

GENDER DIFFERENCES IN MOTIVATION

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ABSTRACT

The present study investigated gender differences with reference to achievement, affiliation and power motives as they are depicted on media. For this purpose one hundred and two Urdu drama serials telecast by five Pakistan television channels were randomly selected. The method of content analysis was used for identifying relevant motive imageries by using the criteria developed by McClelland and Steele (1972). It was hypothesized that male characters will be depicted in achievement and power related motives more than the female characters and female characters will be presented in affiliation motive than the male characters. Chi square was computed to determine differences in these motives as reflected in their sentences. Male characters were found to be high on these three motives than the female characters, thus approving the hypotheses for achievement and power motives but not for affiliation motive.

Keywords: gender differences, motive, achievement, affiliation, power, Urdu drama

INTRODUCTION

The study of gender differences in relation to various psychological variables have remained an engaging area of investigation. Motivational variables namely achievement, affiliation and power fall in the same domain.

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While affiliation motive is generally viewed as female oriented and power as male oriented, the achievement motive presents a complicated picture as some studies reported significant gender differences and others reported that both men and women are equal on their need for achievement.

Some earlier studies traced the differences to the differences in conditions intended to arouse achievement motivation among them. Women expressed high n-achievement imageries when tested under relaxed conditions (McClelland et al., 1953); and when achievement was defined in terms of “social acceptability” (Field, 1951); intelligence and leadership capacity (Angelina, 1955, as cited in Atkinson). Conversely, men were found to be aroused by achievement cues under success-failure and failure conditions. Their findings indicated that female would perform better in achievement situation without pressures and male would perform better when faced with pressures. Moreover, women’s n-achievement would be more pronounced when presented as socially acceptable.

A vast array of researches has identified both differences and similarities among men and women in their need for achievement. Studies which found gender differences on achievement motivation included Ahmad, Gul and Bano (2004), Adsul and Kamble (2008), and Liu and Zhu (2009) who reported high achievement motivation scores in their male students than their female students. Clark (2010) reported significant differences in domains of achievement motivation, as male subjects were found to be high on Competitiveness and female subjects were high on Achiever domain of achievement motivation. Background circumstances of high n-achievement men and women were suggested as important by earlier studies (McClelland et al., 1953), which reported relaxed conditions conducive for females’ n-achievement and stressful conditions conducive for males’ n-achievement.

The differences on TAT imageries among females were not observed by Bano (1988) and Veroff, Wilcox and Atkinson (1953) as both the male and female subjects of their experiments responded similarly to the same arousal cues.

Elder and MacInnis (1983) found that high achievement motivated women pursued family related as well as job-related interests. Jenkins (1987) reported in a longitudinal study that college teachers and entrepreneurial business women showed significantly greater increases in n-achievement scores in 1981 than non-college teachers or women in non-teaching professions.

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Some recent studies have also given mixed findings on gender differences and n-achievement. The studies that did not found gender differences were by Steimyer (2008) did not found gender differences in academic achievement motivation among senior class students in mid South Carolina. Khan, Haider and Ahmad (2011) found that male and female university badminton players were equal on achievement motivation. Ellis (2007) did not found significant differences in achievement motivation among black college men and women. Similarly, Nagarathanamma and Rao (2007), Pandey and Ahmed (2007) and Sood (2006) found same levels of n-achievement among their male and female student.

Some studies pointed out the conflict in T.V. portrayal of successful women who are usually depicted as single, divorced or widowed and successful men who are always depicted as having a happy married life (Mances & Melynck, 1974). Geis et al. (1984) found that women who watched traditional commercials de-emphasize achievement in favour of home making.

In contrast to n-achievement the n-affiliation is usually described as a female-typical motive. The reasons could be the soft, reconciliatory, and accommodative nature of n-affiliation. Since females are usually looked with softness, and are expected to be dependent, patient, forgiving and suggestible they are said to be high on n-affiliation. As is the case with n-achievement, studies on gender differences regarding n-affiliation have given differing results; some equate male and female subjects on n-affiliation with differences in their background factors and others stating females to be high on n-affiliation.

