

**FIGURE 2.6****Strength of Approach and Avoidance Forces in an Approach–Avoidance Conflict**

In an approach–avoidance conflict, the same goal has both positive and negative features. Because our desire to avoid the goal's negative features rapidly increases as we near the goal, approach forces dominate when we are far from the goal, but avoidance forces dominate as we near the goal. This asymmetry creates the familiar experience known as cold feet, in which a bride or groom becomes increasingly less certain as the wedding day approaches.