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Motive Strength As A Predictor Of Goal Importance

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MOTIVE STRENGTH AS A PREDICTOR OF GOAL IMPORTANCE

being

A Thesis presented to the Graduate Faculty
of the Fort Hays State University in
Partial Fulfillment of the Requirements for
the Degree of Master of Science

by

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Approved _____
Chair, Graduate Council

The research described in this thesis utilized human subjects. The thesis prospectus was therefore examined by the Human Subjects Research Committee of the Psychology Department, Fort Hays State University, and found to comply with Title 45, Subtitle A – Department of Health, Education and Welfare, General Administration; Part 46 – Protection of Human Subjects.

Date

Ethics Committee Chairperson

ABSTRACT

The present study sought to examine whether motivation as measured by 16 motives the *Reiss Profile of Fundamental Goals and Motivation Sensitivities* could predict the relative importance of goals as measured by the *Aspiration Index*. Five motive goal relationships were targeted as being prime candidates, *Status – Popularity*, *Social Contact – Affiliation*, *Romance – Hedonism*, *Acceptance – Conformity*, and *Idealism – Community Feeling*. 101 undergraduate students were administered both surveys. The results indicated that motivation did predict goal importance in all but one motive and goal pair. In addition, multiple regression analysis indicated motivation predicted goal importance for nine of the eleven goals in total.

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INTRODUCTION

Motives and the goals that people choose to pursue have been of interest in the study of psychology throughout its history. These two aspects of the self have been shown to account for the initiation of a wide variety of behaviors, and to affect the choices that people make on a day to day basis. Motives affect how people feel when engaging in behaviors, and they can determine what types of experiences produce positive or negative emotions. Motives are our needs, and failure to meet those needs results in negative emotions and success in meeting those needs results in positive emotions (Reiss, 2004a). Goals, on the other hand, involve a future focus on what people would like to experience or to have happen. They have an emotional content in that people expect to experience either positive or negative emotions as a result of an action (Elliot & Fryer, 2008). Past research has shown that motives and goals can be congruent, though this relationship is not perfect for a number of reasons that will be explored in greater detail (McClelland, Koestner, & Weinberger, 1989; Kennon M. Sheldon & Kasser, 1995, 2008; Thrash & Elliot, 2002).

The *Reiss Profile of Fundamental Goals and Motivation Sensitivities* was developed as a measure of 16 different motives that influence behavior (Reiss & Havercamp, 1998). The *Aspiration Index* was developed as model of 11 universal goals that are present in 15 cultures (Grouzet et al., 2005). No research has been done to measure the extent that these 16 motives predict the importance placed on the 11 goals.

The premise for this research was that the desires (i.e. motives) people find to be more powerful and intense influence the importance that people place on life goals that

will help them to satisfy those desires. However, people may choose goals that do not match their inner desires and needs due to a variety of external pressures. This research explored the extent to which people experienced congruence between their motives and life aspirations and goals.

Motives

Reiss and Havercamp (1998) proposed that there are 16 distinct and separate motives for behavior. These motives are the reasons that people have for engaging in voluntary behavior, and motives can have wide ranging effects on perception, thoughts, emotions, and behavior. The motives are also seen as being evolutionarily significant. Nearly all of the motives have behavioral examples in animals, and those behaviors confer a survival advantage (Reiss, 2000, 2004a). For example, many animals seek to be dominant in social groups as this provides increased opportunities for mating or providing resources for their young. To define further what a motive is, Reiss (2000) argued that motives have three defining characteristics. Firstly, a motive must be sought for its own sake instead of how it can affect something else. Secondly, it must be able to explain behavior for nearly everyone. Finally, it must be distinct from other motives.

The 16 motives proposed by Reiss (2004a) are: *Power*, the desire to have influence; *Curiosity*, the desire to have knowledge; *Independence*, the desire to be autonomous over oneself; *Status*, the desire for social standing; *Social contact*, the desire for peer relationships or play; *Vengeance*, the desire to get even or compete; *Honor*, the desire to obey traditional moral codes; *Idealism*, to make society better through altruism and justice; *Physical Exercise*, the desire to exert the muscles; *Romance*, the desire for sex and courting; *Family*, the desire to raise children; *Order*, the desire for organization

and ritual; *Eating*, the desire to eat; *Acceptance*, the desire to have approval; *Tranquility*, the desire to avoid anxiety and fear; and *Saving*, the desire to collect and be frugal.

Reiss (2004a) uses the idea of satiation to explain how the desires motivate people to act. When a desire has been satiated it “produces an intrinsically valued feeling of joy, a different joy for each basic desire” (p. 186). A person might have the desire for *Idealism* satisfied by volunteering in the community. Differences in the strengths of each individual desire are used to explain the reasons that people act differently from one another. Every person has a level or set point to which a desire needs to be satisfied. Meeting the desire to the set point produces feelings of joy. When individuals have not met their desired set point for an activity, they will feel negative feelings related to not meeting the desire (e.g. not meeting the desired level of social contact causes feelings of loneliness), and it will cause them to increase behaviors that facilitate meeting that point. A person who has had the level of a desire exceeded will feel significant levels of anxiety and will seek to reduce stimulation of that desire to reach homeostasis. For example with the motive of *Curiosity*, someone who has not met their desire for intellectual stimulation will engage in activities such as reading, going to a museum, or watching a documentary to satisfy the need for intellectual stimulation. An individual who has had more intellectual challenges and learning than desired will engage in activities that do not require intellectual rigor or exposure to new ideas, such as watching TV or going to a party

Individual differences in the strength of a desire also influence the amount and frequency that one needs to experience satisfying events. A person with a strong desire in one area will need to experience a large amount of stimulation to satisfy the desire. In

addition, satisfying stimulation would need to be frequent in order to avoid negative feelings. On the opposite end of the spectrum, an individual who experiences a weak desire in an area will need very little stimulation in order to satisfy the desire. That desire will then be satisfied for a long period of time before needing to be satisfied again (Reiss, 2004a; Reiss & Havercamp, 1998). As an example, people with a high need for *Social Contact* will need to have near constant social interactions with many people throughout the day, and they would likely feel frustrated, anxious, and lonely without having those interactions even for brief periods of time. On the other hand, someone that has a low need for *Social Contact* will need only brief interactions with others in order to be satisfied, and that person may be able to go for days without experiencing contact with others before experiencing loneliness.

The present study will focus primarily on the motives of *Status*, *Social Contact*, *Romance*, *Acceptance*, and *Idealism*, and they will be explained in greater detail. *Status*, the desire for prestige, motivates people to gain attention and to move up in the world (Reiss, 2000). People who have a high desire for prestige are motivated to become wealthy and to display symbols of wealth and affluence. These individuals will seek out jobs and positions that lead to high income and perceived importance. The desire for *Status* influences people in everything from whom they choose to marry, the clothes that they wear, and the clubs and organizations they seek to join. Those with a low desire for *Status* are described as being humble and egalitarian, and they are not impressed by the financial and social success of others.

The motive of *Acceptance*, the desire for inclusion, influences people to avoid rejection and criticism (Reiss, 2000). *Acceptance* is the only desire thought to be tied

closely to self-esteem and self-concept because it influences how people regard themselves in relationship to each other, and individuals with a high desire for inclusion are thought to have lower self-confidence. People who experience a strong desire for *Acceptance* are described as being sensitive to rejection and criticism, withdrawing from social situations in which they may be judged, becoming shy and reserved, and lashing out and criticizing others in efforts to discourage criticism. Individuals with a low desire for *Acceptance* are described as being self-confident and not overly concerned with rejection and appearing to have a higher level of self-esteem.

The motive of *Social Contact* describes the desire for peer relationships or play (Reiss, 2000). People with a high desire for *Social Contact* are motivated to experience high degrees of social interaction and to seek out fun and happiness. People with a low desire for *Social Contact* are described as being private. Reiss explained that there is a difference between being private and being shy. Shy people may have normal or high needs for *Social Contact*, but may be fearful and anxious of rejection in social situations. Private individuals, on the other hand, may not wish to be around others as much instead of fearing rejection.

The motive of *Romance* is the desire to have sex and to experience beauty. Individuals who have a high desire for *Romance* think about sex often, engage in behaviors to make themselves attractive to potential partners, and attempt to have frequent sexual and romantic encounters (Reiss, 2000). People who have a high need for *Romance* are motivated to seek out aesthetic beauty in the form of art or music. Reiss explains that experiencing beauty can be highly arousing. Individuals who have a low

desire for *Romance* likely spend little time thinking about sex or seeking it out, and do not find those thoughts and experiences inherently pleasurable.

Idealism is described as the desire for social justice or fairness (Reiss, 2000).

People who experience a high desire for social justice are more likely to behave in an altruistic manner by joining social service organizations, giving to charity, or helping to improve their community, and they will make choices to serve the public good over opportunities for personal gain. People with a low desire for idealism seek their own gain over that of others, and they may either not be attuned to the social impact of their behavior or give little regard to it. Reiss explains that having a high desire for *Idealism* does not necessarily indicate the way that a person treats other people in their day to day actions as this is also governed by the motives of *Social Contact* and *Family*. A person may care more about social justice than close relationships.

Research into the effects of Reiss's 16 motives has revealed some connections between motives and interests that people choose to pursue. Havercamp and Reiss (2003) showed that choices of collegiate majors, activities, and social groups are correlated strongly with certain motives. People who join fraternities and sororities are significantly more motivated by *Social Contact*, *Status*, and *Power* than a comparison group. ROTC membership was predicated by motives for honor (in males only), physical exercise, and power. Volunteers have been shown to be motivated by *Idealism* and to be significantly less motivated by *Status*. People studying philosophy have significantly higher motives for *Curiosity* than comparison groups. Studying the culinary arts has a correlation with being motivated by *Eating*. Dieters also showed motivation for *Eating*. Athletes have a motivation for *Physical Exercise* and, depending on the sport, *Status*.

These results indicate that what motivates us internally does affect our outward behaviors. Motives are also implicated in people's desire to watch reality TV; reality TV viewers value *Status*, *Vengeance*, and *Social Contact* more than others (Reiss & Wiltz, 2004)

Motives have several effects in terms of religion and spirituality. Religious involvement was associated with a low need for *Independence*, signifying a need for connection with something outside of oneself (Reiss, 2004b). There existed a strong correlation between *Honor*, the desire to follow traditional moral codes of family and society, and religiousness. Religious people tend to be less motivated by *Vengeance*. Non religious people, on the other hand, tend to be less motivated by *Order*, which would show that they might be less interested in the rituals of religion. Seminary students were found to be motivated by *Idealism*, and less motivated than average by *Status* and *Independence* (Havercamp & Reiss, 2003).

Wiltz and Reiss (2003) discovered that motives have an effect on how compatible people are when living together. The results showed that having similar motive strengths related positively to successful cohabitation as roommates. Dissimilar motive strengths predicted conflict and failure in living together. Those who are similarly motivated will find life easier together than those that are dissimilarly motivated. For example, two people who are high in their motive for *Order* will have an easier time agreeing on the cleanliness level of the residence than a pair who have dissimilar needs for *Order*.

Reiss's model of motivation provides an explanation for why people engage in a wide range of behaviors. People have are motivated to satisfy a wide range of desires or needs. However, they experience different strengths of motivation, with some people

needing to experience a lot of satisfying events frequently in order to satisfy their need, and some needing very little stimulation to satisfy a need. If the need is not satisfied or the person is over stimulated, they will experience anxiety related to that need. Meeting a need produces a feeling of joy unique to that need (Reiss, 2004a). The 16 motives were also found to influence human behavior in a lot of important ways (Havercamp & Reiss, 2003; Reiss, 2004b; Reiss & Havercamp, 1998; Reiss & Wiltz, 2004).

Self-Determination Theory of Motivation.

One other major theory of motivation that has been developed is Self-Determination Theory. This theory of motivation led to the creation of the measure of goal importance that this study is investigating and is important to understand as a competing model to Reiss's (Kasser & Ryan, 1993). Self-Determination Theory (SDT) was formulated by Deci and Ryan (1985) to explain psychological needs and motivation. Self-Determination Theory proposes two types of motivation for behavior, intrinsic and extrinsic. People are said to be intrinsically motivated when they pursue activities and interests that are enjoyable for their own sake and meet the three psychological needs of *Competence, Relatedness, and Autonomy*. *Competence* refers to the feeling of being confident and effective in interactions with the environment. *Relatedness* refers to being connected with others and feeling cared for and caring for others, versus being concerned with gaining a reward from the relationship, such as sex or formal status. *Autonomy* refers to the feeling of being in control of one's own actions and not being influenced by outside forces (Deci & Ryan, 2002). Extrinsic motivation occurs when a person pursues activities for external reasons, such as rewards, praise, money, or societal pressure.