Studies that reported high need for affiliation among women included Schulthesis and Brunstein (2001), among 428 German subjects. Pang and Schulthesis (2005) studied 323 U.S. college students and confirmed their findings that women are high on n-affiliation than men; Gender differences in relation to various affiliative tendencies have also been reported. McAdams (1980) found that women engaged in more letter writing and conversation episodes and preferred to spend more time with others than to be alone. Takeshi (2000) found that female subject's sensitivity to rejection was negatively related with age and in male subjects sensitivity to rejection was positively related with interpersonal alienation.

Wong and Csikzentmihalyi (1991) found girl's affiliation motive scores correlated with dominance and for boys it predominantly correlated with

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succorance. The highly affiliative boys perceived themselves as feminine as revealed by their high scores on succorance, sentience and nurturance, whereas high affiliative girls thought about themselves to be more influential.

Mazur (2006) reported low affiliation motivation and affiliation values among men than women. However differences for pleasantness and meaningfulness in the friendship episodes of men and women were not found.

The gender differences in power motive have been accounted to different anatomy and accompanying effects of male androgens for different power orientations among men and women (Sears, 1961). The different biological setups causes differences in child-rearing practices which make boys learn to be aggressive and assertive making them more likely to prefer adventurous games and enter occupations like soldiering, engineering and law giving them opportunities to express their assertiveness (Davis & Bradburn, 1961). Girls on the other hand become more concerned with interrelationships and learn to be interdependent as they prefer occupations like nursing, social work or teaching.

Goodenough (1957) reported different areas of interests as the basis for differences in men and women power motivation. Boys are more interested in things and girls more interested in people. Boys learn early about manipulating physical objects in their environment and to be analytic and manipulative. Girls focus more on people and make use of language for interaction. It can be said that boys learn to be manipulative and regulative in their different spheres of life ranging from their physical environment to all domains of their interactions which give them an extended area to exert their n-power. Whereas girls' major domains are people in their immediate surroundings limit their area of power. Knowing the limits of their physical strengths they mainly use verbal communication as their mean of power.

French and Lasser (1964) and Stewart (1971) looked into female power motivation from their career orientations and found that career oriented women act and behave like men, such as, holding offices in college, preferring to major in natural or social sciences rather than in humanities and to indulge in loud arguments (Stewart & Winter, 1974).

Winter (1992) added the dimension of responsibility to power motivation as a predictor to office holding ability of men and women. He reported that in men and women high on measure of responsibility power motivation predicted

managerial success and were more conscientious in their functioning. Those low in responsibility exhibited “profligate” behaviors associated with power motivation, such as, drinking, reading sex-oriented magazines and sexual permissiveness.

In men high level of power motive and low level of affiliation-intimacy motivation is linked with unrestricted socio sexual orientations and frequent aggression (Yost & Zurbriggen, 2010), while in women high levels of affiliation-intimacy motivation is associated with more frequent aggression (Zurbriggen, 2000).

Pervaiz (1985) studied the hierarchy of Murray’s 20 needs among the leading female characters and reported that the three dominant needs of women depicted in popular Urdu T.V. drama serials were the succorance, affiliation and abasement. Dominance was on 7th position and achievement ranked as low as 17th. These results indicates that women in T.V. serials are depicted as ready to accept their fates, no matter how painful it is, and to accept blame and inferiority. For satisfaction of her needs she relies on others thus pointing to her dependable nature. She wants to affiliate with others and draw gratification by winning other’s affection.

The above studies indicate that gender differences in relation to motives were mainly focused on student and teacher samples and very little is known about their portrayal in media. Knowing the significance of media in shaping the audiences’ world view it was decided to study gender differences in achievement, affiliation and power motives as they are depicted in Urdu drama serials televised by Pakistan Television Centers.

