This study explored relations among social goal, achievement goal orientation, affection and learning behavior for junior high school students. The participants were 860 junior high school students. The instruments used in this study included: Social Goal Scale, Achievement Goal Orientation Scale, Affection Scale and Learning Behavior Scale. The statistical methods used to analyze the data were Hotelling T2, one-way ANOVA, one-way MANOVA, multiple regression analysis and hierarchical regression analysis. The conclusions of this study were summarized as follows: 1. Most junior high school students had higher social goal, higher mastery goal orientation, and positive affection and positive learning behavior. 2. Students with different social goal and achievement goal orientation had significant differences on affection and learning behavior. 3. Social goal and achievement goal orientation could be used to predict junior high school students' affection and learning behavior. 4. Social goal could be used to predict junior high school students' achievement goal orientation. 5. Achievement goal orientation was the mediator between social goal and affection/learning behavior. 

Keywords: social goal; achievement goal orientation; affection; learning behavior


