

DIFFERENCES IN THE PERCEPTIONS AND EVALUATIONS OF POWER  
STRATEGIES USED IN INTIMATE HETEROSEXUAL RELATIONSHIPS:

MALE VS. FEMALE

BY

WILLIAM A. FULTON

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## ABSTRACT

A study was conducted to determine (a) if there are differences in perceptions and evaluations of power strategies used in intimate relationships based on the sex of the user and target individuals involved, and (b) if there are differences between male and female subjects in their perceptions and evaluations of the same situation. Participants were 428 university students divided by gender (240 females, 188 males). Each subject was asked to respond to a questionnaire regarding their perceptions and evaluations of thirteen power strategies typically used in intimate relationships. Three different questionnaires were used. (a) Questionnaire A, where the power user was male and the target individual female for each of the 13 strategies, (b) Questionnaire B, where the power user was female and the target individual male, and (c) Questionnaire C, where the sex of the power user and target individual was not designated. Differences were found in subject's responses based on the sex of the user and target person. Males were criticized for using "female" strategies, and female power users were regarded more favorably overall. Differences were also found between male and female subjects with females being more critical of a male using a "female" strategy, and showing less favorable ratings for a female using a male's strategy than did the male subjects.

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Abstract

Acknowledgments

Dedication

Chapter 1

**To Karen, with love**

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# Perceptions and Evaluations of Power Strategies

## INTRODUCTION

A great deal of effort has been spent over the years trying to understand the dynamics of power in intimate relationships. There are of course many different kinds of intimate relationships; but what is of interest to this study, is the average North American heterosexual couple or family, and their perceptions and evaluations of 'power' as it is used in the intimate relationship.

As is indicated from research and clinical practise, the general attitude of the average American family even in the eighties, remains one in which the husband assumes responsibility for the economic maintainance of the family and the wife bears primary responsibility for domestic work and child care. (Hare-Mustin, 1981). The nature of the family today is a consequence of the dramatic changes that have taken place over the 19th century. As E. Peal (1975) points out; chief among these early changes was the separation of work from the home. Where productivity is rewarded by money, those who do not earn money, such as women, children and old people are left with an ambiguous position in the occupational world. (Kellar, 1974). Despite significant progress and contributions made by Feminists, Equal Rights, and other like-minded groups, the expressive role for females and the instrumental role for males that



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was held up as normative by Parson and Bales (1955) and even necessary for the well being of individuals, the family, and society as a whole is still held dear by much if not most of today's society.

A number of questions become relevant at this point, not the least of which is exactly how wide spread is this attitude? As early as 1960, some researchers and theorists such as Blood and Wolfe (1960), resolved that the North American culture had completed a transition from a patriarchal to a more equal system regarding balance of power in married couples. Alonso and Rutan (1980) claim that the changes in the psycho-political climate have resulted in a realignment of marital roles and expectations directed toward achieving truer equality and a wider range of emotional options for both partners in a relationship. Daniel Yankelovich (1981) points out that the "typical American family" consisting of a working father, stay at home mother, and one or more children, now accounts for only 15% of the population. But do these changes in living arrangements really indicate alterations in attitudes and value systems; and are these changes in the psycho-political climate having an impact on expectations, sex roles, and power allocation in the intimate relationships of today's young? Much of what is written today indicates that there

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has been either very little change or a return to more traditional value systems. Some writers while observing the current political swing to the right, the convergence on university campuses of students seeking only technical or professional training, the re-emergence of employment and finance as key issues for today's youth, and so on; have mused aloud "the gurus of the sixties are the financial consultants of the eighties" and have queried: "Did the sixties ever really happen?" At any rate, some of the turmoil and experimentation of the sixties and seventies really does appear to have ended, especially as it pertained to focus on individual growth, interpersonal experience, and new styles of intimate interpersonal relationships.

This paper will be indirectly concerned with these issues, but more specifically, will explore the methods by which sex-role stereotypes work within the intimate heterosexual relationship. Broverman, Vogel, Broverman, Clarkson & Rosenkratz (1972) have shown that people do indeed have stereotypes of the sexes, and in general it has been shown how these stereotypes work (Goldberg, 1968). Have these stereotypes changed over the years? The focus of this study will be on the concept of 'power' in the intimate relationship. Do males and females have equal access to power within the relationship; and are alternate

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power strategies perceived differently, and/or evaluated differently when used by a woman instead of a man or vice versa? In other words this study examines the issue of whether or not sex role stereotypes are still clearly and rigidly enough defined so as to make certain power strategies appropriate for one sex yet inappropriate for the other.

Traditionally, the "womanly way" has been to "nag and tease", to "plot and scheme", to "deceive, wheedle and coax." "You can catch more flies with honey than with vinegar". It's an old saying, but most women - liberated or not - still pour on the honey" (Wylie, 1983). Even today popular opinion is that power and money still remain largely in the control of men, and as long as this is the case, women will never be on equal terms with men. (Wylie, 1983). Males in today's society more often control what has come to be known as "concrete resources" (Johnson, 1976), ie., money (Domhoff 1970, Bird 1971), knowledge, and physical strength. Millett (1970) indicated that males hold the highest positions of our society's institutions of strength, wealth, and learning, including all the military, technical, scientific, intellectual, and political institutions. Although women have made great advances in these areas, there is still a huge inequity between males

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and females in positions of power. What kinds of effects do these inequalities have on the individual female? How does the individual female view and deal with the individual male? More importantly, how are intimate relationships between a woman and man developed and maintained vis-a-vis the expectancies held around power allocation? As Jean Baker Miller (1976) points out; if relationships are not based on equal power and reciprocity, "they contain a large element of deception and manipulation". The problem of course is political. Andrea Dworkin in her treatise, Right Wing Women states that both feminists and reactionary women such as Marabel Morgan, author of the best-selling The Total Woman, acknowledge the fact of male power over females, but they use entirely different methods to combat it. Schaeff (1981), points out that we live in what she calls a "white male society". In other words the values and expectations of people today are largely dictated by a system dominated by white male thought, intuition, and belief. The point is, that while there may indeed be shifts in "the giant plates of culture" (Yankelovich, 1981) and changes in "the psycho-political climate", there remains a bulk of evidence to suggest that young people today are still much influenced by stereotypes and value systems that have come to be known as "traditional".

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Clearly there have been changes. But these changes seem largely to influence only the external or 'public' side of the intimate relationship. There has been a growing acceptance of dual career marriages, cohabitation, shared-role marriages, and so on. These phenomena are observable, external, or 'public' in nature, and perhaps it is even 'because' of their visibility that there has been a general proclivity toward acceptance in today's culture. The point is, that at least in the public or external arena, significant changes have taken place in relationships over the last couple of decades.

However, does the same hold true for private aspects of the intimate relationships? What attitudes are held toward power allocation between intimates on the interpersonal level? Lewis (1978) claims that rapid changes in the roles of men and women during the sixties and seventies related to changes in the economy affecting labour force participation, changes in the age structure of our society, and changes in values have affected alterations in nearly all aspects of male-female interaction. However, it can also be argued that regarding attitudes toward interpersonal exchange, very little has changed; men and women are still accorded power differentially, and are expected to use it in different ways. Marilyn French in her 1977 bestselling novel

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The Women's Room , views this intimate internal power inequity in its extreme: "It's as though, deep, deep at the heart, the silent heart that rarely erupts, that keeps still because if it didn't the world would be destroyed, deep there underneath, the sexes hate and fear each other. Women see men as oppressors, as tyrants, as an enemy with superior strength to be outwitted. Men see women as underminers, slaves who rattle their chains threateningly, constantly reminding the men that if they wanted to, they could poison their food: just watch out". The question then, is one of attitude. How do young people today perceive and evaluate power and influence within the confines of the intimate relationship and exactly what does the current research show about their attitudes.

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### LITERATURE REVIEW

Over the years, a number of models have been generated for looking at power. One method psychologists have used to try to understand the complex processes involved in the use of interpersonal power is to classify the various ways in which people try to exert influence. If influence categories can be established, they may be useful tools for examining power, who uses it, and the ways it is used. Similarly, if specific sources or bases of power can be identified and isolated, then perhaps a more global picture of interpersonal power can be established. French and Raven (1959) attempted to categorize the bases of interpersonal power that purportedly were the different sources of one person's power over another. Naturally, this sort of study is highly dependent on how the power user is perceived by the other person, and whether or not a power base exists or is exercised is largely dependent upon this perception. French and Raven listed five possible bases for interpersonal power. These were: reward power , based on the perceived ability of one person to reward the other; coercive power , based on the threat of punishment for non-compliance; legitimate power , which is a sort of 'right to influence' based on the value systems or behaviors

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of the people involved; referent power , based on a liking for or identification with the power user - as mother to child; and expert power , based on perceptions of knowledge or expertise. Raven (1965) added a sixth base called informational power , which could be viewed as a sort of persuasive appeal. In a sense, this informational power seems to be an appendage of expert power. The only real difference lies within the notion that a certain level of position or prestige is not necessary for informational power while it seems to be an implicit prerequisite for expert power. Therefore the difference is in accessibility. Informational power is more readily accessible than expert power and is thus available to a wider scope of individuals.

The question is one of access. Given that all of French and Raven's power strategies could be regarded as "source-dependent" (Lips 1981), ie: dependent upon the interpersonal perceptions of power or strength between the target and source persons, the questions become: who has access to these sources of power, and why is that the case.

To a certain point, all men and women in any culture are socialized and expected to adopt sex-typed strategies of influence (Gagnon and Simon, 1973). Lips (1981) points out that "women are thought to rely on tears, sex appeal, and general deviousness; men give orders, shout, threaten, and



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hurt people. To some extent this stereotype can be seen as an exaggeration and distortion of reality, but, in fact, do some such sex differences exist?" Peplau (1979) suggested that men and women often use sex-typed power in dating relationships. The same is true for mixed sex pairs of college students in laboratory studies (Johnson, 1978) and similar use of power strategies has also been found with married couples (Kipnis, 1976; Raven, Centres, and Rodriques, 1975). There seems to be a general acceptance of the fact that women and men have different sources of power and use different power strategies in their intimate relationships. To the extent that this is a problem of accessibility is arguable. For example, anthropologist Michelle Rosaldo (1974) notes that "women in many cultures share a common lack, not of all kinds of power, but specifically of the legitimate power of authority". Although women may be highly influential in terms of outcome, their power is covert and unacknowledged. As Lips (1981) points out, "The open exercise of power by women has been seen - and in large measure continues to be seen - in virtually all cultures as disruptive and illegitimate". It would seem therefore, that there is a large culturally maintained disparity between men and women in terms of what power sources are available to them. However, this is a

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superficial and inconclusive review. It deals only with the external or public side of the relationship and ignores the dichotomous internal or private side. This dichotomy may be what Samuel Johnson was referring to when he suggested that "nature has given women so much power that the law has wisely given them little" (Hill, 1842). Rosaldo (1974) has also made the point that while the armies, governments, and huge organizations are all run by men, women have "kept whatever power they possessed under the close wraps of their interpersonal relationships." These may indeed be two quite different kinds of power. There is a need to point out and discuss the processes involved within the use of different kinds of power.

Tedeschi, Shlenker, and Bonoma (1973) developed and presented a two dimensional method of classifying the kinds of influence used in two person exchanges. Essentially they regarded these interactions as differing with respect to an open mode of influence as opposed to covert manipulation; and also made the distinction between an attempt at influence in which one person controls or mediates rewards and punishments as opposed to an attempt to influence when these rewards and punishments are held by a third party. The Tedeschi et al. model is a "general" model. It is designed to examine "two-person exchanges". No distinction

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is made regarding sex of the target and source persons, the context, the stereotypes, or the relationship between the two individuals. It therefore provides very little information beyond the development of the model's two dimensions that is of direct interest to this study. However, it warrants mention because it is among the first of many models that were generated to examine more closely the processes of the use of power and influence, and it also gave rise to subsequent models.

Paula Johnson (1976) developed a three dimensional strategy for examining power exertion. She proposed "that men and women are expected to use power styles differently, and that, for women in particular, there are negative consequences of this differential use". (Johnson 1974). Essentially the Johnson model is built around the notion that the exertion of power can vary according to three dimensions. These dimensions are : directness-indirectness, which is similar to the open-manipulatory distinction made in the Tedeschi, et al. (1973) model ; the competence-helplessness dimension, which distinguishes between the exertion of power and influence through strength and competence as opposed to weakness and helplessness; and personal resources vs. concrete resources, which focuses on the resources upon which the exertion of power rests. Some

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power users have a storehouse of concrete resources such as rewards and punishments in the form of money, knowledge, strength, etc. whereas other power users have to depend on personal resources such as liking, love, and approval that are effective only in certain situations or relationships. The Johnson study demonstrated that according to these three dimensions, women have less access, in reality and in expectations, to concrete resources and competence, leaving them with indirect, personal, and helpless modes of influence. These resources are extremely limiting in that the user is dependent upon either a personal relationship to affect a change or upon someone else, perhaps a third party to provide the resources themselves. In addition, despite the fact that some of these indirect, personal, and helpless modes of influence may be effective, the user may have disguised these influences so well that although the influencer is successful, there may be no gain in status or self esteem as there is with the more direct modes of influence. (Johnson 1976). What, then, are the general expectations regarding power usage for today's female? Previous research indicates a tendency to underestimate successes (Parsons, Ruble, Hodges, & Small, 1976), women are expected to be less intelligent, logical, and worldly wise than men (Broverman, et al., 1972), they are expected to be

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weak and not very knowledgeable, and tend to have negative self concepts (Frieze, Parsons, Johnson, Ruble, and Zellman, 1978) and may even inhibit their own successes (Horner, 1971). The point is that at least on the external, visible, social surface, women have access to the power sources that take the largest toll in self esteem. Men, on the other hand, have greater access to those power resources that tend to raise the user's self esteem, and in general it seems safe to say that at least on an external level men and women are expected to use power differently and for women in particular there are dire consequences for the differential use of power.

One study (Johnson 1974) had male and female subjects choose one of six power strategies that they personally would use as a group leaders to get their group to work faster at a given task. Given a choice of these six power strategies, male subjects most frequently selected a strategy based on "expert" power. In other words, males tended to select strategies that gave the message: "do it this way because I know how." Female subjects often selected a "helpless" strategy which gave the message: "help me, I don't know how to do it." There was not a single male subject in the Johnson study that chose to use the "helpless" plea. It is interesting to speculate about the

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general attitudes the public holds towards females, and the "dire consequences" for a woman who uses a cross-sex strategy of influence; but it might also be interesting to consider the feelings the public would have towards a male who in this instance used a "helpless" plea, as a power strategy. The finding that use of the "helpless" strategy was rejected "without exception" opens speculation as to whether this is even really an "option" for males. It would seem at least in this situation contrived in the Johnson (1974) study, that regardless of the sex of the "powerful" person, it is going to be the male in most cases who is going to assume responsibility for the completion of the task. These results concur with the sex role stereotypes for North American society. Men "know how" to complete any task; women need "to be saved" from responsibility. Much has been written about the problems and negative consequences that result from this kind of system, but it remains for the most part a generally accepted norm.

The cultural influences or stereotypes that have been dealt with thus far have all been visible, superficial, external, or public in nature. In other words the studies mentioned so far have all talked about individuals interacting with other individuals with whom no relationship exists. Sex differences in the use of power have emerged.

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The question is do these stereotypical and culturally influenced expectancies regarding power usage remain in effect when the focus of the research is on the private, interpersonal aspects of an exchange between two intimates. Schaeff (1981) points out when speaking of the perfect marriage as "an American fairy tale" that the "Perfect Marriage wears two faces: the public Perfect Marriage and the private Perfect Marriage. They exist side by side and are interdependent." Although a great deal of research has been devoted to the 'public' aspects of the intimate relationship, very little has been written exclusively on the 'private' side. Do sex role stereotypes govern the behavior of intimates behind closed doors? It has been suggested that often women do not have less power than men in their marriages or intimate relationships, but that both the 'husband' and 'wife' conspire to hide the wife's power (Bernard, 1972), because cultural influences or stereotypes require that the woman's power be covert. Similarly, it has also been suggested by Schaeff (1981) that the public roles may actually reverse behind closed doors where the private relationship exists. She suggests the possibility that "the woman is the parent and the man is the child. She feeds him, clothes him, picks up after him... She is indispensable." What are the general attitudes toward such

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an arrangement? Does the private side of an intimate relationship reflect a much different reality regarding power allocation and usage than the public side? If so what are the perceptions and evaluations of the use of power in this way?

Falbo and Peplau (1980) developed a model to expose and examine power strategies used specifically in intimate relationships. One goal of their study was to examine the similarities and differences between their model and the Falbo (1977) two dimensional model of general power strategies. A second goal was to investigate the impact of sex and egalitarianism on power strategies used in intimate relationships. And finally they wished to investigate the possibility that values about power and perceptions of relative power within given relationships affect the choice of power strategies. This finding may help explain sex differences in power strategy use.

Falbo (1977) had subjects write essays on the topic "how I get my way". Through her data she developed a two dimensional model of general power strategies. However, one potentially important factor that was omitted from her design was the possible effect of the target of the influence. Some of her subjects indicated that the choice of power strategy depended on who they were trying to



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influence. Different strategies may be more effective for influencing parents as opposed to friends, or casual friends as opposed to intimates. The Falbo and Peplau (1980) model examines power strategies used to influence intimates.

Subjects were asked to write an open ended essay describing "how I get ( ) (intimate) to do what I want". The essays were then read by six coders who divided the responses into discrete power strategies. Thirteen power strategy categories were the net result of this procedure, seven of which were retained from previous coding schemes, and six were created by grouping together common themes of strategies that did not fit into previous coding schemes. The scores for the amount of agreement between coders, as computed by the Winter (1973) formula, were all above .80, and these thirteen categories accounted for 98% of the strategies that occurred in the total sample of essays (N=434). These thirteen categories or "strategies" are presented in table 1 below.

Nine experts in the field of power in intimate relationships then rated the similarity between each power strategy and every other strategy. These ratings were then analyzed using a multi-dimensional scaling (MDS) technique. The model of power strategies used in intimate relationships that Falbo and Peplau present is an interpretation of the

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TABLE 1

<u>Strategy label</u>	<u>Definition</u>
a) Asking	Agent makes a simple request
b) Bargaining	Agent does something for target if target will reciprocate
c) Laissez-faire	Agent takes independant action; does what he/she wants on own.
d) Negative Affect	Agent expresses negative feelings
e) Persistance	Agent continues trying to influence
f) Pursuasion	Agent literally reports using persuasion
g) Positive Affect	Agent expresses positive affect
h) Reasoning	Agent uses logical arguments
i) Stating Importance	Agent tells target how important the request is.
j) Suggesting	Agent makes suggestions or hints
k) Talking	Agent literally reports talking or having a discussion with partner
l) Telling	Agent makes a direct statement of desired outcome
m) Withdrawal	Agent withdraws affection, grows silent, becomes cold and distant.

from Falbo and Peplau (1980), p. 621

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MDS results.

