

Process Versus Outcome Thought Focus and Advertising

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Recent social psychological research demonstrates that certain types of mental simulations are particularly useful for helping individuals reach the things they envision (e.g., Taylor, Pitera, Rivlin, & Armer, 1998). More specifically, Taylor's (1989, 1994; Taylor et al., 1998) recent research indicates that the most successful simulation focus on the process of achieving a goal rather than on the resources or outcomes of the goal. In this article, we extend simulations of persuasive versus outcome-focus and thought in advertising. In studies manipulating the focus of participants' thoughts while viewing a print advertisement, we find that process-focused thought results in significantly higher behavioral intentions than outcome-focused thought when advertisement arguments are strong. However, in the case of weak advertisement arguments, process-focused thought actually lowers behavioral intentions compared to thoughts focusing on the end result or outcome of product usage. Thus, in addition to increasing the persuasive power of strong advertising claims, process-focused thinking appears to make individuals better or more discerning consumers who do not form behavioral intentions when it is inappropriate to do so.

In the popular press, self-help writers commonly advise people to simulate favorable outcomes and consequences to motivate successful achievement of individual goals (e.g., Penning, 1991; Paula, 1993). Some examples include visualizing one's self enjoying the benefits of losing or attaining one's financial goals or simulating one's self making the free throw shot that wins the basketball game (as opposed to imagining practicing free throw shots). Advertising also encourages consumers to simulate favorable outcomes of using products. A recent television advertisement for a luxury automobile was filmed from the driver's seat. The car is stopped at an intersection with a car next to it. The announcer says, "Imagine this is your only chance to make an impression. What type of impression would you like to leave?" In another advertising campaign, the California lottery encourages consumers to "Watch a little

dream" of how they would spend their millions, were they to win. In these advertisements and many others, marketers encourage viewers to imagine positive outcomes of product usage.

Thus, in both the self-help domain and advertising, most instructions to simulate appear to focus on the enjoyment of achieved positive outcomes—on "eyes on the prize" focus. Recent research in social psychology, however, indicates that by focusing on the processes involved in goal-directed activities rather than on favorable outcomes, people are better able to achieve their goals (see the discussion of process-focused thoughts and its implications for the self-help literature provided in Taylor, Pitera, Rivlin, & Armer, 1998). The purpose of this article is to explore the distinction between outcome- and process-focused mental simulations as a possible tool for designing persuasive advertisements. In applying this research to the advertising domain, we extend current literature on process-focused mental simulation by demonstrating that the strength of a persuasive communication moderates the effect of simulation type (process vs. outcome) on behavioral intentions.

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Recent Thought In Focus

Mary M. Saurer



Recent Thought In Focus:

The New Thought Movement in Healthcare Gabriel Andrade, 2025-05-17 This book delves into the evolution of the New Thought Movement and its pervasive influence on modern healthcare. The book begins by tracing the roots of the New Thought Movement originating in the 19th century, emphasizing the power of the mind in healing and personal development. Over time, this philosophy morphed into the contemporary positive thinking industry, becoming a significant component of Western self-help culture. The book explores how these ideas have become a contentious point in today's culture wars, polarized between supporters who credit it for personal empowerment and critics who highlight its limitations and potential harm. Central to the discussion is an in-depth analysis of the New Thought philosophy's impact on the healthcare industry. While acknowledging the potential benefits, such as motivating patients to adopt healthier lifestyles and fostering a sense of personal agency, the book critically examines how this philosophy's emphasis on mental positivity can lead to victim-blaming. It argues that oversimplifying health issues by attributing them solely to personal mindset obscures the multifaceted reality of health, particularly the significant role of social determinants of health and systemic inequities. This critique underscores how attributing illness to insufficient positive thinking can perpetuate stigma and neglect the socio-economic and environmental factors critical for understanding and addressing health challenges. By offering a nuanced perspective, the book aims to catalyze discussions on integrating mindful optimism with a holistic acknowledgment of the complexities inherent in healthcare, striving for a more balanced and equitable approach. *Progressive, Positive, and Practical: New Thought Reflections* Rev. Durrell Watkins, 2010-05-09 Consistently throughout this small book, you will be affirmed as a person of sacred value, and you will be encouraged to affirm yourself as a gifted member of the human family, possessed of great potential. You will also be encouraged to see the Light of divinity within you AND within all people. **The American Ecclesiastical Review** Herman Joseph Heuser, 1953 **7 Thoughts to Live Your Life By** I. C. Robledo, 2018-12-06 The Powerful Thoughts that Will Lift You Higher: The Thoughts You let into Your life can make all the difference in the world. They can drag you down or Lift You Higher and Higher to better places than you could have dreamed of. Many people focus on improving their habits, and this can be useful, but it is very difficult to make a long-lasting positive change when you don't have the Right Thoughts in mind. With this book, You will learn what the Right Thoughts are, and they will help reveal the path to your best life. The 7 Thoughts to Live Your Life By will provide you with the most compelling Thoughts that have the power to help you Make Your Dreams into a Reality, find happiness, achieve success, overcome the obstacles on your path, and become your best self. Internationally bestselling author I. C. Robledo discovered the 7 Thoughts after suffering through a dark depression. While meditating one day, he asked himself how he could live a better life, and the 7 Thoughts came to him in a flash of insight. He transformed his life with the 7 Thoughts and would like to help you to do the same. These Thoughts have also been found in religious and philosophical texts from the East to the West, and they have been supported through modern

