

Self-guide Strength Measure

Participants are asked to list, one at a time, four attributes they would ideally like to possess and four attributes they believe they ought to possess, in a seemingly random order—specifically, one ideal, two oughts, one ideal, one ought, two ideals, and one ought. After providing each ideal attribute, participants are asked to respond to the following two items:

(1) "For the last attribute, rate the extent to which you would IDEALLY LIKE TO possess the attribute (from 1-4)."

(2) "For the last attribute, rate the extent to which you believe you ACTUALLY possess the attribute (from 1-4)."

After providing each ought attribute, participants are asked to respond to the following two items:

(1) "For the last attribute, rate the extent to which you believe you OUGHT TO possess the attribute (from 1-4)."

(2) "For the last attribute, rate the extent to which you believe you ACTUALLY possess the attribute (from 1-4)."

The computer records participants' (1) responses (both attributes and ratings) and (2) response latencies for attributes and ratings. Thus, three latencies are recorded for each attribute—time for typing attribute, time for ideal/ought rating, and time for actual rating. Only the first three ideals and the first three oughts are used in computed ideal and ought strength.

To calculate ideal and ought strength, log-transform the reaction times. Sum them separately for ideals and oughts. Multiply these two totals by -1 , so that higher numbers indicate greater strength/accessibility (i.e., shorter response times). Always control for the opposite focus in any analyses.