Models based on one, two, and three dimensions were generated. They were evaluated in terms of the amount of variance they could account for and clarity of interpretation. Based on these criteria the two dimensional model appeared to be the best solution. The horizontal dimension is labelled "directness". It ranges along a continuum from indirect modes of influence such as positive and negative affect, hinting and withdrawal at one end, to more overt and direct strategies such as asking, telling and talking at the other. The vertical dimension is labelled "bilaterality". The strategies along this dimension vary from the interactive strategies such as persuasion, bargaining, reasoning and positive effect at the bilateral end, to strategies in which one person takes action independent of the other person at what has been termed the "unilateral" end of the dimension. Some strategies at the unilateral end include laissez-faire, withdrawal, and telling. Falbo and Peplau then present their model visually as two orthogonal dimensions, direct/indirect and bilateral/unilateral, with vectors to indicate the association between the variable and reported power strategy used. (See Falbo and Peplau, 1980, p.624).

The proportion of women vs men reporting each power

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strategy use was examined to test for sex differences. According to their data it was reported that "the strategies reported by heterosexual men and women differ in that men are more likely to report using bilateral and direct strategies, whereas women are more likely to report using unilateral and indirect strategies." The same did not appear to be true for homosexuals however, where no significant differences were found between men and women in their reported power strategy use. Similarly, heterosexuals showed more preference for relatively greater personal power and for perceptions of actually having somewhat greater power over their partner, than did homosexuals.

According to Falbo and Peplau's study the directness dimension is most strongly associated with satisfaction in the relationship; with greater satisfaction being related to the use of direct strategies. The bilaterality dimension is most strongly related to measures of preference for personal independence within the relationship; with strong preference for independence being reflected in the frequent use of unilateral strategies. Given that male heterosexuals were more likely to report using direct and bilateral strategies as opposed to female heterosexuals who report using indirect and unilateral strategies; it is interesting to note that these sex differences in strategy selection parallel the

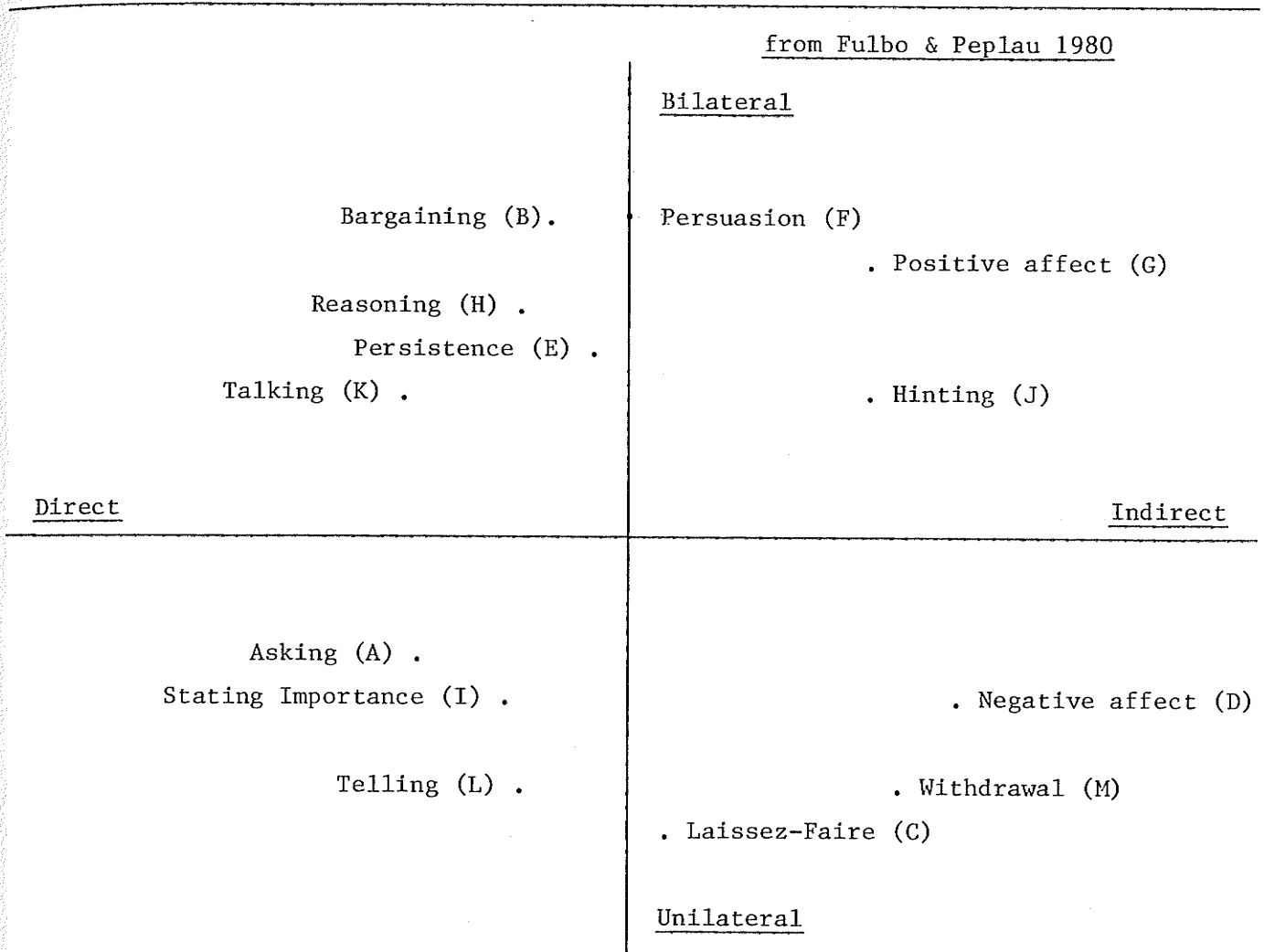
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expert's good/bad ratings. This suggests that "strategies used by male heterosexuals would be regarded as better than those used by female heterosexuals". See figure 1 below for a visual presentation of the vectors representing the power strategy configuration (from Falbo and Peplau, 1980, p. 623).

These results are not entirely congruent with previous research. However, it is possible that the differences are explainable in terms of the target of influence. In Falbo and Peplau's study the target of influence was an intimate partner as opposed to a generalized 'other'. The argument then is that men expect compliance to their influence attempts. Therefore they use direct and bilateral strategies. Women on the other hand expect noncompliance and therefore use indirect or unilateral strategies that do not require the other's involvement or cooperation. Considering further the fact that men in Falbo and Peplau study tended to see themselves as having greater power in the relationship than their partner, it follows that men could perceive themselves as influencing from a position of relative strength, and direct and bilateral strategies are used by people who see themselves as having greater power than their target or partner. Similarly, as Lips (1981) points out "women have been taught to be indirect,

Figure 1

Power Strategy Configuration



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helpless, and even seductive in their attempts to influence men, both because they have had few of the alternatives provided by authority or money, and because men, who like to believe that women are dependent on them, seem to fall for it."

Is this the foundation on which the intimate relationship is built? Are the options for power usage really so restricted by sex and sex roles? Do the sexes really "hate and fear" each other? One study cited by Goldberg, (1976) claimed that only 11% of 601 married couples could answer unhesitatingly "yes" to the question "Do you love your spouse?" How are women viewed when they make use of what are known as traditionally male power strategies? Are they seen as overbearing, castrating, pushy, domineering, and so on, or is it acceptable today for a woman to make use of a range of power strategies in her intimate relationship? Similarly, how are men viewed when they make use of traditionally female modes of influence? Is this acceptable, or is such a man thought of in terms of being wimpy, effeminate, self effacing, henpecked, spineless and generally a disgusting representation of a man? Johnson (1974) writes of the "dire consequences" that a woman meets with when her power strategy selection is discordant with

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her sex role expectation; but how do women, and particularly other men, feel about a male who "just can't" seem to learn to drive or is "completely helpless" on the roadside with a flat tire? Or, as it pertains to the intimate relationship, what is the general public's attitude toward the husband of a woman who clearly dominates, makes the final decisions, or "wears the pants" in the relationship? One study by Lips (1981) indicated that both sexes generally attribute more power to males than females. Although some findings indicated that males and females may have differing ideas what constitutes an "image of power", the question still remains; what responses greet the exceptions to the stereotypes? As Broverman et al (1972) points out, men are strong, independent, worldly, aggressive, ambitious, logical, and rough; women are weak, dependent, passive, not worldly, not ambitious, illogical, and gentle. Clearly then, the idea of weak men and strong women imply an enormous threat to the long-standing stereotypes of men and women.

It is extremely difficult to obtain an unclouded picture of the confounded and circular processes involved that operate between sex differences and power differences. Research indicates that women are automatically awarded lower status than males (Hacker, 1951; Hanley, 1977;



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Janeway, 1974; Unger, 1978). In fact, this effect is so strong that if a woman does reach a high status position, the rated status of that position actually drops as a result.(Touhey, 1974). In this sense, sex itself is a status characteristic; and as such it may have an effect on the way a behavior is perceived and evaluated that is based solely on the sex of the person involved. For example, there is a difference in the way a man smoking a pipe is perceived and evaluated as opposed to a woman smoking a pipe. In a similar way, power strategies in intimate relationships are stylized to lie in accordance with cultural stereotypes. Suppose a man threatens to cry or pout if he doesn't get his way. It seems unlikely that such a man would be perceived and evaluated in the same way as a woman who used the same strategy would be. By the same token a woman who attempted to influence her intimate by simply making a direct statement of the desired outcome may elicit a response or trigger a set of perceptions and evaluations that she would not have had she been a man. The research in the area leads one to suspect large differences in the perceptions and evaluations of power strategies used in intimate relationships, dependent on the sex of the power user and target individual, and also dependent on the sex of the perceiver of the interaction. The "negative

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consequences" that Johnson (1974) indicated were awaiting "women in particular" for the use of cross-sex power strategies may be to an equal or even greater extent awaiting males who do likewise. These "negative consequences" however, would likely be difficult to observe, record, measure, and compare in a behavioral sense because of their "internal" nature and subtle manifestation. For example, imagine a man attempting to influence his wife by pouting or threatening to cry if he doesn't get his way. It is quite likely that any witness to this attempt at influence would find themselves making some judgments about this man and the way he operates. It is also likely that these judgments would remain unspoken, depending on the circumstances, and would rarely manifest themselves in any form of observable behavior. It is therefore difficult to enumerate the "negative consequences" that result because of the use of this kind of strategy by a male; it does not however make these consequences any less valid or real.

The power literature is replete with references regarding what is "expected" in terms of sex role stereotyping of power usage (Broverman et al, 1972). In addition, there is also a great deal of speculation regarding attitudes held towards individuals, particularly women, who use a cross-sexed power strategy. Johnson (1976)

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asserts that such women "risk becoming known as pushy, overbearing, unfeminine, and/or castrating". However, very little research has been devoted to the extent to which both males and females hold these attitudes towards power usage; the differences between males and females in this regard; and in particular there is a paucity of research focussing on attitudes towards males who utilize cross-sexed power strategies. The following study is designed to examine differences in the perception and evaluation of power strategies used in intimate relationships vis-a-vis the sex of the power user and target person, and regarding the sex of the perceiver of the interaction.

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### Method

#### Attitude Inventory

##### Subjects

Four hundred and twenty-eight subjects were used in the study which was called Attitude Inventory . They were recruited through the subject pool of introductory psychology students at the University of Manitoba. Subjects were asked to complete a questionnaire concerning their perceptions of, and attitudes toward power strategy users in intimate relationships. They were also asked to respond to questions regarding the following demographic variables: sex, age, marital status, sexual preference (ie. homosexual vs. heterosexual), and the Bem Sex Role Inventory (BSRI; Bem, 1974) to determine by means of self report, the extent to which any subject may view themselves as holding stereotypic traits that are deemed socially desirable for men or women.

##### Materials

In addition to the information regarding the demographic variables mentioned above, subjects were also asked to respond to questions regarding their perceptions and evaluations of power strategy users in designated intimate relationships.

Thirteen power strategies defined by Falbo and

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Peplau (1980) were used for the purposes of this study. These strategies were developed and defined as part of a model examining power strategies used in intimate relationships as opposed to the questionnaires, all using the same power strategies, were developed in the following way:

### 1) Questionnaire A

Questionnaire 'A' was designed such that in each of the power strategy situations the power user was the male partner of the intimate relationship, and the target individual was the female partner. For example, power strategy Alpha A, is labelled "asking" (Falbo and Peplau, 1980, p. 621). It is defined as "agent makes a simple request". An example of the use of this power strategy would be: "I ask him to do what I want". For the purpose of this study, and specifically questionnaire 'A', power strategy Alpha A would be presented in the following way:

Questionnaire 'A'

1.) Bob and Carol are an intimate couple. When we asked Bob how he got Carol to do what he wanted he replied, "I make a simple request. I ask her to do what I want."

Notice that this presentation establishes both the nature of the relationship between the two individuals, and provides information regarding the sex of the power user and



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6.) To what extent is Bob being straight forward?

A        B        C                    D                    E  
straight forward                                  deceitful

7.) To what extent is Bob being strong and competent?

A        B        C                    D                    E  
strong and competent                                  weak and helpless

8.) To what extent is Bob's approach positive?

A        B        C                    D                    E  
positive    negative

9.) Do you think Bob's approach is healthy?

A        B        C                    D                    E  
healthy    unhealthy

10.) Do you think Bob's approach is good?

A        B        C                    D                    E  
good    bad

These dimensions for the perception and evaluation ratings are drawn from both the recent power literature and from lay articles on the topic. Paula Johnson (1974, 1976) provided the following terms: direct, sneaky, strength and competence, weak and helpless, and positive/negative. Tedeschi et al (1973) provided open/manipulative, Falbo and Peplau (1980) used reasonable/unreasonable, Lips (1981) used domineering, Schaif (1981) provided the good/bad dimension, Wylie (1983) used healthy/unhealthy and deceitful, and Broverman et al (1972) used rational/irrational. These

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terms were employed in this study to examine the extent to which the power strategies presented are perceived and evaluated with respect to these concepts (see Appendix A for Questionnaire A).

### 2.) Questionnaire B

Questionnaire 'B' was designed such that the power user in each of the 13 vignettes would be the female partner of the relationship. The target individual was consistently the male partner. For example, power strategy Alpha A was presented as follows:

A) Carol and Bob are an intimate couple. When we asked Carol how she got Bob to do what she wanted she replied, "I make a simple request. I ask him to do what I want."

Subjects were then be asked to respond to the same 10 questions as enumerated in the Questionnaire A section, regarding their perceptions and evaluations of the strategy as it was used in this instance. The same procedure was again completed across all thirteen strategies as in Questionnaire 'A'; the only difference being that the sex of the power user and target individual was reversed from the Questionnaire 'A' condition (see Appendix B for Questionnaire B).

### 3.) Questionnaire C



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Questionnaire 'C' was designed so that the sex of the power user and target person was not specified. Subjects were given no information regarding the sex of the individuals in any of their 13 vignettes. For example, power strategy Alpha A in questionnaire C was presented as follows:

Questionnaire 'C'

We questioned an intimate married couple about strategies. When we asked one of them how they got the other one to do what they wanted they replied: "I make a simple request. I ask them to do what I want".

Subjects in this condition were then asked to respond to the same 10 perception and evaluation questions as previously outlined. This procedure was again repeated across the 13 strategies (see Appendix C for Questionnaire C).

#### 4.) Introduction and Instructions

In order to orient subjects to the nature of the experiment, each questionnaire was preceded by the following Introductory paragraph and Instructions section:

##### Introduction

For a number of years Psychologists have been interested in the methods people use to influence one another. These methods have come to be called "strategies".

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This study examines strategies that are used between two people who are involved in an intimate relationship with each other. Of particular interest, are your attitudes toward these strategies as they are presented here.

### Instructions

You will be presented with a description of a method used when one intimate partner is trying to influence the other. Read the description carefully, and then respond to the questions regarding the strategy employed. Record your responses in pencil on the provided IBM sheets. Do not make any marks on this paper.

The same introductory paragraph and instructions were used in each of the three conditions (see Appendix A, B, and C for Attitude Inventory Introduction and Instructions).

### Design and Hypothesis

All of Falbo and Peplau's (1980) 13 power strategies as they are labelled, defined and exemplified was used in this study. Each power strategy was presented to subjects in one of the three conditions, ie. male influencing female (Questionnaire A), female influencing male (Questionnaire B), or non-designated influencing non-designated (Questionnaire C). Each subject received only one Questionnaire, and thus was exposed to only one of the three

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conditions. Since both male and female subjects were used in the experiment, and since there were 3 conditions of the study, a 2x3 factorial design (see table 2) provides the best visual presentation of the design used for the Attitude Inventory study.

A number of comparisons of the perceptions and evaluations between the three conditions and two groups were made based on a number of hypotheses. These hypotheses in turn were based both on previous findings in the Psychology of Power literature, and from lay articles which purportedly reflect current changes and consistencies in North American culture.

It was hypothesized that there would be differences in the perceptions and evaluations of the three conditions based on the sex of the power user and target person. These differences were expected to emerge in the following pattern:

1.) When the power user was a male and the target individual was a female (ie. Questionnaire A), it was expected that the power strategy would be perceived as being more reasonable, direct, rational, open, and straight forward as compared to the other conditions (ie. Questionnaire B and C).

Similarly, the power user in Questionnaire A would be

Table 2

Design (2 X 3)

Questionnaire

		A	B	C	
<u>Subjects</u>	Male	N = 63	N = 65	N = 65	N = 188
	Female	N = 81	N = 81	N = 79	N = 240
		N = 144	N = 146	N = 144	
					total = 425

Questionnaire A: male power user, female target

Questionnaire B: female power user, male target

Questionnaire C: sex of power user and target not designated

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perceived as operating from a position of relative strength and competence as compared to conditions B and C. Finally, the power strategy would be evaluated as more positive, good, and healthy if a male is the influencer as opposed to the female influencer or the non-distinguished condition. This pattern was expected to emerge for all but the "traditionally female" strategies as defined by Falbo and Peplau (1980). Included in the "traditionally female" strategies were the laissez-faire strategy (C in the present study), the negative affect strategy (D in the present study), and the withdrawal strategy (M). These strategies were expected to be regarded as unreasonable, indirect, sneaky, manipulative, deceitful, and irrational. Further, it was expected that subjects would regard a male using these strategies as behaving in a weak and helpless manner, and would evaluate these approaches as negative, unhealthy, and bad as compared to the same strategies uses in conditions B and C.

