

**POWER AND ITS MAIN FACTORS: NON-CONSCIOUS PRIMING OF THE
FEELING, STEREOTYPE AND RESPONSIBILITY**

Khishignyam B.

Associate professor, Department of Education and Psychology
National University of Mongolia

Bumdari D.

Associate professor, Department of Political Science
National University of Mongolia

Badamdash D.

Director, Department of Administration and Human Resources
National University of Mongolia

Abstract: Power is one of the primary research subjects of academic disciplines such as political science, sociology and psychology and still is at the core of further research efforts of social sciences. In recent years, power, its effects and main factors that influence power have been examined and researched from the perspectives of political and social psychology disciplines. This research describes power, non-conscious priming of the feeling, stereotype, responsibility, as well as correlation of power and personal characteristics using methods of interview, experiment, test and computer test. The research involves respondents through systematic sampling of among people with different power levels. Collected data is analyzed through factor analysis to determine main effect of key influencing factors and interaction effect among them.

Keywords: power, non-conscious, bis/ bas

In political science, a concept of power is comprised about ruling the state and its legitimacy, and also, in which there are some theories of the power, including the political power and power in the relations among the countries representing.

The concept of power in political science has been renewed and reconsidered since from the ancient times to the modern era. For instance, in the Renaissance period, Niccolò Machiavelli took the concept of power on rational description that considering about the sources of power and the way of acquiring and keeping political power. The power is the most significant measure in the sphere of international relations. In this

sense, the soft and hard power policies are now being popularized in the countries' foreign policy. Therefore, scientists are advancing the studies which explain and advocate of having the power gives advantages in the social, economic, and interpersonal relations.

Thus the authority is the power and it is influencing on all the social relations. If the power is a key factor to influence on all the social relations, focuses must be pointed to its implementation and effectiveness.

In the aspect of political psychology, scientists consider that the source of an individual who is aiming for the power is the result of "sense of lack" and the power makes a leader in the political arena. In Kipnis' view, however, some scientists consider that an individual who has the power tends to get advantages from the social relations. In other words, he/she views that his/her high horse, interest, and acquirement from the relations are considered to be fair and right and furthermore, does not respect and understand other people's opinion.

Bendahan, Zehnder, Pralong, and Antonakis (2015) has reached the result that there are three tendencies to consider oneself important than others and undermine others. The first one is: the individual who has the power takes his/her interest before the well-being of entities. The second one is: He/she does not share others' emotion (emotion sharing). The third one is: the individual tends to become hypocritical. In other words, he/she always tries to make his/her action right. Lammer, Stapel, and Galinsky (2010) studied that and confirmed that more the influence of power increases more the own action becomes right.

For these reasons the individual who has the power becomes high confidence in him/her and it brings about the problem. In other words, much the influence of power is high much the self-esteem and action becomes right, and in addition, they do not accept any negative information and denial in according to a study by Keltner, Gruenfeld, and Anderson (2003). Hereby, in according to a study of Anderson and Galinsky, they only accept and see a positive result and like to make a risk taking decision.

Scientists made many studies about the aiming for the power and the tendency to the power, the action of an individual who has the power and his/her decision making; majority of theirs proves that the individual who has the power tends to take the risks. Furthermore, the power difference is generated because of the scale of power and it leads to the aiming for the power. Thus, if authorities always tend to undermine others and try to make own action right, this survey will focus on how the aiming for the power is going in Mongolia.

Survey part I

Objective

A power and behavioral inhibiting system which formulated by Keltner, Gruenfeld, and Anderson defines that increasing the sense of power makes a person do an activity for his own needs (behavior approach system, BAS). In other words, controlling and inhibiting to pursue rewards and opportunity leads to seizing an opportunity to be given that context.

Further, restoring the sense of powerlessness also leads to inhibiting a behavior (behavior inhibition system, BIS). The person begins to control and inhibit his own behavior considering that danger and punishment might occur. The first part of the survey has an objective to research whether restoring a participant's sense of power inhibits the behavior or not inhibits.

Survey research method

1. We used a method that recalls a situation in which they possessed power, or someone possessed power over them (mindset priming) when generating the sense of power. A group to recall a situation in which they possessed power was given a narrative essay to write if you had ever overpowered and evaluated other people's opinion and action. A group to recall a situation in which someone possessed power was given a narrative essay to if someone had ever overpowered or evaluated your opinion and action. A neutral group was given a narrative essay to write a memorable event in the last year.
2. Using a behavioral activation and inhibition system by Carver and White examines to how the power affects behavior. This system defines behavioral activation and inhibition and it has 20 questions consists of 13 questions related to behavioral activation and 5 questions related to behavioral inhibition. Each question has a choice from "extremely unlikely" to "extremely likely" (1-5 scale). In this survey, we used and translated the other power and behavioral contexts of the USA, Japan, and China.

