



Promotion and Prevention Goals

Expectancy Value Theory

People are motivated to do something as a function of:

1. how likely they are to be successful (this is the expectancy part),
2. how much they think they will benefit (this is the value part)

Promotion Goals	Prevention Goals
Sense of Achievement	Sense of Safety
Accomplishment	Urgency
What you'd ideally like to do	What you ought to do
Maximizes your gains	Minimizes your losses
Options / creativity	Specifics/ details
Motivation = how likely to succeed	Motivation = vigilance
Completion = rush of success	Completion = rush of relief
<i>I'm going to finish my novel</i>	<i>I need to find a new job before they announce layoffs</i>