The two models of motivation have been at odds and it has been argued that the other one is central to motivation. Deci and Ryan (2002) argue that needs are essential to well-being and that there are many motives that do not meet this requirement.

Our concept of basic psychological needs is quite different from the broader idea of personal motives, desires, or strivings. Although people may formulate motives or strivings to satisfy basic needs, it is clear that there are many motives that do not fit the criterion of being essential for well-being and may, indeed, be inimical to it (p. 8).

Reiss (2004a) argued that intrinsic motives are not necessarily pleasurable, and that pleasure comes from the consequences of gratifying the motives, and that activities are pleasurable insofar as they accomplish this task.

Olson and Chapin (2007) researched the effects of the 16 Fundamental Motives and the satisfaction of three basic intrinsic needs from Self-Determination Theory on measures of well-being. Satisfaction of the basic needs of *Autonomy*, *Competence*, and *Relatedness* and having high levels of motivation for the desires of *Curiosity*, *Honor*, *Social Contact*, *Idealism*, *Family*, *Physical Activity*, and *Status* positively related to measures of well-being. A high level of motivation for *Vengeance* and *Acceptance* was shown to relate negatively to well-being. There was no relationship between need satisfaction and the strength of motives. A problem with the study was the inability to measure need strength or motive satisfaction, which would have allowed for direct measures of correlation. Intrinsic motivation was found to be associated positively with having a strong desire for *Independence*, *Curiosity*, *Idealism*, *Power*, and *Physical Activity*, which supports the idea that the motives are intrinsically satisfying. Only

motives and not satisfaction of the basic needs related to measures of intrinsic and extrinsic motivation, which proved to be contrary to the claims of Self-Determination Theory that the needs of *Autonomy*, *Competence*, and *Relatedness* are related to having intrinsic motivation for an activity.

As a model of motivation Self-Determination Theory provided an alternative explanation for motivation, and in particular, intrinsic motivation versus extrinsic. However, there has been disagreement about whether the Reiss motives were measuring intrinsic motivation or whether intrinsic motivation only resulted when people have met needs of *Autonomy*, *Competence*, and *Relatedness*. However, Olson and Chapin (2007) showed that the Reiss motives were measuring intrinsic motivation.

Goals

Goals are a central concept to understanding human behavior as goals provide a direction and focus for human behaviors. Elliot and Fryer (2008) defined a goal as a “cognitive representation of a future object that the organism is committed to approach or avoid” (p. 244). This definition contains five major aspects. First, goals behave similarly to other cognitive structures such as knowledge, but also have an emotional valence to them. For example, meeting a goal of completing a race would likely be expected to produce positive emotions. Second, a goal is future focused, and it guides present behavior toward reaching that goal and creating the desired future scenario. As an example, having a goal of winning a race would direct present behavior toward training and preparing for the race. Third, a goal has an object that will be either sought or avoided. This object can be real, such as getting a prize, or more abstract, such as gaining social standing. Fourth, an entity must make a commitment to bring about the

goal, which entails conscious decisions to act toward that future possibility. Without a commitment to take action and work toward completing a race, thoughts about wanting to complete a race would remain more akin to a dream than a goal. Fifth, goals must seek to either create a future possibility or to avoid a future possibility. The runner may seek to create the future of completing the race and feeling good about it, or to avoid being judged for not finishing.

Kasser and Ryan (1993) sought to examine how differences in the types of goals people pursue affects well-being. A measure was constructed based on life aspirations and that they felt were supported by research. Goals of *Affiliation*, to have satisfying relationships with family and friends; *Self-Acceptance*, to have psychological growth, autonomy, and self-regard; *Community Feeling*, to improve the world through activism; and *Financial Success*, to be wealthy and materially successful, were included in Kasser and Ryan's first model of goal contents. *Affiliation*, *Self-Acceptance*, and *Community Feeling* were said to be intrinsic goals as they were thought to satisfy the basic needs of *Affiliation*, *Autonomy*, and *Competence* from self-determination research. The goal of *Financial Success* was included, and it was determined to be extrinsic because it was directed on gaining outside rewards. The results indicated the people who pursued aspirations for *Affiliation*, *Self-Acceptance*, and *Community Feeling* scored higher on measures of self-actualization. People who placed great importance on *Financial Success* experienced less growth and incurred feelings of ill-being, even when they felt that they could achieve that goal. This research showed that the types of goals that people choose to pursue are as important as just meeting and succeeding at goals. The goal research prior to this indicated that satisfying goals was all that mattered for happiness and well-

being, but this research indicated that difference in the types of goals people pursued played an important role in the well-being created from satisfying those goals.

Kasser and Ryan (1996) added three more goals to their model of goals people pursue, adding *Popularity*, to be famous, well-known, and admired; *Image*, to look attractive in terms of body and clothing; and *Physical Health*, to feel healthy and free of illness. That research also found that there were two dimensions of goals that could be roughly described as intrinsic goals and extrinsic goals. Intrinsic goals included *Affiliation*, *Self-Acceptance*, *Community Feeling*, and *Physical Activity*. The dimension of extrinsic goals included *Popularity*, *Image*, and *Financial Success*. Placing importance on intrinsic goals, and feeling that one could be efficacious in meeting those goals, related to increases in measures of self-actualization and well-being. Choosing to pursue extrinsic goals related negatively to measures of well-being and self-actualization. Achieving extrinsic goals, which researchers expected to increase well-being as a result of the benefits of achieving a goal, resulted in no increases in well-being.

These models of goals while being developed out of Self-Determination Theory should be seen as being fundamentally different from Self-Determination Theory. Deci and Ryan (2008) make the point that “Aspirations have been studied in terms of their strength or importance. As such, they bear similarity to what some other researchers refer to as needs and motives. We do not, however, consider them to be needs, for needs are essential nutriments rather than learned desires” (p. 183). Needs are seen as being fundamental and the satisfaction of those needs as being basic to the organism. Whereas goals are socially constructed through learning and experiences of success or frustration in satisfying the basic needs.

Grouzet et al. (2005) extended the previous research into the contents of goals and found additional major goals or aspirations that people pursue. These goals were found to be present throughout 15 cultures. There were some differences in the model based on whether the culture was wealthy or poor, but overall the structure was fairly consistent. The new goals added to this version of the model included *Conformity*, to fit in with other people; *Hedonism*, to experience sensual pleasure; *Safety*, to ensure bodily safety and integrity; *Self-Acceptance*, to feel competent and autonomous; *Spirituality*, to experience religious or spiritual understanding.

The 11 goals are divided into a circumplex model with dimensions of intrinsic versus extrinsic goals and self-transcendent versus physical goals (Grouzet et al., 2005). Intrinsic goals are primarily concerned with satisfying the psychological needs of autonomy, competence, and relatedness. Extrinsic goals relate to what we can get from other people, such as regard, praise, and money. The dimension of self-transcendent versus physical concerns differentiates the goals further. Self-transcendent goals are concerned with higher aspects of human functioning. The higher aspects can range from improving the world, to fitting in with the larger society, and to solve spiritual or religious questions or to have growth in that domain. The dimension of the physical self comprises the other end of the spectrum with its focus on experiencing bodily pleasures, having good health, and having the financial success to provide for those goals. This model of goals was found to be compatible in all cultures, and it only had slight variations based on whether the culture studied was wealthy or poor. First, wealthier cultures, *Safety* and *Physical Health* had a slightly more physical character that placed them closer to *Hedonism* than poorer cultures. Second, in poorer cultures *Conformity* and

Community Feeling took on a somewhat more transcendental quality that placed it slightly closer to *Spirituality*. Last, in poorer cultures *Financial Success* had a less extrinsic and less physical character, placing it closer to *Safety* and *Physical Health* and farther from *Hedonism*. This difference indicates that poorer see being financially successful as being a means for survival instead of a means to gain things like status and pleasantries.

The goals of interest for the present study were *Affiliation*, *Popularity*, *Hedonism*, *Conformity*, and *Community Feeling* (Grouzet et al., 2005). The goal of *Affiliation* is characterized by statements of “People will show affection to me, and I will to them” and “I will feel that there are people who really love me.” *Affiliation* has an intrinsic nature because it satisfies basic needs, and it falls midway between the physical and self-transcendent dimensions. People who hold goals of *Popularity* endorse such goal statements as “I will be admired by many people” and “My name will be known by many different people.” *Popularity* has an extrinsic character because of its focus on gaining praise. It falls more on the self-transcendent dimension because of its focus on other people versus the self. *Hedonism* is described by such goal statements of “I will have a great sex life” and “I will experience a great deal of sensual pleasure.” This goal concerns the physical dimension, and falls in the middle of the extrinsic – intrinsic dimension due to it being focused solely on physical pleasure. *Conformity* can be described by goal statements of “I will ‘fit in’ with others” and “My desires and tastes will be similar to those of other people.” The goal of *Conformity* falls on the extrinsic dimension due to being focused on gaining approval from others, and it falls on the self-transcendent dimension due to being concerned with society because society is outside of

one's self. Finally, *Community Feeling* is described by statements such as "I will assist people who need it, asking nothing in return" and "The things I do will make other people's lives better". *Community Feeling* is more intrinsic due to it satisfying basic needs for relatedness, autonomy, and competence. It is also self-transcendent due to its focus on the welfare of society and of future generations instead of physical concerns.

Research on Motive and Goal Relationships

Past research has focused on the relationships between motives and goals and how motivation affects goal choices, goal importance, and goal success. Because of the cognitive nature of goals people do not always choose goals that are perfectly related to their underlying motivation. No research has been conducted to measure the effect of Reiss motives on underlying goal importance.

Sheldon and Kasser (1995) studied coherence and congruence between motives and goals. Coherence is defined as having goals and daily strivings that work together and are similar. Congruence is defined as a goal being seen as coming from within the person and not from outside factors. The research found that goals and daily strivings that are coherent (working together and being similar) and congruent (coming from autonomous choice and working toward intrinsic personal needs) produced greater overall life satisfaction than those that either did not have actions that were coherent with their goals or actions that were extrinsically generated. In other words, people who did not have good personality integration in which they felt movement toward goals that they self-defined had less satisfaction with their lives.

Sheldon and Elliot (1998) studied the effects of autonomy, feeling that the goals are coming from oneself, versus controlled goals, being influenced by outside forces, on

the attainment of those goals. Autonomous goals were split into two categories, intrinsic goals, which are pursued because of fun and enjoyment which comes from pursuing the goal, and identified goals, which may have been learned from outside forces, but which are now believed to be important to the person and the person now values the goal. Controlled goals are also divided into two categories, external goals, which are pursued for a reward or praise, and introjected goals, which are come from feelings of internalized guilt or anxiety of they are not pursued. The research found that people who pursued autonomous goals were able to sustain more effort toward the goals and were better able to achieve those goals. On the other hand, people who pursued goals for controlled reasons were less able to sustain effort toward those goals and attainment was less than those with autonomous motivation. This shows that when people choose goals that are in line with their underlying motivation, they have greater success when pursuing those goals. Sheldon and Elliot (1999) extended this model by using structural equation modeling to find that choosing self-concordant goals, goals seen as coming from within the person and not caused by guilt or external forces, led to increased sustained effort for goals, increased effort led to increased success, goal attainment and concordance were associated satisfying basic needs, and satisfying needs led to increased well-being. When people are able to pursue goals that match with their basic motives, interests, and needs, they find it easier to stay focused and to devote greater energy to meeting the goal. When people have greater energy, they are better able to meet those goals. Attaining goals that are self-concordant satisfies the basic needs of *Autonomy*, *Competence*, and *Relatedness*. Satisfying the basic needs leads to greater psychological well-being than people who pursue goals that are not integrated.

