

Talk on Tuesday, 28. Nov 2023

in HS 424

Start: 10:15 c.t. (till 11.30)

The talk will be presented in English

Lay Beliefs about Willpower: Antecedents and Consequences

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People who believe that willpower is not limited show better self-regulation and well-being than people who believe that willpower is a limited resource, specifically when they have to deal with high demands. Recent studies explored these effects in different contexts, i.e., with regard to sleep behavior, partner support in romantic relationships, and pro-environmental behavior, documenting positive effects of a nonlimited willpower belief. Further studies explored factors that might shape people's willpower beliefs, including cultural context, parental modeling, perceived

autonomy in personal goal striving, and aging. Together, the different lines of research suggest that multiple sources might be involved in determining people's beliefs about willpower. On the one hand, people's general tendency to believe that willpower is rather limited (or nonlimited) might be shaped through learning experiences early in life. On the other hand, recent experiences of vitality (due to high autonomy) substantially predict people's beliefs about willpower.

Short Bio: *Veronika Job is a Professor of Motivation Psychology at the University of Vienna. Much of her research is focused on determinants, processes, and outcomes of goal-striving and self-regulation. Veronika Job linked ego-depletion research with the lay theory approach by showing that the way people think about acts of self-control (as consuming from a limited vs. as a non-limited resource) affects their self-regulation ability and their personal goal striving. Her work contributes to a revised, critical view of the resource model of self-control.*