scientific findings Are You ready to tap into an Eternal Wisdom that transcends any single era philosophy religion or culture Are You Ready to Awaken When you learn the 7 Thoughts and master them you will be ready to Awaken and be able to Consciously use the 7 Thoughts to create a good happy peaceful and meaningful life Understand that a simple Thought holds immense power and can have effects on the other side of the world Be a great source of positive energy and diminish or stop creating experiences of sorrow anxiety stress and pain for yourself and for others Turn a Superpain into a Superpower meaning to convert painful difficult or negative experiences into superpowers or positive and desirable experiences Accept the Now love the Now and understand that the Now is all there is rather than needing things to be some other way Discover your gift in order to give it away to the world Align your thoughts words actions beliefs values and desires to become a unified happy and transcendent being Become a limitless being and shine with the stars with the 7 Thoughts to Live Your Life By 7 Thoughts to Live Your Life By will help you to build a productive mindset attract positivity deal with negative emotions improve your mental health and find and spread your joy It will also help you to be more meditative and to conquer the negative and embrace the positive This book is ideal for thoughtful spiritual and kindhearted souls It is also useful for those who have struggled with depressing thoughts anxiety or hurtful self talk Lastly the 7 Thoughts would surely benefit life coaches mental health counselors advisors therapists psychologists and other leaders as well as their clients Similar authors you may have enjoyed include Mark Manson Jordan B Peterson James Clear Don Miguel Ruiz Robert Greene Charles Duhigg Mitch Albom Oprah Winfrey Eckhart Tolle Bren Brown Napoleon Hill Rhonda Byrne Admiral William H McRaven Jonathan Haidt Timothy Tim Ferriss Ryan Holiday Anthony Tony Robbins Stephen R Covey and Shawn Achor Similar genres of books you tend to read will be nonfiction self help self improvement personal development mind and brain improvement philosophy applied psychology biographies and memoirs education learning academic textbooks health mind body business and investing religion and spirituality and Christian books If you liked The Power of Now A Guide to Spiritual Enlightenment by Eckhart Tolle The Four Agreements A Practical Guide to Personal Freedom by Don Miguel Ruiz or The Seven Spiritual Laws of Success A Practical Guide to the Fulfillment of Your Dreams by Deepak Chopra you won't want to miss this book 7 Thoughts to Live Your Life By is available as an eBook as a paperback book and as an audiobook Pick up your copy today by scrolling to the top of the page and clicking BUY NOW Editorial Reviews This is a superb adjunct to healthy living Grady Harp Hall of Fame Top 100 Reviewer Amazon.com A fine guide to a better life This book deserves to be widely read Douglas Winslow Cooper PhD Author and Book Coach Amazon.com While a perfect life is probably not attainable a perfect attitude toward life's ups and downs is And these seven Thoughts are the pathway to having a perfect attitude about life Steven Howard Leadership Development Facilitator Amazon.com This book is different to other self help books about managing your own thoughts because this book presents the information in a multi dimensional perspective This book left me feeling cheery calm and in control of my own life Celine Book Reviewers International Bookreviewers online I love this book From start to

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their ideas and form a group with others who have drawn similar conclusions about the meaning of life and the ultimate reality They might call their group a religion others might call it a cult But the name they give to their concept of God does not mean that they worship a different god only that they hold a different concept of the Source and Power of that which was is and always will be Every religion serves as a way of life an opportunity to practice ones accepted beliefs and a way to socialize with those who hold similar views Religions can be dictated but beliefs cannot They are private and unique to the individual It is ones own experience with that which he or she perceives as God that prompts the acceptance of a belief system quiet endurance when there seems to be no choice or the withdrawal from religion altogether Public and personal wars have been fought in the name of righteous indignation in support of different belief systems that came from efforts to answer the questions of life Many individuals have lived lives of frustration and confusion as a result of the commonly accepted belief system of the culture into which they were born In this study we look briefly at the historical and geographical conditions related to the emergence of specific religious views and the situation of the people whose lives are influenced by them Our intent is not to determine which religion is right or wrong Using a comparison point chart we examine the basic premises of each belief system and how the holding of a premise impacts the lives of those who live it as if it were true

