



# 17th International Reversal Theory Conference

**June 29th - July 3rd, 2015**

**Niagara College, Ontario, Canada**

**Reversal Theory** is a theory of personality, motivation, and emotion that sees people as switching (or reversing) between opposing states, like being serious-minded at one time and more playful and carefree at another. For more information, visit [reversaltheory.net/org](http://reversaltheory.net/org)



University  
of Windsor

For more information about the conference, visit our website at <http://rt2015.uwindsorcmc.ca> or write us at [rt2015@uwindsorcmc.ca](mailto:rt2015@uwindsorcmc.ca)





# WELCOME TO THE 17<sup>TH</sup> INTERNATIONAL REVERSAL THEORY CONFERENCE

NIAGARA CANADA, 2015

To delegates and presenters at the upcoming conference, we would like to formally welcome you to Niagara Canada. Situated on a breathtaking natural escarpment, the region is a favourite to nature lovers, historians, and the occasional wine connoisseur. We have a dynamic lineup planned, with topics ranging from violence in sport to new directions in health and emotion; from an historical look back to a bright and hopeful future forward.

We have also scheduled several opportunities to network over meals and coffee breaks, as well as some exciting excursions to enjoy the region around you.

**Internet Access:** Choose AirNC-Event as the network, and enter your own email address and name. From the drop down menu, choose *Reversal Theory Conference*. You will be assigned your own login and password.

**Things to do:** Whether on site at the conference centre or within walking distance, the conference venue offers much in the way of distraction (try not to be lured too much) – it is after all one of Canada’s premier teaching centres for wine production, beer-making, and horticulture. The Conference Centre has a peaceful nature trail, greenhouse, on-site gym, and both a winery and brewery.

White Oaks Spa and Resort (across the street) offers sporting facilities and spa treatment, and premier restaurants. Next door to White Oaks recently opened one of the largest outlet malls in the region, featuring several premier stores and boutiques for all interests (<http://www.outletcollectionatniagara.com>).

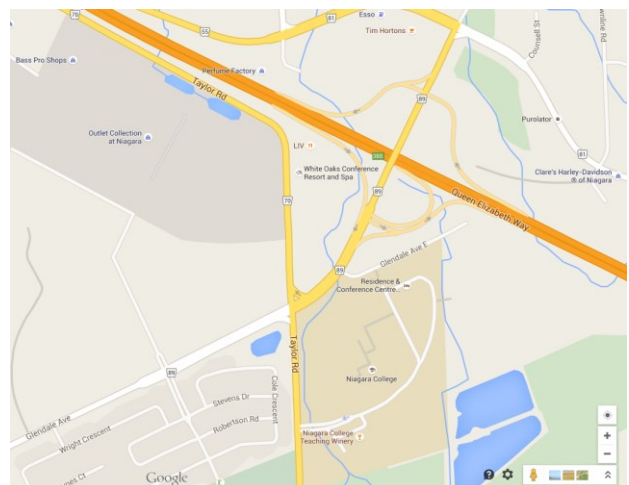
Once again, on behalf of myself and the rest of the conference organizing team, we are pleased to welcome you to Niagara – Enjoy the conference, enjoy the region, and welcome to Canada!

Sincerely Yours,



Ken Cramer (Conference Chair)

University of Windsor





**nc** **Niagara College Canada**  
Niagara-on-the-Lake Campus

- Parking pay stations
- Bus stop
- Accessible Parking by permit only
- Campus information station
- ?
- Smoking area

[NiagaraCollege.ca/maps](http://NiagaraCollege.ca/maps)



**Legend**

- E - East Wing
- HT - Canadian Food and Wine Institute
- N - North wing
- W - West Wing
- Info Centre - Main Floor, Main Entrance
- Registration - Main Floor, Main Entrance
- Student Council (SAC) - Lower Level, N003.
- Campus Store - Main Floor, N104.
- Financial Aid - 2nd Floor, Library
- Parking Pass - W102.
- Computer Labs - 2nd Floor N201, N202 and the Library.
- Counselling - Main Floor.
- Security Office - Main Floor, Centre of North Wing
- Health Clinic - Main Floor, W105.
- Centre for Student Engagement and Leadership - 2nd Floor, W206.
- Elevators
- Niagara Research - Lower Level, W005.



