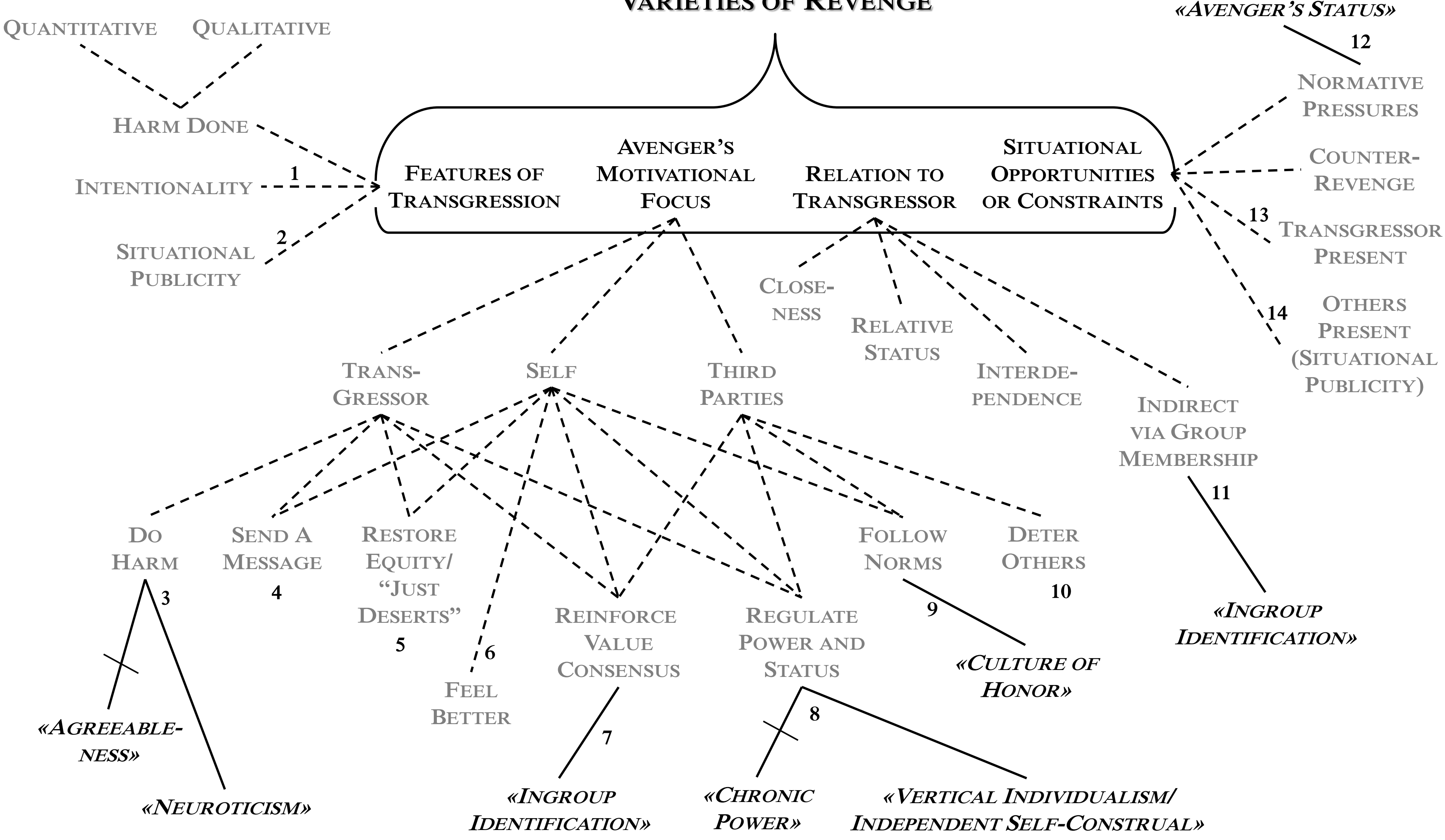


VARIETIES OF REVENGE



REVENGE NOTES

- 1: INTENTIONALITY DENOTES THE EXTENT TO WHICH THE TRANSGRESSOR CAN BE HELD ACCOUNTABLE FOR WHAT S/HE HAS DONE (DARLEY & PITTMAN, 2003)
- 2: TRANSGRESSIONS THAT OCCUR IN PUBLIC, WITH A LARGE “AUDIENCE” WATCHING, ARE MORE LIKELY TO THREATEN THE VICTIM’S POWER AND STATUS THAN TRANSGRESSIONS THAT OCCUR IN PRIVATE (KIM, SMITH, & BRIGHAM, 1998).
- 3: THIS GOAL IS PRIMARILY AFFECT-DRIVEN (VIA ANGER, CONTEMPT, OR DISGUST; CF. ROZIN ET AL., 1999). IT IS VERY SIMILAR TO WHAT HAS BEEN REFERRED TO AS REACTIVE AGGRESSION (DODGE, 1991; BERKOWITZ, 1989). TWO VARIABLES PREDICTING THE STRENGTH OF THIS GOAL ARE NEUROTICISM AND AGREEABLENESS (STOUTEN, KUPPENS, & DECOSTER, 2013).
- 4: THE MESSAGE BEING “I AM NOT THE KIND OF PERSON YOU CAN DO THIS TO” (GOLLWITZER & DENZLER, 2009; GOLLWITZER ET AL., 2011) OR “DON’T MESS WITH ME!”. USUALLY, SENDING SUCH A MESSAGE IS A VERY PERSONAL THING BETWEEN THE TRANSGRESSOR AND THE VICTIM/AVENGER, BUT IT CAN ALSO BE FOUND IN GROUP-LEVEL CONFLICTS (GOLLWITZER ET AL., 2014).
- 5: ALTHOUGH RESTORING EQUITY (I.E., REBALANCING GAINS AND LOSSES, SEE SCHROEDER ET AL., 2003) IS – STRICTLY SPEAKING – NOT THE SAME AS “JUST DESERTS” (I.E., GIVING EACH HIS DUE, SEE CARLSMITH ET AL., 2008), WE TREAT THESE TWO CONCEPTS SYNONYMOUSLY.
- 6: THIS GOAL IS ALSO REFERRED TO AS “VENTING ANGER” (BUSHMAN, BAUMEISTER, & PHILLIPS, 2001; BIES & TRIPP, 1998) OR “RELIEF FROM PAIN” (FRIJDA, 1994). BY TAKING REVENGE, THE VICTIM/AVENGER MIGHT HOPE TO FEEL BETTER. BUT IT DOES NOT SEEM TO BE A VERY IMPORTANT GOAL (E.G., GOLLWITZER & BUSHMAN, 2012).
- 7: THIS GOAL IMPLIES A FOCUS ON ALL PARTIES INVOLVED, THAT IS, THE TRANSGRESSOR, THE VICTIM HIM-/HERSELF, AND THE BROADER COMMUNITY (SEE WENZEL & OKIMOTO, 2007). AN INDIVIDUAL DIFFERENCE VARIABLE THAT AMPLIFIES THIS MOTIVATIONAL ORIENTATION IS THE AVENGER’S IDENTIFICATION WITH THE GROUP TO WHICH S/HE BELONGS (WENZEL & THIELMANN, 2006).
