

Self-Regulation of Behavior Change

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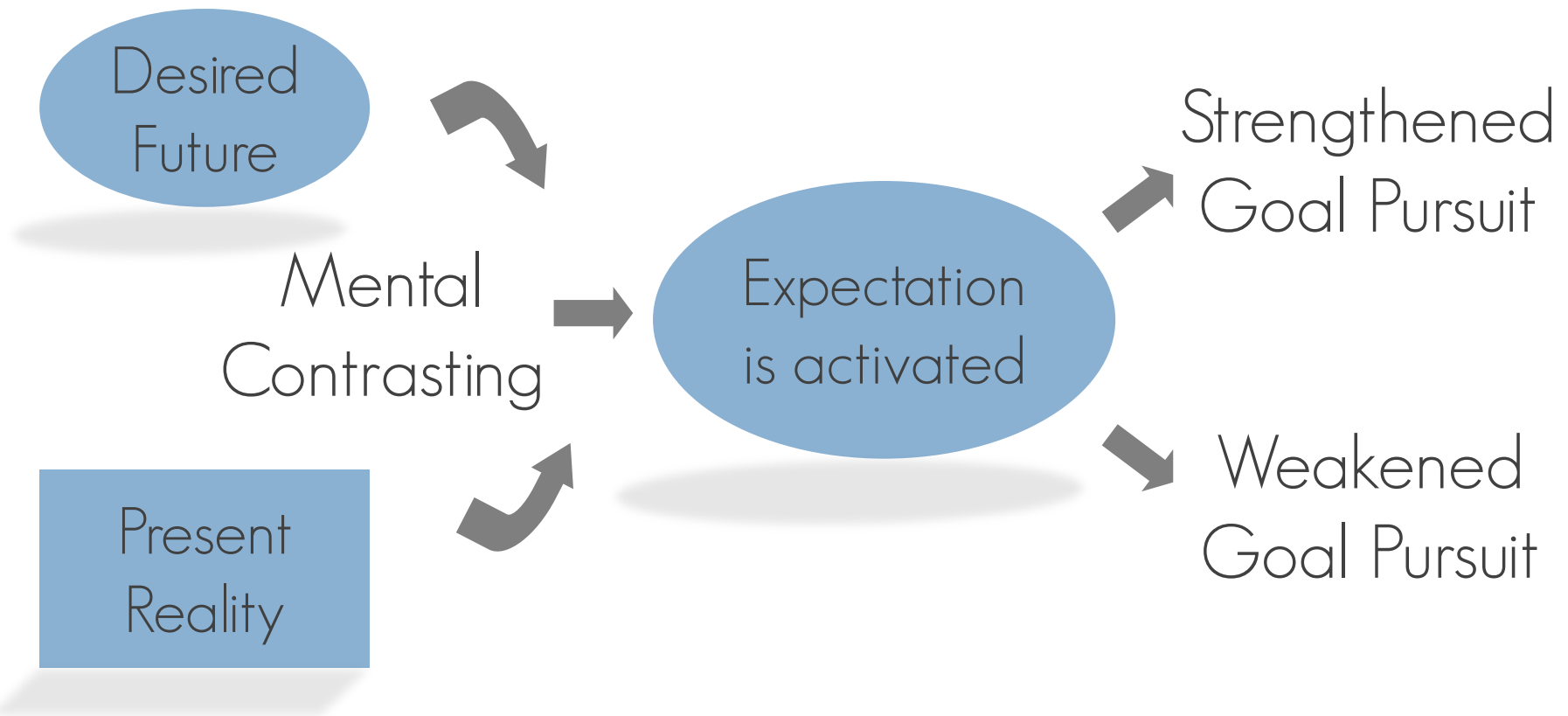


Mental Contrasting

- Principle
- Mechanism
- Interventions
- Application

Mental Contrasting: Principle

Mental Contrasting



Mental Contrasting: Mechanisms

How Does Mental Contrasting Affect Behavior Change?

Changes in *Implicit Cognition*

Changes in *Motivation*

Changes in *Responses to Set-Backs*

Mental Contrasting and Successful Goal Pursuit: Evidence

Academic/vocational

- Vocational training
- Combining work and family life
- Learning a foreign language
- Studying abroad
- Mathematics
- Creativity tests

Health

- Cigarette reduction
- Coping with stress
- Exercise
- Healthy eating

Interpersonal relations

- Problem solving
- Social responsibility
- Help seeking
- Help giving
- Reconciliation

Implementation Intentions

If situation X occurs, then I will perform the goal-directed response Y!

If ... *the waiter asks me to order a drink,*
then I will ... *ask for a mineral water!*

How Do Implementation Intentions Enhance Performance?

Changes in *Activation of Critical Situation*

Changes in *Automaticity of Action Initiation*

Prerequisites for the Effects of Implementation Intentions

- Goal commitment is strong
- If-component specifies critical situation (e.g., challenging obstacle)
- Then-component specifies instrumental mean



*Mental contrasting establishes
all three prerequisites*

Mental Contrasting with Implementation Intentions (MCII)

*To pass math so I can go to
culinary school*



What is my dearest **W**ish?

*Work in a restaurant, eat good
food, become independent*



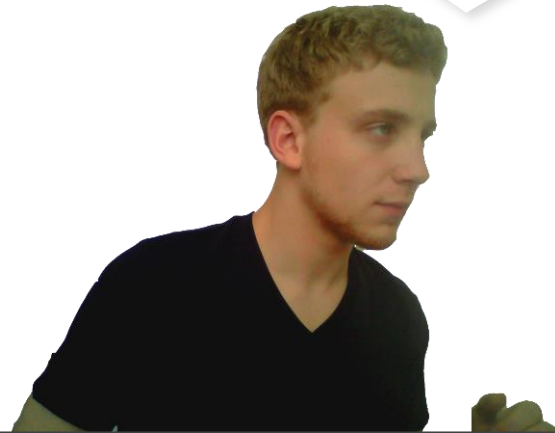
What would be
the best Outcome of fulfilling my
Wish?

*I get so angry when my math
teacher yells at me*



What is my main **O**bstacle, the
Obstacle in me?

*If... my math teacher yells at me,
then I will... breathe deeply 5 times
and get back to work*



What can you do to overcome the Obstacle?

Make an if-then **P**lan!

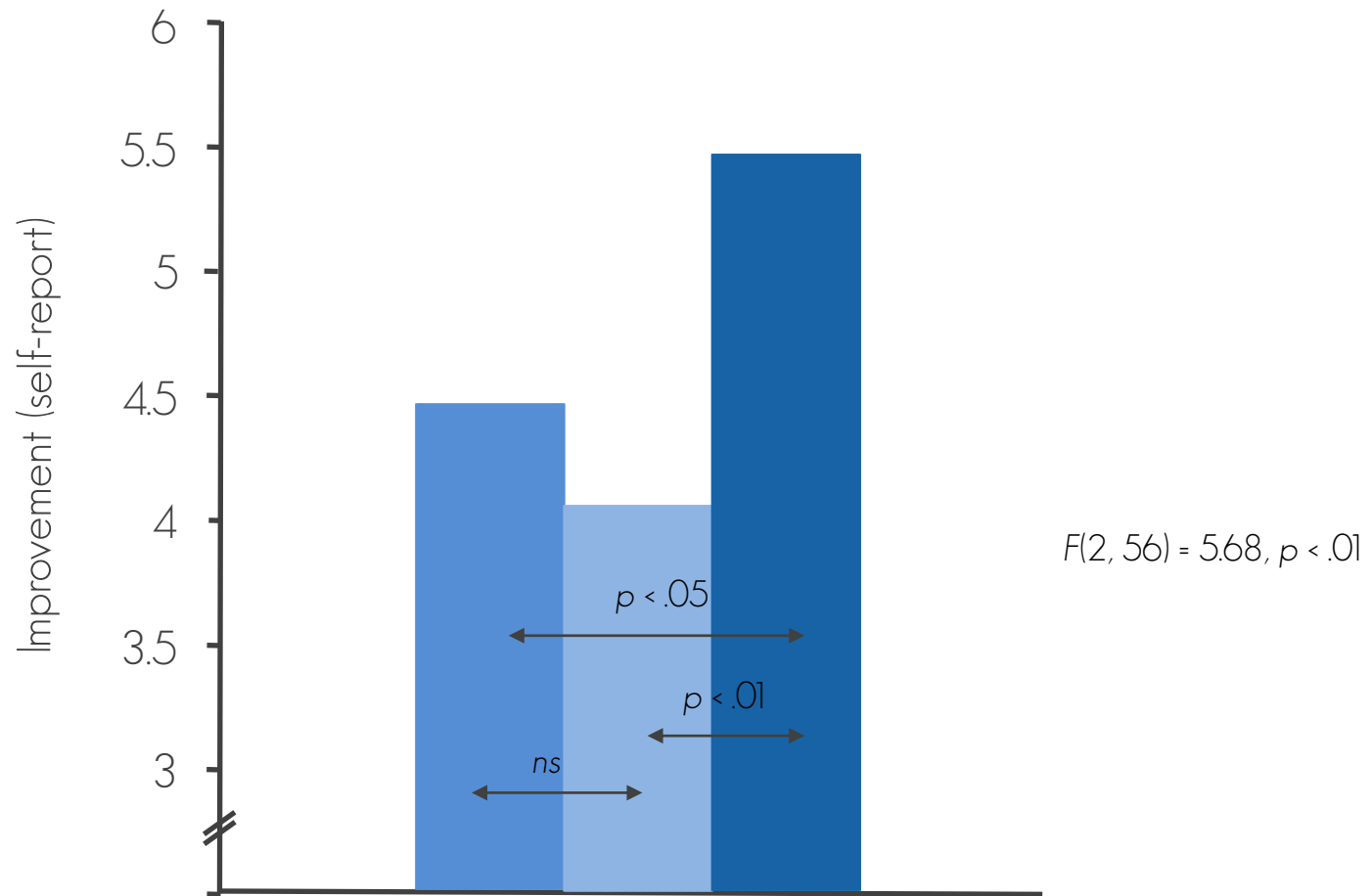
woop



MCII as Behavior Change Intervention –
more than MC and II alone:

