

## Lecture 8

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# POWER MOTIVATION

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Social power is defined as “the ability or capacity of a person to produce (consciously or unconsciously) intended effects on the behavior or emotions of another person.”

# POWER MOTIVATION

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The goals of power motivation are to influence, control, persuade, lead, and charm others and to enhance one's own reputation in eyes of other people.

# POWER MOTIVATION

## EXAMPLE: 1

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Wearing flashy clothes, driving car very fast, Walk in a style, wearing high heel shoes, diamond rings, etc.

# POWER MOTIVATION

## BEHAVIORAL CHARACTERISTICS

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Following are the behavioral characteristics of people high in power motivation.

- Show aggression (men) in lower socioeconomic status.

# POWER MOTIVATION

## BEHAVIORAL CHARACTERISTICS

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- Participate in competitive sports, such as hockey, football, basketball, especially by men in lower socioeconomic status and by college students

# POWER MOTIVATION

## BEHAVIORAL CHARACTERISTICS

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- By joining organizations and holding office in such organization
- Among men, by drinking and dominating women. Strong power needs in men, but not in women, are related to the stability of couples.

# POWER MOTIVATION

## BEHAVIORAL CHARACTERISTICS

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- By obtaining or collecting possessions, such as fancy cars (sports cars are favorite) guns, elaborate stereo sets, numerous credit cards, and the like.
- By associating with people who are not particularly popular with others and who, perhaps, are more easily controlled by the high-n-power person because they depend on him or her for friendship.



# POWER MOTIVATION

## BEHAVIORAL CHARACTERISTICS

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- By choosing occupation such as teaching, diplomacy, business and clergy—occupations in which high-power people believe they have a chance to have an impact on others.
- By building and disciplining their bodies; this seems especially characteristics of women with strong power needs.