- 8: THE GOAL IS TO RESTORE A STATUS QUO REGARDING THE POWER DIFFERENTIALS BETWEEN THE TRANSGRESSOR, THE VICTIM, AND OTHER PEOPLE (WENZEL ET AL., 2008; OKIMOTO & WENZEL, 2008). THIS MOTIVATIONAL FOCUS IS MORE LIKELY AMONG (1) PEOPLE WHO ARE CHRONICALLY POWERLESS (CF. STRELAN, WEICK, & VASILJEVIC, 2014) AND (2) PEOPLE HIGH IN “VERTICAL INDIVIDUALISM” OR INDEPENDENT SELF-CONSTRUAL (ZDANIUK & BOBOCEL, 2012).
- 9: DEPENDING ON THE CULTURE ONE LIVES IN, TAKING REVENGE CAN BE A NORM: A PERSON WHO CANNOT TAKE REVENGE MAY BE CONSIDERED WEAK AND EASY TO EXPLOIT. BY CONTRAST, EXPRESSIONS OF ANGER CAN SIGNAL TOUGHNESS AND POWER (FRANK, 1988; TIEDENS, 2001). AN IMPORTANT INDIVIDUAL DIFFERENCE VARIABLE AFFECTING THE STRENGTH OF THIS GOAL IS WHETHER THE CULTURE ONE LIVES IN CAN BE DESCRIBED AS A “CULTURE OF HONOR” (COHEN & NISBETT, 1996).
- 10: REVENGE CAN REDUCE THE LIKELIHOOD THAT OTHERS BEHAVE AS THE TRANSGRESSOR DID (MCCULLOUGH, KURZBAN, & TABAK, 2013).
- 11: INDIRECT VICTIMIZATION MEANS THAT THE ORIGINAL TRANSGRESSION DID NOT DIRECTLY HARM THE AVENGER; NEVERTHELESS, THE AVENGER IS INDIRECTLY VICTIMIZED BECAUSE S/HE BELONGS TO THE SAME SOCIAL CATEGORY (E.G., PEER GROUP, TEAM, FAMILY) AS THE ORIGINAL TARGET OF THE OFFENSE. THE MORE THE AVENGER IDENTIFIES WITH THIS GROUP, THE MORE LIKELY S/HE IS TO TAKE REVENGE. THIS IS USUALLY REFERRED TO AS VICARIOUS RETRIBUTION (E.G., LICKEL, 2012; LICKEL ET AL., 2006).
- 12: HIGH-STATUS VICTIMS ARE LESS LIKELY TO TAKE REVENGE DUE TO MORAL NORMS NOT TO ABUSE ONE’S POWER (AQUINO ET AL., 2001; TRIPP & BIES, 1997).
- 13: IF REVENGE TARGETS A “SUBSTITUTE” (E.G., ANOTHER MEMBER OF THE TRANSGRESSOR’S GROUP), WE TALK ABOUT “DISPLACED REVENGE” (CF. CUSHMAN, DURVAN, & LIVELY, 2012; SJÖSTRÖM & GOLLWITZER, 2015). IF THE VICTIM RETALIATES AGAINST THE ENTIRE GROUP TO WHICH THE ORIGINAL TRANSGRESSOR BELONGS, WE TALK ABOUT “COLLECTIVE PUNISHMENT” (E.G., PEREIRA ET AL., 2015).
- 14: THE PRESENCE OF A THIRD PERSON INCREASES THE LIKELIHOOD OF VIOLENT RETALIATION (FELSON, 1982; KIM ET AL., 1998).