招待講演 (SL02) 〈公開〉

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Goal priming: Implicit motivation and adaptation of goals and experiences

目標プライミング：目標とエージェンシー体験の 適合と潜在動機づけ

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講演者の紹介

Henk Aarts 博士は、ナイメーヘン大学にて博士号を取得し (論文題目: 習慣と意思決定), オランダ保健・疾病予防研究所, アイントホーベン工科大学, ライデン大学を経て, 現在, ユトレヒト大学社会・組織心理学教授として, 研究教育にあたっている。社会的認知領域において, 目標の役割の研究に従事し, The Society for Personality and Social Psychology において, 専門雑誌の編集委員などの職を務められている。近年, 非意識的な目標追求の研究で受賞し注目されている。最近では, 自己の非意識的行動を主体はどのように理解するか, エージェンシー体験 (主体感覚) について論じている。

講演の内容

Recent work has discovered that human goal pursuit can emerge in the absence of conscious awareness. Whereas these goal priming effects are intriguing and pervasive, it is still a puzzle how goals turn into motivated behavior nonconsciously and how nonconscious goal pursuit relates to people's experiences of agency or willfully pursuing goals. This presentation attempts to promote a more comprehensive understanding and examination of this topic. Specifically, it discusses recent work showing how priming mental representations of goals in temporal proximity to the activation of positive affect modulates (1) the implicit motivation to pursue goals; (2) the regulation of these goal pursuits without awareness of the activation and operation of the goal; and (3) the process underlying the experience of agency.

主な著書・論文

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- Aarts, H., Gollwitzer, P., & Hassin, R. (2004). Goal contagion: Perceiving is for pursuing. *Journal of Personality and Social Psychology*, **87**, 23-37.
- Aarts, H. & Dijksterhuis, A. (2003). The silence of the library: Environment, situational norm and social behavior. *Journal of Personality and Social Psychology*, **84**, 18-28.
- Aarts, H. & Dijksterhuis, A. (2000). Habits as knowledge structures: Automaticity in goal-directed behavior. *Journal of Personality and Social Psychology*, **78**, 53-63.
- Aarts, H. & Hassin, R. (2005). Automatic goal inferences and contagion: On pursuing goals one perceives in other people's behavior. In J. P. Forgas, D. D. Williams & W. Von Hippel (Eds.), *Social motivation: Conscious and unconscious processes* (pp. 153-167). New York: Psychology Press.