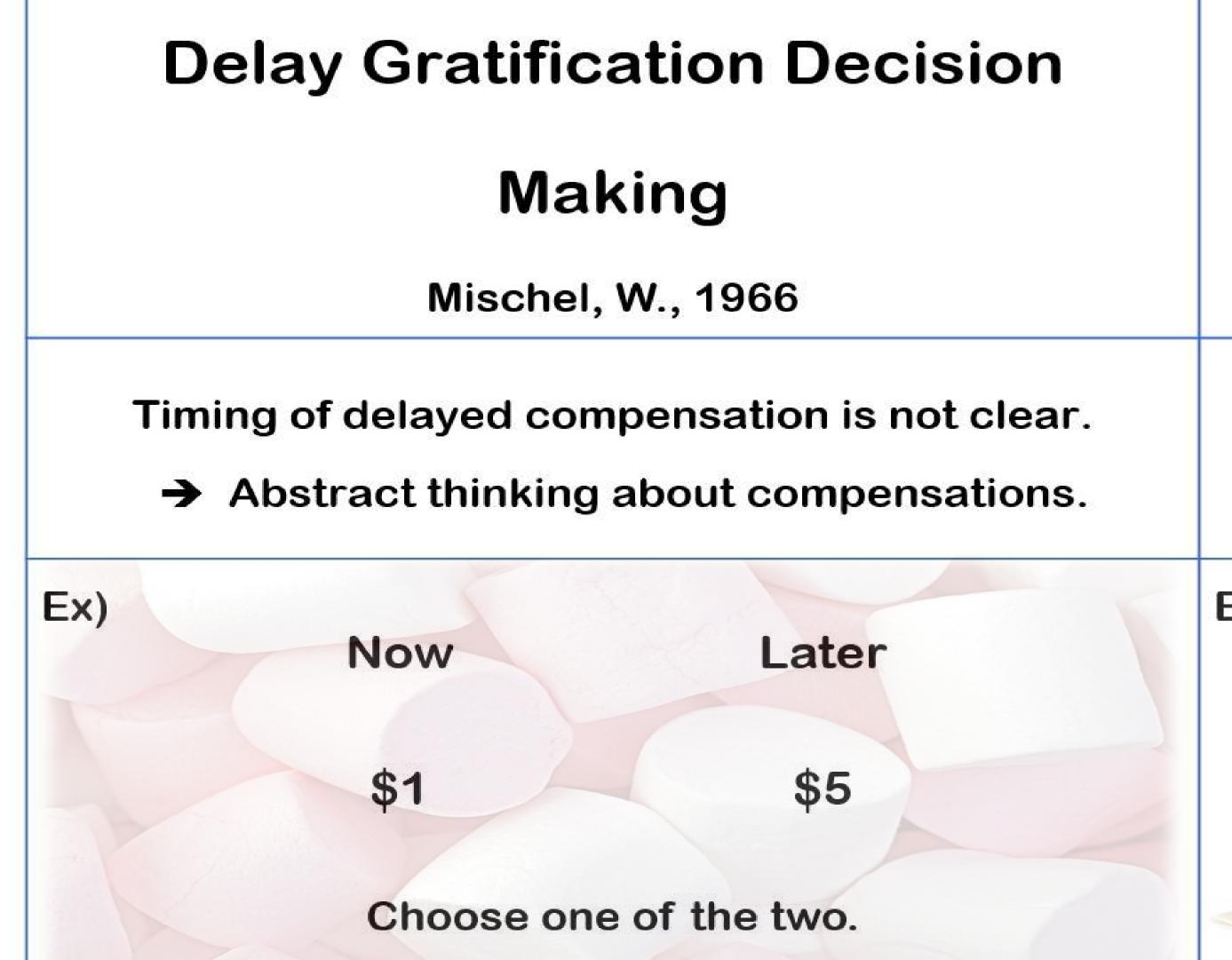




Regulatory focus theory(Higgins, 1997)

- # Promotion Focus motivated to gain positive results, use approach strategies
- # Prevention Focus motivated to avoid negative results, use avoidance strategies
- → when temptations are encountered by consumers, regulatory focus is an important determinant of the degree of desire, and the nature and outcome of self-control(Dholakia, Gopinath, Bagozzi, & Nataraajan, 2006)
- → Different regulatory states appear to differentially equip people to deal with tempting diversions from goal attainment<sub>(Freitas, Liberman & Higgins, 2002)</sub>
- > This implicate that the decision making may vary depending on the direction of motivations.

### Are these two tasks different in motivational direction?





Frederick, Loewenstein, & O'Donoghue, 2002

Timing of delayed compensation is very clear.

