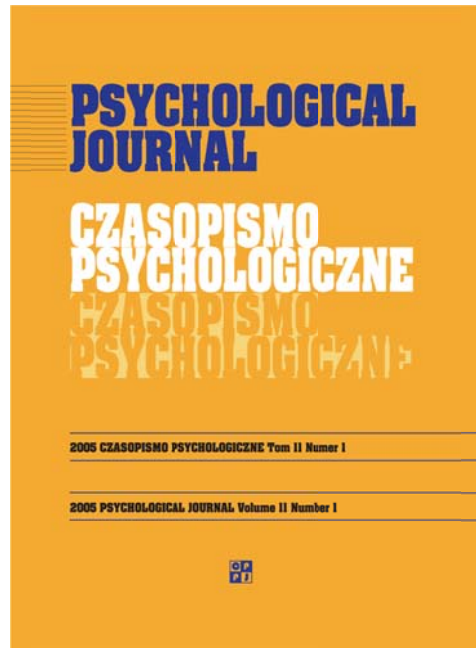


LIST OF ARTICLES IN CZASOPISMO PSYCHOLOGICZNE – PSYCHOLOGICAL JOURNAL (CPPJ)

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- Aleksandra Jasielska*, Instytut Psychologii, Uniwersytet im. Adama Mickiewicza, Poznań
7-20 **Pozahedonistyczna tendencja w regulacji emocji**
 THE NONHEDONISTIC TENDENCY IN REGULATION OF EMOTIONS
 The typical emotion regulatory goals are understood in hedonistic terms: people are motivated to avoid pain and seek pleasure. In this meaning individuals often seek to decrease negative emotions and increase the positive ones. But emotion regulation is broader than a simple hedonistic accounts suggests. Emotion regulation also involves increasing or initiating negative emotions or decreasing or stopping positive ones. This nonhedonistic tendency in the regulation of emotion was analyzed. The inventory for measuring nonhedonistic tendency in emotional regulation was constructed (PHR-28). After that, the experiment was conducted with PHR-28. The results of experiment confirmed the validity of the inventory. Furthermore, it was proved that people who report higher nonhedonistic tendency in regulation of emotions actually behave in this way. The achieved results were discussed. Analysis concerned the individual motives and the situational circumstances which initiate the nonhedonistic regulation of emotions.
Key words: hedonistic tendency, nonhedonistic regulation, emotion
- Joanna Piskorz*, Studium Doktoranckie, Uniwersytet Wrocławski
21-29 **Zawiść: istota i uwarunkowania**
 ENVY: ITS ESSENCE AND DETERMINANTS
 In this article a review of knowledge on envy has been done. Envy has been an emotion rather neglected in psychological research. Selected concepts and research results concerning this emotion have been presented. Jealousy and envy, which are often commonly confused, have been distinguished. A relationship between envy and a sense of (in)justice has been characterized. Development, functions and origins of envy have been depicted along with its connection with self esteem.
Key words: envy, sense of justice, self-esteem
- Bogdan Wojciszke*, Szkoła Wyższa Psychologii Społecznej
Wiesław Baryła, Instytut Psychologii UG
31-47 **Skale do pomiaru nastroju i szczęciu emocji**
 SCALES FOR THE MEASUREMENT OF MOOD AND SIX EMOTIONS
 Three scales measuring mood and six scales measuring frequency of discrete emotions were devised and validated in a series of studies. The *General Mood Scale* consists of 10 self-descriptive statements. The *Positive Mood Scale* consists of 10 positive adjectives referring to mood. The *Negative Mood Scale* consists of 10 negative adjectives referring to mood. The *Emotion Questionnaire* consists of six 4-adjective scales measuring the frequency of experiencing two positive emotions (*joy* and *love*) and four negative emotions (*anger*, *fear*, *sadness*, and *guilt*). Analyses of the data presented showed the validity, internal consistency, test-retest reliability, and the expected factorial structure of each of the scales. Moreover, the mood scales scores appeared amenable to situational influences to a degree which makes them appropriate measures of dependent and mediating variables in psychological research.
Key words: mood, measurement, emotions

Alicja Grochowska, Szkoła Wyższa Psychologii Społecznej, Warszawa
Marzena Bilewicz,

49-62 **Poziom rozwoju poznawczego dzieci a odbiór reklam telewizyjnych**

COGNITIVE DEVELOPMENT AND PERCEPTION OF TV ADVERTISEMENTS BY CHILDREN

According to Piaget, cognitive development determines perception and understanding of reality. Advertisement became an important element of child's world in recent in Poland. This paper shows how children ($N=60$) at different stages of cognitive development (5-7-12 years) understand TV advertisements and what their emotional reactions to ads are. Results revealed a higher level of operatory thought in concrete operations, a better understanding of ads, and a more critical evaluations of ads. The older the children, the more reticently they express their emotions to ads.

