



Universiteit
Leiden
The Netherlands

Collective action : a regulatory focus perspective

Zaal, M.P.

Citation

Zaal, M. P. (2012, February 16). *Collective action : a regulatory focus perspective*. Kurt Lewin Institute Dissertation Series. Retrieved from <https://hdl.handle.net/1887/18489>

Version: Not Applicable (or Unknown)

License: [Licence agreement concerning inclusion of doctoral thesis in the Institutional Repository of the University of Leiden](#)

Downloaded from: <https://hdl.handle.net/1887/18489>

Note: To cite this publication please use the final published version (if applicable).

**Collective action:
A regulatory focus perspective**

Maarten Pieter Zaal

ISBN: 978-94-6191-183-4

Printed by: Ipskamp Drukkers B.V., Enschede

Cover painting: *Revolution des viadukts* (1937) by Paul Klee (copyright photo:
Blauel/Gnamm/ARTOTHEK)

The research reported in this article was funded by a VIDI-grant (452-06-010) from the
Dutch National Science Foundation (NWO) awarded to Dr. Colette Van Laar.

**Collective action:
A regulatory focus perspective**

PROEFSCHRIFT

Ter verkrijging van

de graad van Doctor aan de Universiteit Leiden,
op gezag van de Rector Magnificus prof. mr. P. F. van der Heijden,
volgens besluit van het College voor Promoties
te verdedigen op donderdag 16 februari 2012
klokke 13:45 uur

door

Maarten Pieter Zaal
geboren te Utrecht
in 1981

Promotiecommissie

Promotor:	Prof. Dr. N. Ellemers	(Universiteit Leiden)
Co-promotor:	Dr. C. Y. van Laar	(Universiteit Leiden)
Advisor:	Dr. T. Ståhl	(Universiteit Leiden)
Advisor:	Dr. B. Derks	(Universiteit Leiden)
Overige leden:	Prof. Dr. S. Otten	(Rijksuniversiteit Groningen)
	Prof. Dr. T. Postmes	(Rijksuniversiteit Groningen)
	Prof. Dr. J. Förster	(Universiteit van Amsterdam)
	Prof. Dr. E. van Dijk	(Universiteit Leiden)
	Dr. D. Scheepers	(Universiteit Leiden)

Contents

1.	General introduction, discussion and conclusion	7
2	Responding to tokenism:	
	How promotion and prevention focus affect commitment to collective and individual status improvement	29
	Study 2.1	35
	Study 2.2	39
3	Social change as an important goal or likely outcome:	
	How regulatory focus affects commitment to collective action	49
	Study 3.1	55
	Study 3.2	60
	Study 3.3	64
4	By any means necessary:	
	The effects of regulatory focus and moral conviction on hostile and benevolent forms of collective action	75
	Study 4.1	82
	Study 4.2	87
5	References	100
6	Samenvatting (Summary in Dutch)	110
7	Acknowledgements	118
8	Curriculum vitae	119