Breaking Snacking Habits

Breaking Snacking Habits



Mental Contrasting



MCII



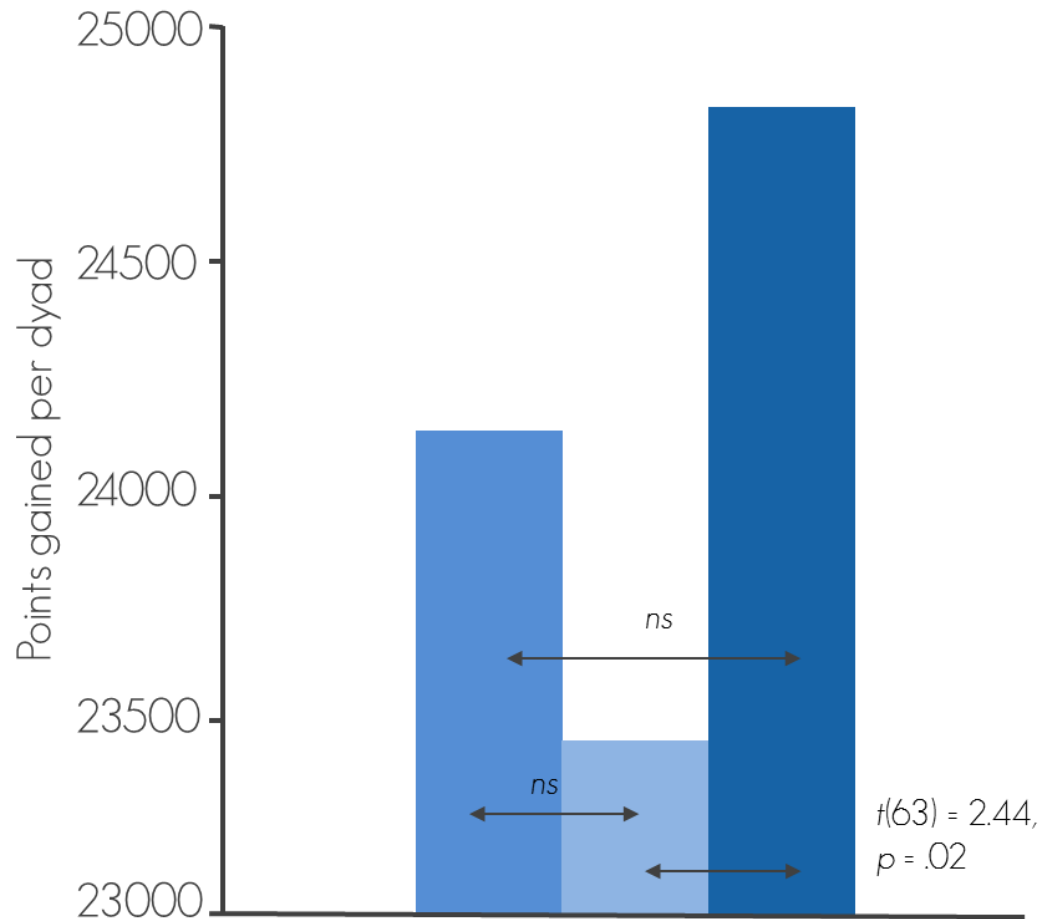
Implementation Intention

Adriaanse, Oettingen, Gollwitzer, Hennes, de Ridder, & de Wit (2010). *European Journal of Social Psychology*, 40, 1277-1293.

MCII as Behavior Change Intervention -
more than MC and II alone:

Finding Integrative Solutions

Integrative Negotiation



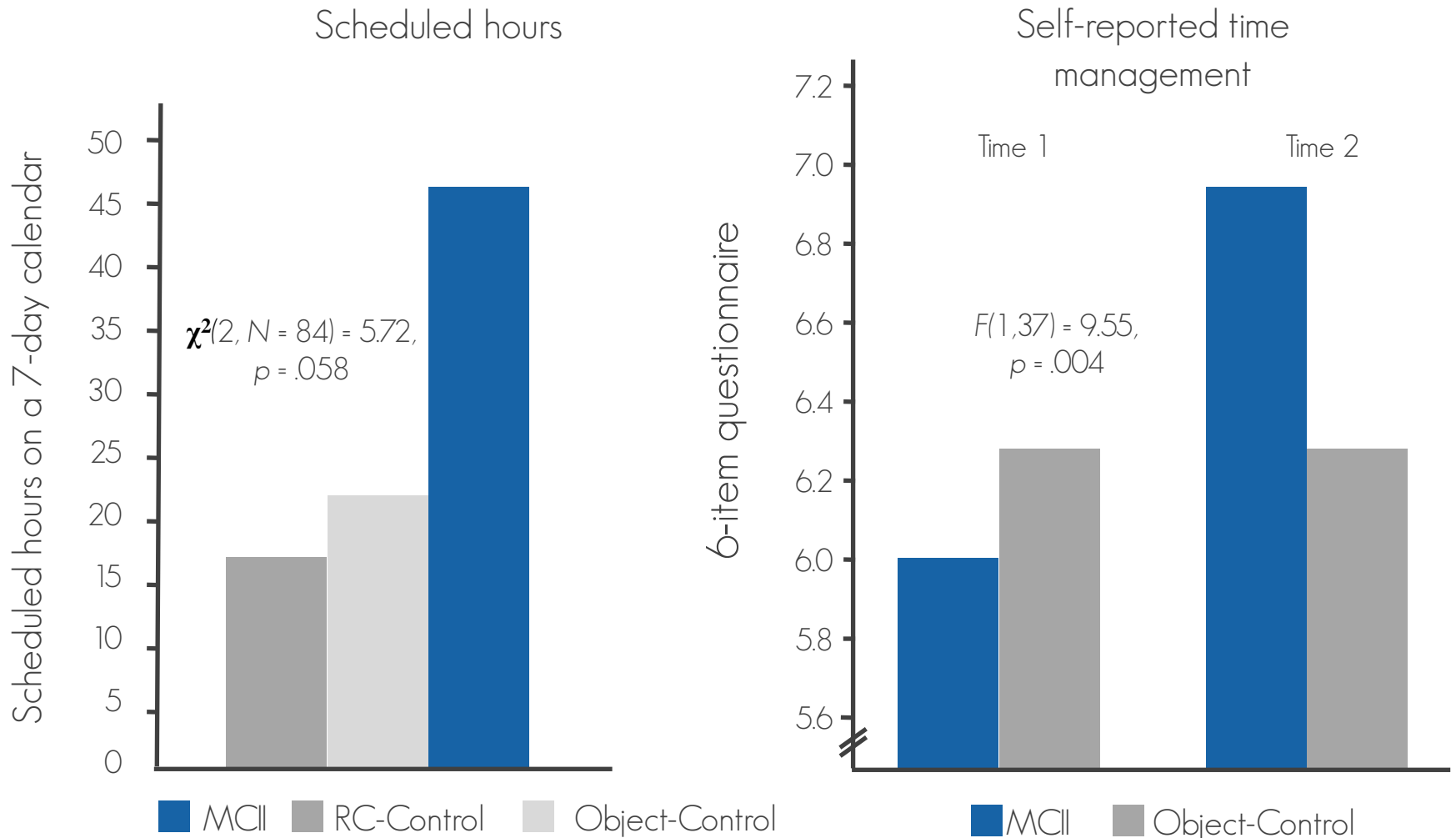
- Mental Contrasting
- Implementation Intention
- MCI

Kirk, Oettingen, & Gollwitzer (2013). *International Journal of Conflict Management*, 24, 148-165.

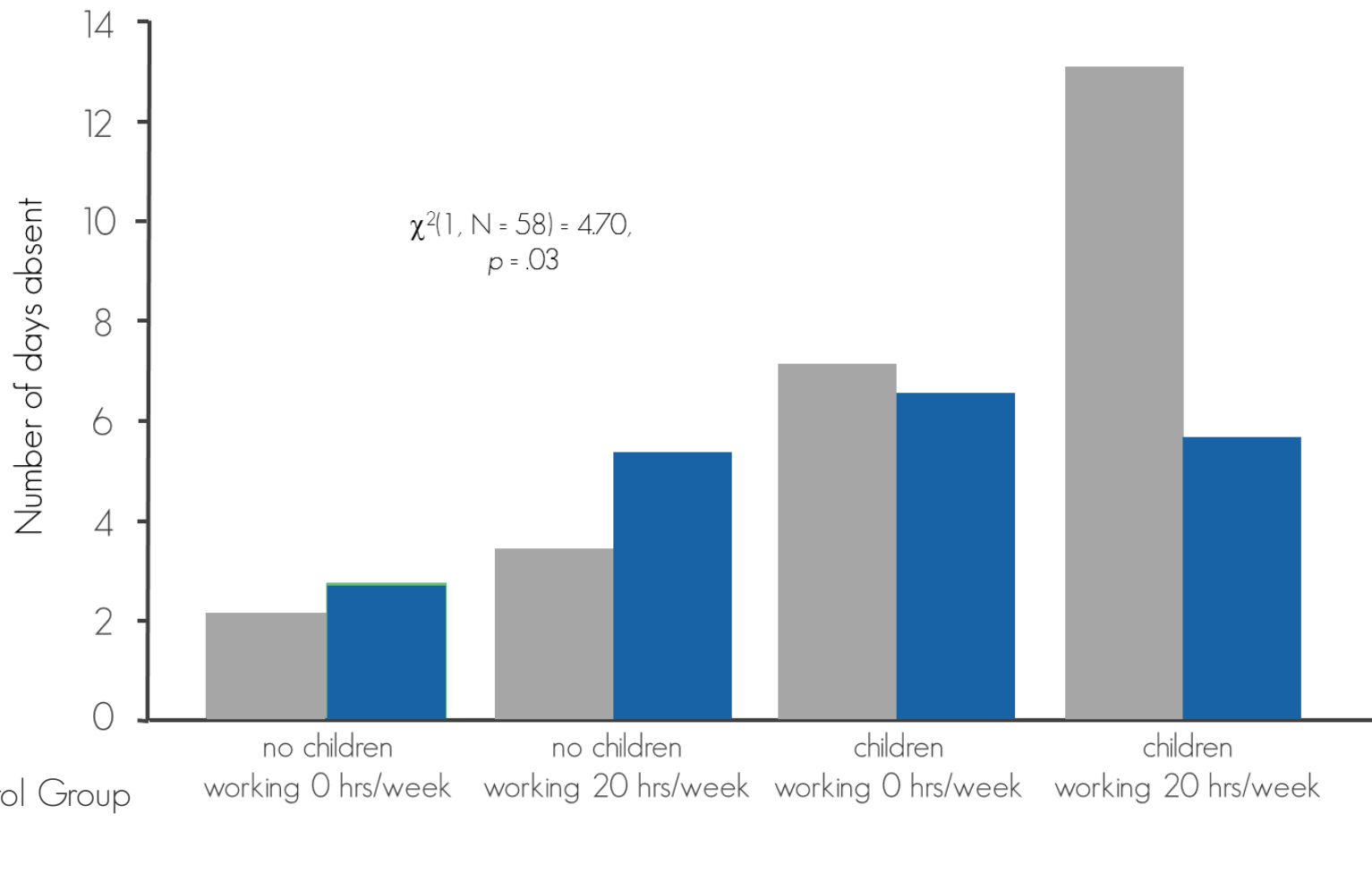
MCII as Behavior Change Intervention:

Time Management

Time Management



Time Management



MCII as Behavior Change Intervention:

Improving Exercise and Diet

Improving Exercise

Intervention in general practice

255 healthy women with a mean age of 41 years.