Key words: cognitive development, children, TV perception, advertisement

Katarzyna Ślebarska, Instytut Psychologii, Uniwersytet Śląski, Katowice

63-67 **Atrybucja przyczyn własnej sytuacji egzystencjalnej a zaradność bezrobotnej młodzieży**

ATTRIBUTING THE WORSENING OF THE YOUNG UNEMPLOYED PEOPLE'S LIVING STANDARDS TO THEIR OWN RESOURCEFULNESS

In this work an attribution of the causes of one's own unemployment and its influence on coping were analyzed. The aim of the study was to assess relations between a kind of preferred attribution and a kind of coping. The problem of unemployment refers to an increasing number of young unemployed people aged between 18 and 24. The subject of the research were 100 persons registered as the young unemployed. The results of the correlation showed that the persons who preferred internal attribution had a lower tendency to engage in an activity. General attribution correlates positively with the tendency to passiveness.

Key words: young unemployed, attribution, resourcefulness, living standards

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69-79 **Osobowość typu D a konsekwencje stresu zawodowego**

TYPE D-PERSONALITY AND CONSEQUENCES OF OCCUPATIONAL STRESS

The aim of the study was to investigate the relationship between type D-personality and perceived stress; in the workplace and consequences of experienced occupational stress, it means the burnout syndrome and adverse health outcomes. 76 journalists participated in the study. 60.5% were men, 39.5% were women. The mean age was 36.7 ($SD=9.72$). Four methods were used in the study: D-14 scale to measure type D-personality (which consists of two dimensions: negative affectivity and social inhibition), Subjective Work Evaluation Questionnaire, Maslach Burnout Inventory and General Health Questionnaire. The results confirmed the assumption that type D-personality enhanced a sense of stress at the worksite and its negative consequences; it means the burnout syndrome and adverse health outcomes. Both dimensions of type D-personality appeared to be predictors of general health status and a sense of personal accomplishment, whereas social inhibition was the predictor of emotional exhaustion.

Key words: type D-personality, perceived stress, occupational stress

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81-89 **Mediacyjna rola modelu planowanego zachowania w wyjaśnianiu próśrodowskowych zachowań konsumenckich**

THE MEDIATORY ROLE OF A PLANNED BEHAVIOR MODEL IN EXPLAINING PROENVIRONMENTAL CONSUMER BEHAVIOR

This paper explores the problem of the predictors of purchasing proenvironmental products. The research sample consisted of 102 people at different age from the general population. It was assumed that the level of ecological awareness, the feeling of ecological responsibility and the responsibility as a personal trait determine the intention of proenvironmental buying. An analysis of the results reveals that there are five mutually uncorrelated factors which are statistically significant predictors of buying intention: sensitivity to social problems, perceived scale of ecological threat, feeling of unity with the environment, feeling of guilt about the pollution and feeling of shared responsibility for the condition of the environment. The results confirm that the variables included in the model of the theory of planned behavior by Ajzen and Fishbein jointly account for considerable percentage (42%) of buying intention's variance; however, a direct influence of subjective norms on the intention was not found. Mutual connections between the variables of the model and the predictors identified as significant were tested through the paths analysis.

Key words: planed behavior, consumer behavior, proenvironmental behavior

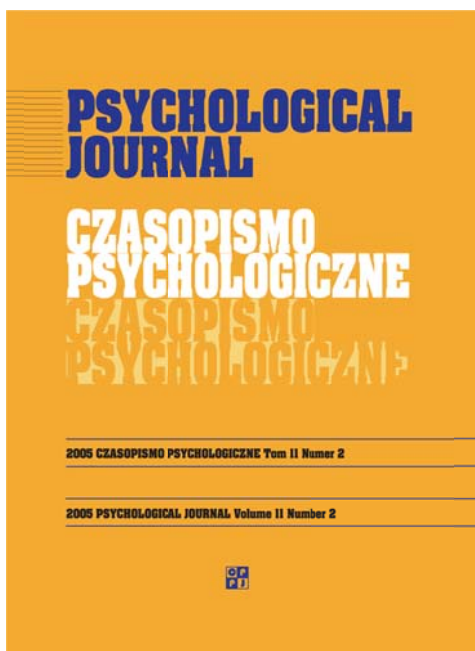
Sławomir Jarmuż, Szkoła Wyższa Psychologii Społecznej, Wydział Zamiejscowy we Wrocławiu

91-98 **Metacecha: kontrowersje i użyteczność w badaniach psychologicznych**

METATRAIT: CONTROYERSIES AND USEFULNESS IN PSYCHOLOGICAL RESEARCH

The article presents the construct of metatrait which is defined as a feature of having vs. not having a trait. Metatrait is measured by interitem variance of responses to specific scales. People having the metatrait (traited) can be controlled by their personality traits whereas people without the metatrait (untraited) are rather controlled by situations. Untraited individuals may be susceptible to situational influences. Thus, metatrait will moderate personality-behavior relationships and may be an important voice in personality-situation debate. The concept of metatrait has been compared to other constructs such as self-monitoring, private self-awareness and self-schemata. Other strategies for measuring metatrait have also been reviewed. There are some controversies connected with this construct. First of all, the nature or theoretical status of this concept is not fully clear. Problems such as the number of metatraits, usefulness in intelligence and temperament psychology, and other methodological issues have been discussed.