# CONFERENCE AT A GLANCE

	Monday June 29	Tuesday June 30	Wednesday July 01	Thursday July 02	Friday July 03
<b>Morning</b> ↓		<b>Light breakfast</b> 08:30 - 09:00  <b>Session 1</b> 09:00-10:30  <b>Coffee Break</b> 10:30-11:00  <b>Session 2</b> 11:00-12:00	       <b>Annual General Meeting</b> 11:00-12:00	<b>Light breakfast</b> 08:30 - 09:00  <i>Ken Smith Memorial</i> <b>James Parker</b> 09:00-10:30  <b>Coffee Break</b> 10:30-11:00  <b>Session 6</b> 11:00-12:00	<b>Light breakfast</b> 08:30 - 09:00  <b>Keynote Speaker Mark McDermott</b> 09:00-10:30  <b>Coffee Break</b> 10:30-11:00  <b>Session 9</b> 11:00-12:30
<b>Lunch</b>		Chartwells 12:00-13:30	Chartwells 12:00-13:00	Chartwells 12:00-13:30	Chartwells Closing Remarks 12:30-14:30
<b>Afternoon</b> ↓	<b>Registration Begins</b> 13:00-15:00  <b>Coffee Break</b> 15:00-15:30  <b>Opening Remarks</b> 15:15-15:30  <b>Keynote Speaker John Kerr</b> 15:30-17:00	<b>Session 3</b> 13:30-15:00  <b>Coffee Break</b> 15:00-15:30  <b>Keynote Speaker Kelli Kramer-Jackman</b> 15:30-17:00	<b>Session 4</b> 13:00-14:30  <b>Coffee Break</b> 14:30-15:00  <b>Session 5 Symposium</b> 15:00-17:00	<b>Session 7</b> 13:30-14:30  <b>Coffee Break</b> 14:30-15:00  <b>Session 8</b> 15:00-16:30	
<b>Optional Evening Events</b> ↓	<b>Welcome Reception</b> Wine and Cheese 17:00-18:30	<b>Niagara-on-the-Lake</b> 17:30-21:00	<b>BBQ</b> 17:00-19:00  <b>Niagara Falls Tour</b> 19:00-23:00 Fireworks at 22:00 *Bus at 19:00	<b>Winery Tour</b> 17:00-18:00	

*\*All sessions will take place in W207 (Follow signage)\**

# DAY 1 – MONDAY JUNE 29<sup>TH</sup>

12:00 – 15:00	Registration Begins
15:00 – 15:30	Coffee Break
15:15 – 15:30	Opening Remarks
15:30 – 17:00	Keynote Speaker: John Kerr <i>Addressing the issue of violence in sport</i>
17:00 – 18:30	Welcome Reception (Wine and Cheese)

**KEYNOTE: John Kerr (University of British Columbia)**

*Addressing the issue of violence in sport*

There is concern among medical researchers in Canada and other countries about the short and long-term effects of concussion in contact sports. In Canada, the debate is mostly centred on ice hockey; in the USA on American football and in Europe and some Southern Hemisphere countries on rugby. This keynote address will examine how psychologists and reversal theory can address the issue of violence in sport. Through its systematic conceptual framework and concept of sudden changes in mental or motivational states, reversal theory can play a valuable role in providing an understanding of the motivational processes behind violent incidents in hockey and other sports. Four different types of violent acts, based on four different motivational state groupings have been applied to sport. These have been termed: *play, anger, power* and *thrill* violence and, depending on the circumstances, one form of violence may develop into another. Previous research on high level sports teams has validated the usefulness of these concepts for understanding sport violence. Once the motivation behind a particular athlete's violent acts has been ascertained, a psychologist can suggest a suitable cognitive intervention which, with the cooperation of the athlete concerned, might be used to prevent similar incidents from happening in the future. Thus, serious head injuries, player suspensions, loss of earnings and possible law suits could be avoided. In addition to explaining the reversal theory approach to violence in sport, examining how it can be applied to particular examples from sport, reviewing the latest research (including the identification of a fifth type of violence) this presentation will also suggest violence management interventions for use with athletes.