On the basis of above literature review following objective and hypotheses were formulated. The main objective was to identify differences in male and female motivational patterns and these were tested by following hypotheses.

- 1 Male characters of PTV Urdu drama serials will be depicted as high on need for achievement as compared to the female characters.
- 2 Female characters of PTV Urdu drama serials will be depicted as high on need for affiliation as compared to the male characters.
- 3 Male characters of PTV Urdu drama serials will be depicted as high on need for power as compared to the female characters.

METHOD

Participants

The drama serials telecast by the five Pakistan Television centers from 1982-2006 constituted the universe from which the present sample was drawn through stratified sampling technique. The lists of drama serials for the period 1982-2006 were obtained from the concerned Pakistan Television authorities. These were then sorted out according to the five sub-decade wise division of period, i.e. 1982-1986, 1987-1991, 1992-1996, 1997-2001, and 2002-2006. The drama serials based on socio-cultural aspects of Pakistan telecast on primetime were selected. A total of one hundred and two drama serials representing the five PTV centers and different authors were selected for analysis.

Operational Definition of Variables

Achievement, Affiliation and Power motives

The major measuring variables in the present study were the achievement, affiliation and power motives which were operationally defined according to the criteria given in McClelland and Steele, *Motivational Workshops for the Students* (1972). Thus, 1) The need for achievement (n-achievement) is defined as a character's struggle for improving his performance in his area of work, a tendency for innovative ideas and entrepreneurship, being concerned about success in his goals; 2) The need for affiliation (n-affiliation) is defined as a character's desire to be with others in form of establishing new relationships and maintaining or restoring the existing ones. Their tendency to enjoy being with their friends; 3) the need for power (n-power) is defined as a character's tendency to dominate others through persuasion, deception, force. Such characters may be involved in fruitless argumentation and attempt to impress upon others.

Content Analysis

For the purpose of gender differences in achievement, affiliation and power motives, the content analysis technique was employed. Content analysis is an objective, systematic and quantitative measure of the manifest content of communication carried out through coding of material that is to be analyzed. Coding is the process of summarization of content initiated through the formulation of categories.

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Categories of Analysis

In the present study the measuring variables namely; the achievement, affiliation and power motives were the categories of analysis. Their coding was based on the procedure given in McClelland and Steele in their Motivational Workshop (1972).

Unit of Analysis

The unit of analysis in the present study was the sentence delivered by adult male and female characters of the drama serials.

Unitizing

As sentence was the unit of analysis, the unitizing was where the sentence ends as indicated by a full stop (.) or a dash (-).

System of Enumeration

The content of drama was quantified through frequency which refers to the presence or absence of the n-achievement, n-affiliation and n-power imageries per sentence of the selected episodes of drama serials.

Reliability

The reliability of scoring imageries was determined by the technique of inter-judge reliability. For this purpose the present researcher and another judge were trained by an expert in the scoring system mentioned in the Motivational Workshop by McClelland and Steele (1972). The inter-coder reliability in the initial analysis was 66% for n-achievement, 68% for n-affiliation and 76% for n-power. With continued practice it reached as high as 100%.

Measures

To content analyze the drama serials for determining strength of n-achievement, n-affiliation and n-power the categories and criteria mentioned in Motivation Workshops A Student workbook for experimental learning in human motivation by McClelland and Steele (1972) were followed. This instrument consists of following three parts:

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Prime Test for Achievement Motivation

The criteria mentioned in this part measures n- ach which is indicated by some character in the story (drama serial) having a desire to improve his performance, to achieve a standard of excellence, or is being concerned about performing better. If a sentence delivered by a character depicts any one of the above characteristics it will be scored as achievement imagery denoted by AI.

Prime Test of Affiliation Motive

The criteria mentioned in this part measures n- affiliation which is indicated by some character in the story (drama serial) having a desire for establishing a positive relationship with another character, such as, friendship. If a sentence delivered by a character depicts any one of the above characteristics it will be scored as Affiliation Imagery denoted by AFFI.