Research has shown that setting self-concordant goals and working toward them has a positive effect on overall life satisfaction. Self-concordant goals are goals that are seen as coming from within the person, and not caused by guilt or a feeling of being compelled externally. Sheldon and Houser-Marko (2001) found that students who had chosen self-concordant goals were more likely to succeed in meeting those goals. In turn the goals were pursued with greater interest and feelings of ownership, leading to greater success and increased feelings of well-being and even success in areas unrelated specifically to that goal.

In another study, 147 students were measured two years after graduation on the goals that they had defined for themselves and their success in meeting those goals and life satisfaction (Niemic, Ryan, & Deci, 2009). The study used structural equation modeling to determine the ways in which setting and meeting goals leads to well being or ill being. It was found that having intrinsic aspirations led to meeting intrinsic goals, and that having extrinsic aspirations led to meeting extrinsic goals. Intrinsic goals on the whole were correlated with measures of well being, whereas extrinsic goals were not correlated with well-being and correlated positively with ill-being. Meeting the basic intrinsic needs of affiliation, autonomy, and competence mediated the relationship between meeting intrinsic and extrinsic aspirations and well-being versus ill-being respectively.

Although the previous research indicated that goals and motives are intertwined with one another, goals can be influenced by a variety of factors, and people do not always choose goals that are consistent with motivations. In particular, research has shown that psychological threat in the form of existential, economic, or interpersonal

threat can influence people to place greater emphasis on extrinsic goals such as popularity, financial success, and image instead of intrinsic goals (Kennon M. Sheldon & Kasser, 2008). Kasser (2002) examined a variety of ways that society can influence people to place greater importance on extrinsic goals and pursuits over intrinsic goals, and that this relationship grows strongest when people are unable to satisfy their basic needs. When people face difficulty in achieving intrinsic goals and motives, they seek out other ways of satisfying those needs, and may endorse attitudes that are different from what they are inherently satisfied by.

Another vein of research has explored the relationship that motivation and goals have on each other. McClelland, Koestner, and Weinberger (1989) found that implicit motives and self-attributed motives (goals) were not congruent in many situations, and from this review of the research proposed that these are two distinct regulatory systems. The model has implicit motivation being based on the affective response to different situations. People who have a high need for achievement find challenging tasks to be enjoyable. Self-attributed goals in this model come from outward social pressures such as rewards, demands, or expectations, and they are seen as coming from one's self-schema. People may work toward self-attributed goals despite not finding any personal enjoyment from them. It is then the environment that prevents people from pursuing things that are implicitly motivating, even though people perform best on different tasks when their goals and motives are in alignment. The research had found little connection between the two constructs.

The effects of incongruence between motives and goals have been studied. Kehr (2004) found that managers who have incongruence between implicit motives and self-

attributed goals for achievement have to use volitional regulation, the ability to control competing impulses to create desired behavior, to moderate their behavior in order to achieve their desired goals. Consequently the use of volitional resources was found to reduce the resources that are available to the person resulting in having more difficulty regulating future behavior.

Langens (2007) found that activity inhibition, the ability to suppress motivational impulses, prevented people from experiencing the positive effects that congruence between implicit motivation and self-attributed goals for achievement and affiliation. The results showed that people who had low activity inhibition had greater congruence between implicit motives and their goals, and this had a positive effect on mood. When people with high levels of activity inhibition did have congruence between implicit motives and self-attributed goals, they did not benefit psychologically from that congruence. This indicates that people who regulate their behavior may not engage in motivated behavior unless it has been processed more thoroughly.

Despite research that indicates that the constructs of motives and goals do not always relate to each other, there has been some research showing that implicit motives do influence goal creation. Thrash and Elliot (2002) found that both implicit and self-attributed motives led to the adoption of achievement related goals. Fear of failure implicit and self-attributed motives was also found to be related to achievement related goals. Having a high level of self-determination was related with a stronger integration between implicit motives, self-attributed motives, and goals. This research indicates that implicit motives influence the types of goals that people choose to pursue. Thrash, Elliot, and Shultheiss (2007) found that the implicit achievement motive was correlated with a

new measure of explicit motivation that better matched the content of the measure for implicit motivation. The relationship between explicit and implicit motivation was moderated by several variables: private body consciousness, self-monitoring, and a preference for consistency. People who had high levels of body consciousness and preference for consistency had higher congruence on the measures. Individuals with low levels in self-monitoring showed higher congruence as well. This research indicates that motives and goals are related, but that there are a lot of outside factors that can influence a person to pursue implicit motives or can restrict that behavior from occurring.

All of this research indicates that motivation does influence the goals that people choose to pursue. When those motives are in line with their goals, they experience improvements in the ability to meet their goals, and they also experience an increase in well being as a result. However, the relationship between motivation and goals is not a perfect one due to outside influences on the goals that people choose to pursue. When people pursue goals that are influenced by outside forces, they experience a consequent reduction in performance and a decrease in well-being.

Hypotheses

The research has shown that people have individual differences in the strength of their motives and the goals that they choose to pursue, and that goals are distinct from motives in that they are influenced by interactions with the world. This research examined whether motives influence importance that people place on certain goals. As such, there were several possible motives that, if people felt a strong desire for that motive they would be influenced to value goals related to satisfying those motives. Several motives proved fruitful to study.

Hypothesis 1. A high need for Status will be positively related to placing a high importance on the goal of Popularity.

People who experience a high degree of motivation for *Status* may feel a desire for prestige. (Reiss, 2000) These individuals are attracted to jobs that provide financial success in order to display that success to others in a way that garners attention. These individuals find satisfaction from being seen as important and above others. As a result, it these individuals should find that placing importance on goals for *Popularity*, which is the goal to be famous, well-known, and admired, would help them to meet their desires for *Status*. People who hold goals of *Popularity* endorse such goal statements as “I will be admired by many people” and “My name will be known by many different people” (Grouzet et al., 2005). Individuals who are low in the motive for *Status*, are described as being egalitarian and humble, and placing little importance on symbols of success. They were expected to place importance on goals of *Popularity*, and to find working toward those goals unsatisfying as having too much status would cause anxiety.

Hypothesis 2. A high need for Social Contact will be positively related to placing a high importance on the goal of Affiliation.

People who have a high degree of Motivation for *Social Contact* experience desire for peer relationships and fun (Reiss, 2000). They experience satisfaction when engaging in high levels of social interaction and activities that involve play leading to happiness. People who experience high levels of enjoyment from social interactions would likely find that working toward attaining the goal of *Affiliation* would help them to meet those needs in a way that is congruent with their selves. They would be more likely to endorse goal statements of “People will show affection to me, and I will to them” and

“I will feel that there are people who really love me” (Grouzet et al., 2005). People who show low desire for *Social Contact* are described as private and may not find that pursuing these goals would lead to greater satisfaction and enjoyment.

Hypothesis 3. A high need for Romance will be positively related to placing a high importance on the goal of Hedonism.

People who have a high degree of motivation for *Romance* experience a strong desire for sexual pleasures and for the experience of beauty (Reiss, 2000). These individuals are described as seeking out frequent sexual encounters, thinking about sex often, and attempting to appear attractive to the opposite sex. Therefore, they may be motivated to seek out goals for *Hedonism*, which is the goal of experiencing sensual pleasure. People who place importance on the goal of *Hedonism* endorse items such as “I will have a great sex life” and “I will experience a great deal of sensual pleasure” (Grouzet et al., 2005). Individuals who experience low levels of the desire for *Romance* are described as finding less enjoyment from sexual activity and thoughts, and seeking those experiences less frequently, and at the extreme end becoming ascetics that reject any physical pleasures. They would likely not find the goal of experiencing sensual pleasure to be important to their lives.

Hypothesis 4. A high need for Acceptance will be positively related to placing a high importance on the goal of Conformity

People who are motivated by *Acceptance* have the desire for inclusion to avoid rejection and criticism (Reiss, 2000). These individuals are described as being sensitive to rejection and criticism, withdrawing from social situations in which they may be judged, becoming shy and reserved, and may lash out and criticize others in efforts to

discourage criticism. One way to avoid rejection would be to seek the goal of *Conformity*, which is to fit in with other people (Grouzet et al., 2005). People who place importance on *Conformity* identify with goal statements of “I will ‘fit in’ with others” and “My desires and tastes will be similar to those of other people.” Individuals who score low on the motive of *Acceptance* are described as being self-confident, and not overly concerned with the reactions of others. They likely wouldn’t see conforming to the standards of others as important.

Hypothesis 5. A high need for Idealism will be positively related to placing a high importance on the goal of Community Feeling.

People who are motivated by *Idealism* experience a high desire for social justice and fairness (Reiss, 2000). People who experience a high desire for social justice are more likely to behave in an altruistic manner by joining social service organization, giving to charity, or helping to improve their community, and they will make choices to serve the public good over opportunities for personal gain. They are likely to find the goal of *Community Feeling* important to them. *Community Feeling* is the goal of improving the world through activism and generativity (Grouzet et al., 2005). People that place a high importance on *Community Feeling* endorse statements of “I will assist people who need it, asking nothing in return” and “The things I do will make other people's lives better”. People that score low on *Idealism* seek their own gain over the concerns of others, and they would find that seeking to help the world to be unsatisfying to them and would be less likely to place importance on that goal.

Motives and drives lead people to engage in a variety of behaviors as well as to influence choices that they make in terms of career, major, and activity choices. With the

way that motives drive behavior, it would be reasonable to think that motives and needs will drive the life goals and aspirations that people will choose to work toward.

However, no research up to this point had examined this relationship in terms of the 16 Reiss motives and the 11 Basic Cross-Cultural Goals. This study sought to measure the amount of influence that motives have on their choice of goals. In summary, the present study tested the following hypotheses.

1. A high need for *Status* will be positively related to placing a high importance on the goal of *Popularity*.
2. A high need for *Social Contact* will be positively related to placing a high importance on the goal of *Affiliation*
3. A high need for *Romance* will be positively related to placing a high importance on the goal of *Hedonism*.
4. A high need for *Acceptance* will be positively related to placing a high importance on the goal of *Conformity*
5. A high need for *Idealism* will be positively related to placing a high importance on the goal of *Community Feeling*.

METHOD

Participants

Participants for this study included 101 students from a small Midwestern university. Ages for the participants ranged from 18 to 48 ($M=21.9$, $SD=5.7$). There were 61 female participants and 40 male participants. Ethnic characteristics of the participants were: 81% Caucasian, 4% Hispanic or Latino, 5% African-American, 4% Asian, 1% Native American, 1% Middle-Eastern, and 4% mixed. The participants were volunteers who were recruited from psychology courses, and they received extra credit for their involvement in the study.

Materials

The *Reiss Profile of Fundamental Goals and Motivation Sensitivities* (Reiss Profile) was used to measure motivation (Reiss & Havercamp, 1998). All 16 fundamental motives were measured in this study by the Reiss Profile with a primary focus on the motives of *Social Contact*, *Status*, *Romance*, *Acceptance*, and *Idealism*. The *Reiss Profile* consists of 128 self-report statements that are rated to how well they apply to the participant, based on a Likert-type scale ranging from -3 (strongly disagree) to 0 (neutral) to +3 (strongly agree). A strong four week test-retest reliability was found with a range of Pearson product-moment correlations of .68 to .88 and mean of .80 (with sample size $N = 123$) and internal reliability with Pearson product-moment correlations (range = .79 to .94, $M = .88$, $N = 311$). Convergent validity has been demonstrated with tests such as the *Personality Research Form* ($r = .55$ for Power, $r = .60$ for Order) and the Anxiety Sensitivity Index ($r = .58$ for Tranquility). The *Reiss Profile* has also demonstrated criterion validity by analyzing the difference for a variety of groups and

activity choices (Reiss & Havercamp, 2003), religions (Reiss 2001), and athletic desires (Reiss, Wiltz, & Sherman, 2001).

The *Aspiration Index* (Grouzet et al., 2005) was used to measure the goals that people pursue. All 11 goals were measured in the study with a primary focus on the goals of *Affiliation, Popularity, Hedonism, Conformity, and Community Feeling*. The *Aspiration Index* contains 57 statements of goals that people are to rate how important the goal is to them and how likely they are to achieve the goal on a Likert-type scale ranging from 1 (not at all), 3 (a little), 5 (moderate), 7 (very), and 9 (extremely). Internal reliability was acceptable for all domains. Mean Chronbach alpha reliability for the 11 domains are as follows: financial success, .84; popularity, .73; image, .76; conformity, .67; popularity, .73; affiliation, .81; community feeling, .75; physical health, .72; self-acceptance; .79; hedonism, .70; safety, .71; and spirituality, .90 (Grouzet et al., 2005).

