

## **SUMMARY OF THE SCORING SYSTEMS FOR ACHIEVEMENT, AFFILIATION, AND POWER MOTIVES**

### **Achievement Motivation—The Four Clear Signs**

Prime Test: Determine whether any of the characters in a story has an achievement goal—does he seek success under circumstances which require excellence of performance?

AI = Achievement Imagery—There are four ways in which the Achievement Motive manifests itself most clearly. Thus, in every story, you should look for evidence of:

- desire for success in competition with others;
- competition with a self-imposed standard of excellence;
- involvement in unique accomplishment; or
- long-term involvement in achieving a goal.

If one of the four is present in the story, score the story plus one (+ 1) for AI. If none of these is present in a story, no further scoring for Achievement Motivation is possible. If AI is present in the story, additional marks for Achievement Motivation may be assigned, for the presence of the following subcategories,:

N = Stated Need for Achievement: Someone in the story explicitly states the desire to meet an achievement goal.

A = Activity: Action is taken in the story towards achievement of the goal.

Ga+ = Goal Anticipation, Positive: Someone in the story thinks about or anticipates reaching the achievement goal.

Ga- = Goal Anticipation, Negative: Someone in the story thinks about failing to reach the achievement goal, or doubts he will reach it.

Bp = Block, Personal: Some characteristic of a person in the story will be a block to his achievement.

Bw = Block, World: Something in the environment is mentioned in the story as a block to achievement.

H = Help: The person with an achievement goal receives aid or encouragement from someone else in the story.

F+ = Positive Feeling: The person is pleased when an achievement goal is reached.

F- = Negative Feeling; The person is discouraged when an achievement goal is not reached.

An imaginative story may be scored an additional plus one (+1) for each of the subcategories (described above) present in it. Thus, it is possible to score a total of eleven points (+11) for Achievement Motivation in one story.

### **Affiliation Motivation—The Three Clear Signs**

Prime Test: Determine whether one of the characters wants to establish, maintain, or restore a close personal relationship or friendship with another person.

Afl = Affiliation Imagery — There are three ways in which the Affiliation Motive manifests itself most clearly. Thus, in every story, you should look for evidence of:

- a strong feeling of warmth and friendliness
- a social setting or situation that is warm and friendly; or
- a feeling of concern about the disruption of a relationship that had apparently been warm and friendly.

If one of the three is present in the story, score the story plus one (+1) for Afl. If Afl has been scored, it is possible to score for affiliation subcategories similar to, but not identical with, the subcategories of the scoring system for Achievement Motivation.

### Power Motivation — The Three Clear Signs

Prime Test: Determine whether any of the characters in a story desires to influence, or control the means to influence, others.

PI = Power Imagery — There are three ways, in which the Power Motive manifests itself most clearly. Thus, in every story, you should look for evidence of:

- emotions which relate to the gaining or maintaining of influence, or a position of power;
- actions through which a character seeks to consolidate a position of power, or to gain control over another character; or
- an implied, traditional power relationship.

If one of the three is present in the story, score the story plus one (+1) for PI. If PI has been scored, it is possible to score for power subcategories similar to, but not identical to, the subcategories used to assess the strength of the Achievement and Affiliation Motives.