- ▶ Information control
- ▶ Information + MCI



1 week

1 month

2 months

4 months

Time after the intervention

 Diary

MCII Intervention



Today's Exercise Wish: exercycling in the evening



Best Outcome: feeling balanced



Obstacle: tired when I come home



Plan: Overcome/Prevent/Seize Opportunity

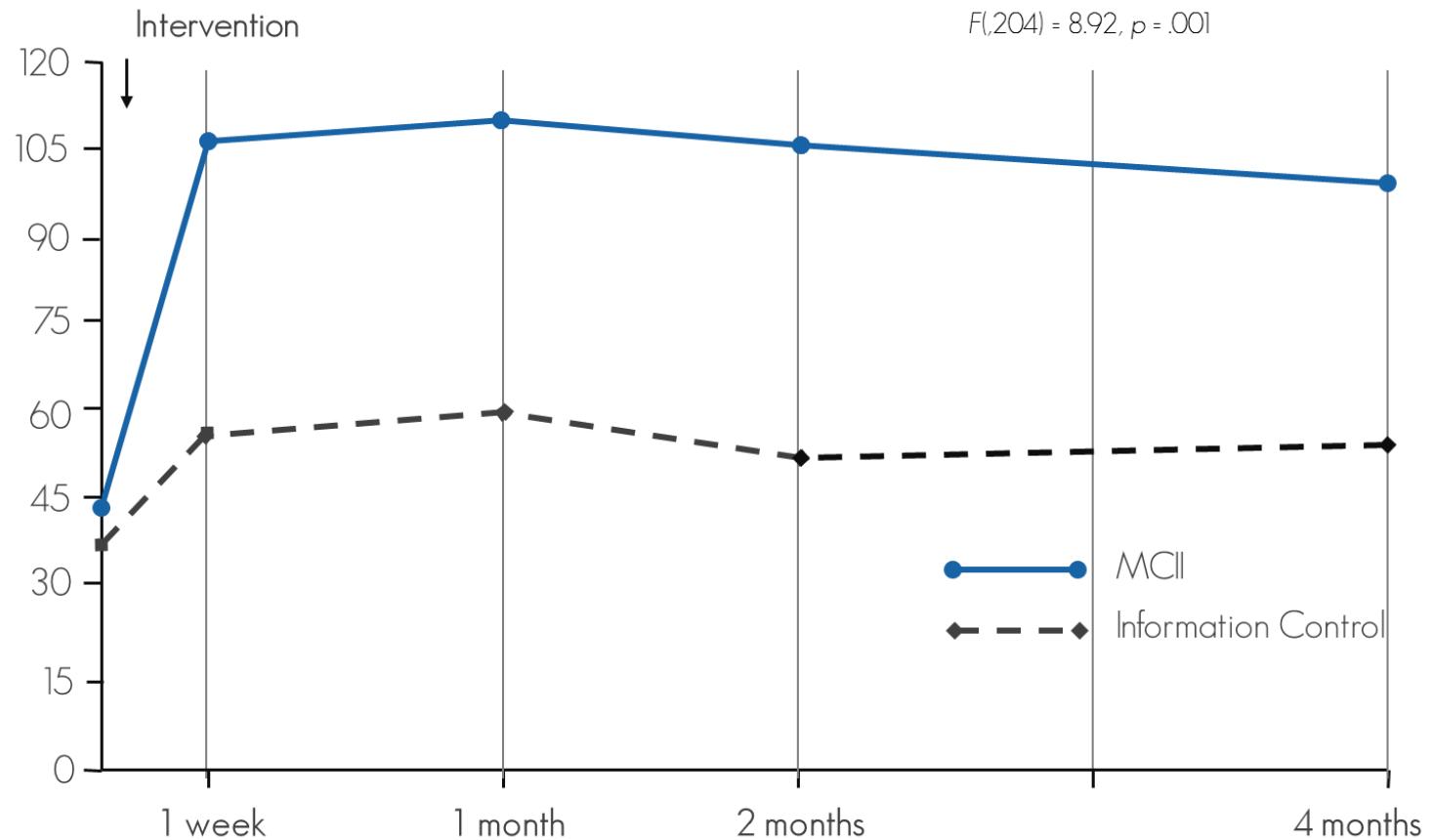
If I come home tired at 7 pm, then I will take my

situation (when and where)

behavior

ipod and exercycle

Exercise after 4 Months



Stadler, Oettingen, & Gollwitzer (2009).
American Journal of Preventive Medicine, 36, 29-34.

MCII Intervention



Today's Healthy Eating Wish: eat 3 portions of fruits



Best Outcome:

well being



Obstacle:

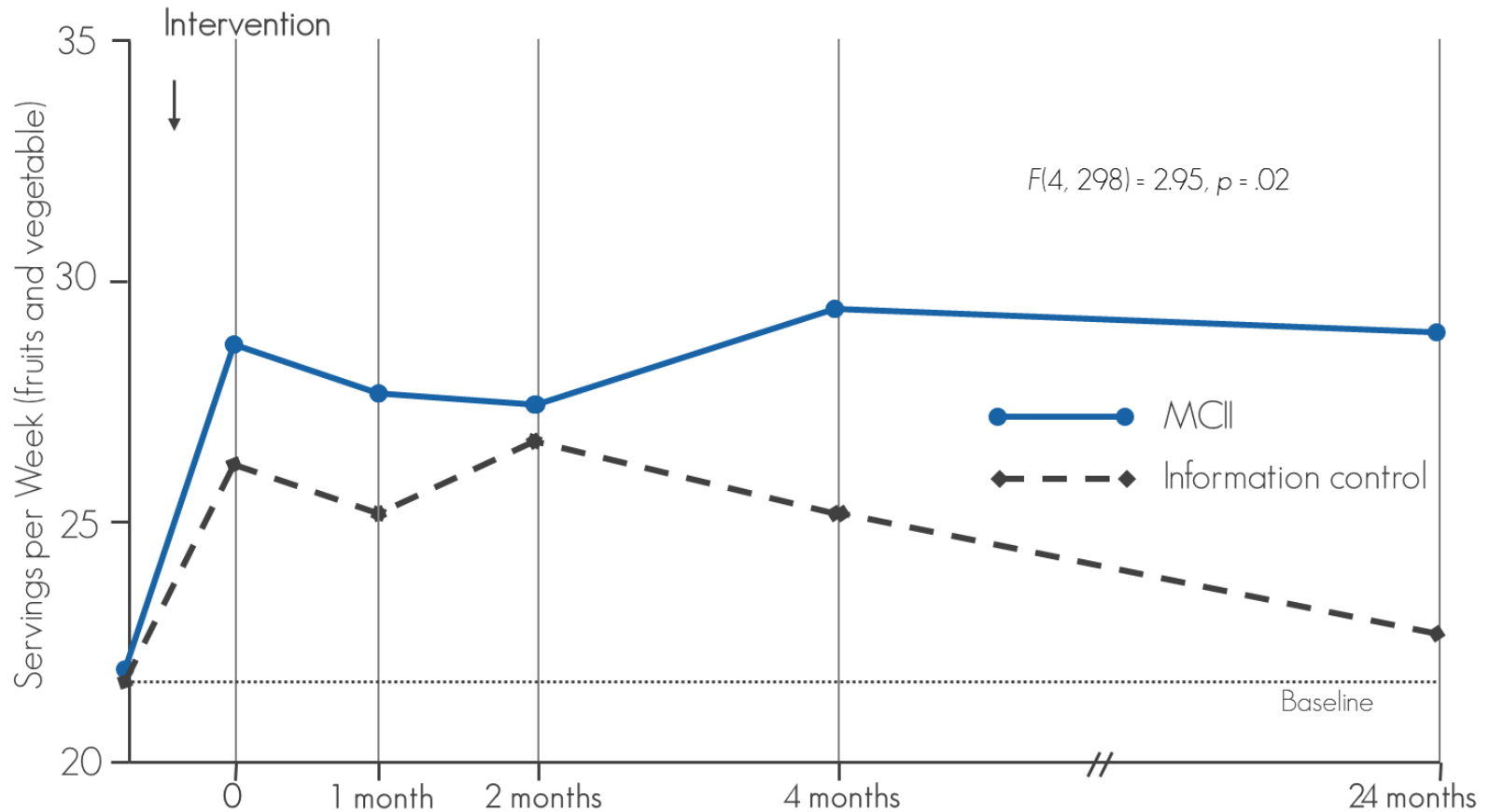
chocolate dessert at lunch



Plan: Overcome/Prevent/Seize Opportunity

If... chocolate dessert at lunch, then... I will take a fruit salad
situation (when and where) behavior

