

Affirming the Self to Promote Agreement With Another: Lowering a Psychological Barrier to Conflict Resolution

Personality and Social Psychology Bulletin
30(2) 1–11
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DOI: 10.1177/0146167211409439
http://pspb.sagepub.com
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Abstract

Two studies investigated the capacity of a self-affirmation intervention to lower a psychological barrier to conflict resolution. Study 1 used a role-play scenario in which a student negotiated with a professor for greater rewards for work on a collaborative project. A self-affirmation manipulation, in which participants focused on an important personal value, significantly reduced their tendency to derogate a concession offered by the professor relative to one that had not been offered. Study 2 replicated this effect and showed that the phenomenon did not depend on the self-affirmed participant's experience of a heightened sense of deservingness or a tendency to make positive attributions about the professor. Distraction and explicit mood enhancement were also ruled out as mediators of the self-affirmation effect, which appears to stem from motivational rather than explicit cognitive processes.

Keywords

reactive devaluation, self-affirmation, conflict resolution, negotiation

Received January 13, 2011; revision accepted March 8, 2011

All too often, negotiations fail to achieve for the respective parties the available and mutually beneficial exchanges they seek. A number of psychological barriers seem to stand in the way of successful negotiation between adversaries and hinder the effective resolution of conflict. This article explores the use of self-affirmation techniques to reduce one important barrier to conflict resolution: *reactive devaluation*.

Reactive Devaluation

Reactive devaluation refers to the process whereby the very act of offering a particular proposal or concession may diminish its apparent value or attractiveness in the eyes of the recipient (Ross, 1995; Ross & Stillinginger, 1991; Ross & Ward, 1995; Stillinginger, Epelbaum, Keltner, & Ross, 1990). In the context of a negotiation, reactive devaluation is likely to lead disputants to devalue, and hence to reject, even sincere, good-faith offers presented by the other side, making it harder for the two parties to resolve conflict successfully.

Although rational inferences may underlie some forms of reactive devaluation (Maoz, Ward, Katz, & Ross, 2002), other mechanisms include significant motivational components—involving changes not in mindless assessments or biased interpretations but rather in the actual preferences of the party receiving a concession offer. Reactance theorists have noted that in many domains human beings are inclined to devalue or

reject whatever is readily available to them and to covet instead whatever is unavailable or denied to them (J. W. Brehm, 1966; S. Brehm & Brehm, 1981; Wicklund, 1974). Such devaluation of readily available or easily obtainable options relative to unattainable ones may occur even when no hostility is perceived on the part of the individual or institution providing access to the opportunities or commodities in question (indeed, even when no human agency is involved).

A series of role-play studies conducted by Lepper, Ross, Ward, and Tsai (2009) documented this “change-of-preference” mechanism and demonstrated that the reactive devaluation phenomenon requires neither an adversarial relationship nor an obvious ambiguity in proposed terms that might promote differences in construal or interpretation. The participants in these studies were undergraduate social science majors who were asked to imagine that they had taken a summer job working as a research assistant for an eminent professor—a job that ultimately entailed difficult library research for very

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Conflict Resolution A Study Of Psychophilosophy

Yicheng Fang



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