

Investigating a Growth Frame for Delivering Failure Feedback

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Introduction

- Failure feedback is important for goal pursuit, as it can lead people to increase their effort, motivation, and commitment towards goals that need it (Fishbach et al., 2010; Vancouver et al., 2010).
- Despite this, feedback receivers often tune out failure feedback because they find it ego-threatening, failing to reap its benefits (Audia & Locke, 2003; Eskreis-Winkler & Fishbach, 2019, 2022).
- Expanding on research suggesting that an individual's mindset influences their response to failure (Dweck, 1999), we developed a growth frame that can be incorporated into feedback messages to recontextualize failure as growth and encourage feedback-receivers to learn from their failure.
- This poster presents an initial study examining the effectiveness of the growth frame using hypothetical scenarios.

Research Question:

- Does the growth frame mitigate the negative effects of failure feedback compared to the same feedback message with no frame?

Example Scenario and Feedback

You have been assisting your supervisor with a critical task to help complete an order due in a week's time. After three days of working on this task, your supervisor comments on your work. Here is the feedback you receive:

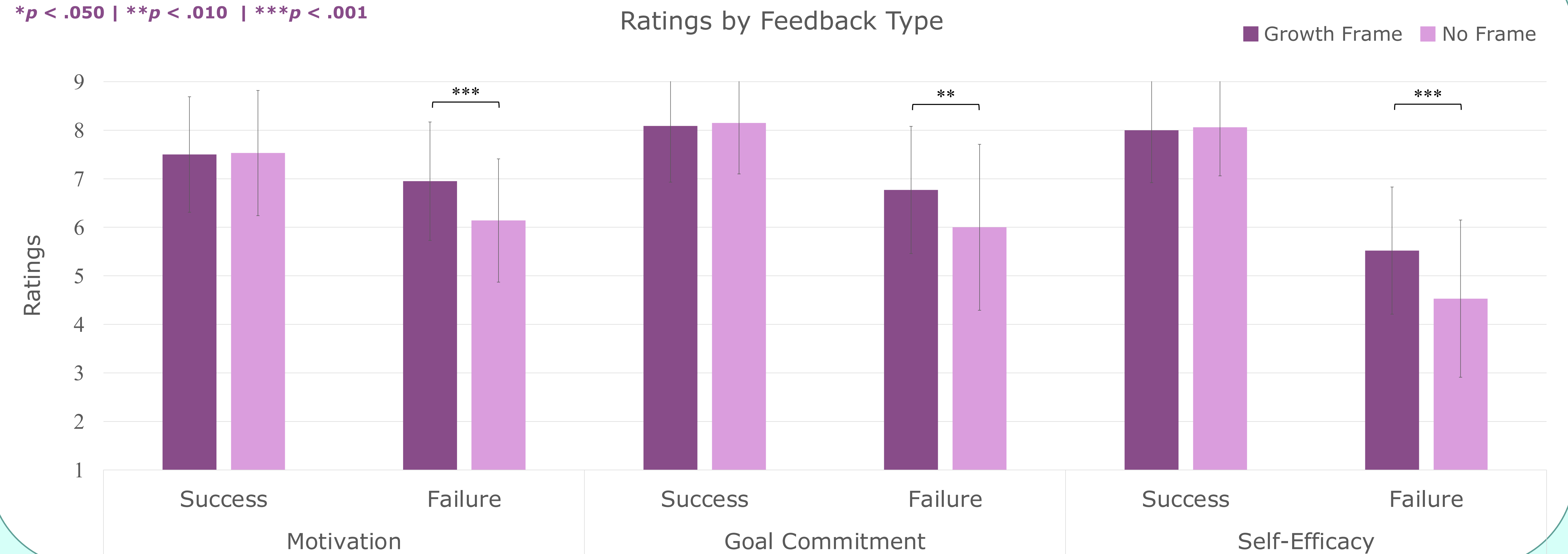
Growth-Framed Failure Feedback

It looks like you've finished about 25% of the task I assigned you, and you only have half of the week left to keep working on it.

So far, your efforts fall below expectations. However, feedback like this can provide an opportunity for growth. If it's not challenging, then you're not learning. Take what you've learned from this experience to keep working towards success.

Study Results – Success vs. Failure, Growth Frame vs. No Frame

* $p < .050$ | ** $p < .010$ | *** $p < .001$



Methodology

Participants

<i>N</i>	<i>M</i> _{age}	Gender Breakdown
100	39.48 (11.49)	36% W; 58% M; 1% NB

- Mturk participants were presented with 8 hypothetical scenarios where they imagined they were pursuing a goal and then received feedback on their progress thus far.
- Feedback was randomly presented using a 2x2 design, where feedback valence (success vs. failure) and frame (growth vs. no frame) were manipulated
- After reading each scenario, participants completed measures of their motivation, goal commitment, and self-efficacy. [Scale of 1-9]



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Discussion and Future Directions

- Initial evidence suggests that the growth frame buffers against the negative effects of receiving failure feedback and promotes higher motivation, goal commitment, and self-efficacy in feedback receivers, in comparison to receiving failure feedback without the growth frame.
- Future studies will compare the frame to other beneficial feedback strategies (e.g., actionable, task-focused feedback), and test its effectiveness after completion of a real task.

Future Directions:

- We are currently developing ways to test the mechanism of the growth frame to see if the growth feedback frame induces or strengthens a growth mindset in feedback receivers.
- Additionally, we will compare the benefits of the growth frame against other pre-existing effective feedback strategies.
- Finally, we are developing paradigms to test the effectiveness of the growth frame using feedback on a consequential task, where we can also assess feedback receivers' subsequent performance.