Healthy Diet after 2 Years

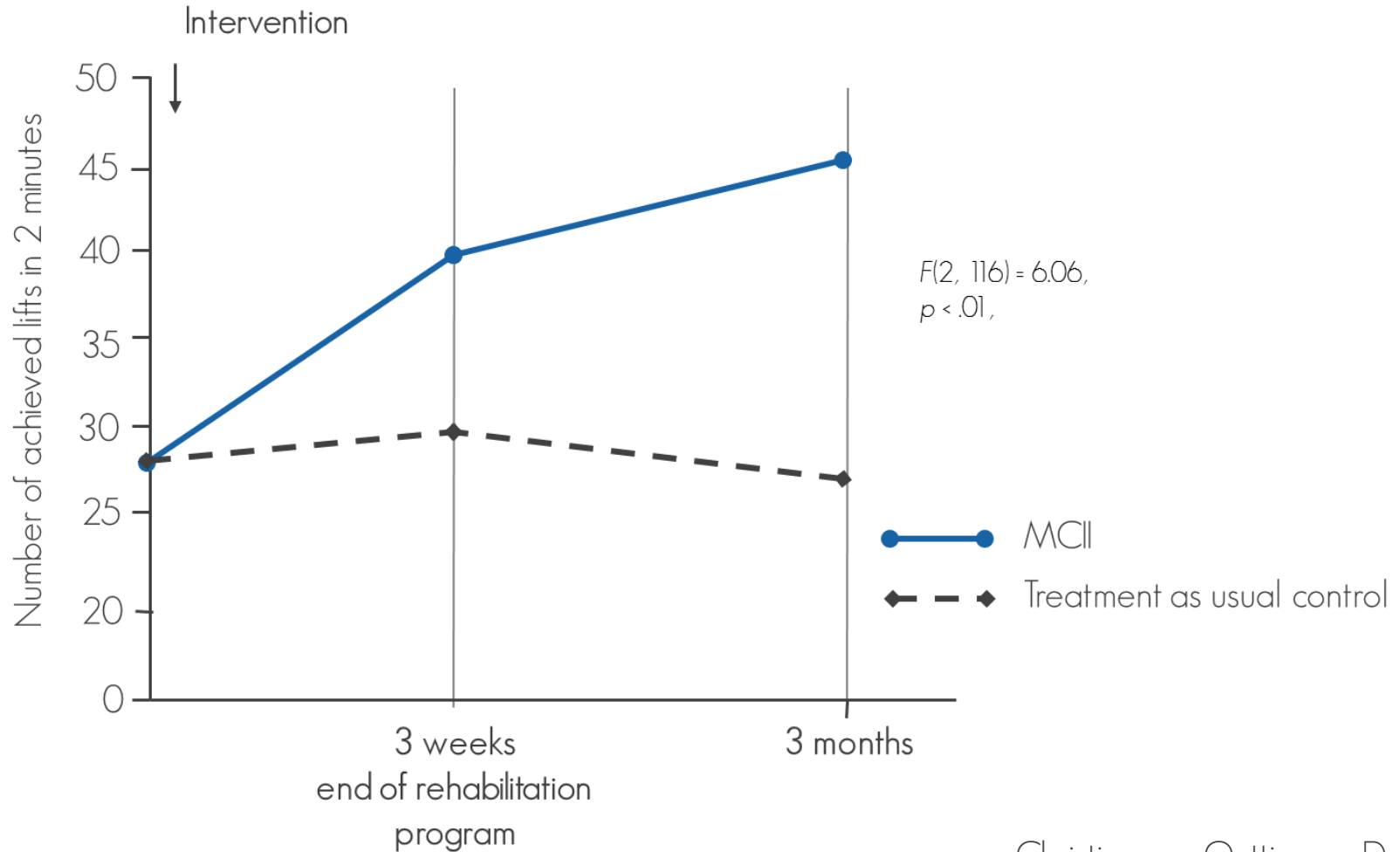


Stadler, Oettingen, & Gollwitzer (2010).
Health Psychology, 29, 274-283.

MCII as Behavior Change Intervention:

Improving Physical Mobility in Chronic Back
Pain Patients

Improving Physical Mobility in Chronic Back Pain Patients

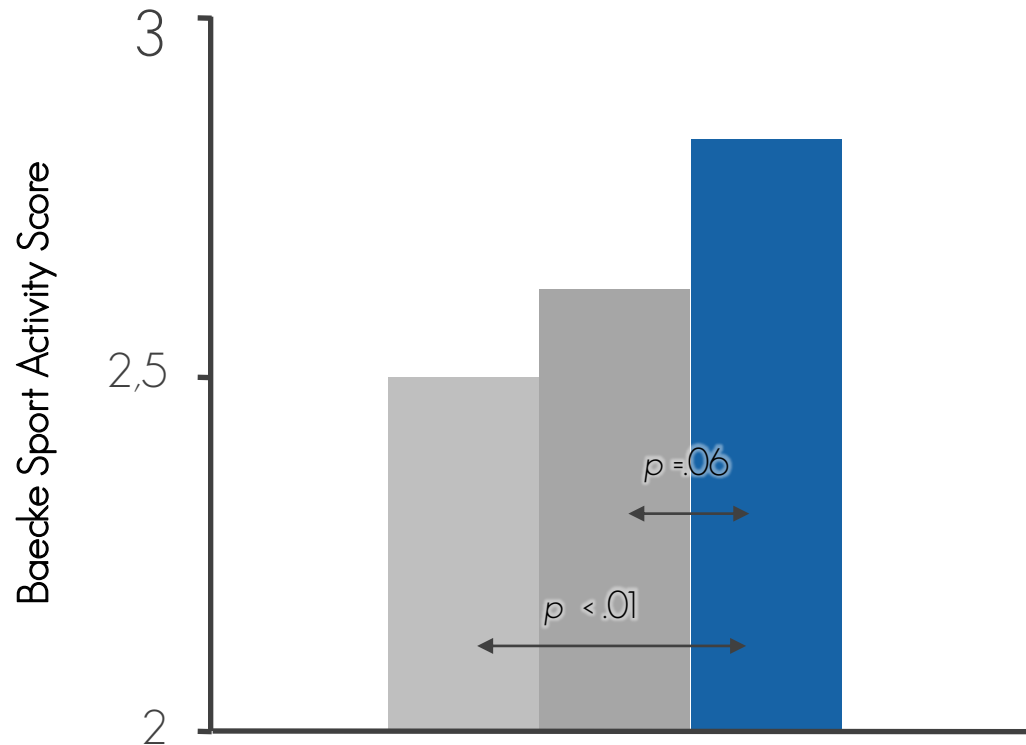


Christiansen, Oettingen, Dahme, & Klinger (2010). *Pain*, 149, 444-452.

MCII as Behavior Change Intervention:

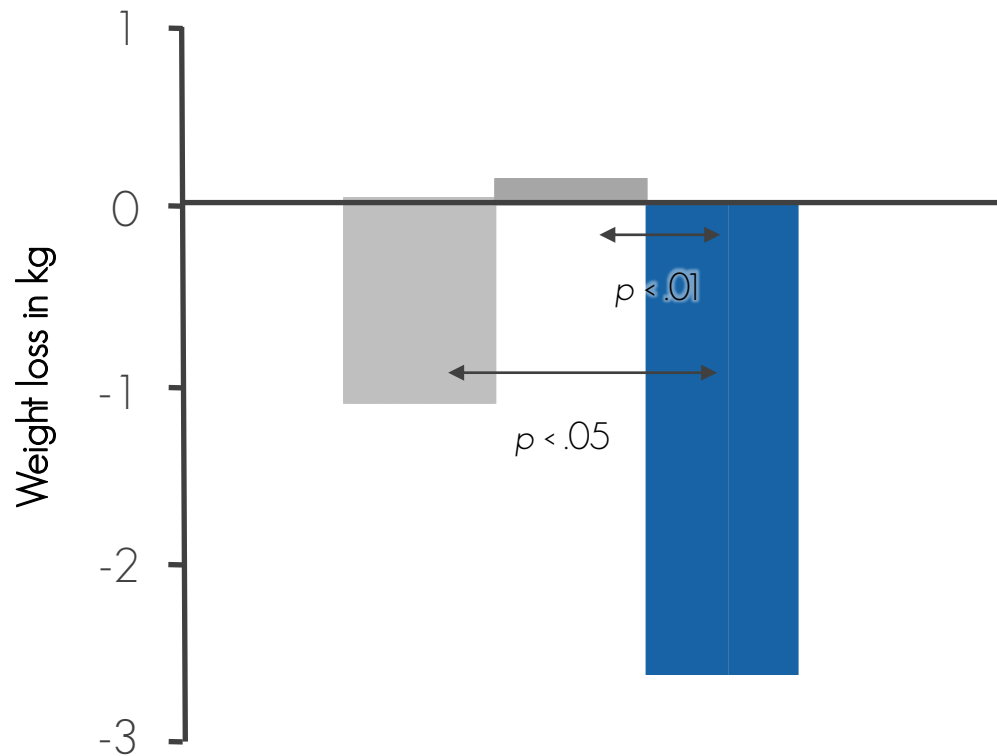
Improving Exercise in Stroke Patients

Sport Activity after 1 Year



- Information treatment as usual
- Standardized information treatment
- Standardized information treatment + MCII