New Directions in Rational Emotive Behaviour Therapy Windy Dryden,2021-09-28 New Directions in Rational Emotive Behaviour Therapy brings together leading figures from the world of Rational Emotive Behaviour Therapy REBT both as a testament to the work of Albert Ellis and as a reminder of the vibrancy and vigour of the approach The chapters in this book taken together show that REB therapists are open to broader developments in the fields of counselling and psychotherapy in general and can also contribute to these developments The book introduces REBT to readers who are more familiar with CBT and locates REBT within the broader fields of CBT and modern psychotherapy The book will interest REBT and CBT therapists and more broadly it will interest those in the helping professions wishing to explore what REBT can currently offer them and how this approach can be practiced

New Economics and Its History John Bryan Davis,1997 The HOPE Supplement contains the proceedings of the History of Political Economy Conference held at Duke in April 1996 The conference and the volume are devoted to the history of economic thought of recent on going economics Traditionally historian

Clear Speech Student's Book with Audio CD Judy B. Gilbert,2005 Practice exercises to be used in conjunction with the accompanying audio cd **Clear Speech Student's Book** Judy B. Gilbert,2012-07-27 Clear Speech the world s favorite pronunciation series helps students master the most important features of spoken English The Clear Speech Fourth Edition Student s Book provides easy to follow presentations helpful rules and extensive practice in pronunciation This revised edition offers new and updated content additional visual support and is now in full color The full Student s Book audio program is available for download at www.cambridge.org/clearspeech

A New Way in Dick B.,2006 The author Dick B is an active recovered A A member who has sponsored more than 100 men in their recovery He is a writer

historian Bible student and Retired attorney He has published 30 titles 160 articles and 60 audio talks on the subject of A A history and has traveled throughout the U S doing his research and gathering historical evidence He is widely sought as a speaker at history conferences recovery seminars and Christian recovery group meetings *The Dark Horsemen of the Teenager* Kenneth Samples,2019-09-03 In 2003 problems in a relationship with the mother of his three children Ken who was attending Denver college for a social work degree ended up on the streets again He returned back to a position in the government by the favor of God Next God blessed him with an apartment in Aurora Colorado Talk about God s timing within a month his children were sent to him by their mother who was emotionally unprepared at that time to handle them He thought often about the youth he had visited with his church one Christmas and asked God to help him to be a good father to his kids so they will not end up in a like manner While learning to depend on the Word for everything from paying bills to comfort during the nights his tears wet his pillow God did not disappoint and his faith in the Father grew **Ruminative Thoughts** Robert S. Wyer, Jr.,2013-01-11 Until recently most theory and research in social information processing has focused attention on the cognitive activity that underlies responses to stimulus information presented in the immediate situation being investigated In contrast people s thoughts outside the laboratory often concern life events that either have occurred in the past or are likely to occur in the future Thoughts about such past and future events can be spontaneous and once elicited can affect the ability to respond effectively to the demands of the present situation with which one is confronted This ninth volume in this series focuses on this type of cognitive activity and examines both its determinants and consequences The lead article by Leonard Martin and Abraham Tesser develops a theoretical formulation of ruminative thinking that conceptualizes rumination as a class of conscious thought with a common instrumental theme that recurs in the absence of immediate environmental demands The authors also give particular attention to the ways in which perceptions of the consequences of past and present events for long range goal attainment affect both controlled and uncontrolled thinking about these events They also examine the implications of their theory for the ability to suppress unwanted thoughts the interplay of emotion and cognition and the cognitive consequences or rumination for the performance of daily life activities The entire formulation integrates a number of cognitive phenomena that are not usually considered within a single theoretical framework The companion chapters many written by the field s foremost contributors to the literature on emotion and cognition suggest important refinements and extensions of the conceptualization proposed in the target article They also make important conceptual contributions in their own right covering topics that include the role of mental models in cognitive functioning the dynamics of thought suppression and attentional inhibition stress and coping personality correlates of ruminative thought and attitudes and persuasion As a result this volume makes a valuable contribution to research and theory not only in social cognition but also in numerous other areas The Unforgettables Charles C. Eldredge,2022-11 In the past histories of American art have traditionally highlighted the work of a familiar roster of artists often white and male

Over time the achievements of others worthy of attention including numerous women and artists of color as well as white men have gone uncelebrated and fallen into obscurity In this collection of essays sixty three scholars from various institutions specialties and locales respond to the challenge to nominate one maker deserving remembrance and detail the reasons for their choice The collection is headed by a preface from editor Charles C Eldredge explaining the genesis of the anthology and an introduction by Dr Kirsten Pai Buick promoting the value of recovered reputations and oeuvres in the training of future art experts and audiences