---

---

---

---

---

---

---

---

## DAY 2 – TUESDAY JUNE 30<sup>TH</sup>

8:30 – 9:00	Light Breakfast
9:00 – 10:30	Session 1 (Moderator: John Kerr)  Kathleen O’Connell <i>Can Dual Process Theories of the Mind Inform and Be Informed by Reversal Theory?</i>  Joan Craig & Kathryn Lafreniere <i>Improving our Interpretations with State Measure Salience</i>  Shayna Skakoon-Sparling & Ken Cramer <i>Sexual Arousal and the Rules Domain: Development and Testing of a New Scale</i>
10:30 – 11:00	COFFEE BREAK
11:00 – 12:00	Session 2 (Moderator: Kathryn Lafreniere)  Nicole Summerfield, Ken Cramer & Paige Goertzen <i>Cataloging Reversal Theory Conference Presentations: An Historical Analysis (1995-2015)</i>  Daven Morrison & Sridhar Ramamoorti <i>Financial Fraud and Reversal Theory: The Critical Role of the Reversal and the Protective Frame</i>
12:00 – 13:30	LUNCH
13:30 – 15:00	Session 3 (Moderator: Kathleen O’Connell)  Joanne Hudson, Rachel Rahman & Stewart Flint <i>Predicting Exercise Regulation: Is Metamotivational Dominance the Missing Link?</i>  Sarah Reaume & Kathryn Lafreniere <i>Reversal Theory and Information Processing: The Role of Dominance and State in Responses to Health Messages</i>  Ashlyne O’Neil & Kathryn Lafreniere <i>(Meta)motivation and Pre-drinking Behaviour</i>
15:00 – 15:30	COFFEE BREAK
15:30 – 17:00	Keynote: Kelli Kramer-Jackman <i>Cultivating interprofessional collaboration to enhance reversal theory science</i>
17:00 – 17:30	BREAK
17:30 – 21:00	Niagara-on-the-Lake



**Shayna Skakoon-Sparling & Ken Cramer (University of Windsor)**  
*Sexual Arousal and the Rules Domain: Development and Testing of a New Scale.*

The rebellious negativistic state of the Rules Domain has been associated with increased sexual risk-taking in the literature (Gerkovich, 2001; Lafreniere, Menna, & Cramer, 2013). In this vein, a link has been established between increased sexual arousal and increased risky behavioural intentions (e.g., Areily & Loewenstien, 2006), as well as a link between increased sexual arousal and a reversal to a more paratelic meta-motivational state (Skakoon-Sparling & Cramer, 2014). The current study aimed to examine the potential relationship between increased sexual arousal and the Rules Domain, as well as to develop a new state measure. The data suggest that the brief scale developed for this study has good internal reliability. Additionally, the data suggest a relationship between increased sexual arousal and a shift into a more conformist state. The development of this scale, as well as the implications of these findings will be discussed.

**Nichole Summerfield, Ken Cramer, & Paige Goertzen (University of Windsor)**  
*Cataloging Reversal Theory Conference Presentations: An Historical Analysis (1995-2015)*

We reviewed a total of 327 abstracts from reversal theory conferences, dating back to 1995, and catalogued them into five general categories: (1) Templative entries seek to identify reversal theory constructs in everyday life by laying a template over a set of thoughts, emotions, and behaviours (from Arctic explorer to Springsteen musical lyrics) – often uses narrative case analysis; (2) Theoretical abstracts brave new ground by suggesting useful predictions in future research – no data are collected; (3) Empirical entries test an hypothesis, collect data, and typically employ a range of statistics; (4) Applications connect reversal theory with real-world practice; and (5) Tool Development introduces new measurement instruments (often involves data collection) We will show how the categorical profile has changed since 1995, and perhaps highlight where additional work may be needed.