Weight Loss After 1 Year



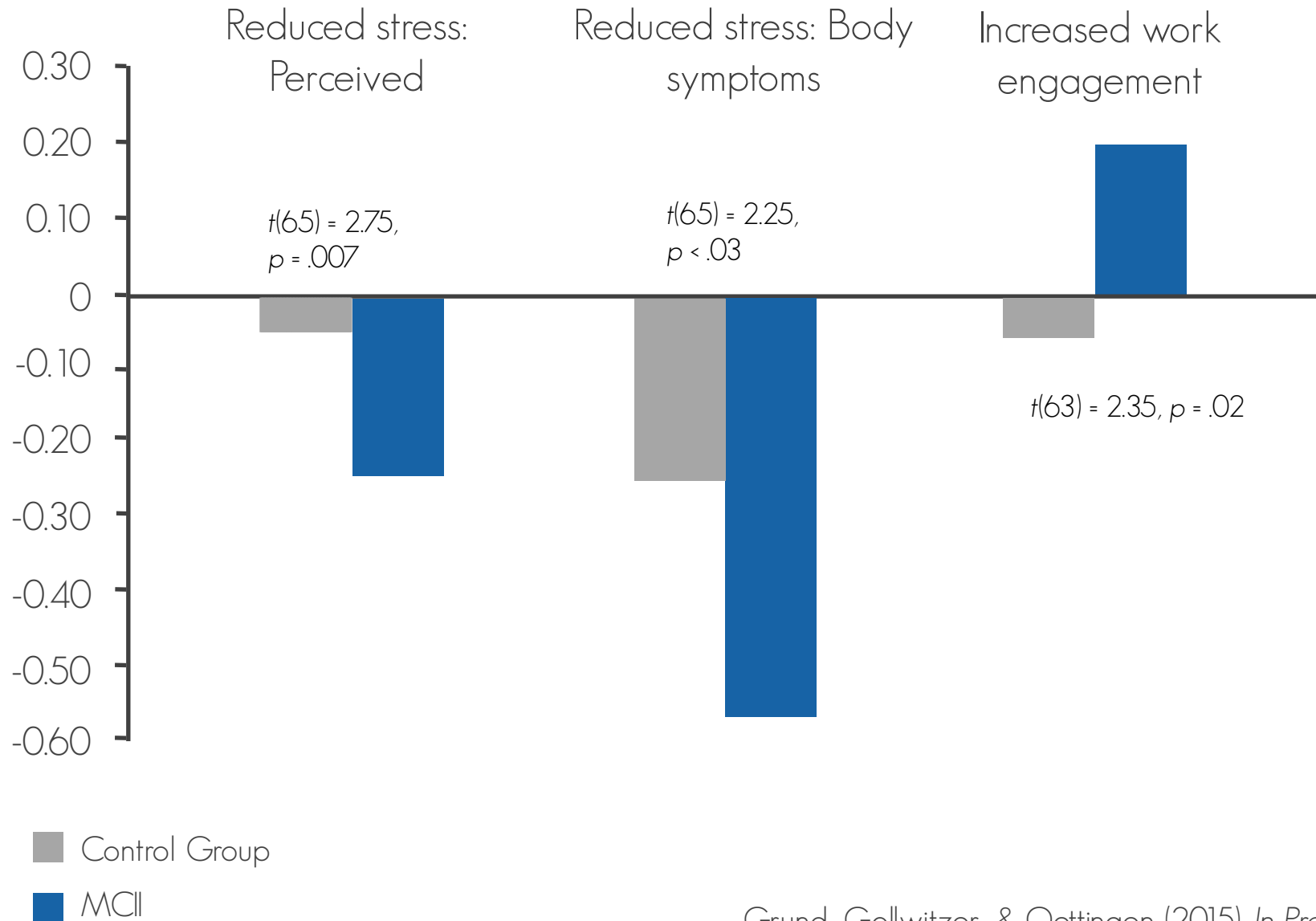
- Information treatment as usual
- Standardized information treatment
- Standardized information treatment + MCII

Marquardt, Oettingen, Gollwitzer, & Liepert (2014). *Under Review*

MCII as Online Behavior Change
Intervention:

Reducing Stress in Health Care Providers

Reducing Stress in Health Care Providers

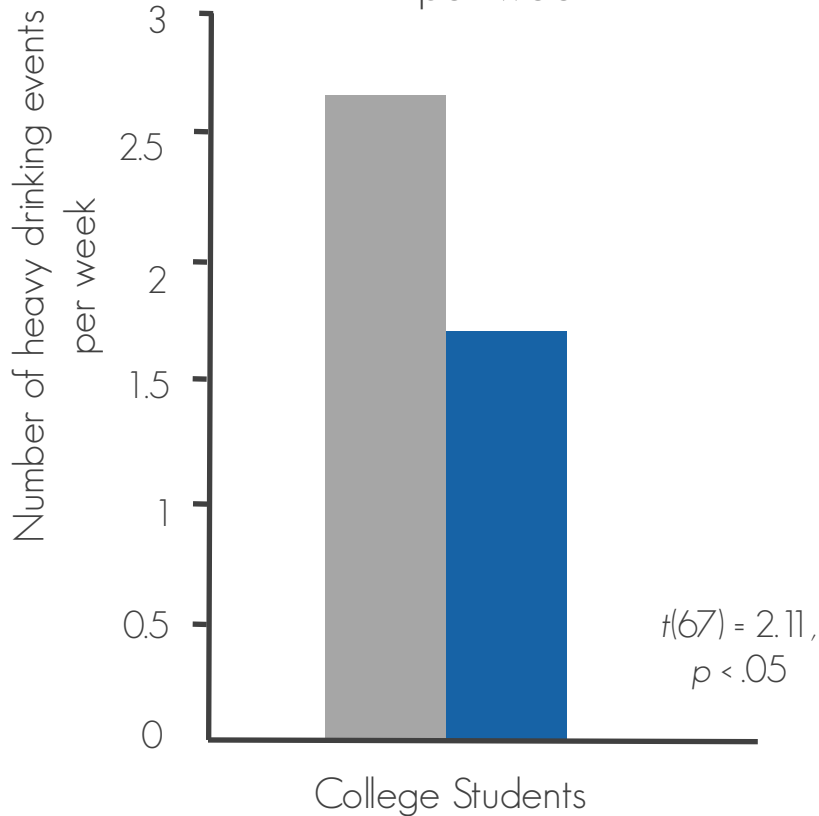


MCII as Behavior Change Intervention:

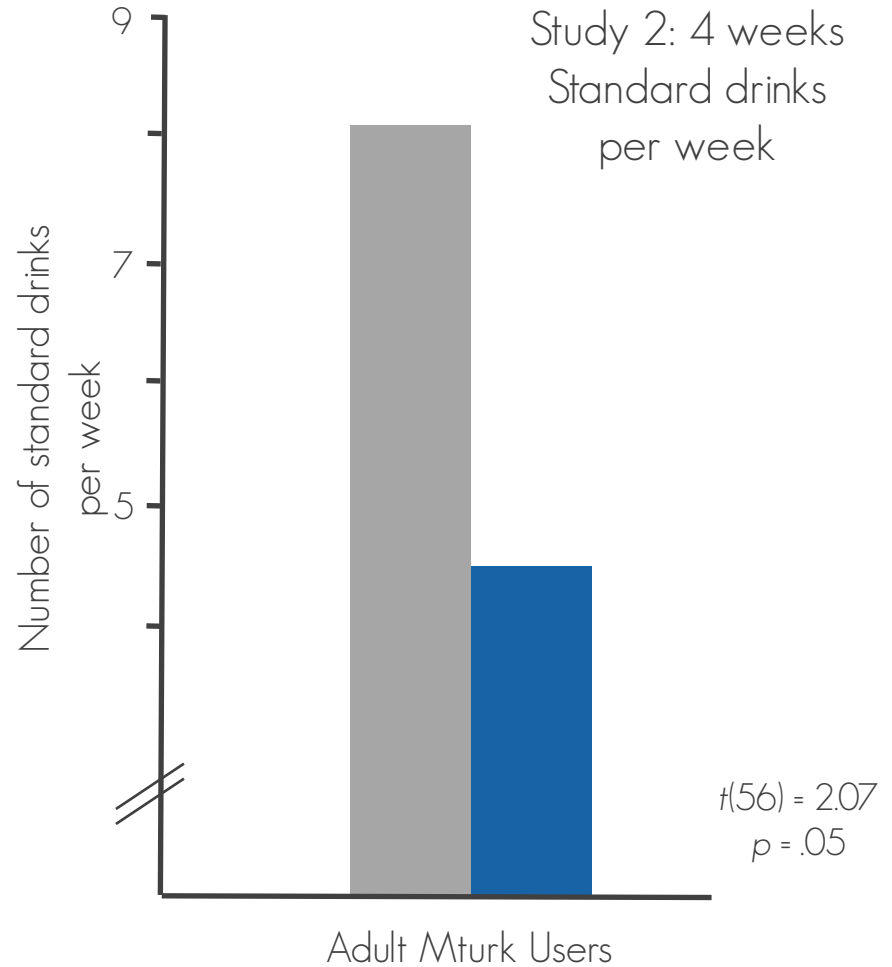
Reducing Alcohol Consumption

Reducing Alcohol Consumption

Study 1: 1 week
Heavy drinking events
per week



Study 2: 4 weeks
Standard drinks
per week



Wittleder, Kappes, Oettingen, Gollwitzer,
& Morgenstern (2015). *In Preparation*.

MCII as Behavior Change Intervention:

Study Effort and Performance in High School
and Middle School Students

MCII Intervention

W



My study wish: _____

O



Best outcome: _____



O



Obstacle: _____



P

If-then plan:

Obstacle
(where and when)

Action
(to overcome obstacle)

Control

W



My study wish: _____

O



Best outcome: _____



O



Another good outcome: _____



P

If

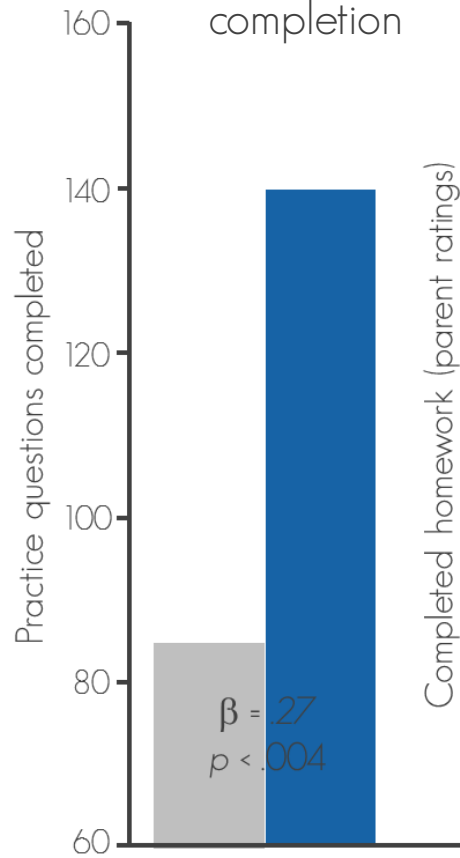
_____, then _____

Best outcome
(where and when)

Feelings
(of best outcome)

