

## Journal of personality and social psychology

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### Abstrak

Four studies using general attribute goals or specific task goals revealed that attainment means cognitively activate the goals they are perceived to serve. A range of means replicated this effect including goal-directed activities, specific behavioral strategies, or opportunities, assumed to afford effective goal pursuit. The increased accessibility of a currently pursued goal due to "bottom - up" priming by its attainment means improved task persistence and performance, whereas a similarly increased accessibility of a competing goal impeded task persistence and performance.