Survey in process

After selecting participants randomly and dividing into 3 groups, we give the narrative essay to generate the sense of power and neutral. After this, we use BAS/BIS measure.

Survey plan

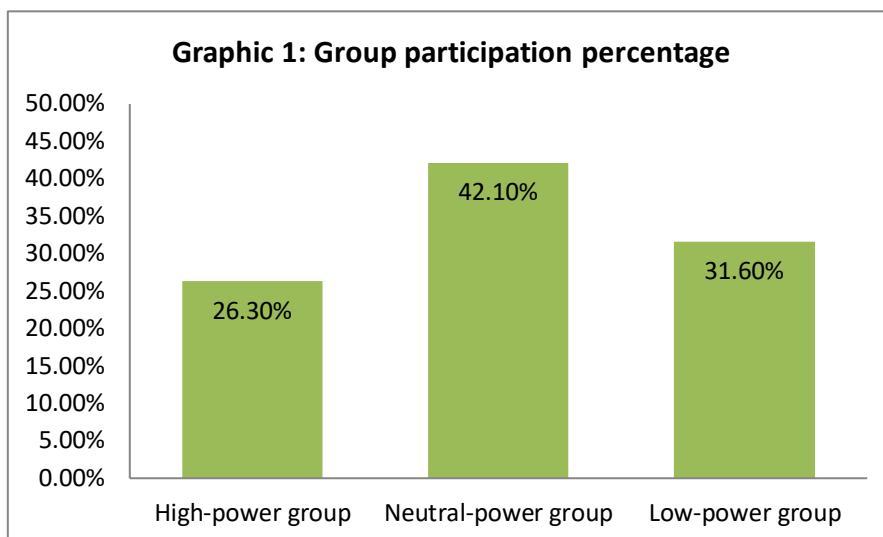
Independent coder: 3 (high-power group, low-power group and neutral-power group)

Dependent coder: 2 (behavioral activation group, BAS; behavior inhibition group BIS).

Selected participants

In this survey, 87 university students participated and 38 students’ test qualified (6 male students, 32 female students; $M_{age}=20.13$, $M_f=20.00$). The students were selected randomly and divided into 3 groups. The sense of power group had 10 students; the sense of powerlessness group 12 students and the neutral group of 16 students.

Survey result



The findings above highlight that the high-power group covers 26,3%, the low-power group 31,6% and the neutral group (did not generate the sense of power) 42,1%.

20 questions of the BAS/BIS’s median is 2,75-4,84 and its deviation is 0,53-1,36. A correlation between each question’s scale and total scale is 0,072-0,671 and its dependent is lower than 0.3 ($P>0,05$). We excluded question 1st 2nd 7th and 18th. Hereby we formulated 38 qualified test results.

Each one of the BAS/BIS internal consistency is $\alpha_{bis}=0.803$, $\alpha_{bas}=0.779$ (0.616, 0.581). Following table shows that scales of the high-power group, the low-power group and the neutral power group which based on BAS/BIS.

Table 1

	High-power group	Neutral-power group	Low-power group	Chi-Square	P
BIS	21.00	20.47	20.15	.030	.985

BAS	15.15	22.59	21.88	2.843	.241
BASR	18.45	19.24	23.73	1.549	.461
BASD	13.65	24.03	21.15	5.280	.071
BASF	14.15	24.24	20.50	4.769	.092

We can see that (Kruskal Wallis Test) if 3 different groups had alternative aspects of activating and inhibiting the behavior from the statistical analysis in table 1. It highlights the rate of the high-power group who has behavior to pursue needs and rewards precedes the low-power group ($P=0,071$).

Furthermore, a case that the high-power group activates their behavior in order to get satisfaction and pleasure is higher than the low-power group ($P=0,092$). In other words, the more someone has power, the more he/she tends to pursue rewards and needs without inhibiting his/her behavior and gets satisfaction from what he/she acquired. The survey result shows that more someone has less power, the more he/she tends to inhibit his/her behavior. This supports the study by Lammers, Smith, and Bargh to some extent.