Concrete thinking about compensations

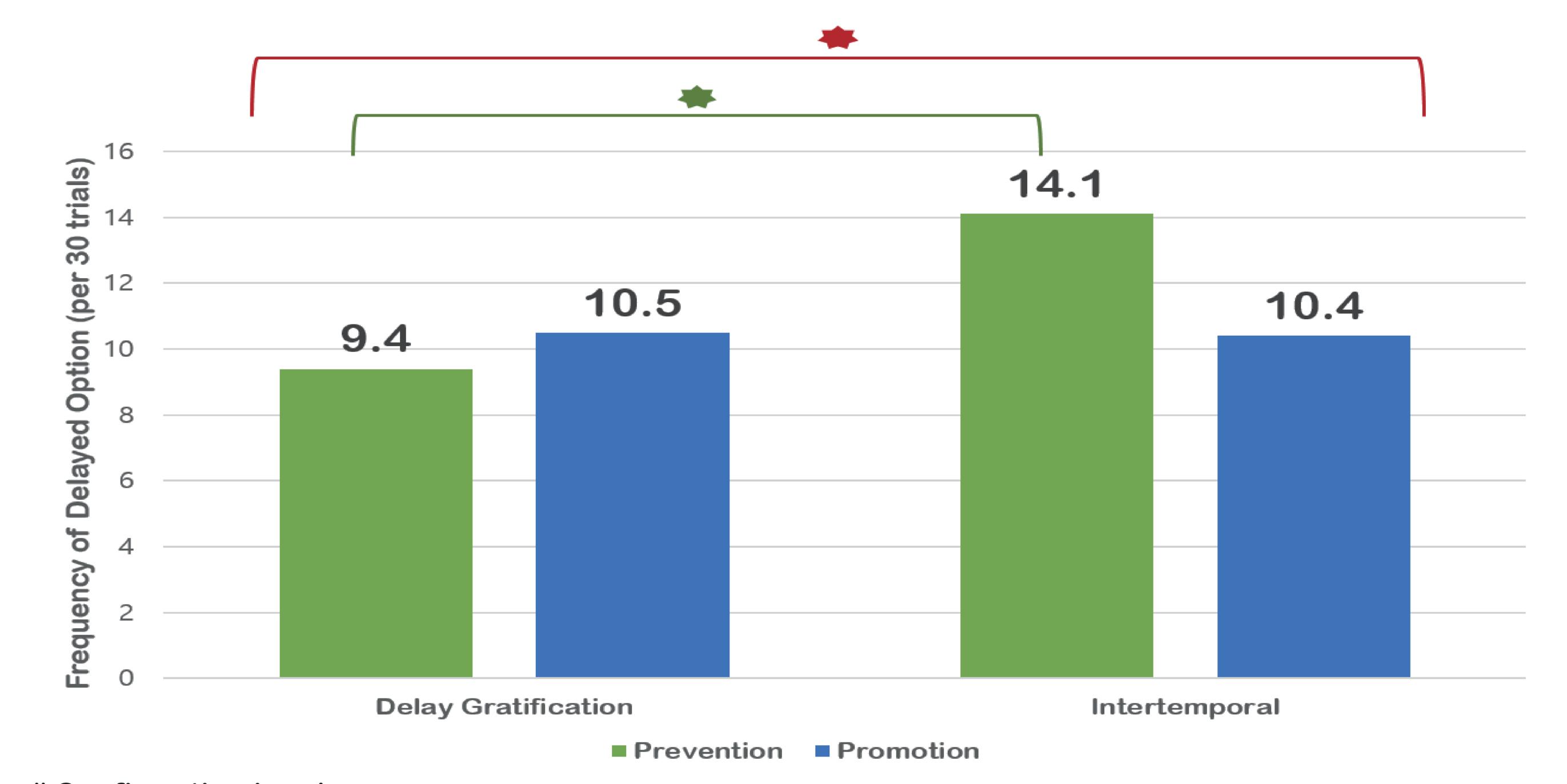
Now 3 days Later

\$1 \$5

Choose one of the two.

#### Results

Difference between Task and Motivational Direction.



- # Confirmation in advance
- No impact on task sequence (M Promotion propensity = 20.8, M Prevention propensity = 23.5, p > .05)
- Participant's motivational propensity is not significant (p > .05)
- The main effect of regulatory focus difference between IT and DG is significant (p < .05)
- Description Distriction Distr
- Prevention focus → Significant in selection frequency according to task
  (M <sub>Satisfaction</sub> = 9.4, M <sub>Intertemporal</sub> = 14.1, P < .005)</p>
- Promotion focus → Not significant in selection frequency according to task
  (M <sub>Satisfaction</sub> = 10.5, M <sub>Intertemporal</sub> = 10.4, p > .05)

Participants who primed prevention focus is affected by the presentation of the task, whereas participants who primed prevention focus isn't significantly affected by two tasks.

In IT task, prevention focus is patience than DG task.

## Methodology

- 1. Participants randomly assigned by two motivational directions. They complete a form of experimental agreement and fill in the Regulatory Focus Questionnaires which is validated in Korean (Sena Kim et al., 2015)
- 2. Priming the Promotion and Prevention focus
- # Promotion focus: primed with hope and desire writing
- # Prevention focus: primed with responsibility and duty writing
- 3. Start decision making task with used E-Prime 2.0, 180 trials.

In the task, participants can select one of the two options that has the time and prices.

For eliminate the ordering impact of DG and IT tasks, it was counterbalanced.

#### Discussion

This finding means that Intertemporal Decision Making and Delay Gratification Decision Making are different from each other in domain of motivation.

- # Intertemporal Decision Making: People who primed prevention focus responded that they wait longer because certain waiting time.
- # Delay Gratification Decision Making: People who primed prevention focus responded that wait shorter because their waiting time is relatevely ambiguous.

Through this experiment, we identified that the people who primed the prevention focus were more likely to be patient. If person who primed as prevention focus received obvious task, they become more patience. This study suggest that motivation can affect decisions about reward choice. And this results give the implication about how to present a certain set of tasks depending on the direction of motivation. Experimental results suggest that we need to pay attention to the direction and status of each motivations according to the situation. From now on, we need to find out more about how other judgment and decision making are affected by motivational directions.

#### Further Research

- # People who primed prevention focus are affected by certainty and uncertainty.
- It can be interpreted people who has prevention focus are like specific details, therefore they influenced by the same specific category money. However, We will need to find out more about what choice will change when giving a some kind of reward options in Promotion focus.
- With the promotion focus, it is expected that the decision making will be more suited to abstract compensation rather than concrete reward. We will going to check it out.
- e.g.) Give participants opportunity to trevel another country.
- # Depending on the direction of the motivations, it is necessary to predict whether decision is regulated or mediated by the decision making. Therefore, we will need to check the basic motivation of the underlying motivations and see if there are other factors influencing the impact.

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