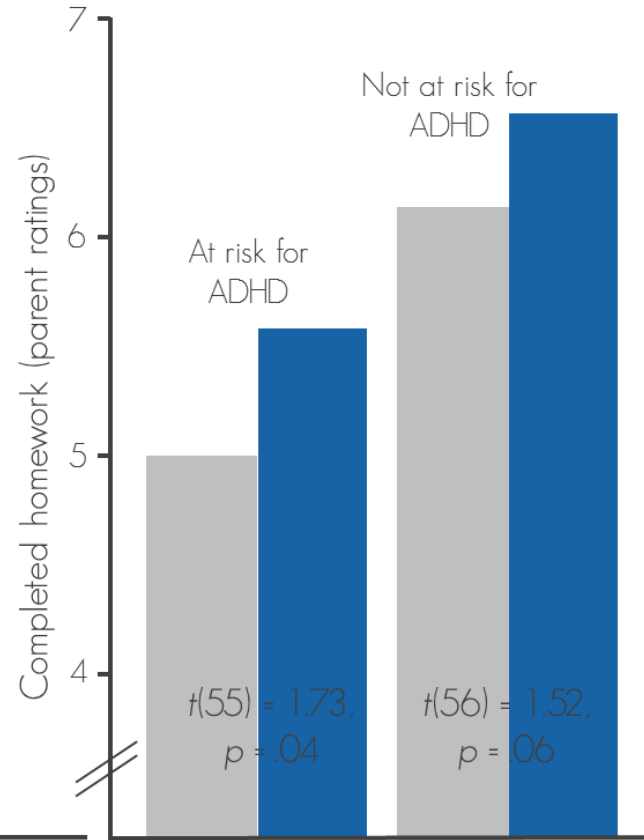
Study Effort

Study 1:
PSAT workbook
completion



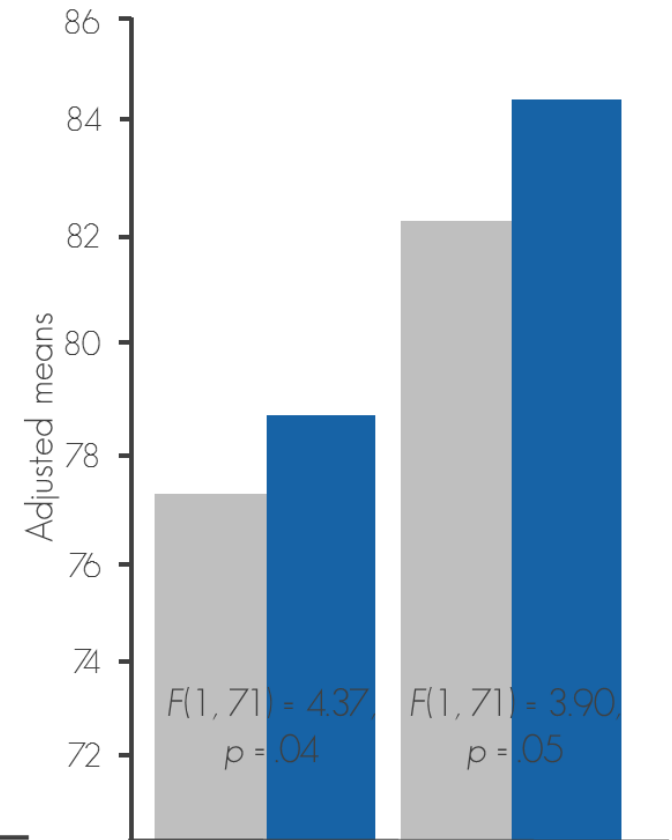
High School Students

Study 2:
Homework completion



Middle School Students

Study 3:
GPA School attendance



Disadvantaged Middle
School Students

Control Group

MCII

Duckworth, Grant, Loew, Oettingen, & Gollwitzer (2011). *Educational Psychology*, 31, 17-26.

Gawrilow, Morgenroth, Schultz, Oettingen, & Gollwitzer (2013). *Motivation and Emotion*, 37, 134-145.

Duckworth, Kirby, Gollwitzer, A., & Oettingen (2013). *Social Psychological and Personality Science*, 4, 745-753.

Mental Contrasting with Implementation Intentions (MCII)

Academic/vocational

- Work engagement
- Mastery of everyday life
- Decision making
- Negotiation performance
- Class attendance
- Course Grades
- Time Management

Health

- Exercise
- Stress Management
- Healthy diet
- Weight loss
- Pain management
- Insomnia

Interpersonal relations

- Fairness
- Reconciliation
- Perspective taking
- Reduced social anxiety
- Sustainable consumption

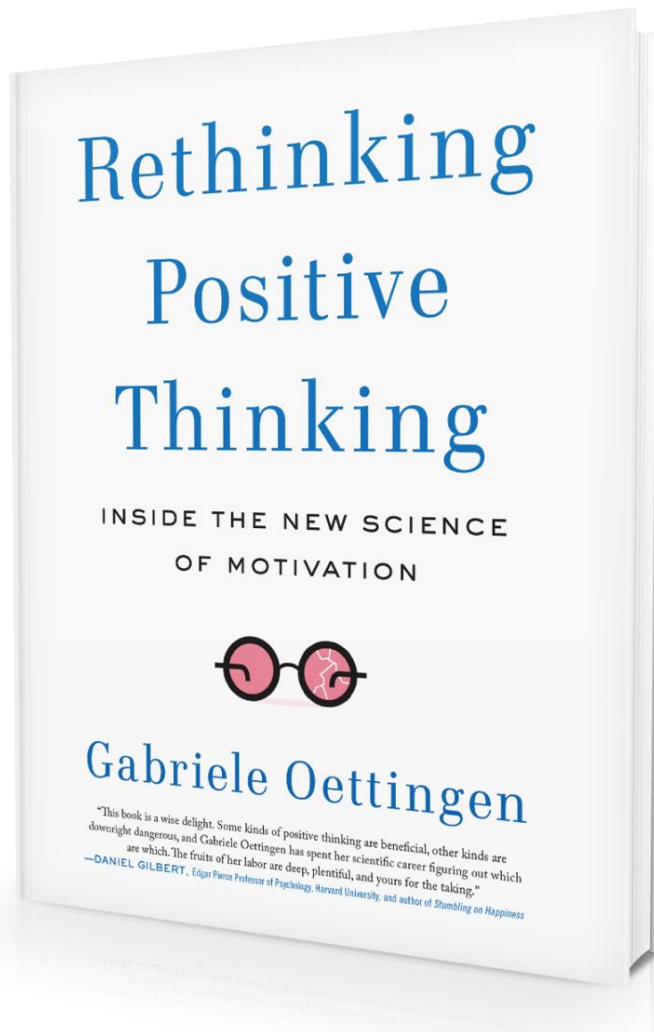
Traditional Behavior Change Interventions...

- modify incentive value and expectations
- modify framing of status quo
- modify content or structure of goals

MCII is a meta-cognitive self-regulation strategy drawing on imagery that changes cognition and energy outside of awareness

Mental Contrasting with Implementation Intentions

- Principle
- Mechanisms - Cognition, Motivation, Feedback
- Interventions - MCII



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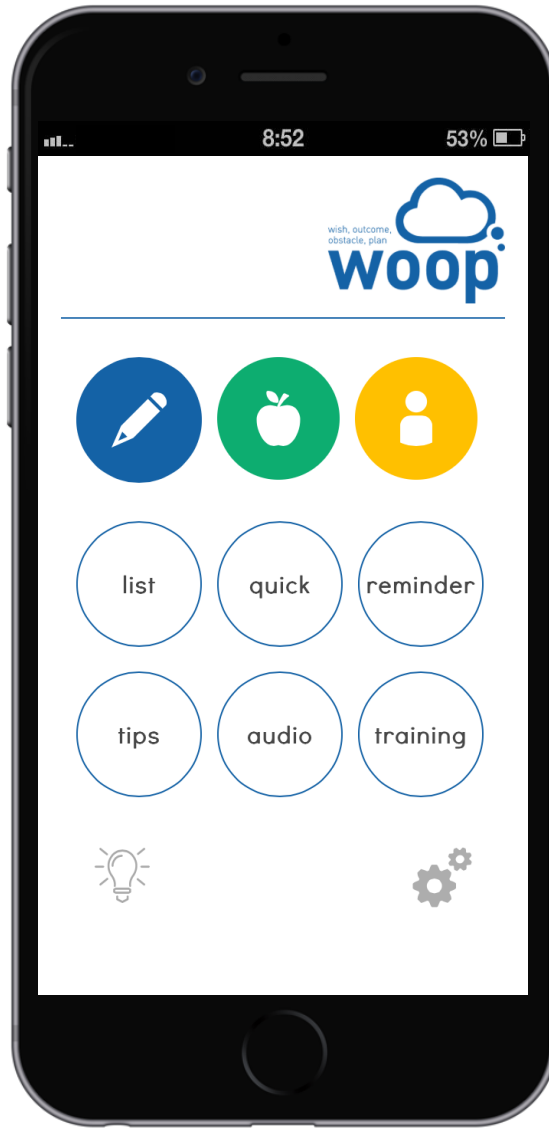
INDIE
BOUND