2.) When the power user was female and the target individual was male (ie. Questionnaire B), the power strategies used were expected to be perceived as being more unreasonable, sneaky, irrational, manipulative, domineering, and deceitful than in other conditions A and C.

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The user was expected to be regarded as behaving in a weak and helpless manner, and it was anticipated that their approach would be evaluated as negative, unhealthy, and bad in comparison to conditions B and C. This pattern was expected to emerge for all except the "traditionally female" strategies (ie. C, D, and M), indicating the limits on what power strategies are deemed acceptable for women's use.

3.) When the sex of the power user and the target individual was non-designated, it was expected that the perceptions and evaluations would be based on the power strategy alone. This, in theory, controlled for the effects of the sex of the power user and target person, and isolated these effects in each of conditions A and B, where the sex of the persons involved is designated. Although there existed a possibility that subjects would assign a certain sex to the power user and target person for each of the strategies presented in Questionnaire C; for example, assuming that an individual "threatening to cry or pout if they don't get their way" must be a female, or ascribing the male sex to an individual who is described as an "agent making a direct statement of desired outcome", it was still expected that on the average the perceptions and evaluations of the strategies as presented in Questionnaire C would be somewhere in between the two sex designated conditions A and

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B. This effectively isolates the effect of sex in the design. Naturally, it was expected that comparisons between conditions A and B would yield the largest effects.

4) Finally, it was expected that there would be differences between male subject's and female subject's perceptions and evaluations of certain strategies when presented in certain conditions. Male subjects were expected to be much more critical of the use of "traditionally female" strategies by another male (ie. Questionnaire A; strategies C, D, and M) as compared to female subjects viewing the same vignettes.

Similarly, male subjects were expected to be much more critical of a female using what has been called "traditionally male" power strategies than their female counterparts. It was therefore expected that there would be differences between male and female subject in their perceptions and evaluations of Questionnaire B, strategies B, E, H, and K. These predictions were based on previous research by Nina Colwill (Note 1), which suggested that males were more likely than females to be threatened by the use of male strategies.

It was not expected that there would be significant differences between male and female subjects in their perceptions and evaluations of the power strategies as they

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were presented in Questionnaire C. It was expected that only the sex of the user and target person would have significant impact on subject's responses.



RESULTS

Basically, two kinds of statistical analyses were carried out on the data to address all the proposed hypothesis. First, a multivariate analysis of variance (MANOVA) was conducted to determine if there were significant differences between subjects responses for Questionnaires A, B, and C for each of the thirteen strategies. Questionnaires A, B and C therefore served as the independent variables or conditions and the ten questions regarding the subject's perceptions and evaluations of each strategy were the ten dependent variables for each of the MANOVA's. Thirteen separate analysis were conducted, one for each of the thirteen power strategies from Falbo and Peplau (1980). Because MANOVA combines dependent variables into a composite or "combination" variable, and also controls the inflation of Type I error; it is, according to Harris (1975, p. 93) the best "solution to the multiple comparison problem when there are two or more outcome measures as well as two or more groups".

Secondly, a Hotelling's T squared analysis was conducted to determine if significant differences existed between the perceptions and evaluations of female and male subjects for each of the conditions (A, B and C) across the

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power strategies. In other words, the Hotelling's T was used to determine if male and female subjects responded to the manipulations in the same manner, and also in the case of Questionnaire C, to determine if both males and females would regard the power strategy 'per se' in the same way. Hotelling's T, computes a combined score (linear combination) that is weighted to make the results of the t-test conducted as large as possible. It is therefore a most sensitive (powerful) test for detecting differences between means of dependent measures, and is appropriate for the present study.

The results are presented in three sections. The first section details the significant and hypothesis relevant results one strategy at a time. Both the MANOVA and Hotelling's T data are presented for each of the thirteen strategies. The second section synthesizes the results focussing on the data relevant to the hypothesis of the study as presented in the methods section. An interpretation of the data relevant to hypothesis testing is presented in this section. The final section synthesizes the results of the entire study. A summary and overview of the interpretation of the data is included, original hypothesis and significant results are highlighted graphically in Figure 2 and Figure 3 at the end of this section, and in

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## Appendix D.

### 1.) Significant and hypothesis relevent data

#### a) Strategy A; asking (Q 1-10)

##### MANOVA :

L ratio = 0.919763, F (20,808) = 1.73 p = 0.0256\*

(Note: \* denotes significance)

Question 1, F (2,413) = 4.58 p = 0.0107

Question 5, F (2,413) = 3.13 p = 0.0447

Question 8, F (2,413) = 4.39 p = 0.0130

##### Hotelling's T :

Questionnaire A, F (10,126) = 0.69 p = 0.7313 NS.

Questionnaire B, F (10,128) = 0.69 p = 0.7337 NS.

Questionnaire C, F (10,219) = 1.31 p = 0.2298 NS.

Question 1) F (1,138) = 5.36 p = 0.0221

#### b) Strategy ; Bargaining (Q 11-20)

##### MANOVA :

L Ratio = 0.963010, F (20,798) = 2.32 p = 0.07488 NS.

##### Hotelling's T :

Questionnaire A, F (10,126) = 0.69 p = 0.7345 NS.

Questionnaire B, F (10,130) = 0.88 p = 0.5583 NS.

Questionnaire C, F (10,129) = 0.61 p = 0.8041 NS.

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c) Strategy C; Laissez-faire (Q 21-30)

MANOVA :

L Ratio = 0.892962, F (20,798) = 2.32 p = 0.0009\*

Question 27, F (2,408) = 13.21 p = 0.0000

Question 28, F (2,408) = 4.70 p = 0.0096

Hotelling's T :

Questionnaire A, F (10,123) = 1.24 p = 0.2746 NS.

Questionnaire B, F (10,126) = 0.66 p = 0.7634 NS.

Question 27, F (1,135) = 4.31 p = 0.0397

Questionnaire C, F (10,129) = 1.77 p = 0.0732 NS.

d) Strategy D; Negative Affect (Q 31-40)

MANOVA :

L Ratio = 0.948063, F (20,818) = 1.11 p = 0.3377

Question 40, F (2,418) = 3.40 p = 0.0343

Hotelling's T :

Questionnaire A, F (10,127) = 2.14 p = 0.0257\*

Question 34, F (1,136) = 4.64 p = 0.0330

Question 38, F (1,136) = 6.80 p = 0.0101

Question 39, F (1,136) = 13.96 p = 0.0003

Questionnaire B, F (10,132) = 1.13 p = 0.3468 NS.

Questionnaire C, F (10,129) = 0.87 p = 0.5604 NS.

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e) Strategy E; Persistence (Q 41-50)

MANOVA :

L Ratio = 0.901011,	F (20,822) = 2.20	p = 0.0019*	
Question 41,	F (2,420) = 7.35	p = 0.0007	
Question 42,	F (2,420) = 3.44	p = 0.0331	
Question 43,	F (2,420) = 6.76	p = 0.0013	
Question 44,	F (2,420) = 4.85	p = 0.0083	
Question 48,	F (2,420) = 5.66	p = 0.0038	
Question 49,	F (2,420) = 7.87	p = 0.0004	
Question 50,	F (2,420) = 9.55	p = 0.0001	

Hotelling's T :

Questionnaire A,	F (10,127) = 2.84	p = 0.0032*	
Question 45,	F (1,136) = 6.69	p = 0.0107	
Question 47,	F (1,136) = 7.01	p = 0.0090	
Question 48,	F (1,136) = 10.90	p = 0.0012	
Question 49,	F (1,136) = 7.81	p = 0.0060	
Question 50,	F (1,136) = 4.91	p = 0.0284	
Questionnaire B,	F(10,133) = 1.73	p = 0.0808	NS.
Question 48,	F (1,142) = 6.83	p = 0.0099	
Questionnaire C,	F (10,130) = 0.64	p = 0.7801	NS.

f) Strategy F; Persuasion (Q 51-60)

MANOVA :

L Ratio = 0.926965	F (20,812) = 1.57	p = 0.0535	NS.
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Question 51, F (2,415)	= 4.77	p = 0.0090
Question 52, F (2,415)	= 3.86	p = 0.0219
Question 54, F (2,415)	= 4.74	p = 0.0092
Question 55, F (2,415)	= 3.10	p = 0.0460
Question 58, F (2,415)	= 6.21	p = 0.0022
Question 59, F (2,415)	= 3.63	p = 0.0272
Question 60, F (2,415)	= 6.68	p = 0.0014

Hotelling's T :

Questionnaire A,	F (10,126)	= 2.30	p = 0.0164*
Question 53, F (1,135)	= 6.58	p = 0.0114	
Question 56, F (1,135)	= 4.65	p = 0.0329	
Question 58, F (1,135)	= 8.51	p = 0.0041	
Question 59, F (1,135)	= 7.12	p = 0.0086	
Questionnaire B,	F (10,132)	= 2.61	p = 0.0064*
Question 53, F (1,141)	= 7.79	p = 0.0060	
Question 55, F (1,141)	= 16.93	p = 0.0001	
Question 58, F (1,141)	= 4.91	p = 0.0283	
Question 59, F (1,141)	= 4.61	p = 0.0335	
Question 60, F (1,141)	= 5.08	p = 0.0257	
Questionnaire C,	F (10,127)	= 1.62	p = 0.1072 NS.
Question 51, F (1,136)	= 6.55	p = 0.0116	
Question 52, F (1,136)	= 6.29	p = 0.0133	
Question 53, F (1,136)	= 10.88	p = 0.0012	
Question 54, F (1,136)	= 5.41	p = 0.0216	

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Question 56, F (1,136) = 5.55 p = 0.0199

Question 58, F (1,136) = 6.92 p = 0.0095

### g) Strategy G; Positive Affect (Q 61-70)

#### MANOVA :

L Ratio = 0.942503, F (20,818) = 1.23 p = 0.2219 NS.

Question 62, F (2,418) = 3.19 p = 0.0420

Question 63, F (2,418) = 3.37 p = 0.0216

Question 64, F (2,418) = 3.98 p = 0.0194

Question 66, F (2,418) = 5.36 p = 0.0050

Question 67, F (2,418) = 5.46 p = 0.0046

Question 68, F (2,418) = 6.62 p = 0.0015

Question 69, F (2,418) = 3.23 p = 0.0407

Question 70, F (2,418) = 5.05 p = 0.0068

#### Hotelling's T :

Questionnaire A, F (10,127) = 2.323 p = 0.0152\*

Question 62, F (1,136) = 4.17 p = 0.0430

Question 67, F (1,136) = 4.13 p = 0.0440

Question 70, F (1,136) = 5.00 p = 0.0270

Questionnaire B, F (10,132) = 1.00 p = 0.4475 NS.

Questionnaire C, F (10,129) = 1.19 p = 0.3050 NS.

### h) Strategy H; Reasoning (Q 71-80)

#### MANOVA

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L Ratio = 0.899412,	F (20,812) = 2.21	p = 0.0017*
Question 71,	F (2,415) = 4.57	p = 0.0109
Question 73,	F (2,415) = 5.48	p = 0.0045
Question 74,	F (2,415) = 5.64	p = 0.0038
Question 76,	F (2,415) = 3.11	p = 0.0457
Question 77,	F (2,415) = 10.66	p = 0.0000
Question 78,	F (2,415) = 4.03	p = 0.0185
Question 79,	F (2,415) = 5.02	p = 0.0070
Question 80,	F (2,415) = 3.38	p = 0.0350

### Hotelling's T :

Questionnaire A,	F (10,127) = 1.12	p = 0.3511	NS.
Questionnaire B,	F (10,129) = 1.25	p = 0.2662	NS.
Questionnaire C,	F (10,129) = 1.83	p = 0.0618	NS.

### i) Strategy I; Stating Importance (Q 81-90)

#### MANOVA

L Ratio = 0.906243,	F (20,802) = 2.02	p = 0.0051*
Question 82,	F (2,410) = 5.19	p = 0.0060
Question 83,	F (2,410) = 3.19	p = 0.0423
Question 85,	F (2,410) = 9.21	p = 0.0001
Question 86,	F (2,410) = 3.04	p = 0.0491
Question 88,	F (2,410) = 3.19	p = 0.0429
Question 90,	F (2,410) = 4.70	p = 0.0095

### Hotelling's T :



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Questionnaire A,	F (10,124) = 1.84	p = 0.0599	NS.
Questionnaire B,	F (10,128) = 1.59	p = 0.1163	NS.
Questionnaire C,	F (10,128) = 1.16	p = 0.3205	NS.

j) Strategy J; Suggesting (Q 91-100)

MANOVA

L Ratio = 0.958238,	F (20,822) = 0.89	p = 0.6056	NS.
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Hotelling's T

Questionnaire A,	F (10,128) = 0.35	p = 0.9645	NS.
Questionnaire B,	F (10,131) = 2.23	p = 0.0198*	
Question 91,	F (1,140) = 9.62	p = 0.0023	
Question 92,	F (1,140) = 4.27	p = 0.0405	
Question 97,	F (1,140) = 4.94	p = 0.0279	
Question 98,	F (1,140) = 10.75	p = 0.0013	
Question 99,	F (1,140) = 5.10	p = 0.0255	
Question 100	F (1,140) = 3.97	p = 0.0484	
Questionnaire C,	F (10,131) = 1.37	p = 0.1996	NS.
Question 94,	F (1,140) = 4.58	p = 0.0341	
Question 98,	F (1,140) = 4.84	p = 0.0294	

k) Strategy K; Talking (Q 101-110)

MANOVA

L Ratio = 0.938522,	F (20,816) = 1.32	p = 0.1602	NS.
Question 105	F (2,417) = 5.39	p = 0.0049	

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### Hotelling's T :

Questionnaire A,	F (10,128) = 2.53	p = 0.0083*	
Question 101	F (1,137) = 4.25	p = 0.0412	
Question 103	F (1,137) = 9.04	p = 0.0031	
Question 106	F (1,137) = 5.92	p = 0.0163	
Question 109	F (1,137) = 5.81	p = 0.0173	
Question 110	F (1,137) = 4.29	p = 0.0401	
Questionnaire B,	F (10,131) = 1.01	p = 0.4403	NS.
Question 102	F (1,140) = 5.84	p = 0.0170	
Questionnaire C,	F (10,128) = 1.46	p = 0.1632	NS.

### 1) Strategy L; Telling (Q 111-120)

#### MANOVA :

L Ratio = 0.940675, F (20,796) = 1.24 p = 0.2166 NS.

#### Hotelling's T :

Questionnaire A,	F (10,125) = 2.18	p = 0.0232*	
Question 112	F (1,134) = 14.09	p = 0.0003	
Question 114	F (1,134) = 6.29	p = 0.0133	
Question 115	F (1,134) = 7.71	p = 0.0063	
Question 116	F (1,134) = 9.80	p = 0.0021	
Questionnaire B,	F (10,120) = 0.66	p = 0.7614	NS.
Questionnaire C,	F (10,124) = 1.61	p = 0.1119	NS.
Question 114	F (1,133) = 4.36	p = 0.0388	
Question 119	F (1,133) = 4.05	p = 0.0462	

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m) Strategy M; Withdrawal (Q 121-130)

MANOVA :

L Ratio = 0.948007, F (20,810) = 1.10 p = 0.3480 NS.  
Question 122 F (2,414) = 3.30 p = 0.0378

Hotelling's T :

Questionnaire A, F (10,127) = 1.38 p = 0.1952 NS.  
Question 121 F (1,136) = 6.88 p = 0.0097  
Question 123 F (1,136) = 11.85 p = 0.0008  
Question 128 F (1,136) = 9.38 p = 0.0026  
Question 129 F (1,136) = 8.61 p = 0.0039  
Question 130 F (1,136) = 6.07 p = 0.0150  
Questionnaire B, F (10,130) = 0.50 p = 0.8872 NS.  
Questionnaire C, F (10,127) = 0.59 p = 0.8209 NS.

### 2.) Hypothesis Testing

The hypothesis presented in the methods section of this study anticipated differences in what appeared to be a great many comparisons. However, all these predictions are attended to by regarding the data analysis as it addresses the two key hypothesis. The first of these key hypothesis is that there are differences in the way that all subjects, male and female, will regard the power strategy dependent upon who is using it. In other words,

there was expected to be differences between the results for Questionnaire A, as compared to Questionnaire B, as compared to Questionnaire C. Within this first key hypothesis there were a number of predictions made regarding the "direction" of the anticipated differences. All these predictions and anticipated differences between groups were addressed by the MANOVA program.

The second key hypothesis was that there would be differences between male subjects and female subjects. These differences were predicted to emerge in certain situations and were anticipated to gravitate in certain directions. The Hotelling's T analysis both detected differences between groups of subjects and illuminated the directionality of the differences. The least confusing and most parsimonious mode of presentation for testing the hypothesis is to present each strategy with it's relevant hypothesis and results.

1.) Strategy A; Asking :

It was predicted that there would be differences in subject's perceptions and evaluations of this strategy dependent upon who the user was (ie. differences between Questionnaires A, B and C), with the Questionnaire A condition regarded as more reasonable, direct, rational, open, straight forward, and strong and competent. It was

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further predicted that the user's approach would be evaluated as more positive, healthy, and good in condition A as compared with B and C.

In the Questionnaire B condition, it was expected that the user would be regarded as more unreasonable, sneaky, irrational, manipulative, domineering, deceitful, and weak and helpless than in conditions A and C. It was further predicted that the strategy would be evaluated as more negative, unhealthy, and bad than in the other conditions. These patterns were predicted for all subjects. No differences were expected to emerge between male and female subjects.

Results indicated a significant difference between the 3 conditions,  $F(20,808) = 1.73$   $p = 0.0256$ . However, that is where the accuracy of the predictions ended, with the remainder of the results going against the predicted flow. Males using this strategy were seen as more domineering than were female users ( $F(2,413) = 3.13$   $p = 0.0447$ ). Females using this strategy were seen as more reasonable ( $F(2,413) = 4.58$   $p = 0.0107$ ), and were evaluated as more positive ( $F(2,413) = 4.39$   $p = 0.0130$ ) than were their male or non-designated counterparts.

### 2.) Strategy B; Bargaining

It was hypothesized (as in strategy A) that again

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the male user would be regarded in a comparatively more positive light while the female user would be viewed more negatively. In addition, it was predicted that male subjects would regard a female user of this "male" power strategy "more critically" than female subjects.

Results, however, indicated no significant differences either between groups or between subjects on this strategy.

### 3.) Strategy C; Laissez-faire

It was hypothesized that all subjects would be highly critical of a male using this "female" power strategy. Male subjects were expected to be more critical than female subjects regarding condition A.