Prime Test of Power Motivation

The criteria mentioned in this part measures n- power which is indicated by a character in the story (drama serial) having a desire to make an impact or impress upon another. If a sentence delivered by a character depicts any of the above characteristics it will be scored as power Imagery denoted by PI.

As objective was to identify the differences in which male and female characters are depicted in Urdu drama serials with reference to achievement, affiliation and power motives, the sentences delivered by male and female characters will be scored.

Procedure

The randomly selected episodes of drama serials were coded for the presence or absence of n-achievement, n-affiliation and n-power imageries as they were depicted by the male and female characters. For every episode the number of n-achievement, n-affiliation and n-power imageries were added up to give the total score of the respective imageries for that serial. These imageries were then sorted out into male and female categories.

RESULTS

The differences in n-achievement, n-affiliation and n-power among male and female characters were determined by calculating one-way chi square. Descriptive statistic was used for calculating gender differences in scoring criteria.

Table 1

Gender-wise Comparison on n-achievement imageries as observed in PTV Urdu Drama Serials (N=102)

| Gender | No. of Imageries | Percentage |
|--------|------------------|------------|
| Male | 278 | 69.32% |
| Female | 123 | 30.67% |

$\chi^2=58.58$, df 2, $p<.01$

Table-1 shows the differences in n-achievement imageries among male and characters of PTV Urdu drama serials. The significant value of X^2 indicates that the male characters are depicted as high on n-achievement than the female characters.

Table 2

Gender Comparison on n-achievement criteria of Prime Test for the Achievement Motivation

| Criteria | Male | | | Female | | |
|---|----------|-----------|------------|----------|-----------|------------|
| | <i>M</i> | <i>SD</i> | <i>SEM</i> | <i>M</i> | <i>SD</i> | <i>SEM</i> |
| Out performing someone else | .284 | .650 | .064 | .176 | .723 | .071 |
| Meeting /surpassing self imposed standard of excellence | .480 | 1.021 | .101 | .176 | .570 | .056 |
| Doing something unique | .196 | .614 | .060 | .186 | .625 | .061 |
| Being involved over a long term in doing something | 1.754 | 2.301 | .278 | .745 | 1.157 | .114 |

Table 2 presents gender comparison on the criteria of n-achievement mentioned in Prime Test for Achievement Motivation. The results show high mean among male characters for all n-achievement criteria than the female

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characters. The highest mean for both the male and female characters is on criteria 'd' which indicates long term involvement in some achievement related activity. The lowest mean is for criteria 'c' which is for creativity. The results show that the general trend of n-achievement depicted in PTV Urdu drama serials is towards a long term involvement, to be a success in a profession whereas the trend towards new invention is less.

Table 3

Gender-wise Comparison on n-affiliation Imageries as observed in PTV Urdu Drama Serials (N=102)

| Gender | No. of Imageries | Percentage |
|--------|------------------|------------|
| Male | 1575 | 61.11% |
| Female | 1002 | 38.88% |

$\chi^2=127.4$, df=2, P<.01

Table 3 show significant differences in n-affiliation imageries among male and female characters of PTV Urdu drama serials. It indicates that male characters are depicted as high on n-affiliation than the female characters.

Table 4

Gender Comparison on n-affiliation Criteria mentioned in Prime Test for Affiliation Motivation

| Criteria | Male | | | Female | | |
|---|----------|-----------|------------|----------|-----------|------------|
| | <i>M</i> | <i>SD</i> | <i>SEM</i> | <i>M</i> | <i>SD</i> | <i>SEM</i> |
| Wanting to Establish relationship | 2.225 | 2.984 | .295 | .960 | 1.371 | .135 |
| Maintain relationship | 6.431 | 5.645 | .558 | 3.843 | 3.959 | .392 |
| Restore relationship | 2.607 | 4.047 | .400 | 1.460 | 2.515 | .249 |
| Being emotionally concerned over separation from another person | 2.490 | 2.974 | .294 | 2.313 | 2.753 | .272 |
| Desiring to participate in friendly activities | 1.029 | 1.410 | .139 | .852 | 1.594 | .157 |

