THE SIGMA OF BEING

PEOPLE ARE NOTICED AND IDENTIFIED AS PERSONS OF HIGH IMPORTANCE OR INFLUENCE WITHIN A CONTEXT AND CULTURE, WHICH EXISTS AND IS ENACTED THROUGH THE SIGMA OF BEING. THIS SIGMA IS NOT JUST A LABEL OR A TITLE, BUT A WAY OF BEING IN THE WORLD. IT IS A WAY OF PERCEIVING OTHERS AND YOURSELF. AS PEOPLE, WE CARRY THE SIGMA OF BEING WITH US EVERYWHERE WE GO. WHEN WE CARRY THE SIGMA OF BEING WITH US, WE BECOME MORE IMPORTANT AND INFLUENTIAL IN THE CONTEXTS WE ARE IN.

THE SIGMA OF BEING IS A WAY OF BEING THAT IS ENACTED THROUGH RELATIONSHIP WITH OTHERS. IT IS A WAY OF BEING THAT IS SHAPED BY OUR EXPERIENCES, OUR CULTURE, AND OUR HUMAN NATURE. AS PEOPLE, WE ARE CONSCIOUS OF OUR SIGMA OF BEING AND WE USE IT TO GUIDE OUR BEHAVIOR.

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The study aimed to investigate the role of optimism bias in health-related beliefs and behaviors. Participants were asked to rate their confidence in avoiding certain risks, with scores ranging from 1 (definitely depressed) to 7 (definitely optimistic). Participants were divided into two groups: those who were optimistically biased and those who were not. The optimistically biased group was more likely to believe that they were taking appropriate health precautions.

RESULTS

Manipulation Check: As expected, the optimistically biased target group (Group 1) was significantly more likely to report optimistic beliefs about avoiding the targeted health risks compared to the non-biased group (Group 2). The bias effect was particularly pronounced in terms of perceived control over the risk, with Group 1 participants attributing more control to themselves than Group 2.

Risk Perception: Group 1 participants demonstrated a higher level of risk perception for the targeted health risks compared to Group 2. This difference was statistically significant, indicating a more realistic assessment of the risks by Group 2.

Risk Behavior: Despite the higher risk perception, Group 1 participants reported engaging in more risky behavior than Group 2. This discrepancy suggests that optimism bias may influence not only how individuals perceive risks but also how they behave in the face of these risks.

CONCLUSION

The findings support the hypothesis that optimism bias plays a significant role in health-related beliefs and behaviors. Understanding this bias can help in the development of targeted interventions to improve health outcomes.
STUDY 2

METHOD

Seventy-two participants were recruited from the psychology department at a local university. They were randomly assigned to one of three groups: (1) a condition in which they were randomly assigned to play a computer game about the effects of exercise on mood, (2) a condition in which they were randomly assigned to play a computer game about the effects of exercise on cognitive performance, and (3) a condition in which they were randomly assigned to play a computer game about the effects of exercise on both mood and cognitive performance.

RESULTS

The results of the study showed that participants in the condition in which they were randomly assigned to play a computer game about the effects of exercise on both mood and cognitive performance reported significantly higher levels of affect and engagement than participants in the other two conditions. In addition, participants in the condition in which they were randomly assigned to play a computer game about the effects of exercise on both mood and cognitive performance reported significantly higher levels of self-efficacy than participants in the other two conditions.

DISCUSSION

The results of this study suggest that educational games can be effective in promoting positive affect and engagement. In particular, the results suggest that educational games that provide information about the effects of exercise on both mood and cognitive performance can be more effective than educational games that provide information about the effects of exercise on only one of these outcomes.

In future research, it will be important to investigate the long-term effects of educational games on affect and engagement. In addition, it will be important to investigate the effects of educational games on other outcomes, such as motivation and learning.
RESULTS

Manipulation Check. First, we wanted to make sure that participants perceived the target as either optimally or poorly matched. As before, participants were randomly assigned to one of four conditions in terms of their perceived match. Participants were then asked to complete a manipulation check to determine if the target was optimally matched (O) or poorly matched (P). Participants assigned to condition OP were informed that the target was optimally matched, while those assigned to condition PO were informed that the target was poorly matched. Participants were asked to rate the target's match on a 7-point scale, with 1 indicating a poor match and 7 indicating a good match. The mean rating for participants in the OP condition was 6.5 (SD = 1.5), indicating that they believed the target was optimally matched. The mean rating for participants in the PO condition was 3.7 (SD = 1.2), indicating that they believed the target was poorly matched. These results support the manipulation check and provide evidence that participants were able to accurately identify the match condition.

We next conducted a 2 (match condition: optimally matched or poorly matched) x 2 (target content: contact or non-contact) x 2 (target social attractiveness: high or low) x 2 (target familiarity: known or unknown) x 2 (target attractiveness: high or low) x 4 (subject gender: male or female) mixed ANOVA on the dependent variable of purchase intentions. The main effects of match condition, target content, target social attractiveness, and target familiarity were not significant. The main effect of target attractiveness was significant, with participants showing higher purchase intentions for targets with high attractiveness (M = 6.2, SD = 1.3) compared to targets with low attractiveness (M = 5.1, SD = 1.8), F(1, 99) = 14.6, p < .001, η² = .13. The interaction between target content and target attractiveness was also significant, with participants showing higher purchase intentions for contact targets with high attractiveness (M = 6.8, SD = 1.2) compared to contact targets with low attractiveness (M = 5.7, SD = 1.4), F(1, 99) = 18.3, p < .001, η² = .16. The interaction between target content and target familiarity was also significant, with participants showing higher purchase intentions for contact targets with known familiarity (M = 6.5, SD = 1.4) compared to contact targets with unknown familiarity (M = 5.3, SD = 1.5), F(1, 99) = 7.6, p = .007, η² = .07. These results suggest that target content and target social attractiveness interact to influence purchase intentions.
TABLE 1: Perceived Target Dysphoria and Social Rejection of Target as a Function of Information Parsed and Target Bias

<table>
<thead>
<tr>
<th>Information Provided</th>
<th>Prejudicially Based Target</th>
<th>Neutral Target</th>
<th>Optimistically Based Target</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>n</td>
</tr>
<tr>
<td>Target Dysphoria</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>No information about target dysphoria</td>
<td>4.38</td>
<td>1.26</td>
<td>15</td>
</tr>
<tr>
<td>Target not dysphoric</td>
<td>3.21</td>
<td>0.78</td>
<td>14</td>
</tr>
<tr>
<td>Social Rejection of Target</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No information about target dysphoria</td>
<td>4.78</td>
<td>0.88</td>
<td>15</td>
</tr>
<tr>
<td>Target not dysphoric</td>
<td>4.61</td>
<td>0.97</td>
<td>14</td>
</tr>
</tbody>
</table>

Note: Within rows, cells with different subscripts are significantly different, p < .05.
THE TREATY OF RETHMANN

Article 1

THE TREATY OF RETHMANN is hereby concluded on the 20th day of November, 1923, at the city of Rethmann, between the Kingdom of Austria and the Kingdom of Hungary, in the presence of the representatives of the said States, hereinafter referred to as the "States Signatories to this Treaty."