Potential health benefits of a zombie apocalypse: 
Metamotivational states during exercise  
Arielle Gillman

The current study utilizes a reversal theory perspective to manipulate individuals’ motivational state during an exercise bout. Participants complete a 30-minute treadmill run while using one of two mobile running apps; RunKeeper, a performance-monitoring app which theoretically induces a goal-oriented state, or Zombies Run!, an app which turns the experience of running into a virtual reality game, theoretically inducing dissociation from primary exercise goals. We predict those in the Zombies Run! condition will report lower perceived exertion, greater dissociative focus from exercise, and lower felt arousal while running compared to those in the RunKeeper condition. While de-emphasizing focus on goals may seem counterintuitive, exercise-related goals are rarely achieved quickly, and adherence to exercise programs may suffer if long-term benefits are too far removed to seem worthwhile. Therefore, increasing the immediate rewards of exercise is of interest to health researchers.

Psychological Interventions for Diet Change: 
Focusing on the Carrot, Not the Stick  
Casey Gardiner

The present work examines one potential mechanism to increase consumption: increasing approach motivation toward fruits and vegetables. To do so, the study employs a novel application of the Approach Avoid Task (AAT) developed by Wiers et al. (2011). Participants complete one of three food versions of the AAT, designed to either increase approach motivation, increase avoidance motivation, or have no impact on motivation to consume fruits and vegetables. Following the task, participants have a laboratory-based eating opportunity while completing self-report measures, including Theory of Planned Behavior (Ajzen, 1985) variables. It is predicted that participants in the increase approach motivation will consume the most fruits and vegetables, followed by those in the control condition, who will in turn consume more than participants in the condition designed to increase avoidance motivation. Moreover, self-reported intentions to consume fruits and vegetables in the future will follow this same pattern. Preliminary findings will be presented.