

The results of three further studies ($N = 27$, $N = 17$, and $N = 57$) indicate that the extent to which students prepared for an examination could be predicted in 80–100% of all cases.

The final chapter is concerned with the quality of incentives stemming from action. A preliminary analysis of motorcycling, skiing and wind surfing revealed a wide range of rewarding experiences. We are now designing a comprehensive system of action incentives which could serve as a basis for an ecological approach to motivational research.

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- No. 7 **Stiensmeier-Pelster, J., John, M., Stulik, A., & Schürmann, M.** (1989). The selection of decision-making strategies: The influence of action and state orientation and the significance of psychological costs. [Die Wahl von Entscheidungsstrategien: Der Einfluß von Handlungs- und Lageorientierung und die Bedeutung psychologischer Kosten.] *Zeitschrift für Experimentelle und Angewandte Psychologie*, 36, 292–310. <34 Ref., 2 Fig., 1 Tab.>

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Recent publications on decision-making research have shown that decision-making strategies vary according to the requirements of the situation, and that strategies are selected on the basis of a subjective analysis of cost and utility, consisting of characteristics of the decision, the context of the decision, and the person making the decision (see Beach & Mitchell, 1978). The present study investigated the impact of the modes of action control (action and state orientation; see Kuhl, 1983) on the subjective analysis of cost and utility, and thus on the selection of decision-making strategies.

In a laboratory experiment, subjects had to decide whether they wanted to gamble or not on various dice games. Subjects were students at different departments of Bielefeld University. They were first separated into action-oriented and state-oriented groups using the prospective action and state orientation scale of Kuhl's (1985) *Fragebogen zur Erfassung von Handlungskontrolle nach Erfolg, Mißerfolg und bei der prospektiven Handlungsplanung*, a questionnaire assessing action control following success and failure and in prospective action planning. Only those subjects whose scores lay in the upper or lower third of the sample distribution took part in the following experiment (50 males, 42 females, average age: 23). The dice games varied in payoff and the probability of winning. Decision-making time was restricted for one half of the subjects and unlimited for the rest. The subjects' decisions were recorded. The decision-making strategy underlying the decision was deduced with Kuhl's procedure for logically analyzing statements

(Kuhl, 1982). Using this procedure, a priori statements were determined for the various strategies in the form of if-then relationships. Subsequently, the frequency with which the subjects' choices deviated from the a priori statements was assessed.

The results of a three-way analysis of variance showed a significant main effect for decision-making strategy ($p < 0.05$), a significant interaction with action control orientation ($p < 0.01$), and a theoretically interesting three-way interaction showing that state-oriented subjects in the restricted decision-making time condition preferred a more time-consuming expectancy \times value strategy that simultaneously promised a high outcome certainty, while action-oriented subjects used a time-saving, but simultaneously less certain, pure expectancy strategy ($p < 0.05$).

The explanation given for this difference is that state-oriented persons compared to action-oriented persons are more anxious about incorrect decisions and their negative consequences. This anxiety would then be entered into the calculation of the costs of a decision-making strategy, and suggested the selection of a more complex, more time-consuming, and more certain strategy. The results of a postexperimental questionnaire supported this interpretation. Finally, the significance of psychological costs in the decision-making process is discussed.

References

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- No. 8** Wallbott, H. G. (1989). The "euphoric" impact of music videos: A study on the reception of "illustrated" music. [Die "euphorisierende" Wirkung von Musik-Videos: Eine Untersuchung zur Rezeption von "bebildeter" Musik.] *Zeitschrift für Experimentelle und Angewandte Psychologie*, 36, 138-161. <28 Ref., 1 Fig., 4 Tab.>

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The attempt is made to study the impact of visual information on the perception of music by employing rock music videos as stimuli. It is hypothesized that the illustration of music changes the recipients' impressions both with respect to emotions inferred and with respect to potency, activity, and other judgments. Forty music videos were selected from a larger sample with respect to the tempo of the music (slow versus fast), the number of takes (many short takes versus few long takes), whether the video illustration contained a story or not, whether animation and other optical effects were used or not, and finally whether the videos were in