

Abstract

Two hundred and seventy four college students participated in this study. The relations between self-construals (Gudykunst et al., 1996) and personal strivings (Emmons, 1986), including achievement, affiliation, intimacy and power, were examined. Independent self-construal was hypothesized to have associations with achievement and power strivings, and interdependent self-construal was hypothesized to have associations with affiliation and intimacy strivings. The results indicated that independent self-construal was positively associated with achievement striving and negatively associated with intimacy, while interdependent self-construal was not related to strivings. Based on the effects of personal goals on subjective well-being found in past studies (Emmons, 1996), the relations between personal strivings and affectivity were analyzed in specific daily life contexts (i.e., those involving face-to-face communication and study and work). The results showed that individuals did not show higher positive affect when they were engaged in their striving related contexts. However, individuals had a higher level of negative affect or lower level of positive affect when they engaged in activity contexts, which were contrary to their personal strivings. The implications of the findings are discussed.