Results indicated differences between conditions A, B and C ( $F(20,798) = 2.32$   $p = 0.0009$ ). Females using this strategy were seen as more strong and competent, while males using this strategy were seen as weak and helpless ( $F(2,408) = 13.21$   $p = 0.0000$ ). Similarly, this strategy was regarded more negatively when used by a male ( $F(2,408) = 3.299$   $p = 0.0096$ ). However, no significant differences were found between male and female subjects in their perceptions and evaluations of this strategy except that female subjects more than male subjects regarded the female user as strong and competent

( $F(1,135) = 4.31$   $p = 0.0397$ ).

4.) Strategy D; Negative affect

It was predicted that both male and female subjects would be highly critical of a male using this "female" strategy. Again, male subjects were expected to be more critical than female subjects.

No significant overall differences were found regarding the sex manipulation of the power user. Subjects did however, rate negative affect as a "bad" approach in general, but slightly worse for males than females ( $F(2,418) = 3.40$   $p = 0.0343$ ).

It was also found that female subjects were more critical than male subjects regarding a male using this strategy. Female subjects viewed the male user as more manipulative ( $F(1,136) = 4.64$   $p = 0.0330$ ) and evaluated the use of this strategy as more negative ( $F(1,136) = 6.80$   $p = 0.0101$ ) and unhealthy ( $F(1,136) = 13.96$   $p = 0.003$ ) than did their male counterparts.

5.) Strategy E; Persistence

It was hypothesized that all subjects would regard this "male" strategy in a more positive light when it was used by a male, and be more critical of the use of persistence by a female. It was also predicted that male subjects would be more critical of a female using this

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strategy than would female subjects.

Results indicated significant differences between conditions  $F(20,822) = 2.20$   $p = 0.0019$ . However, the data was directly contrary to the prediction with females using this strategy being perceived as more reasonable ( $F(2,420) = 7.35$   $p = 0.0007$ ), direct. ( $F(2,420) = 3.44$   $p = 0.0331$ ), rational ( $F(2,420) = 6.76$   $p = 0.0013$ ), and open ( $F(2,420) = 4.85$   $p = 0.0083$ ) than the male user. Similarly when the female was the user of this approach it was evaluated as more positive ( $F(2,420) = 5.66$   $p = 0.0038$ ), healthy ( $F(2,420) = 7.89$   $p = 0.0004$ ), and good ( $F(2,420) = 9.55$   $p = 0.0001$ ); as compared to a male using this strategy.

Differences between males and females were also found in Condition A,  $F(10,127) = 2.84$   $p = 0.0032$ . Female subjects were more critical of a male using this strategy than were the male subjects, regarding him as more domineering ( $F(1,136) = 6.69$   $p = 0.0107$ ) and judging the approach as more negative ( $F(1,136) = 10.90$   $p = 0.0012$ ), unhealthy ( $F(1,136) = 7.81$   $p = 0.0060$ ), and bad ( $F(1,136) = 4.91$   $p = 0.0284$ ). However, females more than males also saw this male user as strong and competent ( $F(1,136) = 7.01$   $p = 0.0090$ ).

Results also indicated differences between male



and female subjects in their responses to Condition B. Male subjects, again contrary to prediction, regarded a female using this strategy more positively than did their female counterparts ( $F(1,142) = 6.83$   $p = 0.0099$ ).

6.) Strategy F; Persuasion

Males using this strategy were expected to be regarded more favorably than female users of persuasion. No differences were expected between male and female subjects.

No significant overall differences were found between the three conditions. However, females using this strategy were regarded as more reasonable ( $F(2,415) = 4.77$   $p = 0.0090$ ), direct ( $F(2,415) = 3.86$   $p = 0.0219$ ), and open ( $F(2,415) = 4.74$   $p = 0.0092$ ) than were male users who were regarded as more domineering ( $F(2,415) = 3.10$   $p = 0.0460$ ). Similarly, the strategy was evaluated as more positive ( $F(2,415) = 6.21$   $p = 0.0022$ ), healthy ( $F(2,415) = 3.63$   $p = 0.0272$ ), and good ( $F(2,415) = 6.68$   $p = 0.0014$ ) if used by a female as opposed to a male.

Significant differences between male and female subjects also emerged for this study. Condition A ( $F(10,126) = 2.30$   $p = 0.0164$ ), male subjects regarded the male power user as more rational ( $F(1,135) = 6.58$   $p =$

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0.0114) and straight forward ( $F(1,135) = 4.65$   $p = 0.0329$ ) than did female subjects. They also regarded his approach as more positive ( $F(1,135) = 8.51$   $p = 0.0041$ ) and healthy ( $F(1,135) = 7.12$   $p = 0.00086$ ) than did female subjects.

In condition B ( $F(10,1323) = 2.61$   $p = 0.0064$ ), male subjects viewed a female using this strategy more favorably than did the female subjects, regarding her as more rational ( $F(1,141) = 7.79$   $p = 0.0060$ ) and evaluating her approach as more positive ( $F(1,141) = 4.91$   $p = 0.0283$ ), healthy ( $F(1,141) = 4.61$   $p = 0.0335$ ), and good ( $F(1,141) = 5.08$   $p = 0.0257$ ) than female subjects who tended to see this woman as more domineering ( $F(1,141) = 16.93$   $p = 0.0001$ ), than did the male subjects.

Differences also arose between male and female subjects in Condition C. Although there were no overall significant differences, it was found that males regarded persuasion in general as more reasonable ( $F(1,136) = 6.55$   $p = 0.0116$ ), direct ( $F(1,136) = 6.29$   $p = 0.0133$ ), rational ( $F(1,136) = 10.88$   $p = 0.0012$ ), open ( $F(1,136) = 5.41$   $p = 0.0216$ ), and straight forward ( $F(1,136) = 5.55$   $p = 0.0199$ ) than did female subjects; and evaluated persuasion as a more healthy ( $F(1,136) = 6.92$   $p = 0.0095$ ) approach than did females.

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### 7.) Strategy G; Positive Affect

Males using this strategy were expected to be regarded more favorably than females. No differences were anticipated between male and female subjects in this regard.

Significant overall differences between the three conditions were not found. However, it was found that females using this strategy were seen as more irrational ( $F(2,418) = 3.87$   $p = 0.0216$ ), manipulative ( $F(2,418) = 3.98$   $p = 0.0194$ ), deceitful ( $F(2,418) = 5.36$   $p = 0.0050$ ), and weak and helpless ( $F(2,418) = 5.46$   $p = 0.0046$ ), than a male using the same strategy. On the other hand, a male using positive affect while viewed as being sneaky ( $F(2,418) = 3.19$   $p = 0.0420$ ), had the approach evaluated as more positive ( $F(2,418) = 6.62$   $p = 0.0015$ ), healthy ( $F(2,418) = 3.23$   $p = 0.0407$ ), and good ( $F(2,418) = 5.05$   $p = 0.0068$ ) than did the female user.

Significant differences were also found between male and female subjects in Condition A ( $F(10,127) = 2.32$   $p = 0.0152$ ). Male subjects regarded the male user of this strategy as more direct ( $F(1,136) = 4.17$   $p = 0.0430$ ), and rated his approach as more "good" ( $F(1,136) = 5.00$   $p = 0.0270$ ) than did female subjects who in turn saw this man a more strong and competent ( $F(1,136) = 4.13$   $p =$

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0.0440) than did the male subjects.

### 8.) Strategy H; Reasoning

It was hypothesized that males using this "male" strategy would be regarded more favorably than females using the same strategy who were expected to meet with critical appraisal. Differences were also expected between male and female subjects with males being particularly critical of a female using this strategy.

Significant differences were found between the three conditions ( $F(20,812) = 2.21$   $p = 0.0017$ ). However, subject's appraisals were again directly contrary to the hypothesis, with female users of reasoning being regarded as more reasonable ( $F(2,415) = 4.57$   $p = 0.0109$ ), rational ( $F(2,415) = 5.48$   $p = 0.0045$ ), open ( $F(2,415) = 5.64$   $p = 0.0038$ ), straight forward ( $F(2,415) = 3.11$   $p = 0.0457$ ), and strong and competent ( $F(2,415) = 10.66$   $p = 0.0000$ ) than the male user. Similarly, her approach was regarded as more positive ( $F(2,415) = 4.03$   $p = 0.0185$ ), healthy ( $F(2,415) = 5.02$   $p = 0.0070$ ), and good ( $F(2,415) = 3.38$   $p = 0.0350$ ) than when the male used the same approach.

No significant differences were found between male and female subjects regarding their perceptions and evaluations of this strategy.

9.) Strategy I; Stating Importance

It was expected that males using the stating importance strategy would be regarded more favorably than female users of the same strategy. No differences were anticipated between male and female subjects for this strategy.

Significant differences were found between the three conditions, ( $F(202,802) = 2.02$   $p = 0.0051$ ). As expected, males using his strategy were viewed as being more direct ( $F(2,410) = 5.19$   $p = 0.0060$ ), more rational ( $F(2,410) = 3.19$   $p = 0.0423$ ), more domineering ( $F(2,410) = 9.21$   $p = 0.0001$ ), and more straight forward ( $F(2,410) = 3.04$   $p = 0.491$ ), than were female users of the strategy. Similarly, the approach was regarded as healthy ( $F(2,410) = 3.19$   $p = 0.0424$ ) and a good approach ( $F(2,410) = 4.70$   $p = 0.0095$ ) if it was a male as opposed to a female user.

No significant differences were found between male and female subjects regarding the use of this strategy.

10.) Strategy J; Suggesting

Male users of this strategy were expected to be received more favorably than female users. No differences were expected between male and female subjects regarding this strategy.

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No significant differences were found between subject's perceptions and evaluations of the three conditions of this strategy.

However, significant differences arose between male and female subjects in Condition B ( $F(10,131) = 2.23$   $p = 0.0198$ ). Male subjects saw this female user as more reasonable ( $F(1,140) = 9.62$   $p = 0.0023$ ), direct ( $F(1,140) = 4.94$   $p = 0.0279$ ), and regarded her approach as more positive ( $F(1,140) = 10.75$   $p = 0.0013$ ), healthy ( $F(1,140) = 5.10$   $p = 0.0255$ ), and good ( $F(1,140) = 3.97$   $p = 0.0484$ ) than did the female subjects.

Although no significant overall effects were found for condition C, there was a tendency for female subjects to regard this "suggesting" strategy in general as more manipulative ( $F(1,140) = 4.58$   $p = 0.0334$ ) and evaluated it more negatively ( $F(1,140) = 4.84$   $p = 0.0294$ ) than their male counterparts did.

### 11.) Strategy K; Talking

This is regarded as a typical "male" strategy. It was therefore expected that males using this strategy would be regarded more favorably than females, who were expected to meet with some criticism from all subjects. Differences were also expected between male and female subjects with males finding the use of this strategy by a

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female as more unacceptable than female subjects.

Results did not indicate any overall significant differences between conditions A, B and C. However, females were seen as being more domineering ( $F(2,417) = 5.39$   $p = 0.0049$ ) than males if they were the users of this strategy.

Significant differences emerged between male and female subjects in Condition A ( $F(10,128) = 2.53$   $p = 0.0083$ ). However, it was the female subjects who regarded the male uses of this power strategy as more reasonable ( $F(1,137) = 4.25$   $p = 0.0412$ ), rational ( $F(1,137) = 9.04$   $p = 0.0031$ ), and straight forward ( $F(1,1137) = 5.92$   $p = 0.0163$ ), and regard his approach as more healthy ( $F(1,137) = 5.81$   $p = 0.0173$ ) and good ( $F(1,137) = 4.29$   $p = 0.0401$ ), than did the male subjects.

If the user of this strategy was female (ie. Condition B), then female subjects tended to regard her approach as more direct ( $F(1,140) = 5.84$   $p = 0.0170$ ) than did the male subjects. However, no overall differences were found for condition B.

### 12.) Strategy L; Telling

Males employing the "telling" strategy were expected to be regarded more favorably than female users of the same strategy. No differences were expected to

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emerge between male subjects and female subjects for this strategy.

Results did not indicate any significant differences between the three conditions of this strategy. Differences were found, however, between male and female subjects regarding Condition A ( $F(10,1225) = 2.18$   $p = 0.0232$ ). Female subjects regarded a male using this strategy as more direct ( $F(1,134) = 14.09$   $p = 0.003$ ), open ( $F(1,134) = 6.29$   $p = 0.0133$ ), domineering ( $F(1,134) = 7.71$   $p = 0.0063$ ), and straight forward ( $F(1,134) = 9.80$   $p = 0.0021$ ) than did male subjects.

Although no significant overall findings occurred in condition C, there was a tendency for females to see this approach in general as more open ( $F(1,133) = 4.36$   $p = 0.0388$ ) than did male subjects who tended to evaluate it as more unhealthy ( $F(1,133) = 4.05$   $p = 0.0462$ ) than did the females.

### 13.) Strategy M; Withdrawal

This is regarded as a typically "female" strategy. As such it was expected that males using this strategy would meet with heavier criticism than female users of the strategy. Differences were also expected to emerge between male and female subjects in condition A, with male subjects being more critical of a male using this strategy



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than female subjects.

Results indicated no significant difference overall between the three conditions. However, males using this strategy were seen as being more sneaky ( $F(2,414) = 3.30$   $p = 0.0378$ ) than were female users of withdrawal.

There were no significant differences between male and female subjects overall for Condition A, but female subjects were more critical of a male using this strategy than were the male subjects. Females regarded this male user as more unreasonable ( $F(1,136) = 6.88$   $p = 0.0097$ ) and irrational ( $F(1,136) = 11.85$   $p = 0.0008$ ) and similarly evaluated the approach when used by a male as more negative ( $F(1,136) = 9.38$   $p = 0.0026$ ), unhealthy ( $F(1,136) = 8.61$   $p = 0.00039$ ), and bad ( $F(1,136) = 6.07$   $p = 0.0150$ ), than did the male subjects.

### 14.) Questions 131 to 134

No significant differences were found between groups regarding the age, marital status, or sexual preference of the subjects.

### 3) Synopsis

The results, while not entirely conclusive, tend not to support many of the hypotheses presented in the methods section of the study. While many differences were

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found in subjects' perceptions and evaluations of these power strategies, there was not a uniform directionality to these findings, with many results flowing contrary to prediction.

The hypothesis that all but the "traditionally female" strategies would be regarded more favorably if used by a male as opposed to a female was not supported by the results. Only the "positive effect" and the "stating importance" strategies were evaluated as predicted. Both of those were strategies that were neither "traditionally male" nor "traditionally female" according to the Falbo and Peplau's (1980) configuration. Directly contrary to this hypothesis were the results from the "asking", "persistence", "persuasion" and "reasoning" strategies, where subject's responses were clearly more favorable to the female user of these strategies. It is interesting to note that while "asking" and "persuasion" are not "typical male" or "typical female" strategies, both "persistence" and "reasoning" are regarded as "male" strategies. The notion, then, that all strategies (except "female" strategies) would be regarded more favorably if the user was male, and would be viewed more critically if the user was female, was not upheld by the results of the present study.

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The hypothesis that all subjects would regard a male using a "female" strategy more critically than they would a female using the same strategy was supported significantly regarding the "laissez-faire" strategy. Overall results from the "negative affect" and "withdrawal" strategies were not significant. However, variables within both those strategies that were found to be significant also supported the hypothesis that males using these strategies were received more critically than female users of the same strategies.

The hypothesis that male subjects would be more critical than female subjects regarding a male using a "female" strategy was not sustained by the current results. While there was no significant difference between male and female subjects for the "laissez-faire" strategy, significant results from the "negative affect" strategy were contrary to prediction with female subjects levelling a greater degree of critical appraisal than the male subjects. A similar trend emerged from the significant variables for the "withdrawal" strategy, with female subjects again being more critical than the male subjects. There were however, no significant overall effects for the "withdrawal" strategy. Results then, indicated a lack of support for the hypothesis that male

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subjects would react more unfavorably than female subjects to a male using a "female" power strategy.

The final hypothesis, that there would be differences between male and female subjects regarding the use of a "male" strategy by a female, with males being more critical of this than females was not upheld by the data. There were no significant differences between male and female subjects for any of the "male" strategies: "bargaining", "persistence", "reasoning" and "talking". Persistence, when used by a female was regarded as more negative, but by females as opposed to the predicted male subjects. Talking, when used by a female, was regarded as more direct by female subjects as compared to males. There is therefore no support for the hypothesis that males would be more critical than females of a woman using a "man's" power strategy.

While there were no significant differences between male and female subject's responses to a woman using a "woman's" strategy, there were some differences in their perceptions and evaluations of a man using a "man's" strategy. "Persistence" when used by a male was seen by female subjects as being more domineering and strong and competent than by male subjects. It was also evaluated as negative, unhealthy, and bad by females as compared to

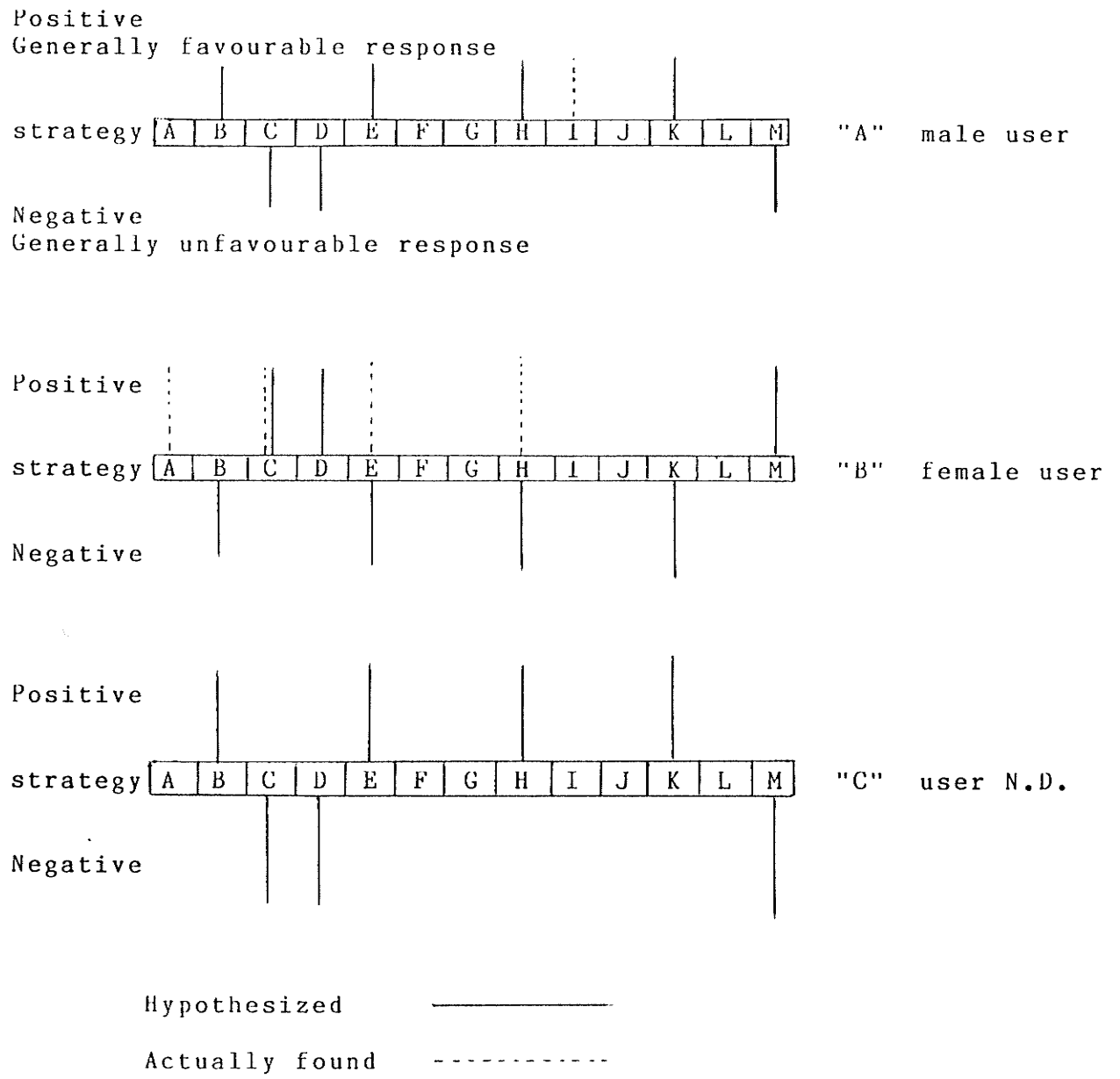
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males. "Talking", on the other hand, was regarded as more reasonable, rational, and straight forward, and evaluated as more healthy and good by female subjects as compared to their male counterparts.