Procedure

Participants were recruited from various classes on campus and administered the two questionnaires during class time or during a scheduled time out of class. The participants were informed that this study would measure what motivates them and the goals that they find important. In addition, the participants were informed that either extra credit would be given in exchange for their participation. Each instructor had agreed to make alternative methods of gaining extra credit available to those that did not wish to participate in the study.

Those wishing to participate were given an informed consent form (see Appendix A). Upon providing consent, the participants were given a demographic questionnaire (see Appendix B). Then the participants were administered the *Aspiration Index* (see

Appendix C) followed by the *Reiss Profile*. Beyond the informed consent, no identifying information was collected and results could not be linked to individuals. A list of participant names was given to their instructors to track the credit that would be given to the students.

At the conclusion of the study, participants were debriefed about the specific nature of the study (see Appendix D). The participants were informed about the nature of the 16 motives and the 11 goals. In addition, it was explained that the research was looking at how their differences in motivational strength affects the goals that they place importance in. Participants were informed of the services provided by the Kelley Center and/ or High Plains Mental Health Center should the study have caused them emotional distress.

RESULTS

Hypothesis 1. A high need for Status will be positively related to placing a high importance on the goal of Popularity.

Simple linear regression analysis was used to measure whether the motive of *Status* significantly predicted the relative importance placed on the goal of *Popularity*. The motive of *Status* was the predictor variable and the goal of *Popularity* was the criterion variable. The results of the regression indicated that *Status* accounted for 12.4% of the variance in the goal of *Popularity* ($R^2 = .12$, $Adj. R^2 = .12$, $F(1, 99) = 13.99$, $p < .001$) There was a significant positive relationship between *Status* and *Popularity* ($\beta = .35$, $p < .001$).

Hypothesis 2. A high need for Social Contact will be positively related to placing a high importance on the goal of Affiliation.

Simple Linear Regression analysis was used to measure whether the motive of *Social Contact* significantly predicted the relative importance placed on the goal of *Affiliation*. The motive of *Social Contact* was the predictor variable and the goal of *Affiliation* was the criterion variable. The results of the regression indicated that *Social Contact* did not significantly predict the relative importance placed on the goal of *Affiliation* ($R^2 = .02$, $Adj. R^2 = .006$, $F(1, 99) = 1.57$, $p > .05$).

Hypothesis 3. A high need for Romance will be positively related to placing a high importance on the goal of Hedonism.

Simple Linear Regression analysis was used to measure whether the motive of *Romance* significantly predicted the relative importance placed on the goal of *Hedonism*. The motive of *Romance* was the predictor variable and the goal of *Hedonism* was the

criterion variable. The results of the regression indicated that *Romance* accounted for 27% of the variance in the goal of *Hedonism* ($R^2 = .27$, $Adj. R^2 = .26$, $F(1, 99) = 36.65$, $p < .001$) There was a significant positive relationship between *Romance* and *Hedonism* ($\beta = .52$, $p < .001$).

Hypothesis 4. A high need for Acceptance will be positively related to placing a high importance on the goal of Conformity

Simple Linear Regression analysis was used to measure whether the motive of *Acceptance* significantly predicted the relative importance placed on the goal of *Conformity*. The motive of *Acceptance* was the predictor variable and the goal of *Conformity* was the criterion variable. The results of the regression indicated that *Acceptance* accounted for 4.9% of the variance on the goal of *Conformity* ($R^2 = .05$, $Adj. R^2 = .04$, $F(1, 99) = 5.12$, $p < .05$) There was a significant positive relationship between *Acceptance* and *Conformity* ($\beta = .22$, $p < .05$).

Hypothesis 5. A high need for Idealism will be positively related to placing a high importance on the goal of Community Feeling.

Simple Linear Regression analysis was used to measure whether the motive of *Idealism* significantly predicted the relative importance placed on the goal of *Community Feeling*. The motive of *Idealism* was the predictor variable and the goal of *Community Feeling* was the criterion variable. The results of the regression indicated that *Idealism* accounted for 18.4% of the variance of *Community Feeling* ($R^2 = .18$, $Adj. R^2 = .18$, $F(1, 99) = 22.33$, $p < .001$) There was a significant positive relationship between *Idealism* and *Community Feeling* ($\beta = .43$, $p < .001$).

Supplemental Analyses

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Popularity*. The 16 motives were the predictor variables and the goal of *Popularity* was the criterion variable. The results of the regression indicated that two factors accounted for 29% of the variance of the goal of *Popularity* ($R^2 = .29$, $Adj. R^2 = .15$, $F(16, 83) = 5.56$, $p < .05$). It was found that *Status* significantly predicted the importance that people placed on the goal of *Popularity* ($\beta = .25$, $p < .05$). The motive of *Order* was a significant predictor as well ($\beta = -.25$, $p < .05$). The remaining 14 motives were not significant predictors (see Table 1).

Table 1

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Popularity*

Motive	B	SE B	β	t	p
Romance	-.23	.17	-.14	-1.37	.17
Exercise	.05	.17	.04	0.30	.78
Acceptance	.03	.16	.02	0.17	.86
Curiosity	-.11	.16	-.92	-0.70	.49
Eating	-.13	.16	-.09	-0.83	.41
Family	-.10	.18	-.06	-0.53	.60
Honor	.06	.20	.04	0.30	.77
Idealism	-.13	.20	-.08	-0.64	.52
Independence	.10	.19	.06	0.88	.38
Power	.10	.19	.06	0.53	.60
Order	-.36	.15	-.25	-2.38	.02
Saving	.24	.20	.14	1.20	.24
Social Contact	.28	.18	.18	1.54	.13
Status	.42	.21	.25	2.03	.05
Tranquility	.18	.15	.13	1.23	.22
Vengeance	.07	.19	.05	0.39	.70

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Affiliation*. The 16 motives were the predictor variable and the goal of *Affiliation* was the criterion variable. The results of the regression indicated that three predictors accounted for 37% of the variance ($R^2 = .37$, $Adj. R^2 = .25$, $F(16, 83) = 3.09$, $p < .001$). The three significant predictors of the relative importance placed on the goal of *Affiliation* were *Social Contact*

($\beta = .34, p < .01$), *Independence* ($\beta = .30, p < .01$), and *Curiosity* ($\beta = .30, p < .05$). The remaining 13 motives were not significant predictors (See Table 2).

Table 2

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Affiliation*

Motive	B	SE B	β	t	p
Romance	-.05	.09	-.05	-0.56	.58
Exercise	-.08	.09	-.09	-0.85	.40
Acceptance	-.04	.09	-.05	-0.50	.62
Curiosity	.21	.09	.30	2.44	.02
Eating	.01	.09	.01	0.06	.95
Family	-.10	.10	-.11	-1.05	.30
Honor	-.01	.11	-.01	-0.02	.99
Idealism	-.19	.11	-.19	-1.72	.09
Independence	.25	.09	.30	2.74	.01
Power	-.19	.10	-.20	-1.83	.07
Order	-.01	.08	-.02	-0.17	.87
Saving	-.75	.109	-.14	-1.34	.19
Social Contact	.31	.10	.34	3.13	.01
Status	-.18	.11	-.19	-1.63	.11
Tranquility	-.08	.08	-.10	-1.00	.32
Vengeance	-.13	.10	-.16	-1.29	.20

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Hedonism*. The 16 motives were the predictor variables and the goal of *Hedonism* was the criterion variable. The results of the regression indicated that two predictors accounted for 46% of the variance on the goal of *Hedonism* ($R^2 = .46, Adj. R^2 = .26, F(16, 83) = 4.43, p < .001$).

The two significant predictors of relative importance placed on the goal of *Hedonism* were *Romance* ($\beta = .56, p < .001$) and *Acceptance* ($\beta = -.24, p < .01$). The remaining 14 motives were not significant predictors (See Table 3).

Table 3

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Hedonism*

Motive	B	SE B	β	t	p
Romance	.78	.13	.56	6.23	.00
Exercise	.22	.13	.17	1.66	.10
Acceptance	-.29	.12	-.24	-2.41	.02
Curiosity	.07	.12	.06	0.55	.59
Eating	-.08	.12	-.06	-0.70	.49
Family	.00	.13	.00	0.02	.98
Honor	.05	.15	.04	0.35	.73
Idealism	-.27	.15	-.19	-1.79	.08
Independence	-.07	.12	-.06	-0.55	.59
Power	.18	.14	.13	1.24	.22
Order	.01	.11	.00	0.04	.97
Saving	-.05	.15	-.03	-0.33	.74
Social Contact	.23	.14	.17	1.65	.10
Status	-.20	.16	-.14	-1.27	.21
Tranquility	.02	.11	.02	0.22	.83
Vengeance	-.15	.14	-.13	-1.12	.27

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Conformity*. The 16 motives were predictor variables and the goal of *Conformity* was the criterion variable. The results of the regression indicated that two factors accounted for 35% of the variance

on the goal of *Conformity* ($R^2 = .35$, $Adj. R^2 = .22$, $F(16, 83) = 2.77$, $p = .001$). The two significant predictors of the relative importance placed on the goal of *Conformity* were *Curiosity* ($\beta = -.50$, $p < .001$) and *Status* ($\beta = .37$, $p < .01$). The remaining 14 motives were not significant predictors (See Table 4).

Table 4

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Conformity*

Motive	B	SE B	β	t	p
Romance	-.22	.15	-.14	-1.42	.16
Exercise	-.02	.16	-.01	-0.11	.92
Acceptance	.18	.15	.13	1.25	.22
Curiosity	-.59	.18	-.50	-3.93	.00
Eating	-.08	.15	-.05	-0.52	.61
Family	.01	.16	.01	0.05	.96
Honor	.15	.18	.11	0.85	.40
Idealism	.07	.18	.05	0.40	.69
Independence	.11	.15	.08	0.71	.48
Power	-.01	.18	-.01	-0.05	.96
Order	-.00	.14	-.00	-0.02	.99
Saving	.29	.19	.17	1.58	.12
Social Contact	.13	.17	.09	0.78	.44
Status	.59	.19	.37	3.08	.01
Tranquility	-.00	.13	-.00	-0.03	.98
Vengeance	-.17	.17	-.13	-0.98	.33

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Community Feeling*. The 16 motives were the predictor variables and the goal of *Community* was the criterion

variable. The results of the regression indicated that two factors accounted for 44% of the variance ($R^2 = .44$, $Adj. R^2 = .34$, $F(16, 83) = 4.15$, $p < .001$). The two factors that significantly predicted the relative importance placed on the goal of *Community Feeling* were *Idealism* ($\beta = .33$, $p < .01$) and *Romance* ($\beta = -.23$, $p < .05$). The remaining 14 motives were not significant predictors (See Table 5).

Table 5

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Community Feeling*

Motive	B	SE B	β	t	p
Romance	-.29	.11	-.23	2.55	.01
Exercise	-.10	.12	-.09	-0.88	.38
Acceptance	-.01	.11	-.01	-0.12	.91
Curiosity	.21	.11	.28	1.93	.06
Eating	-.07	.11	-.06	-0.62	.53
Family	.12	.12	.10	1.02	.31
Honor	-.06	.13	-.05	-0.44	.66
Idealism	.42	.13	.33	3.16	.01
Independence	.02	.11	.02	0.19	.85
Power	-.15	.13	-.12	-1.18	.24
Order	-.02	.10	-.02	-0.17	.86
Saving	-.08	.14	-.06	-0.57	.57
Social Contact	-.10	.12	-.08	-0.78	.44
Status	-.22	.14	-.17	-1.56	.12
Tranquility	-.11	.10	-.10	-1.07	.29
Vengeance	.05	.12	.05	0.42	.68

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Financial Success*. The 16 motives were predictor variables and the goal of *Financial Success* was the criterion variable. The results of the regression indicated that four predictors accounted for 46% of the variance on the goal of *Financial Success* ($R^2 = .46$, $Adj. R^2 = .36$, $F(16, 83) = 4.42$, $p < .001$). The four significant predictors of the relative importance placed on the goal of *Financial Success* were *Status* ($\beta = .497$, $p < .001$), *Power* ($\beta = .22$, $p < .05$), *Vengeance* ($\beta = -.29$, $p < .05$) and *Idealism* ($\beta = -.23$, $p < .05$). The remaining 12 motives were not significant predictors (See Table 6).