Table 4 presents comparison of male and female characters on criteria of n-affiliation as depicted in PTV Urdu drama serials. Male characters have high mean for all criteria than the female characters particularly in ‘maintaining relationship’. This indicates that the male characters are shown as more sensitive towards their relationship than the female characters. Both the male and female characters have almost equal mean for ‘being emotionally concerned over separation’ which shows that they have a desire to restore the relationship. The overall trend is towards maintaining relationship among both the male and female characters.

Table 5

Gender-wise Comparison on n-Power Imageries as observed in PTV Urdu Drama Serials (N=102)

| Gender | No. of Imageries | Percentage |
|--------|------------------|------------|
| Male | 4121 | 74.15 |
| Female | 1436 | 25.84 |

$$\chi^2=1297.32, df=2, p<.01$$

Table 5 shows differences in n-power imageries among male and female in PTV Urdu drama serials. The significant value of χ^2 indicates that the male characters are depicted as high on n-power than the female characters.

Table 6

Gender Comparison on n-Power Criteria of Prime Test for Power Motivation

| Criteria | Male | | | Female | | |
|--|----------|-----------|------------|----------|-----------|------------|
| | <i>M</i> | <i>SD</i> | <i>SEM</i> | <i>M</i> | <i>SD</i> | <i>SEM</i> |
| Powerful actions; Aggression | 5.813 | 6.112 | .605 | 2.215 | 3.277 | .324 |
| Trying to control/ regulate behavior of others | 16.568 | 13.245 | 1.311 | 3.627 | 5.181 | .513 |
| Trying to influence, persuade or argue with another person | 12.362 | 9.913 | .981 | 6.362 | 7.041 | .697 |
| Trying to impress some other person or the world at large | 1.568 | 2.675 | .264 | .872 | 1.608 | .159 |
| Concern expressed for an individual's reputation or position | 2.725 | 3.360 | .332 | .911 | 1.700 | .168 |

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Table 6 presents comparison among male and female characters on the criteria of n-power as depicted in PTV Urdu drama serials. Male characters have high mean on all n-power criteria than the female characters. The dominant criteria scored by male characters relates to controlling and regulating behaviour of others. This indicates that the male characters are depicted as desiring to get control of their human environment. The dominant criteria for female characters relates to persuasion and argumentation with others. This indicates that the female characters are depicted as exercising their n-power by influencing and through argumentation with others.

DISCUSSION

The hypothesis for gender differences in n-achievement was supported by the findings (Table1) as male characters were depicted to be high on all n-achievement criteria than the female characters (Table 2). The results support findings of Ahmad, Gul and Bano (2004), Adsul and Kamble (2005) and Liu and Zhu (2009). The findings indicate that the drama serials have portrayed men in n-achievement situations more than women, a pattern similar to the above mentioned studies. The results contradict the previous research findings (Elder & Maclins, 1983; Ellis, 2007; Jenkins, 1987; Khan, Haider & Ahmad, 2011; Nagarathanamma & Rao, 2007; Pandey & Ahmed, 2007; Sood, 2006; Steimyer, 2003) as they reported both male and female subjects as being high on achievement motivation.

The high n-achievement among male subjects has been found in previous experimental studies. Veroff, Wilcox and Atkinson (1953) observed greater n-achievement scores in their subjects' responses to pictures of men in achievement situations than those of women. The drama serials have presented a similar pattern as they have portrayed more men in n-achievement situations than women.

The findings can be explained in terms of differences in socialization processes for male and female children who allow greater independence and mastery of skills for boys than for girls. In other words the arousal cues associated with achievement motivation are encouraged more for boys than girls (Berry et al., 1957; Seers et al., 1972). That the Pakistan's culture place achievement demands more on boys who in order to fulfill them enter various achievement related situations earlier than the females.