---

---

---

---

---

---

---

---

---

---

**Daven Morrison (Affiliation) & Sridhar Ramamoorti (Affiliation)**

*Financial Fraud and Reversal Theory: The Critical Role of the Reversal and the Protective Frame*

The cost of fraud is in the trillions of dollars. We offer three reasons for RT to have application to Fraud. First, the act of fraud is a human act; fraud is not committed by computers. Second, most first-time fraudsters have no criminal records and fraud is often the only crime they commit. Implicit in this empirical finding is a reversal in motivation: why do good people do bad things? And why do they decide to reverse motivation and commit fraud? Third, and lastly, greed is the ONLY reason given regarding the motivations of fraudsters. Yet it must be more. RT offers a more sophisticated and nuanced capacity to investigate the people who commit fraud and the factors that contribute to their behaviours and actions becomes possible. Applying RT will likely offer mechanisms to prevent and even deter fraud, thus avoiding financial losses and restoring confidence in the marketplace.

**Joanne Hudson (Leeds Beckett University), Rachel Rahman (Aberystwyth University), and Stewart Flint (Sheffield Hallam University)**

*Predicting Exercise Regulation: Is Metamotivational Dominance the Missing Link?*

Self-Determination Theory (Deci & Ryan, 1985) is used extensively to explain the regulation of exercise behaviour. Although exercise motives have been shown to predict exercise regulation this does not account for the role of individual differences in behavioural regulation. We propose that the Reversal Theory notion of metamotivational dominance can address this limitation. Thus this study examined if metamotivational dominance enhances the prediction of exercise regulation by exercise motives. 973 individuals (65.4% female; mean age 33.7±13.9) completed measures of metamotivational dominance, exercise motives and behavioural regulation of exercise. Multiple linear regression identified that, with exercise motives, metamotivational dominances significantly predicted behavioural regulations: amotivation, external regulation, introjected regulation, internal regulation. As expected, metamotivational dominances added significant variance to the prediction of behavioural regulations (amotivation, external regulation, introjected regulation) and predictors of behavioural regulations matched theoretical expectations (e.g., negativism positively predicted amotivation). Implications of these findings for managing exercise behaviour are discussed.

---

---

---

---

---

---

---

---

**Sarah Reaume & Kathryn Lafreniere (University of Windsor)**  
*Reversal Theory and Information Processing: The Role of Dominance and State in Responses to Health Messages*

Understanding how information in health messages is processed is important for developing effective health campaigns. This study aims to investigate whether motivational dominance and state influence the processing of messages promoting physical activity. It is hypothesized that information processing will be deepest when the message is tailored to appeal to the telic or paratelic mode of the recipient. 187 university students (152 males, 34 females) were instructed to watch one of two 30-second videos promoting exercise. One video was designed to appeal to the arousal-avoiding and goal oriented behaviour of the telic state. The other was designed to appeal to the arousal-seeking and pleasure-oriented behaviour of the paratelic state. Post-condition measures recorded message recall, attitude and intent to exercise, and further information seeking behaviour. Current location and previous experience with exercise were also measured as potential covariates.

**Ashlyne O'Neil & Kathryn Lafreniere (University of Windsor)**  
*(Meta)motivation and Pre-drinking Behaviour*

Pre-drinking is the purposeful consumption of alcohol prior to an event where more alcohol may be consumed, and is considered problematic because it is associated with greater consequences than general drinking behaviour. The purpose of the current research was to investigate pre-drinking motivations and behaviour within the theoretical framework of reversal theory. A sample of 276 undergraduate students completed an online study consisting of open-ended questions regarding drinking and pre-drinking behaviour, the Pre-partying Motives Inventory, the Motivational Style Profile, and a metamotivational state measure. It was demonstrated that pre-drinking motivations may be a function of metamotivational dominance, and that telic dominance, negativism dominance, and arousal seeking were significantly related to pre-drinking behaviour. In addition, findings suggest that students are often in the paratelic, autic-mastery, and conformist states while pre-drinking. The incongruous discovery surrounding negativism dominance and the conformist state provides an ideal example of examining paradoxical behaviour with reversal theory.