Key words: metatrait, personality, self-schemata



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Małgorzata Górnik-Durose, Uniwersytet Śląski

107-117 **Psychologiczny bilans korzyści i kosztów posiadania dóbr materialnych**

PSYCHOLOGICAL COSTS BENEFIT ANALYSIS OF MATERIAL POSSESSION

The article shows that possession of material goods – besides undoubted advantages – is also connected with disadvantages, i.e. it involves bearing certain costs, mainly of a psychological nature. The analysis of costs has been conducted in terms of the assessment of the sense, efficiency, economic aspects, security and ethics of possession, taking into consideration that personal possessions have to be seen in the context of their quantity (how much wealth) and quality (what sort of goods). The author stresses the problem of technological and social „appropriateness” of possessions, which could influence the final balance of profits and costs. She also points out reasons underlying difficulties in assessing the individual relationship between benefits and costs of having material possessions.

Key words: psychological costs, benefit analysis, material possessions, personal possessions

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Małgorzata Fajkowska-Stanik, Szkoła Wyższa Psychologii Społecznej, Warszawa

119-130 **Temperament, tendencje depresyjne i detekcja sygnałów emocjonalnych**

TEMPERAMENT, DEPRESSIVE TENDENCIES AND EMOTIONAL SIGNALS DETECTION

Adopting the Signal Detection Theory and Transactional Model of Mood Disorders this study discusses response biases in emotional signal detection as individuals differ in temperamental, and mood properties. The article is aimed to answer the posed problem and to show a processual-dispositional approach in studying depressive tendencies. The Emotional Version of the Attention Test of Moron was applied to the research ($N=181$). The false alarms, hits, and response strategy (β) indices were taken into analysis of the signal detection of angry, happy, and sad faces. The order of the emotional stimuli exposition was controlled. Temperamental traits and depressive tendencies were measured by Pavlovian Temperament Survey and Beck Depression Inventory, respectively. The statistical elaboration of the data revealed: (a) influence of temperament and depressive tendencies on emotional signals detection when the facial sadness and happiness, not threat, were first exposed; *a threat depiction is beyond personality* - detection of the facial threat is not a joint product of the certain individual properties but can be attributed to the evolutionary scenario; (b) it was not proved that depressive subjects use impulsive strategy in sad faces detection compare to the non-depressive ones; (c) the intra-individual incoherence (low depressive tendencies and high reactivity) coexists with the biases in happiness detection.

Key words: temperament, depression, emotions, signal detection

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131-142 **Psychobiologiczna koncepcja osobowości R.C Cloninger'a i jej związki z regulacyjną koncepcją temperamentu J. Strelau'a**

CLONINGER'S PSYCHOBIOLOGICAL THEORY OF PERSONALITY AND ITS RELATIONS TO STRELAU'S REGULATIVE THEORY OF TEMPERAMENT

Cloninger's and others proposed a psychobiological model of personality including four temperament dimensions: novelty seeking, harm avoidance, reward dependence, and persistence. These dimensions were postulated to be independently heritable, manifest in early life, and be related to the activity of specific neurotransmitter systems. Three character dimensions: self-directedness, cooperativeness, and transcendence were added to measure three aspects of the development of self-concepts related to identification of the self as an autonomous, an integral part of humanity, and an integral part of the universe as a whole. *Temperament and Character Inventory* – TCI was developed to measure the seven dimensions and is widely used method in research with healthy and disturbed individuals. A lot of very interesting findings with TCI was the main reason of the decision of its Polish adaptation. In the validation studies we decided to determine how much of the variance in the TCI can be predicted by the FCB-TI (Formal Characteristic of Behavior – Temperament Inventory). The later instrument was developed as an operationalization of Strelau's regulative theory of temperament (RTT). In this paper the results of this analysis are discussed.

Key words: personality, psychobiological theory, regulative theory

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143-155 **Od czego zależy sukces w podejmowaniu działalności gospodarczej? Przegląd propozycji teoretycznych**
WHAT DETERMINES SUCCESS IN NEW VENTURE CREATION? REVIEW OF THEORETICAL CONCEPTIONS

Questions what factors lead some individuals, but not others to start new ventures and what determines the success in new venture creation are key questions in entrepreneurship research. This study presents four theoretical conceptions which address these questions. All of them focus mainly on the characteristics of the entrepreneur. Final part of this study presents similarities, advantages and limitations of these conceptions.