Table 6

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Financial Success*

Motive	B	SE B	β	t	p
Romance	-.10	.13	-.07	-0.72	.47
Exercise	-.06	.14	-.05	-0.44	.66
Acceptance	.02	.13	.01	0.13	.90
Curiosity	-.19	.13	-.18	-1.51	.14
Eating	.17	.13	.12	1.33	.19
Family	.13	.14	.09	0.94	.35
Honor	-.28	.16	-.21	-1.79	.08
Idealism	-.35	.16	-.23	-2.23	.03
Independence	.12	.13	.10	0.93	.35
Power	.34	.15	.22	2.22	.03
Order	.09	.12	.07	0.72	.47
Saving	.04	.16	.02	0.22	.83
Social Contact	.10	.15	.07	0.67	.50
Status	.76	.17	.50	4.57	.00
Tranquility	.04	.12	.03	0.36	.72
Vengeance	-.36	.15	-.29	-2.44	.02

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Image*. The 16 motives were predictor variables and the goal of *Image* was the criterion variable. The results of the regression indicated that two predictors accounted for 44% of the variance ($R^2 = .44$, $Adj. R^2 = .34$, $F(16, 83) = 4.12$, $p < .001$). The two predictors of the relative

importance placed on the goal of *Image* were *Power* ($\beta = -.23, p < .05$) and *Status* ($\beta = .43, p < .001$). The remaining 14 motives were not significant predictors (see Table 7).

Table 7

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Image*

Motive	B	SE B	β	t	p
Romance	.17	.14	.11	1.25	.21
Exercise	.06	.14	.05	0.44	.66
Acceptance	-.10	.13	-.07	-0.74	.46
Curiosity	-.16	.13	-.14	-1.19	.24
Eating	.11	.13	.07	0.79	.43
Family	-.15	.15	-.10	-1.05	.30
Honor	-.31	.16	-.23	-1.95	.06
Idealism	.23	.16	.15	1.43	.16
Independence	-.15	.14	-.11	-1.11	.27
Power	-.34	.16	-.23	-2.20	.03
Order	.16	.12	.12	1.27	.21
Saving	.07	.17	.04	0.43	.67
Social Contact	.26	.15	.18	1.74	.09
Status	.66	.17	.43	3.89	.00
Tranquility	.17	.12	.13	1.42	.16
Vengeance	.12	.15	.10	0.81	.42

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Self Acceptance*. The 16 motives were the predictor variables and the goal of *Self-Acceptance* was the criterion variable. The results of the regression indicated that two predictors accounted

for 54% of the variance ($R^2 = .54$, $Adj. R^2 = .45$, $F(16, 83) = 6.09$, $p < .001$). The two predictors of the relative importance placed on the goal of *Self Acceptance* were *Curiosity* ($\beta = .50$, $p < .001$) and *Status* ($\beta = -.30$, $p < .01$). The remaining 14 motives were not significant predictors (see Table 8).

Table 8

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Self Acceptance*

Motive	B	SE B	β	t	p
Romance	.03	.08	.03	0.36	.72
Exercise	-.13	.08	-.14	-1.49	.14
Acceptance	-.10	.08	-.12	-1.29	.20
Curiosity	.37	.08	.50	4.72	.00
Eating	-.16	.08	-.17	-2.00	.05
Family	-.15	.09	-.16	1.75	.08
Honor	.01	.10	.01	0.05	.96
Idealism	.05	.10	.05	0.56	.58
Independence	.10	.08	.12	1.28	.20
Power	-.10	.09	-.10	-1.03	.31
Order	-.05	.07	-.06	-0.73	.47
Saving	-.05	.10	-.05	-0.51	.61
Social Contact	-.11	.09	-.12	-1.29	.20
Status	-.30	.10	-.30	-2.99	.01
Tranquility	-.05	.07	-.06	-0.72	.47
Vengeance	.08	.09	.10	0.91	.37

Multiple Regression analysis was used to measure whether the 16 motives significantly predicted the relative importance placed on the goal of *Physical Health*.

The 16 motives were predictor variables and the goal of *Physical Health* was the criterion variable. The regression accounted for 28% of the variance ($R^2 = .28$, $Adj. R^2 = .14$, $F(16, 83) = 2.03$, $p < .05$). The three predictors for the relative importance placed on the goal of *Physical Health*, and they were *Eating* ($\beta = .24$, $p < .05$), *Exercise* ($\beta = .39$, $p = .001$), and *Social Contact* ($\beta = -.30$, $p < .05$). The remaining 13 motives were not significant predictors (See Table 9).

Table 9

Summary of Multiple Regression Analysis for 16 Motives Predicting the Goal of *Physical Health*

Motive	B	SE B	β	t	p
Romance	-.08	.15	-.06	-0.54	.59
Exercise	.50	.15	.39	3.32	.01
Acceptance	.04	.14	.03	0.26	.80
Curiosity	.11	.14	.10	0.76	.45
Eating	.33	.14	.24	2.32	.02
Family	.12	.15	.09	0.80	.43
Honor	-.01	.17	-.01	-0.07	.95
Idealism	-.26	.17	-.18	-1.52	.13
Independence	-.01	.14	-.01	-0.09	.93
Power	.18	.17	.12	1.06	.30
Order	.04	.13	.03	0.32	.75
Saving	.04	.17	.03	0.23	.82
Social Contact	-.40	.16	-.30	-2.56	.01
Status	-.17	.18	-.12	-0.93	.35
Tranquility	-.18	.13	-.15	-1.40	.17
Vengeance	-.07	.16	-.06	-0.43	.67

Multiple Regression analysis was used to measure whether the 16 motives predicted the relative importance placed on the goals of *Safety* and *Spirituality*. Results indicated that the motives did not significantly predict the goal of *Safety* ($R^2 = .16$, *Adj. R*² = -.001, $F(16, 83) = .991$, *n.s.*). The 16 motives did not significantly predict relative

importance placed on the goal of *Spirituality* ($R^2 = .14$, $Adj. R^2 = -.02$, $F(16, 83) = .87$, *n.s.*)

Pearson Product-moment correlation was used to determine the extent that age and motive strength was related. Several motives were significantly correlated with age (see Table 10). The motive of family were positively correlated with age, $r(101) = .20$, $p < .05$. The motive of *Honor* was positively correlated with age, $r(101) = .23$, $p < .05$. The motive of *Idealism* positively correlated with age, $r(101) = .23$, $p < .05$. The motive of *Vengeance* had a negative correlation with age, $r(101) = -.23$, $p < .05$. The other 12 motives did not significantly correlate with age (see Table 10).

Pearson Product-moment correlation was used to determine the extent that age and Goal Importance were related. One significant result was found. The goal of *Popularity* was negatively correlated with age, $r(101) = .23$, $p < .05$. The remaining 10 goals did not produce significant results for age (see Table 11).

Table 10

Summary of Correlations between Goals and Age

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1. Acceptance	-	.13	.21*	.11	.05	.05	.01	.17	.17	-.03	.07	.35**	.26**	.29**	.32**	.16	-.14
2. Curiosity	.13	-	-.11	.26*	.59**	.53**	.01	.21*	.31**	.02	-.05	.19	.24*	-.03	.01	-.22	.16
3. Eating	.21*	-.11	-	-.15	-.09	-.01	.13	.04	.02	.04	.19	.16	.05	.25*	.22*	.30	.04
4. Family	.11	.26**	-.15	-	.19	.18	-.16	-.08	.03	.16	.07	.08	.39**	-.07	-.06	.22*	.20*
5. Honor	.05	.59**	-.09	.19	-	.45**	.03	.11	.37**	.22*	-.11	.14	.15	.05	-.15	.23*	.23*
6. Idealism	.05	.53**	-.01	.18	.45**	-	.08	.17	.27**	-.00	-.15	.06	.26**	-.05	.01	-.16	.23*
7. Independence	.02	.01	.13	-.16	.03	.08	-	.12	.09	.08	.06	.31**	-.22	.06	.06	.42*	-.02
8. Power	.18	.21*	.04	-.08	.11	.17	.12	-	.02	.30**	.14	.30	.19	.43**	.12	.29*	-.05
9. Order	.17	.31**	.02	.03	.37**	.27**	.09	.02	-	.10	-.11	.18	.00	.10	.16	-.03	.12
10. Exercise	-.03	.02	.04	.16	.22*	-.01	.08	.30**	.10	-	.13	.26**	.17	.41**	-.04	.24*	-.16
11. Romance	.07	-.05	.19	.07	-.11	-.15	.06	.14	-.11	.13	-	.07	.06	.20*	.03	.35*	.01
12. Saving	.35**	.19	.16	.08	.14	.06	.31**	.30**	.18	.26	.07	-	.07	.26**	.21*	.21*	-.12
13. Social Contact	.27**	.24*	.05	.39**	.15	.26**	-.22*	.19	.00	.17	.06	.07	-	.12	.08	.06	-.17
14. Status	.29**	-.03	.25*	-.07	.05	-.05	.06	.43**	.10	.41**	.20*	.26**	.12	-	.23*	.43*	.02
15. Tranquility	.32**	.01	.22*	-.06	-.15	.01	.06	.12	.16	-.04	.03	.21*	.08	.23*	-	.13	-.06
16. Vengeance	.16	-.21*	.29*	-.22*	-.23*	-.16	.42**	.29**	-.03	.24	.36**	.20*	.06	.43**	.13	-	-.23*
17. Age	-.14	.16	.04	.20*	.23*	.23*	-.02	-.05	.12	-.16	.01	-.12	-.17	.02	-.06	-.23*	-

*p<.05

*p<.01

Table 11

Summary of Correlations between Goals and Age

	1	2	3	4	5	6	7	8	9	10	11	12
1. Money	-	.31**	.22*	.24*	-.39**	-.23*	-.28**	.00	.31*	.05	-.28*	.08
2. Image	.31*	-	.38**	.18	-.52**	-.31**	-.29**	.04	.27**	-.02	-.25*	-.16
3. Popularity	.22*	.38**	-	.38**	-.38**	-.32**	-.23*	-.17	-.17	-.08	.26**	-.23*
4. Conformity	.24*	.18	.38**	-	-.45**	-.34**	-.18	-.08	-.17	-.22*	.28**	-.16
5. Self-Acceptance	-.39*	-.52**	-.37**	-.45**	-	.35**	.39**	-.06	-.17	-.03	.25*	.15
6. Affiliation	-.23*	-.31**	-.32**	-.34**	.35**	-	.29**	-.18*	-.06	.07	.01	.02
7. Community Feeling	-.28*	-.29**	-.23*	-.18	.39**	.29**	-	-.25*	.06	-.19	-.10	.16
8. Health	.00	.04	-.17	-.08	-.06	-.18	-.25	-	-.15	-.09	.19	.16
9. Spirituality	-.31	-.27**	-.17	-.17	-.17	-.06	.06	-.15	-	-.12	-.21*	.05
10. Hedonism	.05	-.00	-.08	-.22*	-.03	.07	-.1	-.09	-.12	-	-.06	-.10
11. Safety	-.227*	-.25*	-.26*	-.28**	.25*	.01	-.10	.19	.21*	-.06	-	.03
12. Age	.08	-.16	-.23*	-.16	.15	.02	.16	.16	.05	-.10	.03	-

*p<.05

**p<.01

Independent Samples t-Tests were used to determine if there were significant differences between genders on the strength of their motive preference. On the motive of *Power*, Males ($M = 0.15$) rated their need higher than Females ($M = -0.05$). This difference was significant, $t(99) = 2.51, p < .05$. For the motive of *Exercise*, Males ($M = 0.72$) rated their need higher than Females ($M = 0.26$). This difference was significant, $t(99) = 2.82, p < .01$. For the motive of *Romance*, Males ($M = -0.01$) rated their need higher than Females ($M = -0.34$). This difference was significant, $t(99) = 2.17, p < .05$. For the motive of *Saving*, Males ($M = 0.39$) rated their need higher than Females ($M = 0.07$). This was a significant difference, $t(99) = 2.17, p < .05$. For the motive of *Status*, Males ($M = 0.25$) rated the strength of their need as higher than Females ($M = -0.15$). This result was significant, $t(99) = 2.59, p < .05$. There were no significant differences between the Males and Females for the remaining 11 motives (see Table 12).

