

About the impact of the *why* on the *what* and the *how*:

The impact of motivation on information processing

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Course for doctoral students: Friday, Dec. 14, 2012: 10 am – 1:15 pm, B 602
and Friday, Feb. 8, 2013: 10 am – 5:45 pm, H 303.

While for a long time research in psychology considered motivational and cognitive factors as alternative or additive explanation of a phenomenon, more recent research clearly indicates that motivation influences cognition. In other words, the motivation force driving our behaviour (i.e., why we do something) has a strong influence on what kind of information is processed and how we process it. This in turn has a heavy implication on the resulting perception of our environment and behaviour. Research has, for example, shown that an otherwise highly attractive chocolate cake is not only *automatically* perceived as negative among those with a strong dieting goal, but they focus even more strongly on their dieting goal.

This course will start with a brief summary of more traditional motivation research and a more extensive summary of initial research on the impact of motivation on information processing. This part will be delivered during the first day as a lecture with interactive elements. The second day will be fully interactive and focus on discussing and comparing the diverse approaches that have been developed during the last one or two decades, including, but not limited to, goal systems theory, the motivational inferences model, approach and avoidance motivation, regulatory focus theory, and the biophysical model of threat and challenge.