Key words: success, venture creation, entrepreneurship

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157-166 **Typy ja cielesnego, czyli sposoby doświadczania swojej cielesności przez kobiety**
THE STRUCTURES OF BODY SELF: THE WAYS OF EXPERIENCING THE OWN BODY BY MODERN WOMEN

The aims of this article are to answer the following questions: How do modern women experience their own body? What are the kinds of their body self meanings that are the basis of their identity and personality where the body is an essential element of self structure? The research was conducted on 376 women students of different departments, between the age of 15–25 years old. The subjects were examined with the Body Self Questionnaire which consists of four scales (dimensions of the Body Self): acceptance of one's body, disclosure of femininity, experience of intimate relations with persons of the opposite sex, and relationship towards eating and body weight. In my results I present 8 structures of body self starting from the destructive to the integrated.

Key words: body, self, modern woman

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Blandyna Skalska, Zakład Psychologii Poznawczej, Wyższa Szkoła Finansów i Zarządzania

167-178 **Kiedy bodziec jest podprogowy?**
WHEN VISUAL STIMULUS IS SUBLIMINAL?

Recently investigations of subliminal effects develop very dynamically. These researches encounter the problem of how to operationalize conscious awareness to determine if displayed stimuli are really subliminal. From the very beginning, this problem is a subject of scientific discussions. In this paper we warn against remissness of checking detectability of stimuli which are claimed to be subliminal, and we critically reviewed methods proposed by psychophysics developed for such goals.

Key words: visual stimulus, subliminal effect, operationalization

Krzyszyna Adamska, Uniwersytet Gdański
Sylwiusz Retowski, Uniwersytet Gdański
Roman Konarski, Uniwersytet Gdański

179-188 **KIRH – kwestionariusz do badania kolektywizmu i indywidualizmu równościowego oraz hierarchicznego**
KIRH – QUESTIONNAIRE TO MEASURE VERTICAL AND HORIZONTAL COLLECTIVISM AND INDIVIDUALISM

The horizontal and vertical distinction within individualism and collectivism is used by other researches as a theoretical framework to predict differences in values, interests, self-enhancement and modes of communication. The objective of the study was to develop and test Polish version of the measure which was based on the original INDCOL scale (Triandis, 1995). The research was carried out in four separate studies ($n_1=196$; $n_2=321$; $n_3=229$; $n=53$). Exploratory factor analysis was used in the first study, confirmatory factor analysis was used in the second and third study. The hypothesized four factor model is confirmed on the 39 – item questionnaire. Correlational research based on the universal value method of Schwarz which was conducted as a fourth study confirmed validity of presumed vertical and horizontal distinction of collectivism and individualism. The distinction makes possible precise estimation of the behavioral, cognitive, and emotional consequences of two social orientations.

Key words: KIRH – questionnaire, collectivism, individualism

Michał Ziarko, Instytut Psychologii UAM

189-201 **Ocena konsekwencji zachowań zdrowotnych we wczesnej dorosłości oraz jej uwarunkowania**
HEALTH BEHAVIORS CONSEQUENCES ASSESSMENT IN THE EARLY ADULTHOOD AND THEIR CONDITIONS

In the multi – stage models of health behaviour there are differentiated two independent phases of activity: motivational and volitional. The motivational phase leads to creating health behaviors intention and the volitional phase is connected with the realization of intention. There is no research about health behaviors consequences assessment. In the models of activity created in cognitive psychology the third phase has been separated – post action phase which is associated with the evaluation of performed action's consequence. Thus a very interesting problem arises: how do people assess the consequences of health behaviors and which psychological factors are responsible for this process? This article presents the outcomes of research about health behaviors consequences assessment and their psychological conditions. The research shows differences in intensity of psychological factors responsible for health activity in two groups of subjects – people who assessed favorable consequences of health behaviors and people who assessed negative consequences of health behaviors. 284 participants in early adulthood were investigated. Two subgroups were created: people who positively ($n=27$) and negatively ($n=35$) assessed the consequences of health behaviors. The remaining data ($n=222$) was rejected. Participants were examined by a set of questionnaires which measured the intensity of health behaviors, assessment of their consequences and other variables important for health behavior activity process. The collected data was analyzed in two stages. In the first stage the consequences of health behaviors were described. In the second stage the distinguished subgroups were compared. The analysis showed differences between subgroups in: variables responsible for creating the intention of health behavior, the intensity of intention, cognitive processes facilitating the realization of intention and intensity of health behavior. In this paper the healthism issues are discussed, which could be combined with a negative assessment of the consequences of health behaviors.

Key words: health behavior, motivation, consequences