

Implicit Motive Scoring

Winter Integrated Coding System

*Manual for Scoring Motive Imagery
in Running Text (1994)*

Implicit Motives

- **Need for Power (nPow)**
 - Concern for having impact on others
- **Need for Achievement (nAch)**
 - Concern for doing well according to a standard of excellence
- **Need for Affiliation (nAff)***
 - Concern for establishing, maintaining, or restoring close, friendly relationships

*nAff includes need for Intimacy

nPower Scoring Subcategories

1. Strong, forceful actions which inherently have impact on other people or the world at large
2. Control or regulation
3. Attempts to influence, persuade, convince, make or prove a point, argue
4. Giving help, advice, or support that is not explicitly solicited
5. Impressing others or the world at large; mention of (or concern about) fame, prestige, reputation
6. Any strong (positive or negative) emotional reaction in one person (group, nation, etc.) to the action of another person, etc

nAchievement

Scoring Subcategories

1. Adjectives that positively evaluate performances
2. Goals or performances that are described in ways that suggest positive evaluation
3. Mention of winning or competing with others
4. Failure, doing badly, or other lack of excellence

nAffiliation

Scoring Subcategories

1. Expression of positive, friendly, or intimate feelings toward other persons, nations, and so forth
2. Sadness or other negative feelings about separation or disruption of a friendly relationship, or wanting to restore it
3. Affiliative, companionate activities
4. Friendly nurturant acts

Rules of Scoring

- “Images” refer to units of scoring
 - These can be words, phrases, or entire sentences
- The same motive cannot be scored in consecutive sentences
 - Unless a second, different motive is scored in between
- Multiple motives can be scored in a single sentence, as long as they are different motives
- A single image can be scored for two different motives
 - This is generally discouraged, though
- Generally, though not by rule, you want to restrict images to actions only

Example of scoring nPow

Inspector Clusoe has boarded the QE 2 in search of a murderer. He has great reason to believe not only that the murderer is on the ship, but may even be a member of the crew. The Captain, Ahab, has done his best to be cooperative, at least appear to the inspector that he is being cooperative. The last thing Captain Ahab needs is to have the police suspect him of trying to conceal and protect a murdered. Ever since he got busted smuggling opium on his ship two years ago between England and China, he has been under intense scrutiny by the police department.

Inspector Clusoe has come to Captain Ahab, asking for a room key...

Interestingly, a beloved Priest, Father Joseph, was brutally murdered in his home the previous week...

Captain Ahab has retrieved the requested key...

Clusoe will take the key and go to the suspected room. In it he will find the real murderer, a sexy woman, who will attempt to seduce the inspector in lieu of taking her to jail.

Example of scoring nPow

Inspector Clusoe has boarded the QE 2 in search of a murderer. He has great reason to believe not only that the murderer is on the ship, but may even be a member of the crew. The Captain, Ahab, has done his best to be cooperative, at least appear to the inspector that he is being cooperative. The last thing Captain Ahab needs is to have the police suspect him of trying to conceal and protect a murdered. Ever since he got busted smuggling opium on his ship two years ago between England and China (P1), he has been under intense scrutiny by the police department.

Inspector Clusoe has come to Captain Ahab, asking for a room key...

Interestingly, a beloved Priest (I1), Father Joseph, was brutally murdered (P1) in his home the previous week...

Captain Ahab has retrieved the requested key...

Clusoe will take the key and go to the suspected room. In it he will find the real murderer, a sexy woman, who will attempt to seduce the inspector in lew of taking her to jail. (P3)

Example of scoring nAch

it's the big night. the night that everyone has been waiting for-revenge (P1). Paul's reputation was on the line. Paul had always been an outstnading athlete (A1), but when a new kid cam into town, people started to the new guy, Tom. Paul was notorious was going from notorious to nobody. To redeem himself, Paul had to win his match (A3) again Tom to win back his identity. it was a sold out crowd. everyone was there, excited and nervous. Ding! the bell rang. Couple of punches of thrown . Paul was trying so hard to keep up with Tom, but always just felt short (A4). paul was getting nervous and frantically trying to think of ways to knock Tom out (P1). Last Round. Before Paul could even count to 3 seconds, he felt his body leaning back and eventually hit the ground. There was a knock out (P1), but it was TOM in the end who won (A1). Feeling like a let down and ashamed, instead of ending his career, is now working harder than ever to beat TOM. perhaps, pual needed this for that motivation and extra push to continue to strive. next match: Feb. 2008.

