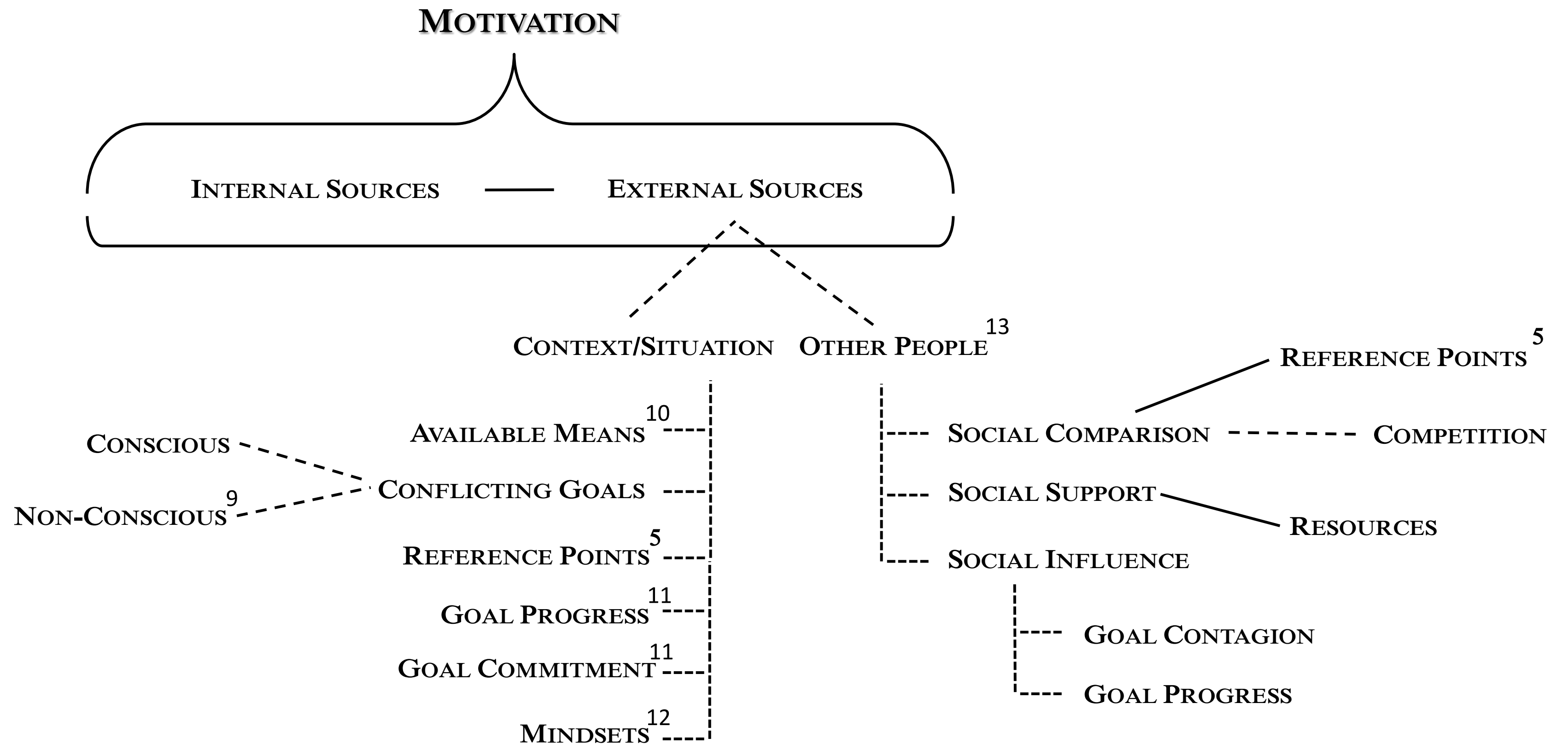


- 1: INCLUDES CONSTRUCTS LIKE REGULATORY FOCUS (HIGGINS, 1997).
- 2: INCLUDES CONSTRUCTS LIKE ACHIEVEMENT MOTIVATION (ATKINSON, 1964).
- 3: CARVER & SCHEIER 1998; KIVETZ, URMINSKY, & ZHENG, 2006
- 4: WALLACE & ETKIN, 2017
- 5: HEATH, LARRICK, & WU, 1999
- 6: ETKIN, EVANGELIDIS, & AAKER, 2015
- 7: KRUGLANSKI, SHAH, FISHBACH, FRIEDMAN, & CHUN, 2002
- 8: CONFLICTING GOALS OFTEN REDUCE GOAL COMMITMENT , BUT CAN SOMETIMES ENHANCE COMMITMENT THROUGH GOAL SHIELDING PROCESSES (SHAH, FRIEDMAN, & KRUGLANSKI, 2002).



9: BARGH, GOLLWITZER, LEE-CHAI, BARNDOLLAR, & TRÖTSCHEL, 2001

10: ETKIN & RATNER, 2012

11: FISHBACH & DHAR, 2005

12: INCLUDES CONSTRUCTS LIKE ABSTRACT VS. CONCRETE MINDSETS (TROPE & LIBERMAN, 2010) AND DELIBERATIVE VS. IMPLEMENTAL MINDSETS (GOLLWITZER, 1990).

13: FITZSIMONS, FINKEL, & VANDELLEN, 2015