

Implicit Motive Scoring

Winter Integrated Coding System

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

Running Text

- Any text
 - Stories
 - Speeches
 - Interviews
 - Transcribed Videos, Audio

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

nPow Coding 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.

nAch Coding 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

nAff Coding 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 Coding

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

Example of Coding nPow

Admiral Benjamin Stokesworth had been the proud captain of the HMS Queen Mary's Pride for 13 years, as of next week. In all that time, he had managed to keep his sailors more or less on the straight and narrow. Sure, there had been the occasional drunken fight, or dispute over some dicing down in the hold, but he knew they were a close-knit group and made sure they watched out for each other when back at port. This time, though, Admiral Stokesworth found himself deeply disturbed. One of his sailors had been accused of raping and murdering a young girl. The inspector in front of him was explaining how the girl's body had been found in an alley behind a cheap pub that was a favorite of the sailors back in home port. Stokesworth stuck to his guns and demanded proof that it was one of his men who had carried out the act. But it was all bluster. In truth, he just felt old, tired, and deflated. How could he ever look any of those men in the eye ever again?

Example of Coding nPow

Admiral Benjamin Stokesworth had been the proud captain of the HMS Queen Mary's Pride for 13 years, as of next week. In all that time, he had managed to keep his sailors more or less on the straight and narrow (P2). Sure, there had been the occasional drunken fight, or dispute over some dicing down in the hold, but he knew they were a close-knit group (I1) and made sure they watched out for each other when back at port. This time, though, Admiral Stokesworth found himself deeply disturbed (P6). One of his sailors had been accused of raping and murdering a young girl. The inspector in front of him was explaining how the girl's body had been found in an alley behind a cheap pub that was a favorite of the sailors back in home port. Stokesworth stuck to his guns and demanded proof (P3) that it was one of his men who had carried out the act. But it was all bluster. In truth, he just felt old, tired, and deflated. How could he ever look any of those men in the eye ever again?

Example of Coding nAch

Rocky Balboa never had much raw talent for a boxer. He grew up on the streets, getting picked on and having to defend himself from a young age. A little guy for a heavyweight boxer, Balboa earned his stripes through exceptionally hard work and dedication – almost to a fault. He'd exhaust himself training even the night before a fight, making the actual fight much tougher on him physically than he otherwise could have been. His underdog persona, however, eventually won him a shot at the champ – Mr. T. Mr. T was just the opposite of Balboa, and when the two did some practice in adjacent rings for the media, Balboa was sickened just to be near T. T, a loud talker and even louder fighter, taunted Balboa during the practice.

Example of Coding nAch

Rocky Balboa never had much raw talent for a boxer. He grew up on the streets, getting picked on (P1) and having to defend himself from a young age. A little guy for a heavyweight boxer, Balboa earned his stripes through exceptionally hard work and dedication (A2) – almost to a fault. He'd exhaust himself training even the night before a fight, making the actual fight much tougher on him physically than he otherwise could have been. His underdog persona, however, eventually won him a shot (A3) at the champ – Mr. T. Mr. T was just the opposite of Balboa, and when the two did some practice in adjacent rings for the media, Balboa was sickened just to be near T. T, a loud talker and even louder fighter, taunted Balboa (P1) during the practice.

Example of Coding nAff

On a winter's day, a man and woman decided to take a stroll. Before long, they found themselves eager for a rest and opportunity to embrace the brisk air scenic bridge with frozen water beneath. The man was quick to sit close to his female companion, as he was hopeful to strike a meaningful conversation. In perfect relation to the weather, she shared cold and hard facts relevant to her life and the meaningful experiences she cared to recall. He turned, listened intently, and was grateful for the opportunity he had to learn from someone he so deeply respected.

Example of Coding nAff

On a winter's day, a man and woman decided to take a stroll (I3). Before long, they found themselves eager for a rest and opportunity to embrace the brisk air scenic bridge with frozen water beneath. The man was quick to sit close to his female companion (I1), as he was hopeful to strike a meaningful conversation. In perfect relation to the weather, she shared cold and hard facts relevant to her life and the meaningful experiences she cared to recall. He turned, listened intently (I4), and was grateful for the opportunity he had to learn from someone he so deeply respected.

Scores

	<u>Class Scores</u>	<u>Previous Class</u>
nPow:	7.18 (3.39)	4.32 (2.82)
nAch:	5.29 (4.12)	5.56 (2.40)
nAff:	8.38 (4.62)	6.77 (4.02)

*(images/1000 words)

Effects of Implicit Motives

- Neural and Cognitive effects
 - Attentional biases (Schultheiss & Hale, 2007)
 - Brain activation (Schultheiss, et al., 2008)
- Hormonal effects
 - Progesterone (Wirth & Schultheiss, 2006)
 - Cortisol (e.g. Wirth, Welsh, & Schultheiss, 2006)
 - Testosterone (e.g. Schultheiss, et al., 2005)
 - Estradiol (Stanton & Schultheiss, 2007)
- Reactions to situational forces
 - Film clips (Schultheiss, Wirth, & Stanton, 2004)
 - Dominance competitions (Wirth, Welsh, & Schultheiss, 2006)

Presidential Motives

- Bush's 2001 inaugural address:
 - 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 small, close-knit group of friends and advisors who are very similar to him
 - Will alienate people with different views
 - Will be vulnerable to scandal
 - Low Achievement
 - Will be able to “play the game”

(Winter, 2001)

Presidential Motives

- Bush's 2005 inaugural address
 - Higher Power than 2001
 - Foreign policy will be more aggressive
 - Will continue to be politically effective and enjoy wielding power
 - Lower Affiliation than 2001
 - Will be less scandal prone
 - Could be responsible for widespread cabinet changes at the start of his 2nd term
 - Achievement remained low

(Winter, 2005)

Presidential Motives

- Obama's 2009 inaugural address
 - Very high in Power imagery
 - Enjoys politics and will be politically effective
 - Aggressive policies, both foreign and domestic
 - Above average in Affiliation
 - Fits his public persona of a “unifier”
 - Will push for bipartisanship
 - Will push for peace aboard
 - Cabinet members and advisors will be scandal prone
 - Average in Achievement

(Winter, 2009)