Table 12

Summary of Independent Samples t-Test for Differences Between Male and Female Participants for Motive Strength

Motive	Male		Female		t	p
	Mean	SD	Mean	SD		
Acceptance	0.13	0.86	0.04	0.95	0.49	.62
Curiosity	0.15	1.10	-0.10	1.02	1.16	.25
Eating	-0.46	0.83	0.10	0.83	-0.87	.38
Family	0.27	0.89	0.57	0.74	-1.87	.07
Honor	0.16	0.79	-0.16	0.89	1.88	.06
Idealism	0.02	0.79	0.22	0.76	-1.31	.20
Independence	0.26	0.85	-0.05	0.93	1.72	.09
Power	0.15	0.83	-0.05	0.93	2.51	.01
Order	-0.58	0.78	0.03	1.00	-0.48	.63
Exercise	0.72	0.73	0.26	0.90	2.82	.01
Romance	-0.01	0.72	-0.34	0.82	2.17	.03
Saving	0.39	0.71	0.07	0.71	2.25	.03
Social Contact	0.05	0.83	0.29	0.81	-1.45	.15
Status	0.25	0.78	-0.15	0.73	2.59	.01
Tranquility	-0.12	0.91	-0.03	0.94	-0.50	.62
Vengeance	0.44	0.93	0.08	0.93	1.88	.06

Independent Samples t-Tests were used to determine if there were significant differences between genders on the importance placed on goals. These results indicated that there were no significant differences (See Table 13).

Table 13

Summary of Independent Samples t-Test for Differences Between Male and Female Participants for Goal Importance						
Goal	Male		Female		t	p
	Mean	SD	Mean	SD		
Money	-0.49	1.19	-0.64	1.18	0.62	.54
Image	-1.42	1.14	-1.24	1.22	-0.75	.46
Popularity	-0.49	1.21	-0.90	1.31	1.59	.11
Conformity	-0.79	1.33	-1.05	1.17	1.03	.31
Self-Acceptance	1.03	0.68	1.10	0.83	-0.47	.64
Affiliation	1.11	0.71	1.36	0.75	-1.66	.10
Community	0.75	0.92	0.98	1.01	-1.20	.24
Health	0.53	0.88	0.17	1.22	1.58	.12
Spirituality	-0.91	1.96	-0.75	1.83	-0.41	.68
Hedonism	0.34	0.97	0.21	1.19	0.58	.57
Safety	0.31	1.07	0.49	1.06	-0.84	.40

DISCUSSION

The results from this study were supportive of the hypothesis that motivation, as measured by the Reiss Profile, influences how much importance people place on certain life goals relative to their other goals. People chose to pursue goals that help them to meet underlying needs or to not pursue certain goals that were incongruent with their basic motives. The relationship between motivational strength and goal importance was found to exist for nearly every goal except for *Safety* and *Spirituality*.

Hypothesis 1. A high need for Status will be positively related to placing a high importance on the goal of Popularity.

People who experience a high degree of motivation for *Status*, feel a need for prestige (Reiss, 2000). These individuals enjoy displaying success, feeling important or separate from others. It was proposed that people who have that need would then set goals related to *Popularity*, which is the goal of being famous, well-known, and admired, due to those goals helping them to meet their needs. People who find *Popularity* important endorse goal statements of “I will be admired by many people” and “my name will be known by many people” (Grouzet et al., 2005).

The results indicated that people who have a higher need for *Status* placed higher importance on meeting goals of *Popularity*. When people had a high need to be well regarded by others and to be seen as important, they placed more importance relative to other goals. People who are described as being more egalitarian, humble, and not concerned with symbols of success rated the goal of *Popularity* as being less important to them. This shows congruence between the motive of *Status* and the goal of *Popularity*.

Hypothesis 2. A high need for Social Contact will be positively related to placing a high importance on the goal of Affiliation.

The results indicated that the need for *Social Contact* did not significantly predict the level of importance placed on the goal of *Affiliation*. The goal of *Affiliation* measures the aspiration to have close relationships as indicated by goal statements of goal statements of “People will show affection to me, and I will to them” and “I will feel that there are people who really love me” (Grouzet et al., 2005). One possible explanation is that due the motive of *Social Contact* being more focused on frequency of social interaction and less on the depth of the relationship, people who score high in *Social Contact* could have that need satisfied with shallower relationships, and may not be concerned with increasing meaningful relationships (Reiss, 2008). With the greater focus on depth of relationship, people who score lower in social contact may still want and desire close relationships with others, but might not want or need to experience as much frequency of social interaction. People could also be influenced to think that they need to increase their *Affiliation* with others due to societal influences. Additionally, people who score high in *Social Contact*, would be more likely to have a lot of relationships with people. College provides many opportunities to meet the need of *Social Contact* and if that need is being met, then people may not see that pursuing a goal of having more relationships as something that is important.

Hypothesis 3. A high need for Romance will be positively related to placing a high importance on the goal of Hedonism.

People who have a high degree of motivation for *Romance* experience a strong desire for sexual pleasures and for the experience of beauty (Reiss, 2000). These

individuals are described as seeking out frequent sexual encounters, thinking about sex often, and attempting to appear attractive to the opposite sex. Therefore it was proposed that they would place importance on the goal of *Hedonism*, which is the goal of experiencing sensual pleasure. People who place importance on the goal of *Hedonism* endorse items such as “I will have a great sex life” and “I will experience a great deal of sensual pleasure” (Grouzet et al., 2005). Pursuing that goal would help them to achieve their daily need for sexual experiences.

The results indicated that there was a significant positive relationship between Romance and Hedonism. People who have a strong need for *Romance* tend to seek out sexual experiences and to have more sexual partners, they also seek out a great deal of aesthetic beauty through art or music. People who have a high need to have sexual experiences and to think about sex place greater importance on the goal of *Hedonism*, which is the goal of experiencing more sensual pleasure in one’s life (Grouzet et al., 2005). Meeting that goal would help a person to meet that need.

Hypothesis 4. A high need for Acceptance will be positively related to placing a high importance on the goal of Conformity

People who are motivated by *Acceptance* have the desire for inclusion to avoid rejection and criticism (Reiss, 2000). These individuals are described as being sensitive to rejection and criticism, withdrawing from social situations in which they may be judged, becoming shy and reserved, and may lash out and criticize others in efforts to discourage criticism. It was proposed that one way to avoid rejection would be to seek the goal of *Conformity*, which is to fit in with other people (Grouzet et al., 2005). People

who place importance on *Conformity* identify with goal statements of “I will ‘fit in’ with others” and “My desires and tastes will be similar to those of other people.”

The results indicated that the strength of the need of *Acceptance* does predict how strongly someone endorses the goal of *Conformity*. People who have a high need for *Acceptance* want to be seen in a positive manner and to avoid being judged and rejected. People that score high are more likely to see the goal of *Conformity* as something that is important to them and something that they would like to experience more of in their life as it is congruent with their motivation.

Hypothesis 5. A high need for Idealism will be positively related to placing a high importance on the goal of Community Feeling.

People who are motivated by *Idealism* experience a high desire for social justice and fairness (Reiss, 2000). People who experience a high desire for social justice are more likely to behave in an altruistic manner by joining social service organization, giving to charity, or helping to improve their community, and they will make choices to serve the public good over opportunities for personal gain. It was proposed that people who score high on *Idealism* are likely to find the goal of *Community Feeling* important to them. *Community Feeling* is the goal of improving the world through activism and generativity (Grouzet et al., 2005). People that place a high importance on *Community Feeling* endorse statements of “I will assist people who need it, asking nothing in return” and “The things I do will make other people's lives better”. People that score low on *Idealism* seek their own gain over the concerns of others, and they would find that seeking to help the world to be unsatisfying to them and would be less likely to place importance on that goal.

The results showed that there is a positive relationship between *Idealism* and *Community Feeling*. People who have a high need for *Idealism* gain pleasure from joining social service organization, giving to charity, or helping to improve their community, and they will make choices to serve the public good over opportunities for personal gain. Improving their community was an important goal if they are motivated by a sense of social justice and a need to improve the world around them. This supports that there is congruence with their motives because they pursue goals that help to satisfy their needs and bring them future pleasure. People who don't gain pleasure from helping others have congruence in that they don't place importance on improving their community.

Supplemental Analyses

Further analysis was completed by measuring all motives to see which factors were the most important for predicting individual goals. The only goals that do not have a strong relationship with particular motives were *Safety* and *Spirituality*. *Safety* is the goal of ensuring bodily safety and integrity. *Spirituality*, is the goal of experiencing religious and spiritual understanding (Grouzet et al., 2005). The non-existence of a relationship between motives and the goal of *Spirituality* was an interesting result considering that motives of *Honor*, *Independence*, *Idealism*, *Status*, *Vengeance*, and *Order* had all been found to be related to religious beliefs and practices (Haverkamp & Reiss, 2003; Reiss, 2004b). However it appears that while the practice of religion is associated with motivation, motivation does not influence the importance of goals for increasing one's own personal spiritual life. One possible reason for that result may be that a degree of variability was added by people who may be non-believers rating this

goal as being much less important to them despite possible differences in motivation. The other aspect that may be in play, is that this sample is skewed very young, and it is possible that at this point in many people's lives, *Spirituality* may not be as important. It may be that a spiritual life becomes more of a focus later in life, and that this study did not have enough older participants.

The goal of *Popularity* concerns wanting to be to be famous, well-known, and admired in the future (Grouzet et al., 2005). Two factors predicted the importance of *Popularity: Status* and *Order*. People who have a strong need for *Status*, the desire for social standing, would be helped in meeting those needs and in having congruence between motivation and goals by seeing *Popularity* as something that is important to them. Gaining pleasure from the experience of being seen as important by others in the present lead to congruent goal adoption for the future. *Order* had a negative relationship with *Popularity*. *Order* is the motive for having a structured and stable environment, and people who score high in order are described as paying attention to details, rules, schedules, and having difficulty with change or novel situations. People who score low on order enjoy more novel situations and are less focused with rules, which might allow them to enjoy more the shifting and sometimes chaotic social dynamics that come with trying to be admired or famous. People who are more structured and enjoy ritual and organization, could see that increasing their standing among others as something that would interfere and be counter to that ordered existence.

The goal of *Affiliation* concerns wanting to have satisfying relationships with family and friends (Grouzet et al., 2005). Three factors were found to predict how important the goal of *Affiliation* is to them: *Social Contact*, *Curiosity*, and *Independence*.

Social Contact was found to not be a significant predictor when it was analyzed individually, but within the multiple regression it became a predictor. The reason that this may have been the case could be due to the majority of the other factors having negative relationships with *Affiliation*, and *Social Contact* having a positive relationship could have increased the difference between it and the other factors to where it could have been identified as being significant. *Curiosity*, is the motive for intellectual activity and people who score high enjoy reading, writing, thinking, and conversing (Reiss, 2008). People who are more curious may be interested in increasing *Affiliation* due to having a need for increased stimulation from others and people with which to converse with, and thus increasing close relationships with people and improving those relationships would be something useful for meeting that need. Research supports that idea that curious people approach and learn about people in greater depth (Kashdan & Roberts, 2004). Conversely, if due to pursuing more intellectual pursuits results in not meeting a need for *Social Contact*, then the person may feel that it is an important pursuit to work toward. *Independence* is the motivation to be self-reliant, and it had a positive relationship in predicting the goal of *Affiliation*. This result ran counter to expectations because *Affiliation* is concerned with wanting to have strong relationships in the future. One possible explanation is that people who score high on *Independence* experience too little significant relationships and that they may not be meeting their motivational needs and so view those goals as being more important to them. Another could be that people have been influenced by external factors and a society that tells them that they need to have more close relationships than they might be inclined to have naturally. Which

would support the idea that external forces can influence the goals that people choose (Kasser, 2002; McClelland et al., 1989).