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Some differences in achievement strivings of male and female characters were observed. For males the achievement concerns strivings were shown to be a natural course. The female character's n-achievement was more of a reactive type as they were shown to enter achievement situation after going through emotional setbacks. These observations depart from the one's reported earlier (McClelland, et al., 1953) suggesting females' n-achievement to be high in relaxed condition than in success-failure condition.

Certain inhibitory forces hindering females' achievement strivings were shown in the characters of Shabo who switched her goal from becoming a doctor to that of a teacher in view of pressures from her semi educated fiancé. Similarly, Sitara and Sasha's artistic careers were adversely affected due to their marriages. More over they were shown with miserable lives, an observation also reported by Mances and Meylenck (1974).

The hypothesis for gender differences in n-affiliation was not supported by the findings (Table 3) as male characters are depicted to be high on n-affiliation than female characters. These findings contradict the results reported by Pang and Schulthesis (2005) and Schulthesis and Brunstein (2001). In view of Butt's (2002) findings that women in Pakistani drama serials were mostly presented as oppressive and in subordinate positions and the perception that females are nurturing, care giving and family oriented, it was expected that female characters to feel secure would be depicted as oriented towards n-affiliation. The findings suggest to the contrary.

Male characters were depicted high on all n-affiliation criteria (Table 4) than the female characters showing their tendency towards maintaining and reestablishing their existing relationships most evidently among the characters of husbands who persistently attempted to continue relationship with their wives. These affiliative tendencies indicate inclination of men towards conflict resolution (Exline, 1962) and their adoption of conflict management styles (Ahmad, 2007) more than the females.

In comparison to husbands wives were presented in counter affiliative behaviours such as egoistic, non-forgiving, possessive and unwilling to resolve conflicts. Female characters were depicted as moving away from the familial and social bonding and asserting for their rights and status as was shown by the characters of Mussarrat (drama serial Amawas), and Donya (Khaleej) who refused to reconcile with their husbands as they felt deceived. The probable

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influences of women rights movement in Pakistan in depiction of women's assertiveness can not be overlooked as it demands for equal status.

Hypothesis third anticipated high n-power among male than the female characters was supported by the present findings (Table 5). Male subjects were depicted to be significantly high on n-power than the female characters. The results support earlier findings of Schulthesis and Brunstein (2001) that males are more power oriented than females.

Three dominant n-power criteria (Table 6) of men were regulation of others life conditions, making impression on others, and aggression. Such a profile termed as "emotionally assertive" (McClelland, 1973) was observed among male characters as they seemed to be charged for n-power cues making them aggressive or argumentative on slight provocation. In Pakistan's patriarchic social structure almost every social institution is headed by a male member investing in them the decision making authority. It is when they encounter resistance they resort to aggression, argumentation for maintaining their power.

Earlier researches (Davis & Brad burn, 1961; Good enough, 1957) have traced high n-power in males to their socialization processes which rear them to be aggressive and assertive. Accessibility to wider environment gives them opportunity to exert their n-power in a wider domain. Reared in a pro-power environment men keeps on building up their n-power.

The socialization processes make girls interdependent, limiting them to their families. Having exposure to limited social domain they have less chances for expressing their n-power. Even when allowed such opportunities they are inhibited from exercise of power due to negativity associated with their being aggressive and assertive.

It can be concluded from the above discussion that the Urdu drama serials depiction of male characters in achievement and power situations is similar to earlier findings. However, female characters were not depicted as high in affiliation situations which contradict earlier findings. If viewed within media theories, the repeated messages of high male and low female *n-aff* will tend to develop a family oriented social reality of men and an assertive picture of women among the audience. Accordingly the audiences' cognitions toward men and women will be restructured and they might develop a strong belief in this

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changing motivational profile of men and women (Gerbner et al., 2002; Heath & Bryant, 1992).

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