Resilience After Pain Gabriel Barnes, AI, 2025-02-18 *Resilience After Pain* explores the science of emotional recovery offering insights into how individuals adapt and thrive after experiencing loss or trauma It bridges clinical psychology and neurobiology explaining the mechanisms of post loss adaptation and resilience This book uniquely argues that resilience isn't a fixed trait but a dynamic process that can be strengthened through specific strategies Did you know that understanding the interplay between mind and brain can empower you to navigate adversity more effectively The book progresses systematically starting with foundational concepts of emotional resilience and the underpinnings of grief It then transitions into clinical findings illustrating patterns of adaptation followed by an examination of the neurobiological responses to trauma revealing how the brain rewires itself The book culminates in a practical framework for fostering resilience emphasizing cognitive restructuring emotional regulation techniques and the importance of social support A key takeaway is that emotional pain can be a source of strength and this self help resource provides actionable steps for cultivating resilience in everyday life By integrating clinical insights with neurobiological research *Resilience After Pain* offers a comprehensive understanding presenting evidence based strategies and tools for anyone seeking emotional recovery and enhanced mental health

Mentats of Dune Brian Herbert, Kevin J. Anderson, 2014-03-11 The *Mentats* led by Gilbertus Albans the Navigators created by Josef Venport and the Sisterhood rebuilt by Mother Superior Raquella all strive to improve the human race but each group knows that as Butlerian fanaticism grows stronger the battle will be to choose the path of humanity's future whether to embrace civilization or to plunge into an endless dark age

Cognitive-Behavioral Therapy Adam M. Volungis, 2018-08-10 *Cognitive Behavioral Therapy Theory into Practice* provides a formal translation of CBT theory in practice by addressing how to apply core competencies for therapists psychologists serving mental health clients This book is designed for graduate students in training and mental health professionals who want to learn the basic foundations of applied CBT but it is also an invaluable resource for experienced practitioners looking to improve their skills Adam M Volungis reviews the most common and pertinent CBT skills necessary for most clients encountered in practice from establishing a sound therapeutic alliance and structuring sessions to modifying negative automatic thoughts and behavioral exposure Each skill is first presented with a sound evidence based rationale and then followed by specific steps Most of the CBT skills covered are accompanied by therapist client therapy dialogue vignettes and many hours of supplemental videos worksheets for clinical use and PowerPoints which can be accessed on the companion website Each chapter also includes

discussion questions and activities that provide the opportunity for students to practice each CBT skill individually or with peers while tables and figures conceptualize and summarize key themes and skills

New World A-Coming Judith Weisenfeld, 2017-02-07 Albert J Raboteau Prize Best Book in Africana Religions Impeccably researched paints a colorful picture of religious diversity among Black people Journal of Africana Religions When Joseph Nathaniel Beckles registered for the draft in 1942 he rejected the racial categories presented to him and persuaded the registrar to cross out the check mark she had placed next to Negro and substitute Ethiopian Hebrew God did not make us Negroes declared religious leaders in black communities of the early twentieth century urban North They insisted that so called Negroes are in reality Ethiopian Hebrews Asiatic Muslims or raceless children of God Rejecting conventional American racial classification many black southern migrants and immigrants from the Caribbean embraced these alternative visions of black history racial identity and collective future thereby reshaping the black religious and racial landscape Focusing on the Moorish Science Temple the Nation of Islam Father Divine s Peace Mission Movement and a number of congregations of Ethiopian Hebrews Judith Weisenfeld argues that the appeal of these groups lay not only in the new religious opportunities membership provided but also in the novel ways they formulated a religio racial identity Arguing that members of these groups understood their religious and racial identities as divinely ordained and inseparable the book examines how this sense of self shaped their conceptions of their bodies families religious and social communities space and place and political sensibilities Drawing on extensive archival research and incorporating a rich array of sources to highlight the experiences of average members the book demonstrates that the efforts by members of these movements to contest conventional racial categorization contributed to broader discussions in black America about the nature of racial identity and the collective future of black people that still resonate today A masterful work of religious history a significant contribution to the study of religious narratives and their role in shaping African American identity and community in the past and the present Journal for the Scientific Study of Religion

Perspectives on the New Age James R. Lewis, J. Gordon Melton, 1992-11-03 This book begins with a comprehensive historical section that places the New Age within the context of its predecessor movements It then focuses on specialized aspects of this subculture from essays on the convergence of New Age spirituality with women s spirituality to an essay on how Evangelical Christians have responded to the movement The book also examines the international impact of the New Age

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