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Effect of Activated Implicit and Explicit Motivations on Self- Reported and
Physiological Measures of Stress and Affect

College students are faced with decisions on a daily basis between academic and social goals. Conflicting situations occur when individuals must choose from activities in these opposing domains of achievement and intimacy (e.g. studying for an exam or caring for a sick friend, respectively). The relationship between achievement and intimacy motives sheds light onto how individuals make choices, and can offer new insights into the individual stress responses to these decisions. The current study examines the relationship between conflicting motivations, the decision-making process in conflicting scenarios, and affect involved in these choices. Self-report of stress and conflict experienced in love-work scenarios was collected, in addition to physiological measures of stress (blood pressure). Significant differences among conflict groups in self-reported stress ($p=0.084$) and negative affect ($p=0.046$) were found. There was also a significant increase in blood pressure found in individuals with high levels of both achievement and intimacy motivations after motive activation ($p=0.031$). These findings demonstrate that the interaction between motivations in opposing domains have an effect on awareness of affect, as well as physiological stress, and this allow us to better understand the process of making difficult decisions.