The attitude inventory study examined a great number of variables and attended closely to detail in the reporting of the findings. The results therefore seem at times too cumbersome to interpret. It is thus useful to present the findings graphically. To do this it is necessary to reduce the dependent variables to "generally positive" or "generally negative" categories, allowing for graphic depiction of both hypothesized and actual results. Figure 2 below depicts the hypothesized differences between conditions as compared to the actual differences found. Similarly, Figure 3 below compares the hypothesized differences between subjects with the actual differences found between male and female subjects.

FIGURE 2

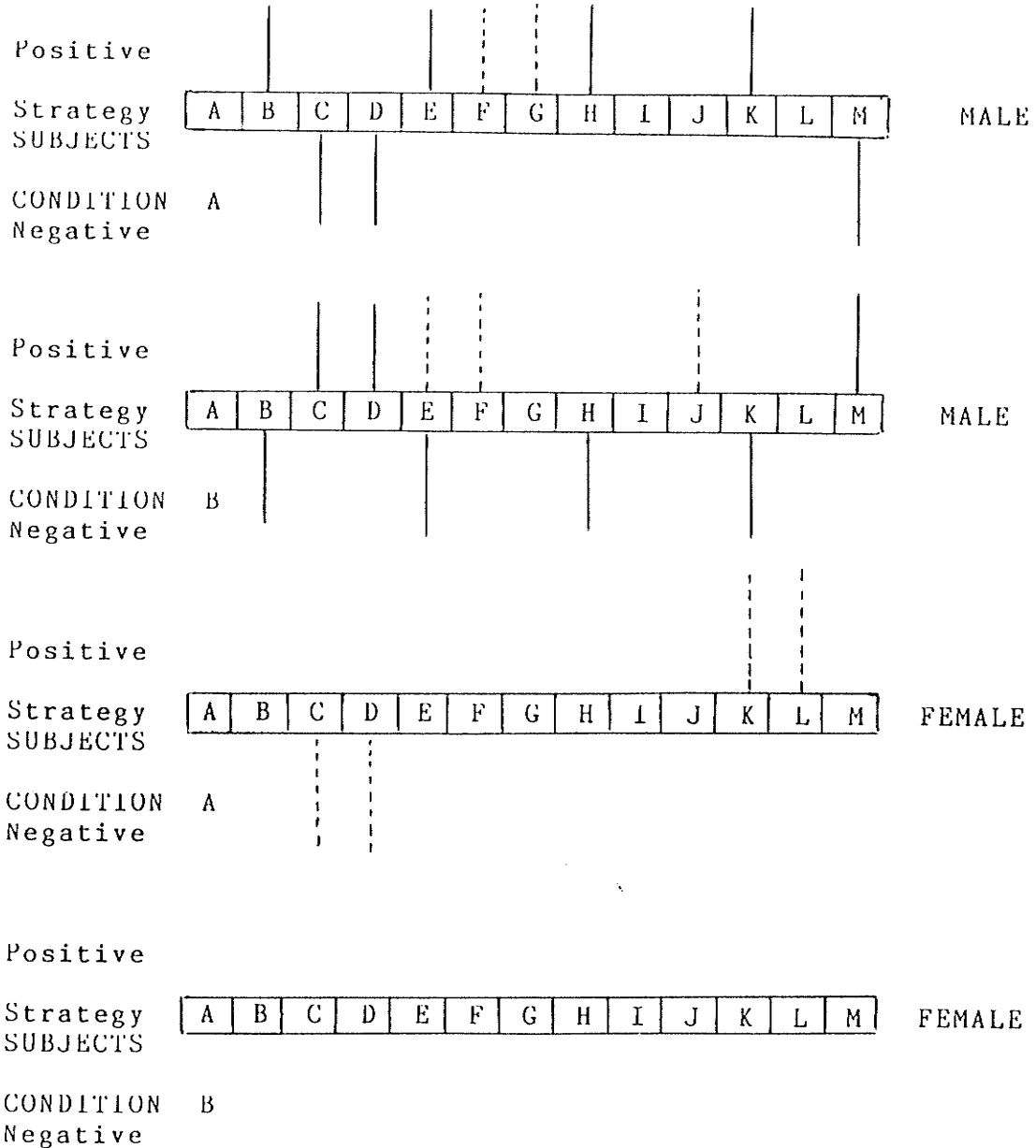
Differences Between Conditions



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FIGURE 3

Differences Between Subjects



Hypothesized —————

Actually found - - - - -

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## Discussion

The present study was designed to gather information regarding people's perceptions and evaluations of power strategies used in intimate relationships. Vignettes of thirteen different power strategies as defined by Falbo and Peplau (1980) were presented to subjects who were asked to rate, on a five point scale, ten variables regarding their perceptions and evaluations of the strategy employed and the strategy user in the situation. A comparison of these ratings was carried out to determine if there were differences in people's attitudes toward these strategies and these strategy users.

### Testing Predictions

Two main hypotheses were generated. First, that there would be differences in subject's perceptions and evaluations based on the sex of the user of the power strategy. And second, that there would be differences between male and female subjects in their ratings.

#### 1.) Differences between Power Strategies

It was suggested that all the power strategies except those designated as "typically female" would be regarded more favorably if used by a male as opposed to a female. Previous research by Broverman et al (1972),



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Johnson (1976), Falbo and Peplau (1980) and many others has indicated that a male using power is seen as more legitimate, more acceptable, and in many ways simply more favorable than a female using power. According to the results of this attitude inventory however, this did not translate to power use in the intimate relationship. Use of power by males was not in general regarded as more favorable than power use by females. In fact, the results are contrary to this expectation, with female users being held in a generally more positive light than male users.

It was also hypothesized that males using a "female" power strategy would be regarded more critically than females using the same strategy. Johnson (1974) suggested that "dire consequences" awaited females who used "male" strategies. The Attitude Inventory study examined the reaction to males using a "female" strategy. Results support the notion that it is unacceptable for males to utilize a "female" strategy.

### 2.) Sex of Subject Differences

It was hypothesized that there would be differences between male and female subjects in their perceptions and evaluations of a male using a "female" strategy and a female using a "male" strategy. Specifically, it was suggested that male subjects would

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find a male using a "female" strategy as more unacceptable than would female subjects. Males were expected to recoil and be revolted by the notion of a man using a "woman's" strategy. However, it was the female subjects who seemed to object most vehemently to this cross-sexed behavior.

Similarly, it was anticipated that male more than female subjects would be critical of a female using a "male" strategy. It has been suggested (Colwill, 1981. See note 1) that males would perhaps find this notion somewhat threatening, and therefore be more critical of its use. No support was found however, for the hypothesis that males would be more critical of a woman using a "man's" strategy than would female subjects.

### 3.) Additional Findings

No specific hypotheses were generated regarding subjects' perceptions and evaluations of a man using a "man's" strategy and a woman using a "woman's" strategy. According to the general hypothesis of the study, it was anticipated that there would be no sex of subject differences for these conditions. Although there were no significant sex of subject differences regarding a woman using a "woman's" strategy, there were in fact some differences for a man using a "man's" strategy. Female subjects were critical of males using "persistence" as a

strategy but supported the notion of males "telling".

Goals and Outcomes

One of the main goals of the study was to determine if "sex roles were still so clearly and rigidly defined" so as to make certain strategies acceptable for one sex but unacceptable for the other. Clearly, there are expectations and associations between gender and power strategy. Are they so inflexible that a man cannot use a "woman's" strategy or vice versa. While there may continue to be a central tendency for "male" and "female" strategies, perhaps significant increases in the deviation would allow for a less rigid, more flexible set of attitudes.

Insofar as the Attitude Inventory results reflect attitudes about power strategy use within the confines of the intimate relationship, it might be suggested that attitudes towards the use of power have changed somewhat. While some strategies are clearly not acceptable, and some restrictions and reservations do apply, both males and females have access to a variety of power strategies that meet with the other sex's approval.

Although males using what have been called "female" strategies met with pointed criticism, the same was not true for females using the "male" strategies. In

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general, the strategies were not regarded as more favorable if used by a male. On the contrary, if there was a notable preference, it was usually in favor of the female user of the strategy. Therefore, the use of power by a female, at least in the intimate relationship, does not seem likely to be received as disruptive or illegitimate. The use of any of the suggested strategies by a male similarly does not seem to be unfavorable except for use of the "traditionally female" strategies. So while certain expectancies and associations between gender and power strategy remain intact, it appears that at least within the intimate interpersonal relationship these guidelines are somewhat relaxed.

A second goal of the study was to determine if there were differences between male and female subjects in their ratings of the different strategies in the different conditions. Previous research on the topic of power in the intimate relationship had not specifically focussed on this issue, but had offered some suggestions regarding anticipated differences. The sort of inventory conducted in the present study does not really "get at" how an individual would respond to the use of certain strategy in their own relationships. Rather, it reflects an opinion about how things "should be" in a relationship, and as

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such, is not necessarily an exposition of how these people interact with their own intimates.

Significant sex of subject differences arose in many of the conditions presented. On the whole it is apparent that male subjects were tolerant of female power users utilizing any of the thirteen power strategies and were in fact more favorable than female subjects with respect to the use of "male" strategies. Male subjects were also tolerant of male power users utilizing all except the "female" strategies. Female subjects were tolerant of female users employing all strategies, but were more critical than the male subjects of females using persistence and persuasion. In addition, female subjects while finding the use of power by a male as quite acceptable for all but the "female" strategies, also rated the use of a "male" strategy by a male as more favorable than did male subjects and similarly found his use of a "female" tactic as less acceptable. All of these findings are, of course, open to a number of interpretations. Since there has been only a small amount of research conducted investigating power in intimate relationships; and since the present study is simply an attitude survey about the use of power in relationships; the information extracted from the present study cannot be earmarked for

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disputing present normative expectations in associations between gender and power strategy use. It is rather, an exploratory venture of heuristic value to the investigation of power and its use in intimate relationships.

However, before closing the discussion of the findings a number of possibilities emerge that may in part account for some of the findings of the study. First of all, as Falbo and Peplau (1980) point out, men expect compliance to their influence attempts. Women anticipate noncompliance. "Thus men perceive themselves to be influencing from a position of relative strength, whereas women perceive themselves to be influencing their partners from a weakr or subordinate position". (p. 627). In other words there is clearly a possibility that men view themselves as having much more power than their intimate. Consequently, there is no call for alarm or distress from male subjects regardless of the power strategy employed by a female. She simply hasn't the power to have that much of an impact. This may in part account for the lack of negative response from male subjects regarding femal power users.

Similarly there was no strong reaction from male subjects regarding a male using a female power strategy.

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This could be because an individual using one of the indirect, unilateral strategies is quite likely to be a powerless person and therefore not worthy of any kind of serious contempt. However, other explanations are available and in some ways seem more likely to account for some of these differences. There may be a reluctance on the part of the male subjects to be very critical of any individual or any power strategy because of a sort of "evaluation apprehension". From a subject's viewpoint, it may be that it is easier to respond in a way that is currently defined as socially desirable than it is to sort through a lot of personal conflicts in responding to the items. In other words, there is the suggestion here that male subjects may have wanted to "appear" to be more liberal and easy going than they perhaps really are in their own relationships. Female participants might have been less subject to this influence, or even influenced in the other direction because they may feel somewhat restricted to a very specific set of "female" strategies, thereby viewing women's access to a range of power strategies as socially desirable according to "new" standards, and be motivated to respond accordingly.

This notion of current cultural ideology is thematic throughout the results of the present study, and

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in the power literature in general. Regarding intimate interpersonal relationships, it is apparent from extensive cultural research such as that of Daniel Yankelovich (1981), that norms are in transition. Social, political, and economic changes along with considerable input from feminists, E.R.A., and other powerful groups, have affected all aspects of life in the 1980's including the intimate relationship. Perhaps influences from the women's movement groups have left males feeling criticized and defensive, while not clearly defining how it is that they "should" be. Consequently, there is a reluctance on their part to either applaud or criticize any of the power users or power strategies presented in the Attitude Inventory study. Female subjects on the other hand may have felt more encouraged to "speak out" against what they felt was unjust or manipulative use of power. Perhaps at this point in time, their position is clearly enough defined so that they at least have the option of responding in a socially desirable way. Therefore, female subjects may have been less apprehensive about reporting their reactions to power users and power strategies.



Conclusion

Results of the study point to a number of interesting findings. There exists, however, a certain amount of reluctance to term these findings "conclusions", both because of the "survey" nature of the study and because of the presentation of the vignettes. The survey of attitude style of data collection places the subject "outside of" the relationship as opposed to the ideal of an intimately involved setting. Similarly the vignettes, while providing all the necessary information, are not the premium mode of transmission of interactive encounters. These shortcomings notwithstanding, a number of interesting conclusions can be put forward.

First, there was no tendency to grant favorable status to a certain power strategy simply because it was used by a male. The notion that the use of power by males is legitimate and acceptable while the uses of power by females was illegitimate, disruptive, and unacceptable was not upheld pertaining to the intimate relationship.

Secondly, it was not sustained that males had greater access to a plethora of different legitimate power strategies as compared to their female counterparts. Of the thirteen strategies investigated in the present study

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males were regarded significantly more favorably than females for only one, stating importance. Females on the other hand were regarded significantly more favorably for five of the strategies: asking, laissez-faire, persistence, persuasion, and reasoning. Persistence and reasoning are both "male" strategies. This also brings to question the assertion that females only have access to those strategies that lower the user's self esteem. It would seem according to these results that this is not at all the case. However, these strategies are presented as being used within the arena of the intimate relationship, where it has also been argued that women suffer from no shortage of power or power tactics to utilize.

Thirdly, it was found as expected that it is unacceptable for males to make use of "female" tactics. This had not been previously investigated. However, there did not appear to be any "dire consequences" as Johnson (1976) suggested awaiting females who made use of a "male" tactic.

Fourthly and finally, differences emerged between male and female subjects in a number of conditions. Contrary to predictions, female subjects were more critical of a male using a female strategy than were males subjects. Speculation around the reasons for this finding

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are many. However, one intuitively appealing notion is that due to the presentation of the strategy, it would be females as opposed to males who would have to imagine being presented with the male using this strategy. It therefore had a greater impact on female subjects than male subjects. At any rate, this would have to qualify as one of the more interesting and unexpected findings of the study.

Similarly, it is interesting to note that there were no significant differences between male and female subjects regarding their perceptions and evaluations of a woman using a "man's" strategy. It was expected that males would "be threatened" and therefore be more critical of this situation than would the female subjects. This finding may be due again to the interpersonal intimate nature of the relationship between the two people presented in the vignette, or could reflect a change in current attitudes towards women. It may also imply that many of the restrictions that seem to apply strictly to women are more self-imposed than reality based. However, it could also be argued and supported that males are not threatened by "powerless" people (ie. females) and therefore have no reason to be critical of their selection or use of power strategies.

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In consideration of all the data, results, and conclusions, it is wise to bear in mind the age of the subjects whose opinions were tapped for the purposes of this study. The average age was 19 - 20 years and most respondents were single. This seriously hampers the capacity for generalization from the results of this study.

As a final conspectus, it is maintained that results do indeed indicate the possibility that different processes, rules, and restrictions apply to power use within the intimate relationship as compared to more "public" arena of power use. It is not known if this is a reflection of "changing attitudes" towards women, men, sex roles and power use in relationships, or if it is a reflection of the relative naivety or disinterest of an introductory subject pool. It is suggested that further research investigating differences between the public and private aspects of individual's power use would illuminate the road to clearer understanding of the intricacies involved in the use of power.

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Attitude InventoryQuestionnaire APart 1Introduction

For a number of years Psychologists have been interested in the methods people use to influence one another. These methods have come to be called "strategies." This study examines strategies that are used between two people who are involved in an intimate relationship with each other. Of particular interest, are your attitudes toward these strategies as they are presented here.

Instructions

You will be presented with a description of a method used when one intimate partner is trying to influence the other. Read the description carefully, and then respond to the questions regarding the strategy employed. Record your responses in pencil on the provided IBM sheets. Do not make any marks on this paper.

Strategy #A) Bob and Carol are an intimate married couple. When we asked Bob how he got Carol to do what he wanted he replied:

"I make a simple request. I ask her to do what I want."