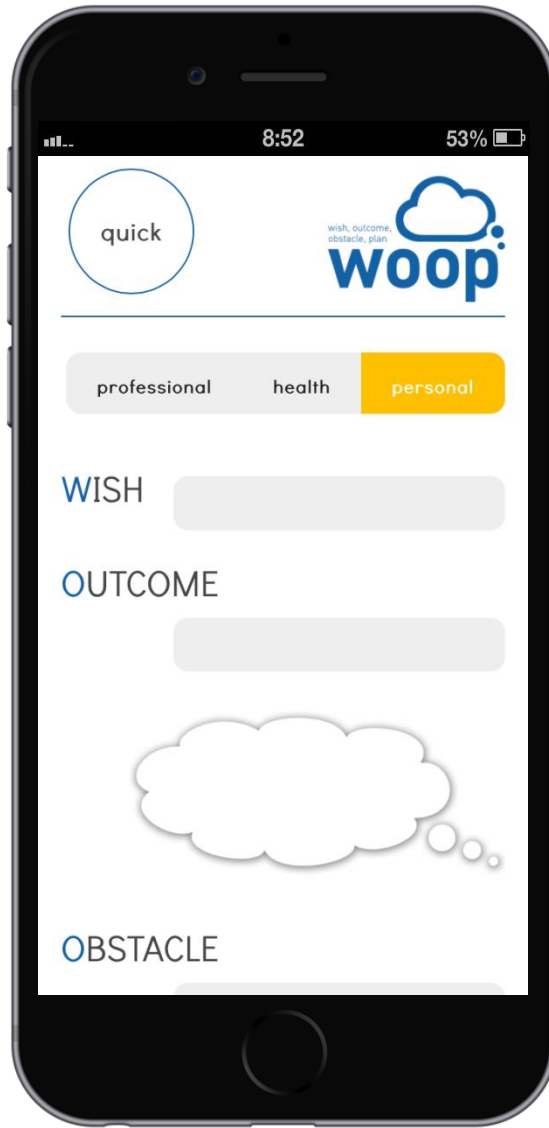
CURRENT

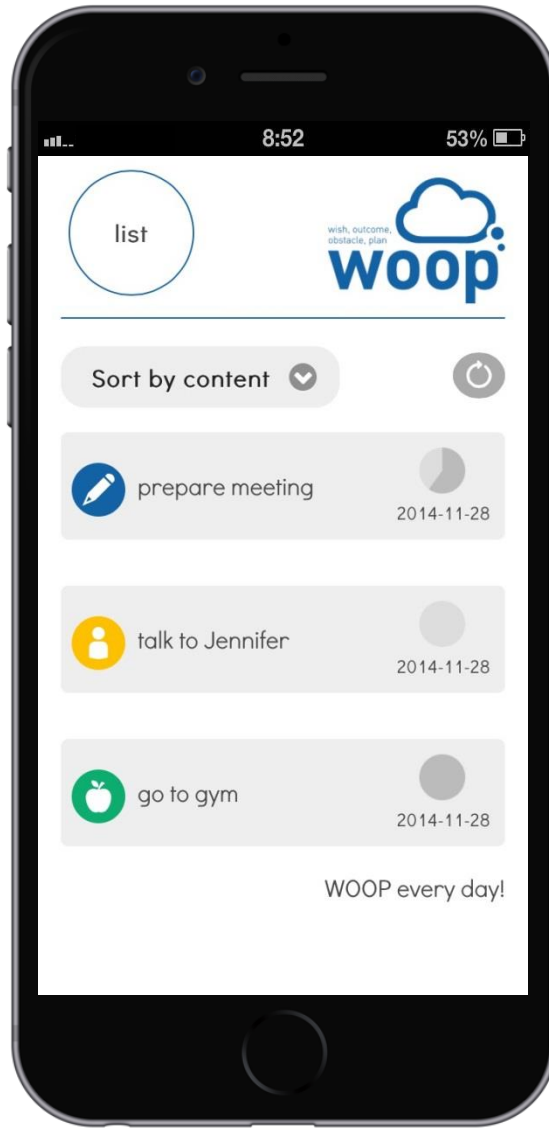
Penguin
Random
House

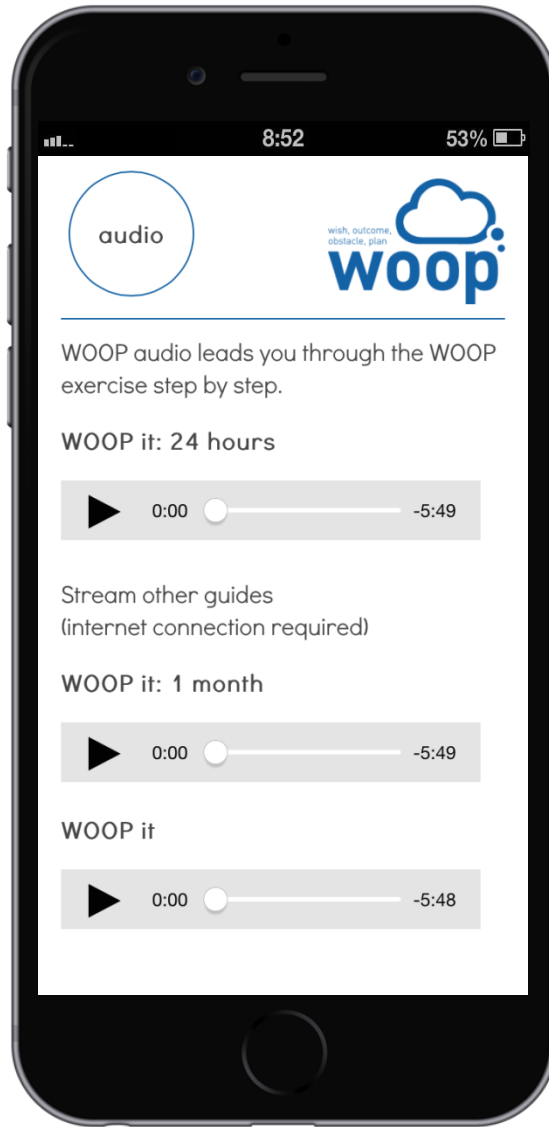
wish, outcome,
obstacle, plan


woop



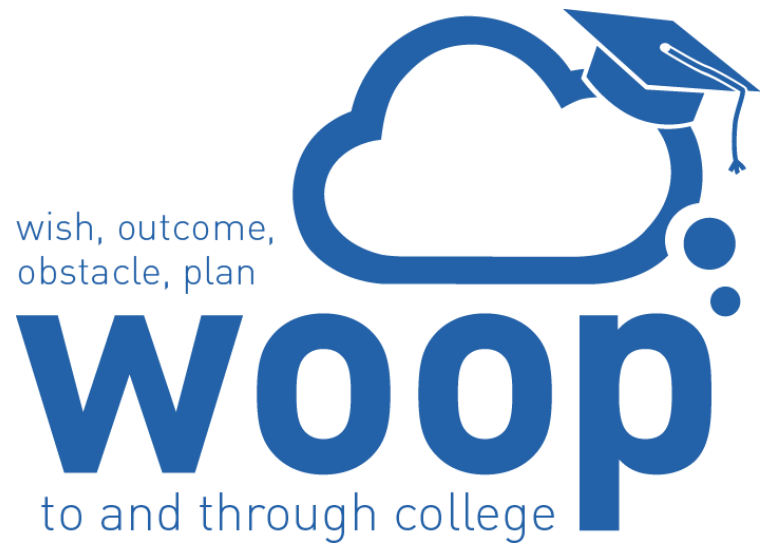


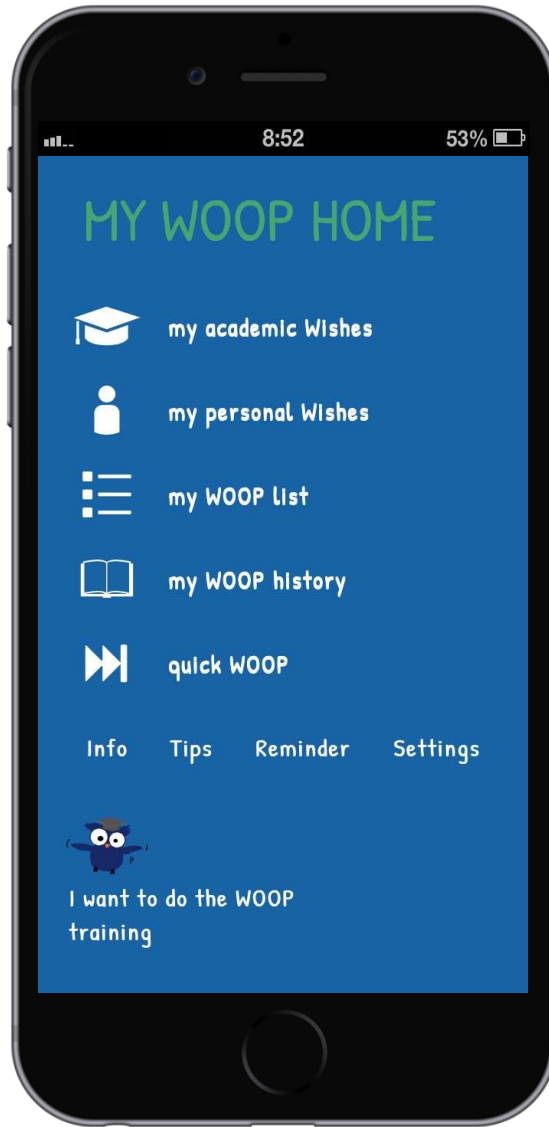


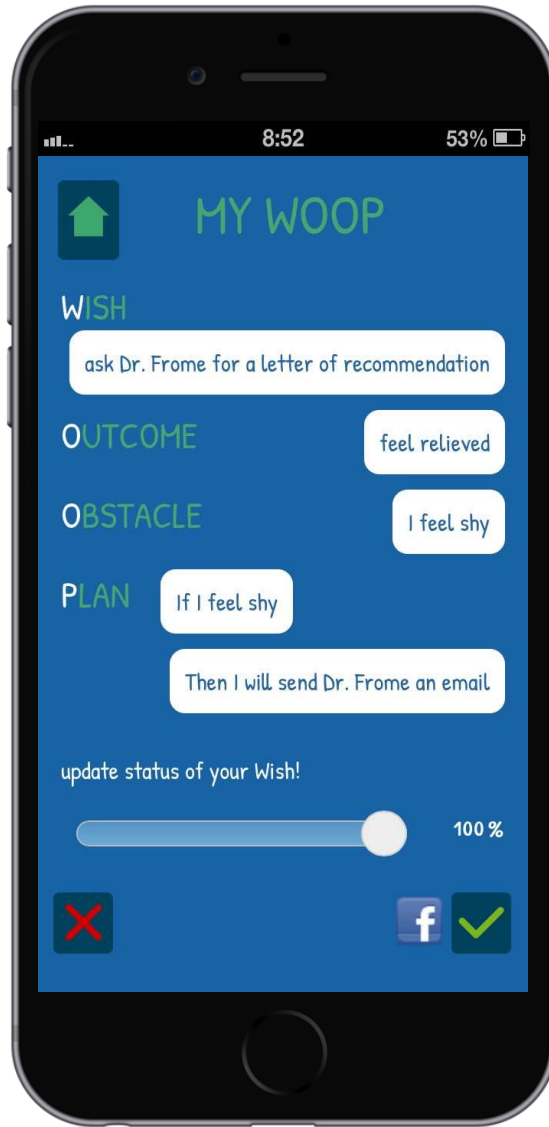


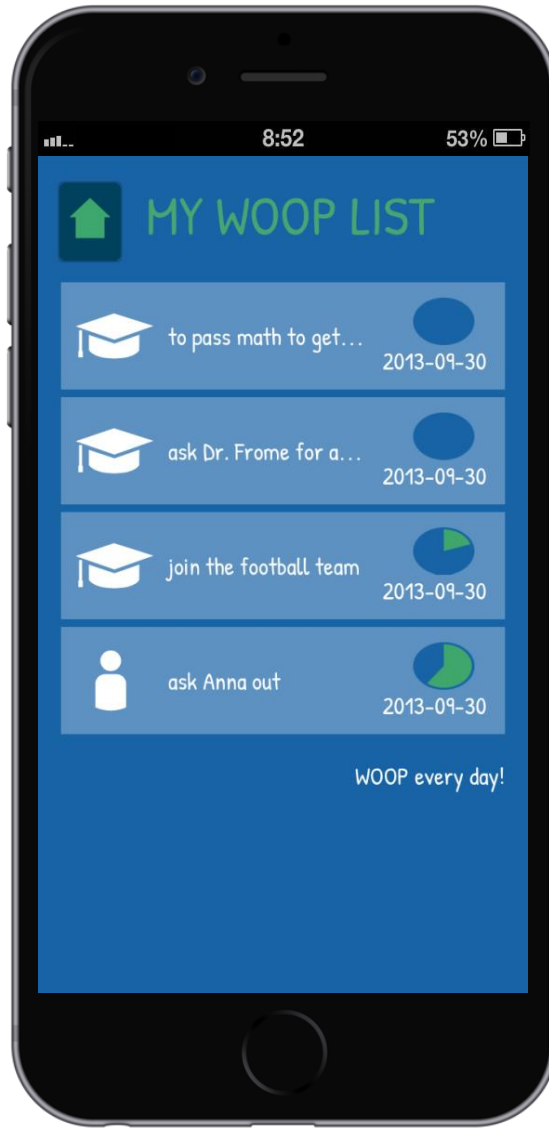


WOOP helps me to
organize my days
and to focus on the
important tasks



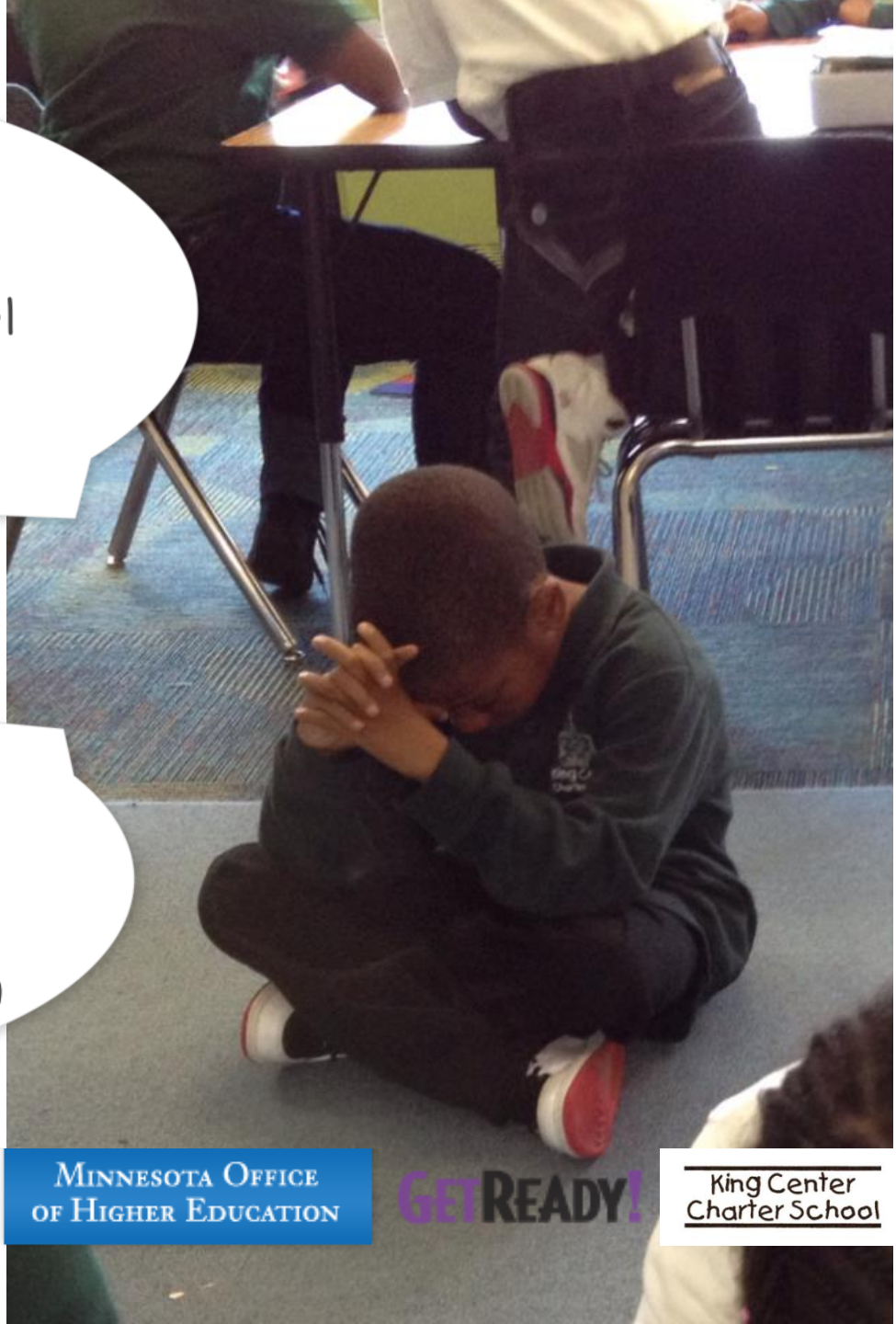


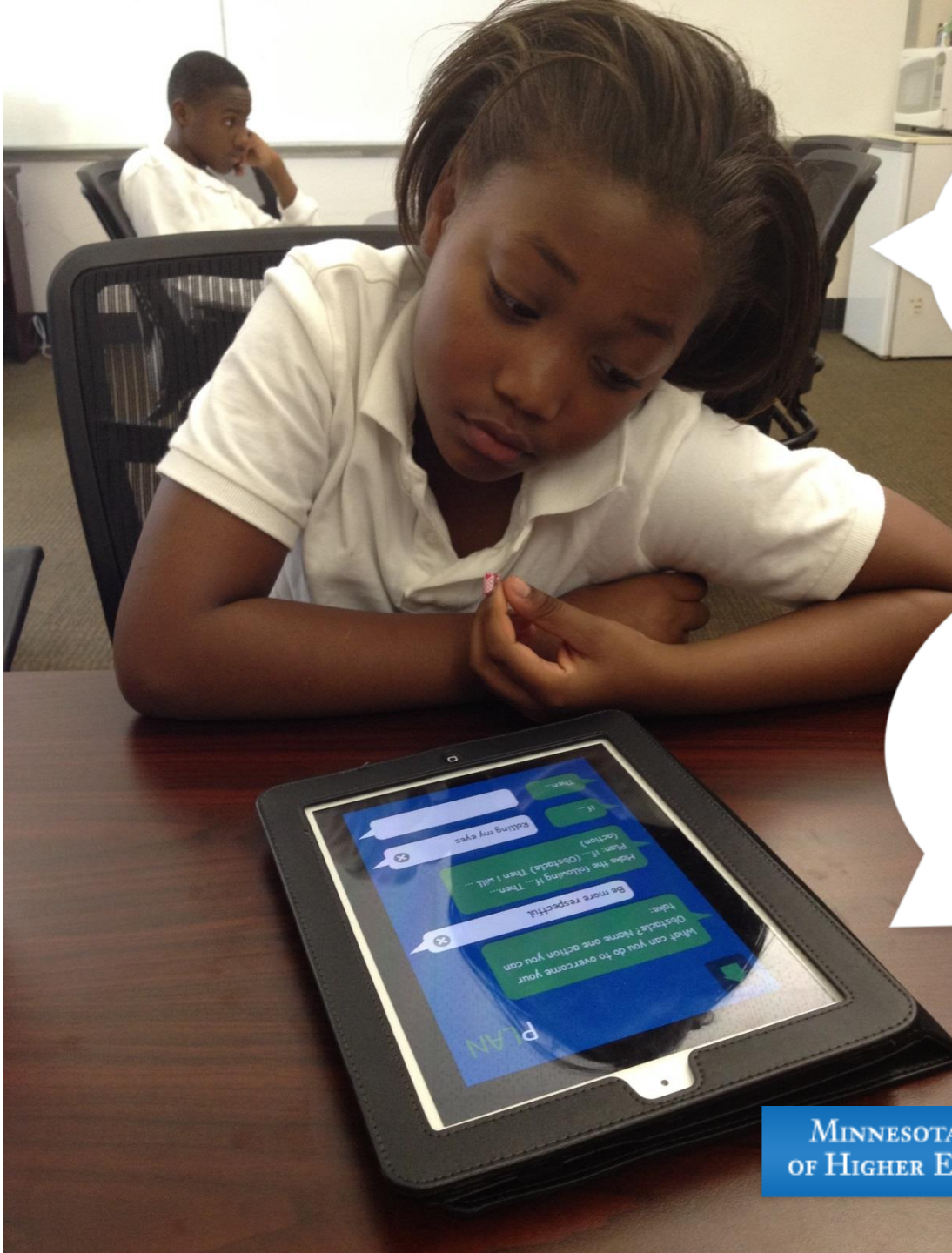




Since I started using
WOOP my goals have
gotten bigger and I feel
my accomplishments
more.

My emotions have
changed a lot. The
WOOP use has helped
me kind of control them





...I have gotten a lot of confidence using this method.

I have found that there is always an escape plan from the obstacle that is blocking my way from success.

WOOP to and through college

WOOP app



www.woopmylife.org



Thank you to Motivation Labs: NYU and UHH



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NEW YORK UNIVERSITY



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Turning Discovery Into Health

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German Academic Exchange Service

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