---

---

---

---

---

---

---

---

---

---



## DAY 3 – WEDNESDAY JULY 1<sup>ST</sup>

11:00 – 12:00	Annual General Meeting
12:00 – 13:00	LUNCH
13:00 – 14:30	Session 4 ( <i>Moderator: Joanne Hudson</i> )  Phillip Ianni & Kathryn Lafreniere <i>Applying Reversal Theory to Energy Drink Misuse</i>  Leo Watkins, Marcia Wilson, Mark McDermott & Richard Buscombe <i>An Empirical Evaluation of the Reversal Theory State Measure: Tracking Changes in the Experience of Video Commercials of Three Leading Running Brands</i>  Michael Apter <i>Reversals and the Pathway to Action</i>
14:30 – 15:00	COFFEE BREAK
15:00 – 17:00	Session 5  Symposium: Joanne Judson, Kelli Kramer-Jackman & Guido Geisler ( <i>Moderator: Michael Apter</i> ) <i>Contemporary Issues in Measurement, Models and Mental Health</i>
17:00 – 19:00	Canada Day BBQ
19:00 – 23:00	Niagara Falls Tour (Bus at 19:00; Fireworks at 22:00)

### **Phillip Ianni & Kathryn Lafreniere (University of Windsor)** *Applying Reversal Theory to Energy Drink Misuse*

Reversal theory can be used to predict individuals' health habits and risky behaviours, but has not yet been applied to understanding energy drink use. Prior research has demonstrated that negativism dominance and paratelic dominance are associated with substance use. Two hundred and one undergraduate students at a Canadian university responded to an online survey. After removing participants who: 1) were older than 30, 2) had not used energy drinks in the past year, or 3) were male, we obtained a final sample of 96 female participants. We found that negativism was positively correlated with the inability to stop using energy drinks. In addition, negativism was associated with coping, enhancement, social, and conformity motives for consuming energy drinks. The findings of the present study provide support for the consideration of reversal theory constructs that have been overlooked in previous studies of energy drink use.





## DAY 4 – THURSDAY JULY 2<sup>ND</sup>

8:30 – 9:00	Light Breakfast
9:00 – 10:30	Ken Smith Memorial Lecture: James Parker <i>Lessons from the Study of Emotional Intelligence: Suggestions for Future Research in Reversal Theory</i>
10:30 – 11:00	COFFEE BREAK
11:00 – 12:00	Session 6 (Moderator: Kelli Kramer-Jackman)  Nita Prabhu, Mitzi L. Desselles & Ellen F. Lovell <i>Confirmatory Factor Analysis for the Reversal Theory State Measure</i>  Ellen F. Lovell, Mitzi L. Desselles & Nita Prabhu <i>Substantive Validity of the Reversal Theory State Measure</i>
12:00 – 13:30	LUNCH
13:30 – 14:30	Session 7 (Moderator: Mitzi Desselles)  Michael Apter <i>Six critical question concerning reversal theory</i>  Stephanie K. Ellis & Lisa M. Carroll-Davis <i>Exploration of Values: Does RT fit Real Life Experience</i>
14:30 – 15:00	COFFEE BREAK
15:00 – 16:30	Session 8 (Moderator: Stephanie Ellis)  Mike Knott & Mitzi L. Desselles <i>Reversal Theory States and their Influence on Workplace Attitudes Towards People with Disabilities</i>  Mikaela Bevan & Ken Cramer <i>Impact of Test-Taking Setting on Conformist-Negativistic States and Measures</i>  Volodymyr Khomyk <i>Social Activists: Reversals of Metamotivational State and Immunity to Change</i>
16:30 – 17:00	BREAK
17:00 – 18:00	Winery Tour



**Nita Prabhu, Mitzi L. Desselles, & Ellen F. Lovell (Louisiana Tech University)**  
*Confirmatory Factor Analysis for the Reversal Theory State Measure*

The Reversal Theory State Measure (RTSM; Desselles, Murphy, & Theys, 2014) is a questionnaire designed to evaluate the eight states proposed by reversal theory. A confirmatory factor analysis (CFA) was conducted on the long version of the RTSM to determine overall goodness of fit for the model. Data were collected from approximately 600 participants between the ages of 18 and 70 across the US. Participants were asked to answer items on the long form of the RTSM as well as the three-item bundled version. The purpose of including both measures was to compare consistency of response across the two forms. Data were also collected on demographics and the activity in which participants were engaging prior to the survey to anchor responses to a specific nonsurvey point in time. Results are discussed in terms of implications for the long and bundled versions of the RTSM.