On the IBM sheet, rate Bob on the following:

- |                                     |                         |   |   |   |                      |
|-------------------------------------|-------------------------|---|---|---|----------------------|
| 1. To what extent is Bob being      | a                       | b | c | d | e                    |
|                                     | reasonable              |   |   |   | unreasonable         |
| 2. To what extent is Bob being      | a                       | b | c | d | e                    |
|                                     | direct                  |   |   |   | sneaky               |
| 3. To what extent is Bob being      | a                       | b | c | d | e                    |
|                                     | rational                |   |   |   | irrational           |
| 4. To what extent is Bob being      | a                       | b | c | d | e                    |
|                                     | open                    |   |   |   | manipulative         |
| 5. To what extent is Bob being      | a                       | b | c | d | e                    |
|                                     | domineering             |   |   |   | compliant            |
| 6. To what extent is Bob being      | a                       | b | c | d | e                    |
|                                     | straight<br>forward     |   |   |   | deceitful            |
| 7. To what extent is Bob being      | a                       | b | c | d | e                    |
|                                     | strong and<br>competent |   |   |   | weak and<br>helpless |
| 8. To what extent is Bob's approach | a                       | b | c | d | e                    |
|                                     | positive                |   |   |   | negative             |
| 9. Do you think Bob's approach is   | a                       | b | c | d | e                    |
|                                     | healthy                 |   |   |   | unhealthy            |
| 10. Do you think Bob's approach is  | a                       | b | c | d | e                    |
|                                     | good                    |   |   |   | bad                  |

Strategy #B) Mike and Lois are an intimate married couple. When we asked Mike how he got Lois to do what he wanted he replied:

"I do something for her if she will reciprocate. We usually negotiate something agreeable to both of us. We compromise."

- |                                       |                         |   |   |   |                      |
|---------------------------------------|-------------------------|---|---|---|----------------------|
| 11. To what extent is Mike being      | a                       | b | c | d | e                    |
|                                       | reasonable              |   |   |   | unreasonable         |
| 12. To what extent is Mike being      | a                       | b | c | d | e                    |
|                                       | direct                  |   |   |   | sneaky               |
| 13. To what extent is Mike being      | a                       | b | c | d | e                    |
|                                       | rational                |   |   |   | irrational           |
| 14. To what extent is Mike being      | a                       | b | c | d | e                    |
|                                       | open                    |   |   |   | manipulative         |
| 15. To what extent is Mike being      | a                       | b | c | d | e                    |
|                                       | domineering             |   |   |   | compliant            |
| 16. To what extent is Mike being      | a                       | b | c | d | e                    |
|                                       | straight<br>forward     |   |   |   | deceitful            |
| 17. To what extent is Mike being      | a                       | b | c | d | e                    |
|                                       | strong and<br>competent |   |   |   | weak and<br>helpless |
| 18. To what extent is Mike's approach | a                       | b | c | d | e                    |
|                                       | positive                |   |   |   | negative             |
| 19. Do you think Mike's approach is   | a                       | b | c | d | e                    |
|                                       | healthy                 |   |   |   | unhealthy            |
| 20. Do you think Mike's approach is   | a                       | b | c | d | e                    |
|                                       | good                    |   |   |   | bad                  |

Strategy #C) Tim and Lisa are an intimate married couple. When we asked Tim how he got Lisa to do what he wanted he replied:

"I take independent action; I do what I want on my own. I do my own thing. I just do it by myself."

- |                                      |                      |   |   |   |                   |
|--------------------------------------|----------------------|---|---|---|-------------------|
| 21. To what extent is Tim being      | a                    | b | c | d | e                 |
|                                      | reasonable           |   |   |   | unreasonable      |
| 22. To what extent is Tim being      | a                    | b | c | d | e                 |
|                                      | direct               |   |   |   | sneaky            |
| 23. To what extent is Tim being      | a                    | b | c | d | e                 |
|                                      | rational             |   |   |   | irrational        |
| 24. To what extent is Tim being      | a                    | b | c | d | e                 |
|                                      | open                 |   |   |   | manipulative      |
| 25. To what extent is Tim being      | a                    | b | c | d | e                 |
|                                      | domineering          |   |   |   | compliant         |
| 26. To what extent is Tim being      | a                    | b | c | d | e                 |
|                                      | straight forward     |   |   |   | deceitful         |
| 27. To what extent is Tim being      | a                    | b | c | d | e                 |
|                                      | strong and competent |   |   |   | weak and helpless |
| 28. To what extent is Tim's approach | a                    | b | c | d | e                 |
|                                      | positive             |   |   |   | negative          |
| 29. Do you think Tim's approach is   | a                    | b | c | d | e                 |
|                                      | healthy              |   |   |   | unhealthy         |
| 30. Do you think Tim's approach is   | a                    | b | c | d | e                 |
|                                      | good                 |   |   |   | bad               |

Strategy #D) Rick and Karen are an intimate married couple. When we asked Rick how he got Karen to do what he wanted he replied:

"I express negative feelings. I pout or threaten to cry if I don't get my way."

- |                                       |                         |   |   |   |                      |
|---------------------------------------|-------------------------|---|---|---|----------------------|
| 31. To what extent is Rick being      | a                       | b | c | d | e                    |
|                                       | reasonable              |   |   |   | unreasonable         |
| 32. To what extent is Rick being      | a                       | b | c | d | e                    |
|                                       | direct                  |   |   |   | sneaky               |
| 33. To what extent is Rick being      | a                       | b | c | d | e                    |
|                                       | rational                |   |   |   | irrational           |
| 34. To what extent is Rick being      | a                       | b | c | d | e                    |
|                                       | open                    |   |   |   | manipulative         |
| 35. To what extent is Rick being      | a                       | b | c | d | e                    |
|                                       | domineering             |   |   |   | compliant            |
| 36. To what extent is Rick being      | a                       | b | c | d | e                    |
|                                       | straight<br>forward     |   |   |   | deceitful            |
| 37. To what extent is Rick being      | a                       | b | c | d | e                    |
|                                       | strong and<br>competent |   |   |   | weak and<br>helpless |
| 38. To what extent is Rick's approach | a                       | b | c | d | e                    |
|                                       | positive                |   |   |   | negative             |
| 39. Do you think Rick's approach is   | a                       | b | c | d | e                    |
|                                       | healthy                 |   |   |   | unhealthy            |
| 40. Do you think Rick's approach is   | a                       | b | c | d | e                    |
|                                       | good                    |   |   |   | bad                  |

Strategy #E) Al and Sue are an intimate married couple. When we asked Al how he got Sue to do what he wanted he replied:

"I continue trying to influence. I repeatedly remind her of what I want until she gives in."

- |                                     |                      |   |   |   |                   |
|-------------------------------------|----------------------|---|---|---|-------------------|
| 41. To what extent is Al being      | a                    | b | c | d | e                 |
|                                     | reasonable           |   |   |   | unreasonable      |
| 42. To what extent is Al being      | a                    | b | c | d | e                 |
|                                     | direct               |   |   |   | sneaky            |
| 43. To what extent is Al being      | a                    | b | c | d | e                 |
|                                     | rational             |   |   |   | irrational        |
| 44. To what extent is Al being      | a                    | b | c | d | e                 |
|                                     | open                 |   |   |   | manipulative      |
| 45. To what extent is Al being      | a                    | b | c | d | e                 |
|                                     | domineering          |   |   |   | compliant         |
| 46. To what extent is Al being      | a                    | b | c | d | e                 |
|                                     | straight forward     |   |   |   | deceitful         |
| 47. To what extent is Al being      | a                    | b | c | d | e                 |
|                                     | strong and competent |   |   |   | weak and helpless |
| 48. To what extent is Al's approach | a                    | b | c | d | e                 |
|                                     | positive             |   |   |   | negative          |
| 49. Do you think Al's approach is   | a                    | b | c | d | e                 |
|                                     | healthy              |   |   |   | unhealthy         |
| 50. Do you think Al's approach is   | a                    | b | c | d | e                 |
|                                     | good                 |   |   |   | bad               |

Strategy #F) Bill and Cathy are an intimate married couple. When we asked Bill how he got Cathy to do what he wanted he replied:

"I use persuasion. I try to persuade her that my way is right."

- |     |                                   |                      |   |   |   |                   |
|-----|-----------------------------------|----------------------|---|---|---|-------------------|
| 51. | To what extent is Bill being      | a                    | b | c | d | e                 |
|     |                                   | reasonable           |   |   |   | unreasonable      |
| 52. | To what extent is Bill being      | a                    | b | c | d | e                 |
|     |                                   | direct               |   |   |   | sneaky            |
| 53. | To what extent is Bill being      | a                    | b | c | d | e                 |
|     |                                   | rational             |   |   |   | irrational        |
| 54. | To what extent is Bill being      | a                    | b | c | d | e                 |
|     |                                   | open                 |   |   |   | manipulative      |
| 55. | To what extent is Bill being      | a                    | b | c | d | e                 |
|     |                                   | domineering          |   |   |   | compliant         |
| 56. | To what extent is Bill being      | a                    | b | c | d | e                 |
|     |                                   | straight forward     |   |   |   | deceitful         |
| 57. | To what extent is Bill being      | a                    | b | c | d | e                 |
|     |                                   | strong and competent |   |   |   | weak and helpless |
| 58. | To what extent is Bill's approach | a                    | b | c | d | e                 |
|     |                                   | positive             |   |   |   | negative          |
| 59. | Do you think Bill's approach is   | a                    | b | c | d | e                 |
|     |                                   | healthy              |   |   |   | unhealthy         |
| 60. | Do you think Bill's approach is   | a                    | b | c | d | e                 |
|     |                                   | good                 |   |   |   | bad               |



Strategy #G) Jim and Janet are an intimate married couple. When we asked Jim how he got Janet to do what he wanted he replied:

"I express positive feelings. I smile a lot and am especially affectionate."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 61. To what extent is Jim being      | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 62. To what extent is Jim being      | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 63. To what extent is Jim being      | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 64. To what extent is Jim being      | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 65. To what extent is Jim being      | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 66. To what extent is Jim being      | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 67. To what extent is Jim being      | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 68. To what extent is Jim's approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 69. Do you think Jim's approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 70. Do you think Jim's approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #H) Gord and Gail are an intimate married couple. When we asked Gord how he got Gail to do what he wanted he replied:

"I use reason or logical arguments. I reason with her and argue my point logically."

- |                                       |                         |   |   |   |                      |
|---------------------------------------|-------------------------|---|---|---|----------------------|
| 71. To what extent is Gord being      | a                       | b | c | d | e                    |
|                                       | reasonable              |   |   |   | unreasonable         |
| 72. To what extent is Gord being      | a                       | b | c | d | e                    |
|                                       | direct                  |   |   |   | sneaky               |
| 73. To what extent is Gord being      | a                       | b | c | d | e                    |
|                                       | rational                |   |   |   | irrational           |
| 74. To what extent is Gord being      | a                       | b | c | d | e                    |
|                                       | open                    |   |   |   | manipulative         |
| 75. To what extent is Gord being      | a                       | b | c | d | e                    |
|                                       | domineering             |   |   |   | compliant            |
| 76. To what extent is Gord being      | a                       | b | c | d | e                    |
|                                       | straight<br>forward     |   |   |   | deceitful            |
| 77. To what extent is Gord being      | a                       | b | c | d | e                    |
|                                       | strong and<br>competent |   |   |   | weak and<br>helpless |
| 78. To what extent is Gord's approach | a                       | b | c | d | e                    |
|                                       | positive                |   |   |   | negative             |
| 79. Do you think Gord's approach is   | a                       | b | c | d | e                    |
|                                       | healthy                 |   |   |   | unhealthy            |
| 80. Do you think Gord's approach is   | a                       | b | d | c | e                    |
|                                       | good                    |   |   |   | bad                  |

Strategy #1) Tom and Laura and an intimate married couple. When we asked Tom how he got Laura to do what he wanted he replied:

"I state how important the request is. I tell her how important it is to me."

- |     |                                  |                      |   |   |   |                   |
|-----|----------------------------------|----------------------|---|---|---|-------------------|
| 81. | To what extent is Tom being      | a                    | b | c | d | e                 |
|     |                                  | reasonable           |   |   |   | unreasonable      |
| 82. | To what extent is Tom being      | a                    | b | c | d | e                 |
|     |                                  | direct               |   |   |   | sneaky            |
| 83. | To what extent is Tom being      | a                    | b | c | d | e                 |
|     |                                  | rational             |   |   |   | irrational        |
| 84. | To what extent is Tom being      | a                    | b | c | d | e                 |
|     |                                  | open                 |   |   |   | manipulative      |
| 85. | To what extent is Tom being      | a                    | b | c | d | e                 |
|     |                                  | domineering          |   |   |   | compliant         |
| 86. | To what extent is Tom being      | a                    | b | c | d | e                 |
|     |                                  | straight forward     |   |   |   | deceitful         |
| 87. | To what extent is Tom being      | a                    | b | c | d | e                 |
|     |                                  | strong and competent |   |   |   | weak and helpless |
| 88. | To what extent is Tom's approach | a                    | b | c | d | e                 |
|     |                                  | positive             |   |   |   | negative          |
| 89. | Do you think Tom's approach is   | a                    | b | c | d | e                 |
|     |                                  | healthy              |   |   |   | unhealthy         |
| 90. | Do you think Tom's approach is   | a                    | b | c | d | e                 |
|     |                                  | good                 |   |   |   | bad               |

Strategy #J) Ted and Alice are an intimate married couple. When we asked Ted how he got Alice to do what he wanted he replied:

"with suggestions or hints. I drop hints, or I make suggestions."

- |      |                                  |                      |   |   |   |                   |
|------|----------------------------------|----------------------|---|---|---|-------------------|
| 91.  | To what extent is Ted being      | a                    | b | c | d | e                 |
|      |                                  | reasonable           |   |   |   | unreasonable      |
| 92.  | To what extent is Ted being      | a                    | b | c | d | e                 |
|      |                                  | direct               |   |   |   | sneaky            |
| 93.  | To what extent is Ted being      | a                    | b | c | d | e                 |
|      |                                  | rational             |   |   |   | irrational        |
| 94.  | To what extent is Ted being      | a                    | b | c | d | e                 |
|      |                                  | open                 |   |   |   | manipulative      |
| 95.  | To what extent is Ted being      | a                    | b | c | d | e                 |
|      |                                  | domineering          |   |   |   | compliant         |
| 96.  | To what extent is Ted being      | a                    | b | c | d | e                 |
|      |                                  | straight forward     |   |   |   | deceitful         |
| 97.  | To what extent is Ted being      | a                    | b | c | d | e                 |
|      |                                  | strong and competent |   |   |   | weak and helpless |
| 98.  | To what extent is Ted's approach | a                    | b | c | d | e                 |
|      |                                  | positive             |   |   |   | negative          |
| 99.  | Do you think Ted's approach is   | a                    | b | c | d | e                 |
|      |                                  | healthy              |   |   |   | unhealthy         |
| 100. | Do you think Ted's approach is   | a                    | b | c | d | e                 |
|      |                                  | good                 |   |   |   | bad               |

Strategy #K) Ken and Judy are an intimate married couple. When we asked Ken how he got Judy to do what he wanted he replied:

"I talk it over or discuss it with her. We talk about it. We discuss our differences and needs."

- |      |                                  |                         |   |   |   |                      |
|------|----------------------------------|-------------------------|---|---|---|----------------------|
| 101. | To what extent is Ken being      | a                       | b | c | d | e                    |
|      |                                  | reasonable              |   |   |   | unreasonable         |
| 102. | To what extent is Ken being      | a                       | b | c | d | e                    |
|      |                                  | direct                  |   |   |   | sneaky               |
| 103. | To what extent is Ken being      | a                       | b | c | d | e                    |
|      |                                  | rational                |   |   |   | irrational           |
| 104. | To what extent is Ken being      | a                       | b | c | d | e                    |
|      |                                  | open                    |   |   |   | manipulative         |
| 105. | To what extent is Ken being      | a                       | b | c | d | e                    |
|      |                                  | domineering             |   |   |   | compliant            |
| 106. | To what extent is Ken being      | a                       | b | c | d | e                    |
|      |                                  | straight<br>forward     |   |   |   | deceitful            |
| 107. | To what extent is Ken being      | a                       | b | c | d | e                    |
|      |                                  | strong and<br>competent |   |   |   | weak and<br>helpless |
| 108. | To what extent is Ken's approach | a                       | b | c | d | e                    |
|      |                                  | positive                |   |   |   | negative             |
| 109. | Do you think Ken's approach is   | a                       | b | c | d | e                    |
|      |                                  | healthy                 |   |   |   | unhealthy            |
| 110. | Do you think Ken's approach is   | a                       | b | c | d | e                    |
|      |                                  | good                    |   |   |   | bad                  |

Strategy #L) Len and Liz are an intimate married couple. When we asked Len how he got Liz to do what he wanted he replied:

"I make a direct statement of desired outcome. I tell her what I want. I state my needs."

- |                                       |                              |   |   |   |                           |
|---------------------------------------|------------------------------|---|---|---|---------------------------|
| 111. To what extent is Len being      | a<br>reasonable              | b | c | d | e<br>unreasonable         |
| 112. To what extent is Len being      | a<br>direct                  | b | c | d | e<br>sneaky               |
| 113. To what extent is Len being      | a<br>rational                | b | c | d | e<br>irrational           |
| 114. To what extent is Len being      | a<br>open                    | b | c | d | e<br>manipulative         |
| 115. To what extent is Len being      | a<br>domineering             | b | c | d | e<br>compliant            |
| 116. To what extent is Len being      | a<br>straight<br>forward     | b | c | d | e<br>deceitful            |
| 117. To what extent is Len being      | a<br>strong and<br>competent | b | c | d | e<br>weak and<br>helpless |
| 118. To what extent is Len's approach | a<br>positive                | b | c | d | e<br>negative             |
| 119. Do you think Len's approach is   | a<br>healthy                 | b | c | d | e<br>unhealthy            |
| 120. Do you think Len's approach is   | a<br>good                    | b | c | d | e<br>bad                  |

Strategy #M) Don and Linda are an intimate married couple. When we asked Don how he got Linda to do what he wanted he replied:

"I withdraw affection, grow silent, become cold and distant. I clam up. I become silent."