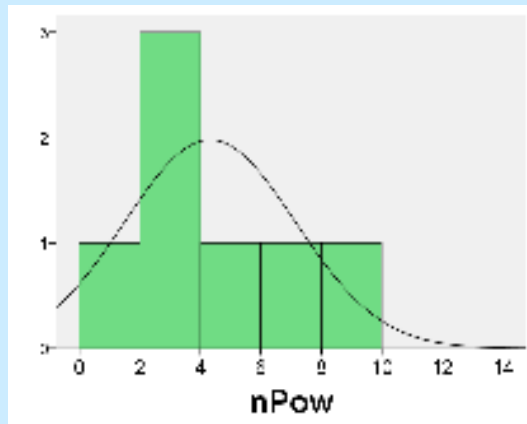
Example of scoring nAff

The people in the picture are a couple out for a night (I3) at a fancy restaurant. They have been married for about a year, but don't have any kids. Before they came to the restaurant they had been at work all day. The wife works for a car company as a receptionist and the man is an executive at an advertising firm. The guitar in the picture is sitting at the restaurant for anyone to pick up and play. Later, after they finish eating, the man will pick up the guitar and begin playing a song for his wife (I1). She will really enjoy the song. One of the husband's hobbies is playing and composing music and it is something that brought them together in the first place. She was in a choir when she was younger, but doesn't usually sing anymore. The couple enjoys this evening out together (I3), because they enjoy spending time together and they feel happy and peaceful.

Class Scores

*images per 1000 words

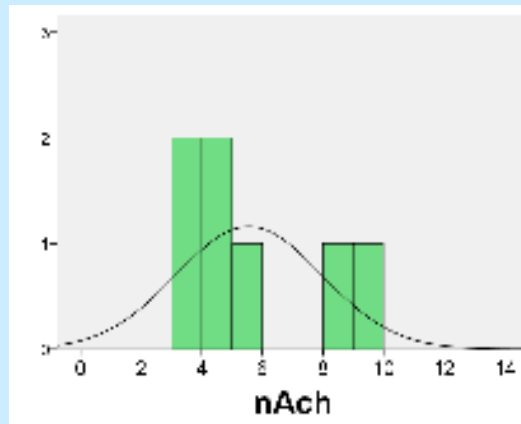
Power



$M = 4.32$

$(s = 2.82)$

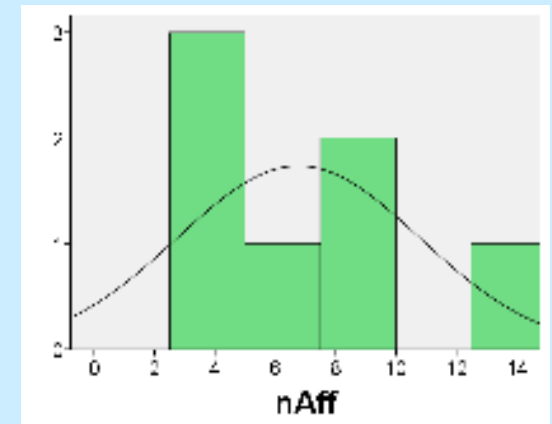
Achievement



$M = 5.56$

$(s = 2.40)$

Affiliation



$M = 6.77$

$(s = 4.02)$

Winter (2001)

- President Bush's 1st inaugural address:
 - Very high in Power
 - Very high in Affiliation
 - Slightly low in Achievement

Winter (2001)

- High Power:
 - Will enjoy using his power
 - Will be more effective politically than some would expect
 - Will have an aggressive foreign policy
- High Affiliation:
 - Will rely on a small, close group of friends and advisors who are similar to himself
 - Will alienate people with different views
 - May be vulnerable to scandal due to reliance on small group of friends, advisors