**Ellen F. Lovell, Mitzi L. Desselles, & Nita Prabhu (Louisiana Tech University)**  
*Substantive Validity of the Reversal Theory State Measure*

Given the dynamic, temporally unstable nature of metamotivational states, instruments measuring individuals' current state may be challenging to validate. Substantive validity is an approach that may provide additional evidence regarding the validity of the recently developed Reversal Theory State Measure (RTSM; Desselles, Murphy, and Theys, 2014). Substantive validity approaches are one of several procedures for establishing content validity. The present study reports on efforts to apply substantive validity techniques suggested by Hinkin and Tracey (1999) and developed in the context of organizational research. Their techniques examine how well scale items can measure constructs by using subject matter experts (SMEs) to rate the items. The item ratings are then analyzed using an analysis of variance method to determine item integrity and scale content validity. Implications regarding the validity of the RTSM as a measure of metamotivational states and future validation efforts will be discussed.

---

---

---

---

---

---

---

---

---

---



**Mike Knott & Mitzi Desselles (Louisiana Tech University)**

*Reversal Theory States and their Influence on Workplace Attitudes Towards People with Disabilities*

Adults with disabilities encounter many challenges, including workplace discrimination and discriminatory attitudes of supervisors, coworkers, and subordinates. This study examined the influence motivational states have on attitudes towards people with disabilities, with reversal theory serving as the guiding theoretical framework. Four hundred forty-seven working US adults completed an online instrument assessing their motivational state, as well as their attitudes towards people with disabilities in the workplace. Participants who were in the alloic-sympathy state had more positive attitudes than those in the autic-mastery state. This means that participants motivated by concern for others, specifically helping them feel cared for, exhibited more positive attitudes towards people with disabilities than participants who were concerned with their own personal power and control. No significant differences were found between the two pairs of somatic states: rebellious versus conforming and telic versus paratelic states. Implications for assessing and addressing workplace discrimination are explored.

**Mikaela Bevan & Ken Cramer (University of Windsor)**

*Impact of Test-Taking Setting on Conformist-Negativistic States and Measures*

The rules domain from reversal theory describes how conformist and negativistic metamotivational states can affect how we perceive a situation. The purpose of this study is to examine whether the environment impacts those conformist-negativistic states. Participants were 100 university students, randomly assigned to one of three conditions: (1) participants in the online condition completed various metamotivational conformity measures online; (2) participants in the in-person-alone condition completed the measures on campus at a solitary computer; (3) participants in the in-person-group condition completed the computer measures among other participants. Group differences (and psychometrics) in these reversal theory conformity state measures will be compared.

---

---

---

---

---

---

---

---

---

---

---



## DAY 5 – FRIDAY JULY 3<sup>RD</sup>

8:30 – 9:00	LIGHT BREAKFAST
9:00 – 10:30	Keynote: Mark McDermott <i>Boats against the current: An overview of what we know about negativism</i>
10:30 – 11:00	COFFEE BREAK
11:00 – 12:30	Session 9 (Moderators: Ashlyne O’Neil, Joan Craig & Phillip Ianni)  Michael Apter & Sally Augustin <i>Architecture and Protective Frame</i>  Christophe Lunacek <i>How the RT emotional grid can complement a Psychiatrist medical approach in different pathologies related to emotional lack of control?</i>  Stephanie K. Ellis, Kelli Kramer-Jackman, Mitzi L. Desselles & Joanne Hudson <i>Journal of Motivation, Emotion, and Personality: Reversal Theory Studies</i>
12:30 – 13:30	LUNCH and CLOSING REMARKS