The goal *Hedonism* concerns aspirations to experience sensual pleasure (Grouzet et al., 2005). The motives of *Romance* and *Acceptance* were significant predictors of how important *Hedonism* was to them. *Romance*'s connection to hedonism was discussed earlier. *Acceptance* is the motive to be free from criticism and to avoid rejection (Reiss, 2008). People have a high need for *Acceptance* may feel less comfortable in pursuing a goal of *Hedonism* due to sexual aspects of the goal and the role that *Acceptance* has on self-esteem. People who have a lower self-esteem may not feel that they are capable of achieving those goals, and therefore rate them as less important to them. It is also possible that fear of rejection from significant others or society at large for pursuing goals related to sexuality and sensual pleasure could lead people to place less importance on that goal. Conversely, those who score low on the need for *Acceptance*, are less worried about other's reactions and may feel freer to pursue goals of satisfying sexual desires, especially with females.

Conformity is the goal of fitting in with others and with one's society. Two motives predicted the importance that people placed on the goal of *Conformity*: *Status* and *Curiosity*. *Status* had a significant positive relationship with *Conformity*. People who are motivated by *Status* are described as needing to be seen as important, and are motivated to dress and act like prestigious people do (Reiss, 2008). Pursuing a goal of fitting in and conforming to societal expectations appears to be an important way of satisfying the inherent need to be seen as important, as being a person of status means that one follows the right social rules. Goals of conforming to societal standards are less

important to people who are not impressed by climbing social ranks. On the other hand, the motive of *Curiosity* has a negative relationship with *Conformity*. People who are motivated by *Curiosity* enjoy intellectual stimulation and learning, and are focused on new ideas and the truth (Reiss, 2008). This result indicates that following societal standards is less important as questioning those standards may help curious people to satisfy their needs for intellectual stimulation and truth finding.

The goal of *Community Feeling* is the goal of improving the world through activism and generativity (Grouzet et al., 2005). The results of the multiple regression indicated that the motives of *Idealism* and *Romance* predicted the relative importance of *Community Feeling*. *Idealism* was discussed earlier in how it relates to *Community Feeling*. *Romance* had a negative relationship with the goal of *Community Feeling*. As people became more motivated to experience sexual and aesthetic pleasure, they place less importance on improving the world as a goal. Part of the explanation may be related to the strong relationship between *Romance* and *Hedonism* due to *Hedonism* being a largely body focused and *Community Feeling* being a transcendental and intrinsic goal. People who have a high need for satisfying the need to experience sex are less likely to find helping others and improving their community to be important goals.

The goal of *Financial Success* concerns wanting to gain wealth and material success (Grouzet et al., 2005). Four factors predicted the relative importance that people place on *Financial Success*. *Status* was a positive predictor of goals for *Financial Success*. People who are motivated by *Status* are motivated to gain monetary success as a way of establishing their importance through outward displays of that success, such as by having a better car or better house than others (Reiss, 2008). People who experience

pleasure from being important set goals of becoming more wealthy and successful. The other motive that exhibited a positive relationship with *Financial Success* was *Power*. *Power* represents the motivation for achievement and influence over people. People who score high in *Power* are more ambitious and driven, whereas those that score lower are non-directive (Reiss, 2008). Attaining wealth could be seen as a way to measure whether a person managed to be successful and to have control over people, and therefore a person would find that being wealthy is something that is important to them. A person who is less motivated by *Power* may not be ambitious enough in daily life to see *Financial Success* as being important. Two factors had a negative relationship with the goal of *Financial Success*. *Idealism*, which is concerned with motivation for fairness and social justice, and it motivates people to volunteer and help others (Reiss, 2008). Gaining more wealth would be incongruent for someone who seeks to better the world and other people. Seeking to gain wealth would not meet the underlying need. Finally, *Vengeance* had a negative relationship with *Financial Success*. *Vengeance* is the motive aggression and competitiveness (Reiss, 2008). People who are competitive and aggressive see gaining wealth as less important as it may not be important in meeting those needs. The desire for competition could overrule any interest in gaining financial success from the competitive activities.

The goal of *Image* concerns wanting to look attractive in terms of body and clothing (Grouzet et al., 2005). Two factors predicted the relative importance people placed on *Image*: *Status* and *Power*. People who were highly motivated by *Status* rated *Image* as being more important to them. When people are motivated “to embrace the mannerisms, dress, and habits of prestigious or wealthy people,” (Reiss, 2008, p. 52) they

set goals to improve the way that they look in the future as it will help them to satisfy their need to appear attractive to others. *Power* had a negative relationship with the goal of *Image*. As people were increasingly motivated to achieve and to have control over others, they placed less emphasis on being attractive to others. This could be a result of people perceiving that image will not help them meet the desire for achievement and dominance over others.

The goal of *Self-acceptance* concerns wanting to have psychological growth and to feel competent and autonomous (Grouzet et al., 2005). Two motives were found to influence the importance people place on being more competent and autonomous in their lives: *Curiosity* and *Status*. People who have a high need for *Curiosity*, the motive to experience intellectual activity, are motivated to experience personal growth. This is consistent with previous findings that curiosity leads to increased integration of experiences and mastery of the environment. By being curious and approaching the environment and intellectual difficulties, they had more success and felt more autonomy over their environment (Kashdan, Rose, & Fincham, 2004). *Status*, on the other hand, was negatively related to goals for *Self-acceptance*. People who experience a greater need for status, seek out experiences that help them to be seen as better than others through wealth, style, and material things (Reiss, 2008). Experiencing personal growth and competence and autonomy does not help one to be given the deference that is desired.

The goal of *Health* concerns wanting to feel healthy and free of illness (Grouzet et al., 2005). Three motives predicted importance placed on the goal of *Health*: *Eating*, *Physical Exercise*, and *Social Contact*. The motive of *Eating* had a positive relationship

with the goal of *Health*. *Eating* describes the motivation that people have to eat and be satisfied. People who score high on this motive are described as having big appetites and enjoying good food, as well as having a tendency toward being overweight (Reiss, 2008). The reason that people who have a big appetite may have placed more importance on *Health* could be due to difficulty managing their weight due to their appetite, and thus feeling that improving their health is something that is important for them to work on. Previous research found that people who are dieting score higher on the motive of *Eating* (Havercamp & Reiss, 2003). The motive of *Physical Exercise* had a positive relationship with the goal of *Health*. *Physical Exercise* is described as the enjoyment of exercise without consideration for health benefits that may result. It is characterized by the experience of vitality and strength (Reiss, 2008). People who enjoy physical activity and exercise placed more importance on the goal of *Health*. Someone who is motivated to move and to work their muscles could find that future feelings of healthfulness are a desired state due to it helping to meet the need of being able to be physically active. *Social Contact* is the need for peer interaction and play, and people who had a high need for *Social Contact* rated *Health* as being less important for them (Reiss, 2008). One possible explanation is that in college, socializing often involves unhealthy activities, and people who enjoy and want to participate in socializing, might see health concerns as being less important to pursue.

Looking more broadly at the results, several motives were strong predictors of relative goal importance. *Status* in particular was a predictor of the relative importance placed on five different goals: *Popularity*, *Image*, *Financial Success*, *Conformity*, and *Self-Acceptance*. Within Grouzet et al.'s (2005) model of goals, all of these have an

extrinsic quality except for *Self-Acceptance*, of which *Status* had a negative relationship. While *Status* can only be given by other people, it is an intrinsic motive because it is highly desirable in and of itself, and it produces the joy of respect when people are given deference, and feel slighted when they are not given deference. People can also become anxious when given too much attention and respect if it is not something they desire or want (Reiss, 2008; Reiss & Havercamp, 1998). People place importance in these broadly extrinsic goals because they are helping people to achieve fundamental motives that they have. Whereas previous models would suggest that people pursue extrinsic goals specifically because of external influences of society and values that were internalized from other sources.

When looking at intrinsic goals *Curiosity* stands out as being significant in predicting importance placed on intrinsic goals. The motive of *Curiosity* as defined by Reiss (2008) focused greater attention on the need for intellectual stimulation versus exploring the environment. However, these results indicated that people who are curious place more importance on intrinsic goals of *Self-Acceptance* and *Affiliation*, and to place less importance on the extrinsic goal of *Conformity*. Curiosity has also been shown to lead people to approach the environment more strongly leading to more personal growth and more depth in personal relationships (Kashdan & Roberts, 2004; Kashdan et al., 2004). People find those goals important for meeting their natural curiosity about the world. Whereas, conforming to societal expectations and not differentiating from the norms could be seen as being incongruent to meeting that motivational desire to learn and to think.

Overall, the results support the idea that people value goals that help them to meet underlying emotional needs and motivation. In the previous models of congruence between motives and goals, goals were defined as being congruent when they met the needs of *Autonomy*, *Relatedness*, and *Competence*, and that these were the intrinsic goals. The previous models suggested that extrinsic goals did not meet intrinsic needs and were instead caused from society. However, Reiss's model suggests that there are 16 intrinsic motives, and that meeting them produces feelings of joy unique to each. People place more importance on goals that help them to meet intrinsic motivation, even when the expression is through outward ways.

Effects of Age

In addition to examining the effect that motivation has on goals, this research looked at the relationship between age and motivation. Four motives significantly correlated with age. *Family* had a significant positive correlation with age, indicating that as people age raising children and being involved in family life becomes more motivating. The motive of *Honor* correlated with age. This indicates that as people age, they become more motivated by following societal rules and to identify with the society with which one is from. *Idealism* had a significant positive correlation with age indicating that as people age they become more concerned about social justice and fairness and are motivated to volunteer. As people age, the strength of their motivation for *Vengeance* was found to decrease. People become less aggressive and competitive as they get older. All of these correlations were supportive of previous research (Reiss & Havercamp, 1998). This does not disagree with the notion that motivation is stable and

something that changes little, as the relative strength of an individual's motivation stays consistent compared to his or her peers levels of motivation (Reiss, 2008).

When looking at age and goal importance, only one goal had a significant correlation with age. As people's age increased, the importance that they placed on *Popularity* decreased. Being famous, well-known, or admired was something that did not matter as much as much to older participants. This is consistent with research conducted by Sheldon and Kasser (2001), that showed that as people age, they become less concerned with extrinsic goals, of which *Popularity* is one, and more concerned with intrinsic goals.

The results of the correlation between age and both motives and personality may have been suppressed some due to the relative youthfulness of the sample. The ages of participants ranged only from 18 to 48, with a mean age of only 21.9. Given a more diverse population of ages may have strengthened the relationships.

Effects of Gender

Several significant differences were found between men and women in the strength of their motives as measured by the Reiss Profile. Men showed a stronger need for achievement and dominance than women (*Power*). Men were more motivated by *Physical Exercise* than women and showed that they enjoy the act of working their muscles and being physically active. Men had a significantly higher sex drive than women and had more concern for wanting to appear attractive to the opposite sex (*Romance*). The difference in sexual appetite between genders has been well documented in the literature (Baumeister, Catanese, & Vohs, 2001). Men showed significantly higher strength in their motivation for *Saving*, which indicates that men are

more motivated to collect things, be tight with money, and repair rather than throw things out. Finally, men showed more strength in their motivation for *Status*. Men are more motivated by social status, wealth, and deference from others.

Limitations of the Current Study

This study had several limitations. The first limitation was that this study used a sample from a small Midwestern university. As such, these results may not generalize to other populations. Second, this study used a convenient sample, which is not the same as a random sample, and therefore the results may not generalize to other populations.

Third, a limitation of the study is that the sample did not have a high degree of diversity. The participants skewed toward being young, and the majority of them were Caucasian. There may have been more effects or stronger effects for age. Due to the low numbers of particular ethnicities, this researcher could not investigate whether any effects for ethnic identification were present.

Finally, a limitation of this study is that it sought to establish that there was a connection between motivation and goals, and it did not investigate the nature of how motivation can affect how successful people are at achieving their goals.

Directions for Future Research

One area of research would be to measure how congruent people are between their motivation and goals and whether that affects success at completing goals. Previous studies on the connection between motivation and goals have focused on the effects that motivation and goal selection has on success when attempting to meet goals. Past research had found that people who have congruent goals and motives have more success at achieving those goals and find more enjoyment when those goals are in alignment with

their motives (McClelland et al., 1989). Other research indicated that people have to use volitional resources to achieve non-congruent goals, and that those resources were depleted by working toward goals that were not in alignment with underlying motives, leading to less success in meeting those goals (Kehr, 2004; Kennon M. Sheldon & Elliot, 1998). People who have less alignment between their fundamental motives as measured by the Reiss Profile may find that they have less success in meeting goals that they find as being important to them. For example, someone that has little motivation for *Status*, yet finds the goal of *Popularity* to be important to them, may feel greater difficulty and distress at attempting to achieve that goal.