Survey Part II

Objective

Anderson & Galinsky (2006), Maner Gailliot, Butz & Peruche (2007), Ronay & Hipper (2010) study result mentions that increase in the sense of power leads increase in risk taking decision and activity. Thus, this survey has an objective to define if there is any dependent cause between the sense of power and risk taking.

Survey research method

1. We used a power concept generating method (conceptual priming) when generating the sense of power. The conceptual priming will generate the sense of power on the unconscious level. We gave a task to compose sentences to the participants. The task has 5 words and its 4 words were used. The participants were divided into 3 groups such as the high-power group, low-power group and the neutral power group owing to the work. 7 of 20 sentences generate the sense of power and other sentences do not generate.
2. We used a risk perception-behavior task which had been used in surveys of Tversky & Kahneman, 1981; Anderson, et al, 2006. The participants were given situations and choose one from the two alternatives. After it was assessed from 1-6 scales. 1 scale stresses low risk-taking tendency and 6 scales stress high risk-taking tendency.

Survey in process

We give a task to compose sentences to generate the sense of power (mindset priming) to the participants. After this, we do research to in order to define risk taking tendency.

Survey plan

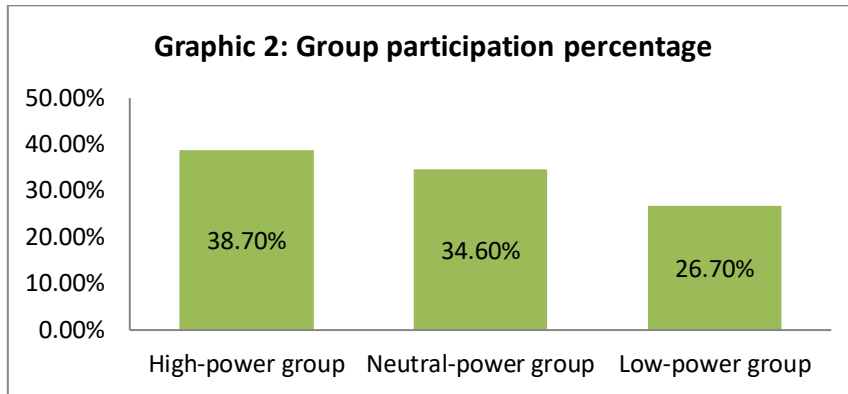
Independent coder: 3 (high-power group, low-power group, neutral group)* 2 ()

Dependent coder: 2 (high risk-taking tendency GAIN; low risk-taking tendency LOSS)

Selected participants

In this survey, 340 university student participated and 315 test qualified (67 male, 248 female; $M_{age}=18,79$, $M_d=18,5$). The students were selected randomly and divided into 3 groups. The sense of power group had 122 students; the sense of powerlessness group 84 students and the neutral group 102 students.

Survey result



The findings above highlight that the high-power group covers 38,7%, the low-power group 26,7% and the neutral group (did not generate the sense of power) 34,6%.

When we did various factor analysis (two-way ANOVA) to reveal that if the groups who have a different sense of power, risk and gain/loss tendency had been affecting the participants' choice, it shown that not only the sense of power and gain/loss situation ($F_{power}=1.172$, $P>0.05$; $F_{gain, loss}=0.638$, $P>0.05$) and its interaction ($F_{power*gain, loss}=0.638$, $P>0.05$;) had not been affecting the participants' choice according to the survey (Table 2).

Table 2: Two-way ANOVA result

Dependent Variable:

Evaluation

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
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Corrected Model	3.055 ^a	5	.611	.969	.440	.038
Intercept	2871.137	1	2871.137	4552.354	.000	.974
Power	1.479	2	.739	1.172	.313	.019
Gain/loss	.533	1	.533	.845	.360	.007
power * gain/loss	.805	2	.403	.638	.530	.010
Error	76.945	122	.631			
Total	3122.000	128				
Corrected Total	80.000	127				

On the other hand, when we did various factor analysis (two-way ANOVA) to reveal that if the groups who have a different sense of power and gain/loss tendency had been affecting the low-risk taking, it showed that only the gain/loss situation ($F_{\text{gain, loss}}=2.925$, $P<0.09$, $\eta^2=0.017$) had been affecting the low risk taking according to the survey (Table 3). Reviewing this survey, these factors' interaction apparently affected gain tendency.