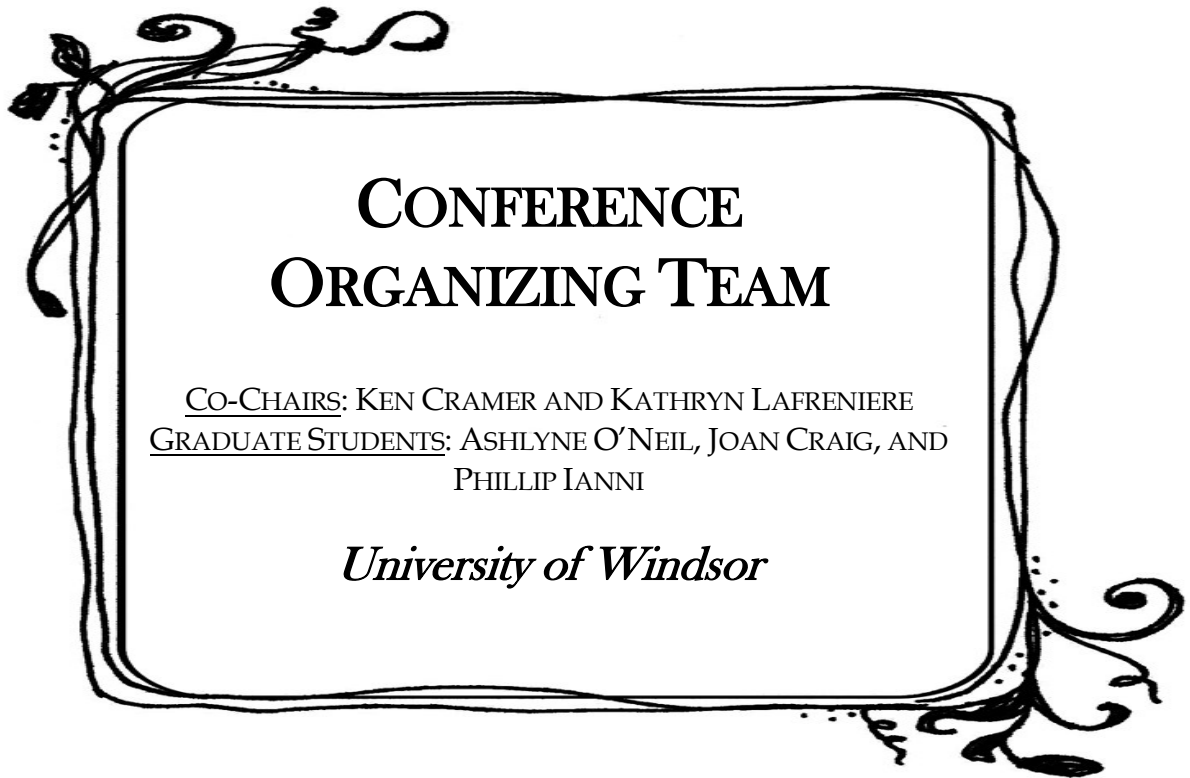
### **KEYNOTE: Mark McDermott (University of East London)**

#### ***Boats against the current: An overview of what we know about negativism***

Drawing on my research and that of others since the mid 1980’s on the psychology of rebelliousness, I will illustrate how negativism (as it is called in Reversal Theory) is central to an understanding of everyday life, arguing that from moment to moment we choose to accept or oppose the requirements of those around us, whether such perceived demands emanate from loved ones, colleagues, bosses, agents of authority, or those we may serve. In so doing, I will examine how the feeling of wanting to oppose a perceived requirement is a fundamental part of human experience, as RT proposes. In so doing, I will overview the research that has been undertaken on rebelliousness within the context of RT and beyond both as a trait (or, ‘dominance’) and as a state. I will examine the role of rebelliousness in child & adolescent development, in relationships, in and between social groups, in the service of civil disobedience and social change, in mental and physical health, and across cultures. Despite rebelliousness often serving in such domains to resist unjust authority, more often than not it is viewed as (and research suggests it can be) problematic in its effects, particularly if used frequently and by default. I will argue, however, that as a way of responding to social influence and as a value, rebelliousness has been misrepresented and is in need of rehabilitation. In so doing, a more balanced view of rebelliousness will emerge in which it will be seen as a necessary and valuable part of the human behavioural and experiential repertoire. Implications for practice and policy in various societal domains will be considered.







**REVERSAL THEORY SOCIETY WEBSITE:**

*<http://reversaltheory.net/org>*

**JOURNAL OF MOTIVATION,  
EMOTION, & PERSONALITY:**

*<http://reversaltheory.net/journal>*

**APTER MOTIVATION (iPhone App)**

*available in the App Store*

