

Aim

- The aim of the current research is to investigate across-method relations among two different measures of explicit motives.

Introduction

- There has been a growing recognition that in the assessment of motivation, multi-measurement approaches provide little evidence of convergence across methods.
- McClelland, Koestner, and Weinberger (1989) to suggest that implicit and explicit motive systems may function largely independent of one another.
- The purpose of the current research is to understand how an open-ended measure of personal goals and a structured self-report measure, the Personal Goals Questionnaire (PGQ) based on a taxonomy of personal goals derived from the open-ended measure (see Reisz, Boudreaux, and Ozer, 2013) converge across methods.

Method

Participants

- 943 undergraduate participants (65% female)
- Average age was 19.1 (*SD* = 2.1; range = 18 to 46)
- Mixed ethnicity

Measures

- Open-Ended Goals
 - Participants listed 10 goals that were currently important to them in an open-ended, free-response format
 - Responses were coded by independent judges using the taxonomy by Kasier & Ozer (1997) under eight broad categories (Academic/Occupational, Social Relationships, Financial Concerns, Health, Organization, Affect Control, Independence, and Moral or Religious)
- Importance Rating of Goals
 - Participants completed the Personal Goals Questionnaire (PGQ)
 - The PGQ asks participants to rate the importance of 65 goals on a five point likert-scale (1="This is not one of my goals currently" to 5="Among my most important goals currently")
 - These 65 goals mirrored the coding schema used for the open-ended responses enabling comparison across methods

Results and Discussion

- The 65 dichotomous (goal present vs. absent) variables from the open-ended measure were each correlated, individually, with the importance ratings of each of the 65 PGQ items (see Table 1)
- For example, the importance rating of the PGQ item "Maintain or strengthen religious beliefs and/or faith" was correlated with the dichotomous presence/absence of this goal on the open-ended measure at 0.31.
- Most of the remaining 64 correlations were substantially lower
- The correlations between the presence of the open-ended goal and the mean importance rating of the matching PGQ item ranged from 0.308 to -0.019 with a mean correlation of .07.
- While these results suggest substantial discrepancies due to method, when the base rate of goal presence was correlated with the mean importance rating in the sample of 65 items the resulting correlation was 0.48
- These results suggest substantial agreement across methods about which goals are most important to this student population; but students often fail to formulate or report goals that they rate as important and report having goals that they rate as less important than goals not volunteered in the open-ended measure.

PGQ & Open-Ended Correlation	PGQ Item	PGQ & Open-Ended Correlation	PGQ Item
0.308	Maintain or strengthen religious beliefs and/or faith	0.056	Improve sleep schedule
0.204	Maintain or improve romantic relationship	0.056	Increase income
0.185	Play a sport or improve sports ability	0.052	Assist friend(s)
0.18	Lose weight	0.051	Manage specific and/or chronic health problem
0.158	Find a romantic partner	0.048	Do things for oneself
0.149	Reduce stress	0.047	Be punctual
0.146	Reduce consumption of drugs / alcohol / tobacco	0.047	Improve immediate financial situation
0.142	Maintain / improve relations with family and/or specific family members	0.045	Live independently from parents
0.141	Find or improve job / short term employment	0.041	Graduate/ complete education
0.123	Pursue advanced degree	0.039	Participation or improvement in recreation, fine arts,hobbies
0.123	Travel	0.039	Participate in larger social community
0.119	Be less shy, more talkative	0.037	Control temper/anger
0.112	Maintain / improve friendships	0.033	Learn new skill / gain knowledge for personal satisfaction
0.108	Make new friends	0.029	Have children
0.102	Afford to purchase a desired item for self	0.028	Be self-sufficient
0.102	Get in shape / exercise	0.028	Be able to support future family
0.093	Save money	0.026	Improve work-related skills /knowledge
0.093	Assist family member(s)	0.025	Do good for the community
0.089	Experience spiritual growth	0.025	Observe tenets of an organized religion
0.087	Assist romantic partner	0.021	Be respected or well known / leadership
0.085	End a romantic relationship	0.02	Activity control (start, stop, or complete an activity)
0.085	Not worry so much	0.02	Financially assist friend, acquaintance, or community
0.077	Budget better	0.014	Pursue lucrative career
0.077	Use time more effectively (includes "stop procrastinating)	0.01	Plan academic/occupational future
0.075	Be more assertive, self confident	0.01	Perform well at school or job
0.074	Increase Positive affect (pursue pleasure, have fun)	0.009	Complete specific (short-term) tasks (e.g. "finish paper")
0.072	Relax	0.006	Study harder
0.066	Find direction in life	0.005	Attain a virtue: courage, honesty, dutifulness, not be selfish, dedication to ideals, better "character"
0.065	Clean-up / Get organized	-0.002	Thrill-seeking
0.064	Meta-goals (goals to set or achieve goals,content-free achievement goals)	-0.006	Minimize influence of others
0.063	Better diet	-0.014	Get married
0.059	Financially assist family of origin	-0.019	Maintain/improve health, appearance or hygiene
0.058	Achieve meaningful career goal		

Table 1. Correlation of Mean Importance Rating of PGQ item with matching Open-ended Response Proportion

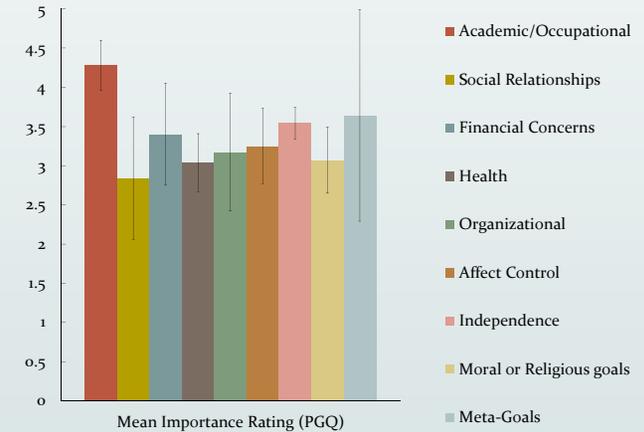


Figure 1. Mean importance rating on the PGQ (1-5 likert-scale) by goal domain.

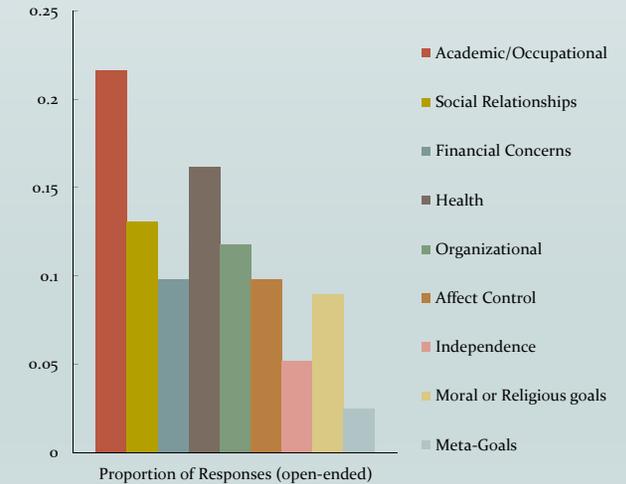


Figure 2. Proportion of open-ended response (1 goal was listed, 0 goal was not listed) by goal domain.