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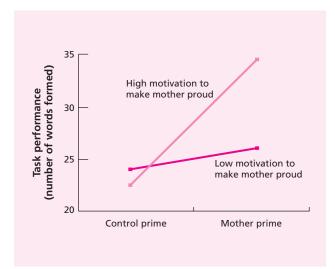


FIGURE 5.5

Task Performance after Thinking about Someone We Care to Please

The priming manipulation had no effect among participants who weren't motivated to please their mother, but it did increase performance among those who were motivated to make their mother proud of them. These findings show that the mental activation of another person can influence people's behavior.

Source: Fitzsimons and Bargh (2003).