

Public Abstract

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Title:EXTRINSIC AND INTRINSIC VALUES, FORECASTS, AND EXPERIENCES: AN EXPERIMENTAL APPROACH

A study was conducted wherein participants with different values were provided with either a value-congruent or a value incongruent experience in the form of a chance to choose an Apple Itune song download, which they were either told that they could send to themselves or that they could send to some other person of their choice. By measuring participants' values, measuring their affective forecasts regarding a hypothetical extrinsic or intrinsic experience and then providing them with the experience, this study allowed for the testing of a number of different hypotheses: (1) that a typical intrinsic experience (e.g., giving to another) will tend to boost happiness more than an equivalent extrinsic experience (e.g., getting something comparable for oneself), and (2) that people in general will forecast that getting something for themselves will make them happier than giving something comparable to someone else, (3) that relatively more extrinsic (high-REVO) people will be more likely than less extrinsic (low-REVO) people to forecast that getting something for themselves will make them happier than giving something comparable to someone else, and (4) that high-REVO people will be more likely than low-REVO people to overestimate the benefits of getting something themselves relative to giving something to someone else. Results provided mixed support for these hypotheses.