- |      |                                  |                      |            |           |          |                   |
|------|----------------------------------|----------------------|------------|-----------|----------|-------------------|
| 121. | To what extent is Don being      | a                    | b          | c         | d        | e                 |
|      |                                  | reasonable           |            |           |          | unreasonable      |
| 122. | To what extent is Don being      | a                    | b          | c         | d        | e                 |
|      |                                  | direct               |            |           |          | sneaky            |
| 123. | To what extent is Don being      | a                    | b          | c         | d        | e                 |
|      |                                  | rational             |            |           |          | irrational        |
| 124. | To what extent is Don being      | a                    | b          | c         | d        | e                 |
|      |                                  | open                 |            |           |          | manipulative      |
| 125. | To what extent is Don being      | a                    | b          | c         | d        | e                 |
|      |                                  | domineering          |            |           |          | compliant         |
| 126. | To what extent is Don being      | a                    | b          | c         | d        | e                 |
|      |                                  | straight forward     |            |           |          | deceitful         |
| 127. | To what extent is Don being      | a                    | b          | c         | d        | e                 |
|      |                                  | strong and competent |            |           |          | weak and helpless |
| 128. | To what extent is Don's approach | a                    | b          | c         | d        | e                 |
|      |                                  | positive             |            |           |          | negative          |
| 129. | Do you think Don's approach is   | a                    | b          | c         | d        | e                 |
|      |                                  | healthy              |            |           |          | unhealthy         |
| 130. | Do you think Don's approach is   | a                    | b          | c         | d        | e                 |
|      |                                  | good                 |            |           |          | bad               |
| 131. | Your sex is                      | a                    | b          |           |          |                   |
|      |                                  | male                 | female     |           |          |                   |
| 132. | Your age is                      | a                    | b          | c         | d        | e                 |
|      |                                  | 18 or less           | 19-20      | 21-23     | 24-26    | 27 and over       |
| 133. | Your marital status is           | a                    | b          | c         | d        | e                 |
|      |                                  | single               | married    | separated | divorced | widow(er)         |
| 134. | Your sexual preference is        | a                    | b          |           |          |                   |
|      |                                  | heterosexual         | homosexual |           |          |                   |

APPENDIX B

Attitude Inventory

Questionnaire B

Part 1

Introduction

For a number of years Psychologists have been interested in the methods people use to influence one another. These methods have come to be called "strategies." This study examines strategies that are used between two people who are involved in an intimate relationship with each other. Of particular interest, are your attitudes toward these strategies as they are presented here.

Instructions

You will be presented with a description of a method used when one intimate partner is trying to influence the other. Read the description carefully, and then respond to the questions regarding the strategy employed. Record your responses in pencil on the provided IBM sheets. Do not make any marks on this paper.



Strategy #A) Carol and Bob are an intimate married couple. When we asked Carol how she got Bob to do what she wanted she replied:

"I make a simple request. I ask him to do what I want."

On the IBM sheet, rate Carol on the following:

- |                                       |                      |   |   |   |                   |
|---------------------------------------|----------------------|---|---|---|-------------------|
| 1. To what extent is Carol being      | a                    | b | c | d | e                 |
|                                       | reasonable           |   |   |   | unreasonable      |
| 2. To what extent is Carol being      | a                    | b | c | d | e                 |
|                                       | direct               |   |   |   | sneaky            |
| 3. To what extent is Carol being      | a                    | b | c | d | e                 |
|                                       | rational             |   |   |   | irrational        |
| 4. To what extent is Carol being      | a                    | b | c | d | e                 |
|                                       | open                 |   |   |   | manipulative      |
| 5. To what extent is Carol being      | a                    | b | c | d | e                 |
|                                       | domineering          |   |   |   | compliant         |
| 6. To what extent is Carol being      | a                    | b | c | d | e                 |
|                                       | straight forward     |   |   |   | deceitful         |
| 7. To what extent is Carol being      | a                    | b | c | d | e                 |
|                                       | strong and competent |   |   |   | weak and helpless |
| 8. To what extent is Carol's approach | a                    | b | c | d | e                 |
|                                       | positive             |   |   |   | negative          |
| 9. Do you think Carol's approach is   | a                    | b | c | d | e                 |
|                                       | healthy              |   |   |   | unhealthy         |
| 10. Do you think Carol's approach is  | a                    | b | c | d | e                 |
|                                       | good                 |   |   |   | bad               |

Strategy #B) Lois and Mike are an intimate married couple. When we asked Lois how she got Mike to do what she wanted she replied:

"I do something for him if he will reciprocate. We usually negotiate something agreeable to both of us. We compromise."

- |     |                                  |                      |   |   |   |                   |
|-----|----------------------------------|----------------------|---|---|---|-------------------|
| 11. | To what extent is Lois being     | a                    | b | c | d | e                 |
|     |                                  | reasonable           |   |   |   | unreasonable      |
| 12. | To what extent is Lois being     | a                    | b | c | d | e                 |
|     |                                  | direct               |   |   |   | sneaky            |
| 13. | To what extent is Lois being     | a                    | b | c | d | e                 |
|     |                                  | rational             |   |   |   | irrational        |
| 14. | To what extent is Lois being     | a                    | b | c | d | e                 |
|     |                                  | open                 |   |   |   | manipulative      |
| 15. | To what extent is Lois being     | a                    | b | c | d | e                 |
|     |                                  | domineering          |   |   |   | compliant         |
| 16. | To what extent is Lois being     | a                    | b | c | d | e                 |
|     |                                  | straight forward     |   |   |   | deceitful         |
| 17. | To what extent is Lois being     | a                    | b | c | d | e                 |
|     |                                  | strong and competent |   |   |   | weak and helpless |
| 18. | To what extent is Lois' approach | a                    | b | c | d | e                 |
|     |                                  | positive             |   |   |   | negative          |
| 19. | Do you think Lois' approach is   | a                    | b | c | d | e                 |
|     |                                  | healthy              |   |   |   | unhealthy         |
| 20. | Do you think Lois' approach is   | a                    | b | c | d | e                 |
|     |                                  | good                 |   |   |   | bad               |

Strategy #C) Lisa and Tim are an intimate married couple. When we asked Lisa how she got Tim to do what she wanted she replied:

"I take independent action; I do what I want on my own. I do my own thing. I just do it by myself."

- |                                       |                      |   |   |   |                   |
|---------------------------------------|----------------------|---|---|---|-------------------|
| 21. To what extent is Lisa being      | a                    | b | c | d | e                 |
|                                       | reasonable           |   |   |   | unreasonable      |
| 22. To what extent is Lisa being      | a                    | b | c | d | e                 |
|                                       | direct               |   |   |   | sneaky            |
| 23. To what extent is Lisa being      | a                    | b | c | d | e                 |
|                                       | rational             |   |   |   | irrational        |
| 24. To what extent is Lisa being      | a                    | b | c | d | e                 |
|                                       | open                 |   |   |   | manipulative      |
| 25. To what extent is Lisa being      | a                    | b | c | d | e                 |
|                                       | domineering          |   |   |   | compliant         |
| 26. To what extent is Lisa being      | a                    | b | c | d | e                 |
|                                       | straight forward     |   |   |   | deceitful         |
| 27. To what extent is Lisa being      | a                    | b | c | d | e                 |
|                                       | strong and competent |   |   |   | weak and helpless |
| 28. To what extent is Lisa's approach | a                    | b | c | d | e                 |
|                                       | positive             |   |   |   | negative          |
| 29. Do you think Lisa's approach is   | a                    | b | c | d | e                 |
|                                       | healthy              |   |   |   | unhealthy         |
| 30. Do you think Lisa's approach is   | a                    | b | c | d | e                 |
|                                       | good                 |   |   |   | bad               |

Strategy #D) Karen and Rick are an intimate married couple. When we asked Karen how she got Rick to do what she wanted she replied:

"I express negative feelings. I pout or threaten to cry if I don't get my way."

- |     |                                    |                         |   |   |   |                      |
|-----|------------------------------------|-------------------------|---|---|---|----------------------|
| 31. | To what extent is Karen being      | a                       | b | c | d | e                    |
|     |                                    | reasonable              |   |   |   | unreasonable         |
| 32. | To what extent is Karen being      | a                       | b | c | d | e                    |
|     |                                    | direct                  |   |   |   | sneaky               |
| 33. | To what extent is Karen being      | a                       | b | c | d | e                    |
|     |                                    | rational                |   |   |   | irrational           |
| 34. | To what extent is Karen being      | a                       | b | c | d | e                    |
|     |                                    | open                    |   |   |   | manipulative         |
| 35. | To what extent is Karen being      | a                       | b | c | d | e                    |
|     |                                    | domineering             |   |   |   | compliant            |
| 36. | To what extent is Karen being      | a                       | b | c | d | e                    |
|     |                                    | straight<br>forward     |   |   |   | deceitful            |
| 37. | To what extent is Karen being      | a                       | b | c | d | e                    |
|     |                                    | strong and<br>competent |   |   |   | weak and<br>helpless |
| 38. | To what extent is Karen's approach | a                       | b | c | d | e                    |
|     |                                    | positive                |   |   |   | negative             |
| 39. | Do you think Karen's approach is   | a                       | b | c | d | e                    |
|     |                                    | healthy                 |   |   |   | unhealthy            |
| 40. | Do you think Karen's approach is   | a                       | b | c | d | e                    |
|     |                                    | good                    |   |   |   | bad                  |

Strategy #E) Sue and Al are an intimate married couple. When we asked Sue how she got Al to do what she wanted she replied:

"I continue trying to influence. I repeatedly remind him of what I want until he gives in."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 41. To what extent is Sue being      | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 42. To what extent is Sue being      | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 43. To what extent is Sue being      | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 44. To what extent is Sue being      | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 45. To what extent is Sue being      | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 46. To what extent is Sue being      | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 47. To what extent is Sue being      | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 48. To what extent is Sue's approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 49. Do you think Sue's approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 50. Do you think Sue's approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #F) Cathy and Bill are an intimate married couple. When we asked Cathy how she got Bill to do what she wanted she replied:

"I use persuasion. I try to persuade him that my way is right."

- |     |                                    |                      |   |   |   |                   |
|-----|------------------------------------|----------------------|---|---|---|-------------------|
| 51. | To what extent is Cathy being      | a                    | b | c | d | e                 |
|     |                                    | reasonable           |   |   |   | unreasonable      |
| 52. | To what extent is Cathy being      | a                    | b | c | d | e                 |
|     |                                    | direct               |   |   |   | sneaky            |
| 53. | To what extent is Cathy being      | a                    | b | c | d | e                 |
|     |                                    | rational             |   |   |   | irrational        |
| 54. | To what extent is Cathy being      | a                    | b | c | d | e                 |
|     |                                    | open                 |   |   |   | manipulative      |
| 55. | To what extent is Cathy being      | a                    | b | c | d | e                 |
|     |                                    | domineering          |   |   |   | compliant         |
| 56. | To what extent is Cathy being      | a                    | b | c | d | e                 |
|     |                                    | straight forward     |   |   |   | deceitful         |
| 57. | To what extent is Cathy being      | a                    | b | c | d | e                 |
|     |                                    | strong and competent |   |   |   | weak and helpless |
| 58. | To what extent is Cathy's approach | a                    | b | c | d | e                 |
|     |                                    | positive             |   |   |   | negative          |
| 59. | Do you think Cathy's approach is   | a                    | b | c | d | e                 |
|     |                                    | healthy              |   |   |   | unhealthy         |
| 60. | Do you think Cathy's approach is   | a                    | b | c | d | e                 |
|     |                                    | good                 |   |   |   | bad               |

Strategy #G) Janet and Jim are an intimate married couple. When we asked Janet how she got Jim to do what she wanted she replied:

"I express positive feelings. I smile a lot and am especially affectionate."

- |     |                                    |                         |   |   |   |                      |
|-----|------------------------------------|-------------------------|---|---|---|----------------------|
| 61. | To what extent is Janet being      | a                       | b | c | d | e                    |
|     |                                    | reasonable              |   |   |   | unreasonable         |
| 62. | To what extent is Janet being      | a                       | b | c | d | e                    |
|     |                                    | direct                  |   |   |   | sneaky               |
| 63. | To what extent is Janet being      | a                       | b | c | d | e                    |
|     |                                    | rational                |   |   |   | irrational           |
| 64. | To what extent is Janet being      | a                       | b | c | d | e                    |
|     |                                    | open                    |   |   |   | manipulative         |
| 65. | To what extent is Janet being      | a                       | b | c | d | e                    |
|     |                                    | domineering             |   |   |   | compliant            |
| 66. | To what extent is Janet being      | a                       | b | c | d | e                    |
|     |                                    | straight<br>forward     |   |   |   | deceitful            |
| 67. | To what extent is Janet being      | a                       | b | c | d | e                    |
|     |                                    | strong and<br>competent |   |   |   | weak and<br>helpless |
| 68. | To what extent is Janet's approach | a                       | b | c | d | e                    |
|     |                                    | positive                |   |   |   | negative             |
| 69. | Do you think Janet's approach is   | a                       | b | c | d | e                    |
|     |                                    | healthy                 |   |   |   | unhealthy            |
| 70. | Do you think Janet's approach is   | a                       | b | c | d | e                    |
|     |                                    | good                    |   |   |   | bad                  |

Strategy #H) Gail and Gord are an intimate married couple. When we asked Gail how she got Gord to do what she wanted she replied:

"I use reason or logical arguments. I reason with him and argue my point logically."

- |     |                                   |                      |   |   |   |                   |
|-----|-----------------------------------|----------------------|---|---|---|-------------------|
| 71. | To what extent is Gail being      | a                    | b | c | d | e                 |
|     |                                   | reasonable           |   |   |   | unreasonable      |
| 72. | To what extent is Gail being      | a                    | b | c | d | e                 |
|     |                                   | direct               |   |   |   | sneaky            |
| 73. | To what extent is Gail being      | a                    | b | c | d | e                 |
|     |                                   | rational             |   |   |   | irrational        |
| 74. | To what extent is Gail being      | a                    | b | c | d | e                 |
|     |                                   | open                 |   |   |   | manipulative      |
| 75. | To what extent is Gail being      | a                    | b | c | d | e                 |
|     |                                   | domineering          |   |   |   | compliant         |
| 76. | To what extent is Gail being      | a                    | b | c | d | e                 |
|     |                                   | straight forward     |   |   |   | deceitful         |
| 77. | To what extent is Gail being      | a                    | b | c | d | e                 |
|     |                                   | strong and competent |   |   |   | weak and helpless |
| 78. | To what extent is Gail's approach | a                    | b | c | d | e                 |
|     |                                   | positive             |   |   |   | negative          |
| 79. | Do you think Gail's approach is   | a                    | b | c | d | e                 |
|     |                                   | healthy              |   |   |   | unhealthy         |
| 80. | Do you think Gail's approach is   | a                    | b | d | c | e                 |
|     |                                   | good                 |   |   |   | bad               |



Strategy #1) Laura and Tom are an intimate married couple. When we asked Laura how she got Tom to do what she wanted she replied:

"I state how important the request is. I tell him how important it is to me."

- |  |                      |   |   |   |                   |
|--|----------------------|---|---|---|-------------------|
| 81. To what extent is Laura being      | a                    | b | c | d | e                 |
|  | reasonable           |   |   |   | unreasonable      |
| 82. To what extent is Laura being      | a                    | b | c | d | e                 |
|  | direct               |   |   |   | sneaky            |
| 83. To what extent is Laura being      | a                    | b | c | d | e                 |
|  | rational             |   |   |   | irrational        |
| 84. To what extent is Laura being      | a                    | b | c | d | e                 |
|  | open                 |   |   |   | manipulative      |
| 85. To what extent is Laura being      | a                    | b | c | d | e                 |
|  | domineering          |   |   |   | compliant         |
| 86. To what extent is Laura being      | a                    | b | c | d | e                 |
|  | straight forward     |   |   |   | deceitful         |
| 87. To what extent is Laura being      | a                    | b | c | d | e                 |
|  | strong and competent |   |   |   | weak and helpless |
| 88. To what extent is Laura's approach | a                    | b | c | d | e                 |
|  | positive             |   |   |   | negative          |
| 89. Do you think Laura's approach is   | a                    | b | c | d | e                 |
|  | healthy              |   |   |   | unhealthy         |
| 90. Do you think Laura's approach is   | a                    | b | c | d | e                 |
|  | good                 |   |   |   | bad               |

Strategy #J) Alice and Ted are an intimate married couple. When we asked Alice how she got Ted to do what she wanted she replied:

"with suggestions or hints. I drop hints, or I make suggestions."

- |      |                                    |                      |   |   |   |                   |
|------|------------------------------------|----------------------|---|---|---|-------------------|
| 91.  | To what extent is Alice being      | a                    | b | c | d | e                 |
|      |                                    | reasonable           |   |   |   | unreasonable      |
| 92.  | To what extent is Alice being      | a                    | b | c | d | e                 |
|      |                                    | direct               |   |   |   | sneaky            |
| 93.  | To what extent is Alice being      | a                    | b | c | d | e                 |
|      |                                    | rational             |   |   |   | irrational        |
| 94.  | To what extent is Alice being      | a                    | b | c | d | e                 |
|      |                                    | open                 |   |   |   | manipulative      |
| 95.  | To what extent is Alice being      | a                    | b | c | d | e                 |
|      |                                    | domineering          |   |   |   | compliant         |
| 96.  | To what extent is Alice being      | a                    | b | c | d | e                 |
|      |                                    | straight forward     |   |   |   | deceitful         |
| 97.  | To what extent is Alice being      | a                    | b | c | d | e                 |
|      |                                    | strong and competent |   |   |   | weak and helpless |
| 98.  | To what extent is Alice's approach | a                    | b | c | d | e                 |
|      |                                    | positive             |   |   |   | negative          |
| 99.  | Do you think Alice's approach is   | a                    | b | c | d | e                 |
|      |                                    | healthy              |   |   |   | unhealthy         |
| 100. | Do you think Alice's approach is   | a                    | b | c | d | e                 |
|      |                                    | good                 |   |   |   | bad               |

Strategy #K) Judy and Ken are an intimate married couple. When we asked Judy how she got Ken to do what she wanted she replied:

"I talk it over or discuss it with him. We talk about it. We discuss our differences and needs."

- |      |                                   |                         |   |   |   |                      |
|------|-----------------------------------|-------------------------|---|---|---|----------------------|
| 101. | To what extent is Judy being      | a                       | b | c | d | e                    |
|      |                                   | reasonable              |   |   |   | unreasonable         |
| 102. | To what extent is Judy being      | a                       | b | c | d | e                    |
|      |                                   | direct                  |   |   |   | sneaky               |
| 103. | To what extent is Judy being      | a                       | b | c | d | e                    |
|      |                                   | rational                |   |   |   | irrational           |
| 104. | To what extent is Judy being      | a                       | b | c | d | e                    |
|      |                                   | open                    |   |   |   | manipulative         |
| 105. | To what extent is Judy being      | a                       | b | c | d | e                    |
|      |                                   | domineering             |   |   |   | compliant            |
| 106. | To what extent is Judy being      | a                       | b | c | d | e                    |
|      |                                   | straight<br>forward     |   |   |   | deceitful            |
| 107. | To what extent is Judy being      | a                       | b | c | d | e                    |
|      |                                   | strong and<br>competent |   |   |   | weak and<br>helpless |
| 108. | To what extent is Judy's approach | a                       | b | c | d | e                    |
|      |                                   | positive                |   |   |   | negative             |
| 109. | Do you think Judy's approach is   | a                       | b | c | d | e                    |
|      |                                   | healthy                 |   |   |   | unhealthy            |
| 110. | Do you think Judy's approach is   | a                       | b | c | d | e                    |
|      |                                   | good                    |   |   |   | bad                  |

Strategy #L) Liz and Len are an intimate married couple. When we asked Liz how she got Len to do what she wanted she replied:

"I make a direct statement of desired outcome. I tell him what I want. I state my needs."