One other potential avenue for research would be to look at the effects that motive and goal congruence or incongruence has on well-being. Much of the research on the model of goals used in this study has been done on the effects that holding extrinsic goals as important has on measures of well-being, with placing importance on intrinsic goals increasing well-being and holding extrinsic goals decreasing well being (Kasser & Ryan, 1993, 1996). Sheldon and Elliot (1999) had found that congruence between underlying motives and the goals that they set on their well-being, finding that setting congruent goals led to increased well-being due in part to increased success in meeting those goals. The 16 motives have also been shown to be related to measures of well-being (Olson & Chapin, 2007). In the case of 16 fundamental motives, the strength of the motives may play a role in determining well-being from pursuing different goals. For example, placing importance extrinsic goals of *Popularity*, *Image*, *Conformity*, and *Financial Success*, have a negative effect on well-being. However, this research has found that the motive of *Status* predicts the importance placed on those goals. It is possible that

congruence between *Status* and those goals could lead to increased well-being from holding those goals compared to when there is less congruence. It is also possible that people who have this high need for *Status* may always be working to meet their need for *Status* by choosing extrinsic goals despite negative effects on well-being. Studying the effects on well-being may provide a greater understanding on how motivation and goals affect well-being.

Conclusion

This study found that there is a relationship between the Reiss motives and the importance that they place on most life goals. The Reiss motives were successful in predicting the relative importance that people placed on 9 of the 11 life goals. The hypotheses were generally supported, finding that when analyzed individually, *Status* predicted the importance of *Popularity*, *Romance* predicted the importance of *Hedonism*, *Acceptance* predicted the importance of *Conformity*, and *Idealism* predicted the importance of *Community Feeling*. When analyzing all of the motives against the individual goals, *Acceptance* was not found to be a significant predictor of *Conformity* and *Social Contact* became a significant predictor despite not being one initially. In general the multiple motives acted both positively and negatively on goal importance. The results also indicated that several motives were important in predicting whether people choose to pursue extrinsic rather than intrinsic goals, primarily being *Status* and *Curiosity*. Several effects of gender and age were also found to be significant. Overall, this helps to increase the understanding of the effects that motives have on the goals that people choose to pursue.

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APPENDIX A
Informed Consent

CONSENT TO PARTICIPATE IN RESEARCH

Department of Psychology, Fort Hays State University

Study title: Motive Strength as Predictor of Goal Importance

Name of Researcher **Jeffrey Dohm**
Contact Information **Jeffrey Dohm: 785-313-0098 or jddohm@gmail.com**

Name of Faculty Supervisor & Contact Information: **Carol Patrick, 785-628-4406, cpatrick@fhsu.edu**

You are being asked to participate in a research study. It is your choice whether or not to participate.

Your decision whether or not to participate will have no effect on your academic standing in this course, the Department of Psychology, or Fort Hays State University. Please ask questions if there is anything you do not understand.

What is the purpose of this study ? The project is part of a graduate student's thesis. The purpose of this study is to measure the effects that individual differences in strength of motivation has on deciding what goals are important. Past research has shown that there are some connections between motivation and the goals that people choose, but that this is not a perfect relationship. This study will use a measure of motives and a measure of goals that have not been tested with one another before.

What does this study involve ? If you agree to participate, you will be asked to complete three surveys. The first will ask for demographic information such as age, gender, ethnicity, class standing, major, and GPA. The second survey will ask you to rate your preference for different goals. The final survey will ask about personal preferences for a variety of behaviors. When finished with the surveys, they will be collected separately from identifying information. There will be no connection between identifying information and any results that are collected, ensuring your anonymity.

If you decide to participate in this research study, you will be asked to sign to give consent. You can contact this researcher to ask questions should any arise. The length of time of your participation in this study is approximately 30 minutes.

Are there any benefits from participating in this study ? Your participation will help to increase the understanding of how the differences in motivation affect the different goals that people pursue. In addition, this study may increase awareness and understanding of your own goals and life aspirations.

Will you be paid or receive anything to participate in this study ? Extra credit or class participation points may be offered by the instructor as partial compensation for your time and effort.

What are the risks involved with being enrolled in this study ? It is unlikely that participation in this project will result in harm to you. Sometimes answering these types of questions could result in a person becoming upset. You do not have to answer any questions that you do not wish to, and you may stop participating at any time. If you feel distressed or become upset by participating contact the Kelly Center, the Psychology Department Ethics Chair, or the Thesis Advisor. Contact information for these will be on a form you are given at the end of the study.

Your information will not be linked to you in any way.

How will your privacy be protected? Potentially identifiable information about you will consist of surveys and signed consent documents. Data are collected only for research purposes and your data will be identified by ID number, not name. All information will be stored separately in a locked file cabinet. All consents will be kept in locked files and these files will be shredded at the end of the spring 2012 semester. Electronic and de-identified records will be kept in a locked file for up to 5 years or until the study ends and will be destroyed at that time. Access to all data will be limited to the researchers listed above.

The information collected for this study will be used only for the purposes of conducting this study. This information will be used as part of a Graduate thesis, as well as potentially for publication or presentation. Data will only be presented in aggregate/group form in any publication or presentation.

Other important items you should know:

- **Withdrawal from the study:** You may choose to stop your participation in this study at any time. Your decision to stop your participation will have no effect on your academic standing within this course, the Department of Psychology or Fort Hays State University.
- **Funding:** There is no outside funding for this research project.

Whom should you call with questions about this study ? Questions about this study may be directed to the Ethics Chairperson in Psychology: Dr. Janett Naylor at jmnaylor@fhsu.edu; or the thesis advisor in charge of this study: Dr. Carol Patrick at cpatrick@fhsu.edu.

If you have questions, concerns, or suggestions about human research at FHSU, you may call the Office of Scholarship and Sponsored Projects at FHSU (785) 628-4349 during normal business hours.

CONSENT

I have read the above information about *Motive Strength as Predictor of Goal Importance* and have been given an opportunity to ask questions. By signing I agree to participate in this study and I have been given a copy of this signed consent document for my own records. I understand that I can change my mind and withdraw my consent at any time. By signing I understand that I am not giving up any legal rights. I am 18 years or older.

Signature

Printed Name

Date

APPENDIX B

Demographic Questionnaire

Please provide the following information

Gender: Male or Female

Age: _____

Ethnicity (please select the one that best applies)

- Caucasian
- Hispanic or Latino
- African American
- Asian
- Native American
- Native Hawaiian or Pacific Islander
- Mixed

Major area of study: _____

Class standing: (Select one)

- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student

GPA: _____

APPENDIX C
Aspiration Index

Aspiration Index

This set of questions asks you about goals you may have for the future. Rate each item by circling how important each goal is to you. Try to use the entire scale when rating the items. That is, some of your answers will likely be at the lower end of the scale, some will be in the middle, and others will be at the higher end of the scale.

1. There will always be someone around to take care of me.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

2. I will be efficient.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

3. My image will be one other's find appealing.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

4. I will find personal answers to universal spiritual questions (such as: Is there a supreme spiritual being? Is there life after death? What is the meaning of life?)

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

5. I will be in control of my emotions.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

6. I will assist people who need it, asking nothing in return.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

7. I will choose what I do, instead of being pushed along by life.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

8. People will show affection to me, and I will to them.

Importance 1 2 3 4 5 6 7 8 9

not at all a little moderate very extremely

9. I will feel energetic and full of life.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

10. I will have few threats to my personal safety.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

11. My life will be full of wine, lovers and song.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

12. I will have many expensive possessions.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

13. I will achieve the "look" I've been after.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

14. I will be admired by many people.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

15. I will be polite and obedient

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

16. I will have a great sex life.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

17. I will have developed a code of ethics and/or morals to guide my life.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

18. My basic needs for food, shelter and clothing will be met.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

19. I will feel that there are people who really love me.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

20. I will feel free.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

21. The things I do will make other people's lives better.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

22. My name will be known by many different people.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

23. I will be in good physical shape.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

24. Someone in my life will accept me as I am, no matter what.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

25. I will follow my interests and curiosity where they take me.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

26. I will find satisfying religious and/or spiritual activities.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

27. I will live up to the expectations of my society.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

28. I will deal effectively with problems in my life.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

29. I will feel safe and secure.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

30. People will often comment about how attractive I look.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

31. I will feel good about my level of physical fitness.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

32. I will be financially successful.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

33. I will have a lot of excitement in my life.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

34. I will not have to worry about bad things happening to me.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

35. I will produce something of lasting worth.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

36. I will find religious or spiritual beliefs that help me make sense of the world.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

37. Most everyone who knows me will like me.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

38. I will feel good about my abilities.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

39. I will successfully hide the signs of aging.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

40. I will be relatively free from sickness.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

41. My desires and tastes will be similar to those of other people.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

42. I will have enough money to buy everything I want.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

43. I will express my love for special people.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

44. I will find religious and/or spiritual beliefs that are growth-producing.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

45. I will overcome the challenges that life presents me.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

46. I will have insight into why I do the things I do.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

47. I will help the world become a better place.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

48. I will experience a great deal of sensual pleasure.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

49. My life and actions will be in agreement with my religious/spiritual beliefs.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

50. I will have a committed, intimate relationship.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

51. I will have a job that pays well.

Importance 1 2 3 4 5 6 7 8 9
not at all a little moderate very extremely

52. I will "fit in" with others.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

53. I will be physically healthy.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

54. I will have plenty of time to be lazy.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

55. I will keep up with fashions in clothing and hair.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

56. My surroundings will be stable and relatively unchanging.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

57. People will really respect me.

Importance 1 2 3 4 5 6 7 8 9
 not at all a little moderate very extremely

APPENDIX D
Debriefing

MOTIVE STRENGTH AS A PREDICTOR OF GOAL IMPORTANCE

The purpose of this study was to measure the differences that motive strengths has on the relative importance of different goals and aspirations. There are five predicted relationships. First, people that have a higher need for *Social Contact*, the need for peer relationships and fun, will place a high amount of importance on the goal of *Affiliation*, to have satisfying relationships. Second, people that have a higher need for *Status*, the desire for prestige will place a great deal of importance of on the goal of *Popularity*, to be admired and liked. Third, people have a high need for *Romance*, desire for sex and the experience of beauty will place importance on the goal of *Hedonism*, which concerns gaining physical pleasure. Fourth, people that have a high need for *Acceptance*, the desire for inclusion will place importance on the goal of *Conformity*, the goal of fitting in with others. Finally, people that have a high need for *Idealism*, the desire for social justice and fairness, will place a high degree of importance on the goal of *Community Feeling*, wanting to improve one's community.

If after participating in this student project you are feeling distressed from any questions on the surveys the following resource can offer you professional support and counseling.

**Kelly Center (free of charge to students)
Picken Hall Room 117
785.628.4401**

**High Plains Mental Health Center
208 East 7th Street
Hays, KS 67601
(785) 628-2871**

If you have any questions about this student project or your rights as a participant in this student project, please contact:

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CURRICULUM VITAE

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Education:

Kansas State University, 2001 - 2005
Bachelor of Science in Psychology
GPA: 3.6
Member of Psi Chi and Golden Key Honour society

Fort Hays State University, 2005 –
Masters of Science in Clinical Psychology
Treasurer for Graduate Association of Students in Psychology

Employment:

Fort Hays State University
August, 2005 – December, 2006
Graduate Teaching Assistant
Graded assignments and provided feedback to students
Provided assistance to students when needed
Entered grades accurately and in a timely manner

High Plains Mental Health Center
January, 2007 – May, 2007
Outpatient Therapist Intern
Provided therapy under supervision
Became proficient in proper documentation of services
Gained added knowledge and experience in diagnosis and treatment of mental illness

Central Kansas Mental Health Center
May, 2007 – present
Case Manager, Community Based Services
Primary case manager for Opportunity Now High School
Coordinated Psychosocial Groups at Opportunity Now High School
Provided support for children and adolescents diagnosed with mental illness