

REGULATORY FOCUS QUESTIONNAIRE: CALCULATING PREDOMINANCE

Predominant Orientation = Promotion – Prevention

- Positive values indicate promotion predominance.
- Negative values indicate prevention predominance.
- Larger absolute values indicate the strength of predominance.
- Zero scores indicate equal promotion and prevention concerns.

This score can be interpreted as a factor with 2 levels of predominant orientation, **or** this score can be kept on a continuous scale as “an index of regulatory focus predominance.” See and cite relevant work below where researchers have calculated predominance.

Cesario, J., & Higgins, E. T. (2008). Making message recipients "feel right": How nonverbal cues can increase persuasion. *Psychological Science*, 19(5), 415-420.

"A respondent's predominant focus is computed by subtracting the mean rating for prevention-related items from the mean rating for promotion-related items. Thus, the RFQ provides a single continuous measure, with positive numbers indicating predominant promotion focus and negative numbers indicating predominant prevention focus." (p. 417)

Molden, D. C., & Higgins, E. T. (2004). Categorization under uncertainty: Resolving vagueness and ambiguity with eager versus vigilant strategies. *Social Cognition*, 22(2), 248-277.

"...prevention strength scores were subtracted from promotion strength scores to create an index of predominant concerns..." (p. 263)

Camacho, C. J., Higgins, E. T., & Luger, L. (2003). Moral value transfer from regulatory fit: what feels right is right and what feels wrong is wrong. *Journal of Personality and Social Psychology*, 84(3), 498-510.

"To illustrate these significant interactions, we created an RFQ index by subtracting participants' prevention pride scores from their promotion pride scores." (p. 502)