Table 3: Two-way ANOVA result

Dependent Variable:

Evaluation

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	6.723 ^a	5	1.345	1.835	.108	.050
Intercept	700.723	1	700.723	956.452	.000	.846
Power	.259	2	.129	.177	.838	.002
Gainloss	2.143	1	2.143	2.925	.089	.017
power * gainloss	5.369	2	2.684	3.664	.028	.040
Error	127.477	174	.733			.050
Total	928.000	180				.846
Corrected Total	134.200	179				.002

This result reconfirms preceding surveys. Thus if someone has less power he/she tends to gain tendency because of the situations.

Table 4: Gain/loss tendency

	High-power	Neutral	Low-power
Gain	1.97±.850	2.32±.909	2.21±.777

Loss	2.22±.852	1.81±.928	1.79±.855
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On the contrary, the result of loss tendency contradicts Anderson and other scientists' survey. It might be the cause of western and eastern cultural characteristics and difference. Thus, even though they have the different sense of power, they have the similar loss tendency.

Survey Chapter III

Objective

The third part has an objective to do research if the power is correlated to the optimism. In other words, we focused on to reveal a correlation between the sense of power and self-encouraging tendency.

Survey research method

1. We used “power measure” by Anderson, John & Keltner (2012). This measure has 8 questions and 4 questions are considered versus. If the scale is high it means the sense of power is also high.
2. An optimism test has two sections including an optimism to the others (outward) and a personal optimism (inward) and has an assessment that if 17 causes of death are serious. The personal optimism (inward) is defined through 16 questions and scaled from very unlikely -4 to very likely +4. If the total scale is much higher it means the optimism to the others and personal optimism is also higher.

Survey in process

After selecting the participants randomly and dividing into 2 groups which consist of an outward optimism group and an inward optimism group, we will take a test. After taking power measurements from the participants, we will use the optimism test.

Survey plan:

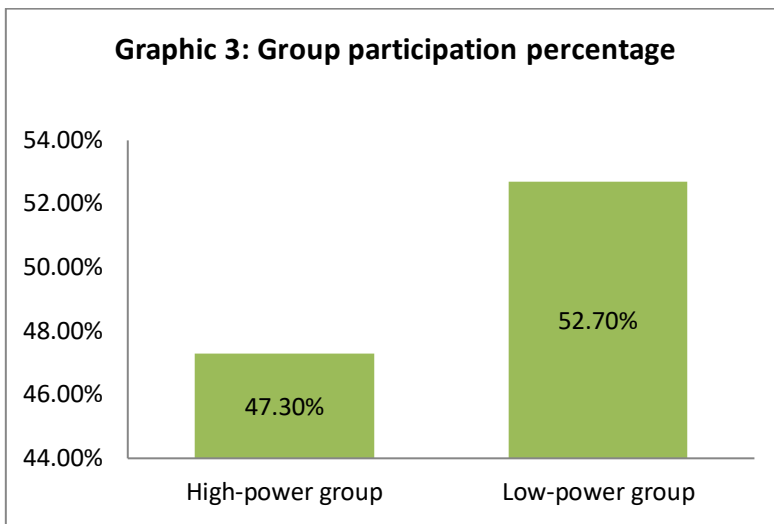
Independent coder: 2 (high-sense of power and low-sense of power)

Dependent coder: 2 (high-outward optimism and low-outward optimism); (high-inward optimism and low-inward optimism)

Selected participants

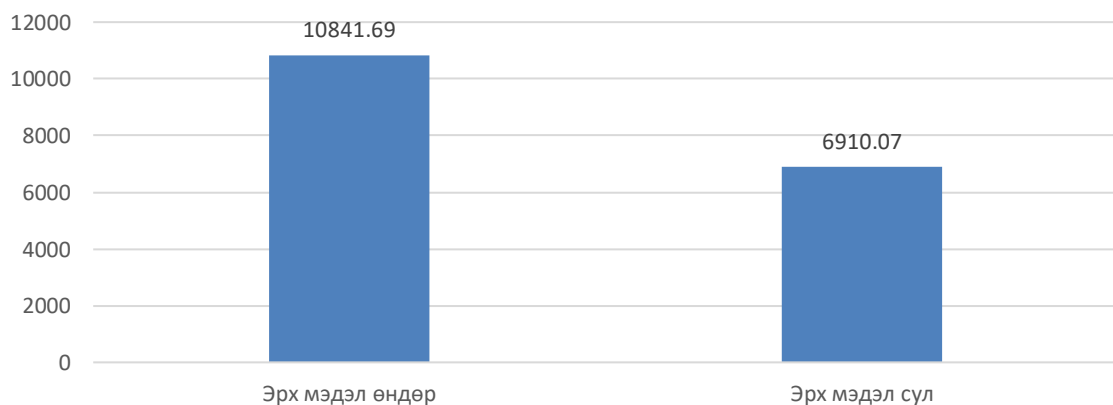
60 university student participated and 55 test qualified in the power and outward optimism survey (23 male, 32 female; $M_{age}=19,22$, $M_d=19$). 80 university student participated in the power and inward optimism survey (14 male, 66 female; $M_{age}=19,04$, $M_d=19$). The high-power group covers 56,3% and the low-power group covers 43,8%.