- |      |                                  |                         |   |   |   |                      |
|------|----------------------------------|-------------------------|---|---|---|----------------------|
| 111. | To what extent is Liz being      | a                       | b | c | d | e                    |
|      |                                  | reasonable              |   |   |   | unreasonable         |
| 112. | To what extent is Liz being      | a                       | b | c | d | e                    |
|      |                                  | direct                  |   |   |   | sneaky               |
| 113. | To what extent is Liz being      | a                       | b | c | d | e                    |
|      |                                  | rational                |   |   |   | irrational           |
| 114. | To what extent is Liz being      | a                       | b | c | d | e                    |
|      |                                  | open                    |   |   |   | manipulative         |
| 115. | To what extent is Liz being      | a                       | b | c | d | e                    |
|      |                                  | domineering             |   |   |   | compliant            |
| 116. | To what extent is Liz being      | a                       | b | c | d | e                    |
|      |                                  | straight<br>forward     |   |   |   | deceitful            |
| 117. | To what extent is Liz being      | a                       | b | c | d | e                    |
|      |                                  | strong and<br>competent |   |   |   | weak and<br>helpless |
| 118. | To what extent is Liz's approach | a                       | b | c | d | e                    |
|      |                                  | positive                |   |   |   | negative             |
| 119. | Do you think Liz's approach is   | a                       | b | c | d | e                    |
|      |                                  | healthy                 |   |   |   | unhealthy            |
| 120. | Do you think Liz's approach is   | a                       | b | c | d | e                    |
|      |                                  | good                    |   |   |   | bad                  |

Strategy #M) Linda and Don are an intimate married couple. When we asked Linda how she got Don to do what she wanted she replied:

"I withdraw affection, grow silent, become cold and distant. I clam up. I become silent."

- |      |                                    |                      |            |           |          |                   |
|------|------------------------------------|----------------------|------------|-----------|----------|-------------------|
| 121. | To what extent is Linda being      | a                    | b          | c         | d        | e                 |
|      |                                    | reasonable           |            |           |          | unreasonable      |
| 122. | To what extent is Linda being      | a                    | b          | c         | d        | e                 |
|      |                                    | direct               |            |           |          | sneaky            |
| 123. | To what extent is Linda being      | a                    | b          | c         | d        | e                 |
|      |                                    | rational             |            |           |          | irrational        |
| 124. | To what extent is Linda being      | a                    | b          | c         | d        | e                 |
|      |                                    | open                 |            |           |          | manipulative      |
| 125. | To what extent is Linda being      | a                    | b          | c         | d        | e                 |
|      |                                    | domineering          |            |           |          | compliant         |
| 126. | To what extent is Linda being      | a                    | b          | c         | d        | e                 |
|      |                                    | straight forward     |            |           |          | deceitful         |
| 127. | To what extent is Linda being      | a                    | b          | c         | d        | e                 |
|      |                                    | strong and competent |            |           |          | weak and helpless |
| 128. | To what extent is Linda's approach | a                    | b          | c         | d        | e                 |
|      |                                    | positive             |            |           |          | negative          |
| 129. | Do you think Linda's approach is   | a                    | b          | c         | d        | e                 |
|      |                                    | healthy              |            |           |          | unhealthy         |
| 130. | Do you think Linda's approach is   | a                    | b          | c         | d        | e                 |
|      |                                    | good                 |            |           |          | bad               |
| 131. | Your sex is                        | a                    | b          |           |          |                   |
|      |                                    | male                 | female     |           |          |                   |
| 132. | Your age is                        | a                    | b          | c         | d        | e                 |
|      |                                    | 18 or less           | 19-20      | 21-23     | 24-26    | 27 and over       |
| 133. | Your marital status is             | a                    | b          | c         | d        | e                 |
|      |                                    | single               | married    | separated | divorced | widow(er)         |
| 134. | Your sexual preference is          | a                    | b          |           |          |                   |
|      |                                    | heterosexual         | homosexual |           |          |                   |

APPENDIX C  
Attitude Inventory

Questionnaire C

Part 1

Introduction

For a number of years Psychologists have been interested in the methods people use to influence one another. These methods have come to be called "strategies." This study examines strategies that are used between two people who are involved in an intimate relationship with each other. Of particular interest, are your attitudes toward these strategies as they are presented here.

Instructions

You will be presented with a description of a method used when one intimate partner is trying to influence the other. Read the description carefully, and then respond to the questions regarding the strategy employed. Record your responses in pencil on the provided IBM sheets. Do not make any marks on this paper.

Strategy #A) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I make a simple request. I ask them to do what I want."

On the IBM sheet, rate them on the following:

- |                                     |                         |   |   |   |                      |
|-------------------------------------|-------------------------|---|---|---|----------------------|
| 1. To what extent are they being    | a                       | b | c | d | e                    |
|                                     | reasonable              |   |   |   | unreasonable         |
| 2. To what extent are they being    | a                       | b | c | d | e                    |
|                                     | direct                  |   |   |   | sneaky               |
| 3. To what extent are they being    | a                       | b | c | d | e                    |
|                                     | rational                |   |   |   | irrational           |
| 4. To what extent are they being    | a                       | b | c | d | e                    |
|                                     | open                    |   |   |   | manipulative         |
| 5. To what extent are they being    | a                       | b | c | d | e                    |
|                                     | domineering             |   |   |   | compliant            |
| 6. To what extent are they being    | a                       | b | c | d | e                    |
|                                     | straight<br>forward     |   |   |   | deceitful            |
| 7. To what extent are they being    | a                       | b | c | d | e                    |
|                                     | strong and<br>competent |   |   |   | weak and<br>helpless |
| 8. To what extent is their approach | a                       | b | c | d | e                    |
|                                     | positive                |   |   |   | negative             |
| 9. Do you think their approach is   | a                       | b | c | d | e                    |
|                                     | healthy                 |   |   |   | unhealthy            |
| 10. Do you think their approach is  | a                       | b | c | d | e                    |
|                                     | good                    |   |   |   | bad                  |

Strategy #B) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I do something for them if they will reciprocate. We usually negotiate something agreeable to both of us. We compromise."

- |  |                         |   |   |   |                      |
|--|-------------------------|---|---|---|----------------------|
| 11. To what extent are they being        | a                       | b | c | d | e                    |
|  | reasonable              |   |   |   | unreasonable         |
| 12. To what extent are they being        | a                       | b | c | d | e                    |
|  | direct                  |   |   |   | sneaky               |
| 13. To what extent are they being        | a                       | b | c | d | e                    |
|  | rational                |   |   |   | irrational           |
| 14. To what extent are they being        | a                       | b | c | d | e                    |
|  | open                    |   |   |   | manipulative         |
| 15. To what extent are they being        | a                       | b | c | d | e                    |
|  | domineering             |   |   |   | compliant            |
| 16. To what extent are they being        | a                       | b | c | d | e                    |
|  | straight<br>forward     |   |   |   | deceitful            |
| 17. To what extent are they being        | a                       | b | c | d | e                    |
|  | strong and<br>competent |   |   |   | weak and<br>helpless |
| 18. To what extent are is their approach | a                       | b | c | d | e                    |
|  | positive                |   |   |   | negative             |
| 19. Do you think their approach is       | a                       | b | c | d | e                    |
|  | healthy                 |   |   |   | unhealthy            |
| 20. Do you think their approach is       | a                       | b | c | d | e                    |
|  | good                    |   |   |   | bad                  |



Strategy #C) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I take independent action; I do what I want on my own. I do my own thing. I just do it by myself."

- |     |                                  |                         |   |   |   |                      |
|-----|----------------------------------|-------------------------|---|---|---|----------------------|
| 21. | To what extent are they being    | a                       | b | c | d | e                    |
|     |                                  | reasonable              |   |   |   | unreasonable         |
| 22. | To what extent are they being    | a                       | b | c | d | e                    |
|     |                                  | direct                  |   |   |   | sneaky               |
| 23. | To what extent are they being    | a                       | b | c | d | e                    |
|     |                                  | rational                |   |   |   | irrational           |
| 24. | To what extent are they being    | a                       | b | c | d | e                    |
|     |                                  | open                    |   |   |   | manipulative         |
| 25. | To what extent are they being    | a                       | b | c | d | e                    |
|     |                                  | domineering             |   |   |   | compliant            |
| 26. | To what extent are they being    | a                       | b | c | d | e                    |
|     |                                  | straight<br>forward     |   |   |   | deceitful            |
| 27. | To what extent are they being    | a                       | b | c | d | e                    |
|     |                                  | strong and<br>competent |   |   |   | weak and<br>helpless |
| 28. | To what extent is their approach | a                       | b | c | d | e                    |
|     |                                  | positive                |   |   |   | negative             |
| 29. | Do you think their approach is   | a                       | b | c | d | e                    |
|     |                                  | healthy                 |   |   |   | unhealthy            |
| 30. | Do you think their approach is   | a                       | b | c | d | e                    |
|     |                                  | good                    |   |   |   | bad                  |

Strategy #D) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I express negative feelings. I pout or threaten to cry if I don't get my way."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 31. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 32. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 33. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 34. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 35. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 36. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 37. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 38. To what extent is their approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 39. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 40. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #E) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I continue trying to influence. I repeatedly remind them of what I want until they give in."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 41. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 42. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 43. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 44. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 45. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 46. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 47. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 48. To what extent is their approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 49. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 50. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #F) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I use persuasion. I try to persuade them that my way is right."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 51. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 52. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 53. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 54. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 55. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 56. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 57. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 58. To what extent is their approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 59. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 60. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #G) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I express positive feelings. I smile a lot and am especially affectionate."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 61. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 62. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 63. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 64. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 65. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 66. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 67. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 68. To what extent is their approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 69. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 70. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #H) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I use reason or logical arguments. I reason with them and argue my point logically."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 71. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 72. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 73. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 74. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 75. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 76. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 77. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 78. To what extent is their approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 79. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 80. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #I) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I state how important the request is. I tell them how important it is to me."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 81. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 82. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 83. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 84. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 85. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 86. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 87. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 88. To what extent is their approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 89. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 90. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |

Strategy #J) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"with suggestions or hints. I drop hints, or I make suggestions."

- |                                      |                         |   |   |   |                      |
|--------------------------------------|-------------------------|---|---|---|----------------------|
| 91. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | reasonable              |   |   |   | unreasonable         |
| 92. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | direct                  |   |   |   | sneaky               |
| 93. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | rational                |   |   |   | irrational           |
| 94. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | open                    |   |   |   | manipulative         |
| 95. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | domineering             |   |   |   | compliant            |
| 96. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | straight<br>forward     |   |   |   | deceitful            |
| 97. To what extent are they being    | a                       | b | c | d | e                    |
|                                      | strong and<br>competent |   |   |   | weak and<br>helpless |
| 98. To what extent is their approach | a                       | b | c | d | e                    |
|                                      | positive                |   |   |   | negative             |
| 99. Do you think their approach is   | a                       | b | c | d | e                    |
|                                      | healthy                 |   |   |   | unhealthy            |
| 100. Do you think their approach is  | a                       | b | c | d | e                    |
|                                      | good                    |   |   |   | bad                  |



Strategy #K) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I talk it over or discuss it with them. We talk about it.  
We discuss our differences and needs."

- |      |                                  |                         |   |   |   |                      |
|------|----------------------------------|-------------------------|---|---|---|----------------------|
| 101. | To what extent are they being    | a                       | b | c | d | e                    |
|      |                                  | reasonable              |   |   |   | unreasonable         |
| 102. | To what extent are they being    | a                       | b | c | d | e                    |
|      |                                  | direct                  |   |   |   | sneaky               |
| 103. | To what extent are they being    | a                       | b | c | d | e                    |
|      |                                  | rational                |   |   |   | irrational           |
| 104. | To what extent are they being    | a                       | b | c | d | e                    |
|      |                                  | open                    |   |   |   | manipulative         |
| 105. | To what extent are they being    | a                       | b | c | d | e                    |
|      |                                  | domineering             |   |   |   | compliant            |
| 106. | To what extent are they being    | a                       | b | c | d | e                    |
|      |                                  | straight<br>forward     |   |   |   | deceitful            |
| 107. | To what extent are they being    | a                       | b | c | d | e                    |
|      |                                  | strong and<br>competent |   |   |   | weak and<br>helpless |
| 108. | To what extent is their approach | a                       | b | c | d | e                    |
|      |                                  | positive                |   |   |   | negative             |
| 109. | Do you think their approach is   | a                       | b | c | d | e                    |
|      |                                  | healthy                 |   |   |   | unhealthy            |
| 110. | Do you think their approach is   | a                       | b | c | d | e                    |
|      |                                  | good                    |   |   |   | bad                  |

Strategy #L) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I make a direct statement of desired outcome. I tell them what I want. I state my needs."

- |                                       |                         |   |   |   |                      |
|---------------------------------------|-------------------------|---|---|---|----------------------|
| 111. To what extent are they being    | a                       | b | c | d | e                    |
|                                       | reasonable              |   |   |   | unreasonable         |
| 112. To what extent are they being    | a                       | b | c | d | e                    |
|                                       | direct                  |   |   |   | sneaky               |
| 113. To what extent are they being    | a                       | b | c | d | e                    |
|                                       | rational                |   |   |   | irrational           |
| 114. To what extent are they being    | a                       | b | c | d | e                    |
|                                       | open                    |   |   |   | manipulative         |
| 115. To what extent are they being    | a                       | b | c | d | e                    |
|                                       | domineering             |   |   |   | compliant            |
| 116. To what extent are they being    | a                       | b | c | d | e                    |
|                                       | straight<br>forward     |   |   |   | deceitful            |
| 117. To what extent are they being    | a                       | b | c | d | e                    |
|                                       | strong and<br>competent |   |   |   | weak and<br>helpless |
| 118. To what extent is their approach | a                       | b | c | d | e                    |
|                                       | positive                |   |   |   | negative             |
| 119. Do you think their approach is   | a                       | b | c | d | e                    |
|                                       | healthy                 |   |   |   | unhealthy            |
| 120. Do you think their approach is   | a                       | b | c | d | e                    |
|                                       | good                    |   |   |   | bad                  |

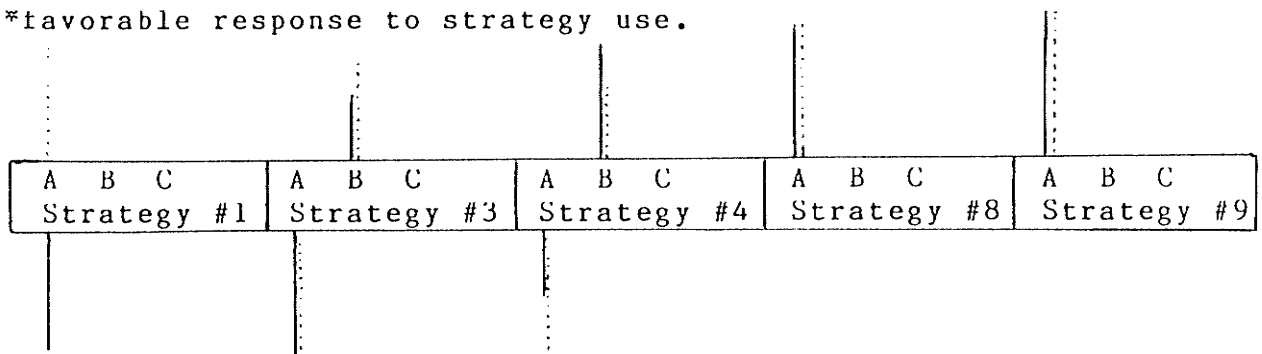
Strategy #M) We questioned an intimate married couple about strategies. When we asked one of them how they got the other to do what they wanted they replied:

"I withdraw affection, grow silent, become cold and distant.  
I clam up. I become silent."

- |      |                                  |                         |            |           |          |                      |
|------|----------------------------------|-------------------------|------------|-----------|----------|----------------------|
| 121. | To what extent are they being    | a                       | b          | c         | d        | e                    |
|      |                                  | reasonable              |            |           |          | unreasonable         |
| 122. | To what extent are they being    | a                       | b          | c         | d        | e                    |
|      |                                  | direct                  |            |           |          | sneaky               |
| 123. | To what extent are they being    | a                       | b          | c         | d        | e                    |
|      |                                  | rational                |            |           |          | irrational           |
| 124. | To what extent are they being    | a                       | b          | c         | d        | e                    |
|      |                                  | open                    |            |           |          | manipulative         |
| 125. | To what extent are they being    | a                       | b          | c         | d        | e                    |
|      |                                  | domineering             |            |           |          | compliant            |
| 126. | To what extent are they being    | a                       | b          | c         | d        | e                    |
|      |                                  | straight<br>forward     |            |           |          | deceitful            |
| 127. | To what extent are they being    | a                       | b          | c         | d        | e                    |
|      |                                  | strong and<br>competent |            |           |          | weak and<br>helpless |
| 128. | To what extent is their approach | a                       | b          | c         | d        | e                    |
|      |                                  | positive                |            |           |          | negative             |
| 129. | Do you think their approach is   | a                       | b          | c         | d        | e                    |
|      |                                  | healthy                 |            |           |          | unhealthy            |
| 130. | Do you think their approach is   | a                       | b          | c         | d        | e                    |
|      |                                  | good                    |            |           |          | bad                  |
| 131. | Your sex is                      | a                       | b          |           |          |                      |
|      |                                  | male                    | female     |           |          |                      |
| 132. | Your age is                      | a                       | b          | c         | d        | e                    |
|      |                                  | 18 or less              | 19-20      | 21-23     | 24-26    | 27 and over          |
| 133. | Your marital status is           | a                       | b          | c         | d        | e                    |
|      |                                  | single                  | married    | separated | divorced | widow(er)            |
| 134. | Your sexual preference is        | a                       | b          |           |          |                      |
|      |                                  | heterosexual            | homosexual |           |          |                      |

APPENDIX D

\*favorable response to strategy use.



unfavorable response to strategy use.

Significant differences were found in subject's responses to the use of strategies #1, 3, 5, 8 and 9. No significant overall differences were found for the use of strategies 2, 4, 6, 7, 10, 11, 12, and 13.

Recall: condition           A - male influencing female  
                                   B - female influencing male  
                                   C - sex of power strategy user  
                                       not designated.

male subjects           \_\_\_\_\_

female subjects        .....

\*Note: Graph depicts directionality only, not degree.