Survey results



A median scale of the general power measure is 39.85. If the scale is lower than the median it is considered low-sense of power group. On the contrary, if the scale is equal to the median it is considered high-sense of power group. According to the statistical analysis, there is a difference between the high-power group and the low-power group ($t=9.332$, $P=.000$).

Graphic 4: Group participation percentage



It shows that the high-sense of power group does not treat in an optimistic way, whereas the low-sense of power group does treat in a much more optimistic way.

The general power measure is $\alpha=0.643-0.745$ and the personal optimism is $\alpha=0.599$. When we did a regression analysis, it reached the results of $\beta=-0.495$, $t=-0.098$, $p>0.05$. It means that the sense of power does not apparently affect the optimism to the others. In addition, when we did a correlation analysis, the result was $r_p=0.199$. It shows that there is no correlation between the two coders.

Furthermore, the statistical analysis on the personal optimism shown that there is a difference between the high-power group and the low-power group. When we did the regression analysis, it reached the results of $\beta=-0.803$, $t=-0.299$, $p>0.05$. It means that the sense of power does not apparently affect the personal optimism.

Conclusion

The more someone has power, the more he/she tends to pursue reward and needs without inhibiting his/her own behavior and gets satisfaction from what he/she acquired. On the contrary, the survey shows that the less someone has power, the more he/she tends to inhibit his/her own behavior. This supports the study by Lammers, Smith, and Bargh to some extent.

Furthermore, according to the survey, the less someone has power, he/she tends to gain tendency because of the situations. On the contrary, the result of loss tendency contradicts Anderson and other scientists' survey. It might be the cause of western and eastern cultural characteristics and difference. Thus, even though they have the different sense of power, they have the similar loss tendency.

For the optimism to the others and the personal optimism are not correlated to the sense of power in according to the survey is different from other studies. Thus, the survey reaches the results that the more someone has power, he/she thrives to seize the opportunity and get the satisfaction, whereas the less someone has power, he/she tends to gain tendency.

Товч хураангуй: Энэхүү судалгаагаар бид эрх мэдлийн мэдрэмж, түүнд хандах хандлага, байр суурь нь тухайн хүний үзэл бодол, үйл хөдлөл, чиг баримжаанд хэрхэн нөлөөлдөг болохыг судлахыг зорьсон. Үүний тулд АНУ-д хийгдсэн судалгааны арга зүйг ашиглаж судалгаа хийж үр дүнг нь харьцуулж үзлээ. “**Эрх мэдэл** гэдэг нь нийгмийн шинжлэх ухааны суурь ойлголт бөгөөд физикийн шинжлэх ухаанд эрчим хүч суурь ойлголт байдагтай дүйцнэ...”(Рассэл, 1938, р. 10) гэж үзсэн байдаг. Өөрөөр хэлбэл Эрх мэдэл нь нийгмийн бүхий л харилцаанд зайлшгүй байх, нөлөөллийн хэм хэмжээг агуулж байдаг.

Уг судалгааны зорилгын хүрээнд эрх мэдэл гэдгийг хүмүүс хоорондын харилцаан дахь нөлөөлөл гэсэн утгаар нь хэрэглэсэн болно. Бидний дэвшүүлж буй таамаглал бол эрх мэдэл нь хүний хэвшмэл хандлагад чухал нөлөөтэй гэх үзэл юм. Харин олон хэвшмэл хандлагуудаас бид үйл байдлыг дэмжих болон хязгаарлах, өөдрөг үзэл болон эрсдэлтэй алхам хийх хандлага зэргийг сонгож авсан болно.

Уг судалгаа нь 4 хэсэгтэй бөгөөд судалгааны төгсгөлд АНУ, БНХАУ, Япон улсад хийсэн төсөөтэй судалгааны дүнтэй харьцуулалт хийж үзлээ.

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