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FACE AND ACHIEVEMENT: THE EXAMINATION OF SOCIAL ORIENTED MOTIVES IN CHINESE SOCIETY

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ABSTRACT

The present study was conducted to examine the similarity and distinction between face need and achievement motive in terms of the social oriented motive concept. Within a broader conceptual framework, even an individual oriented achievement motive, which has been operationally defined in western culture, cannot get rid of the social pressure for being competent. The results revealed that need for face on ability, social oriented achievement motive, face-saving abilities, and self-monitoring ability (the ability to modify self-presentation) were highly correlated to each other. Furthermore, the individual oriented achievement motive was positively correlated with active face-saving ability, and negatively correlated with passive face-saving ability and ability to modify self-presentation as well. On the other hand, the attributional effect on achievement-related behaviors was found as expected. The implications of this type of research strategy on investigating the social-orientation characteristics of Chinese culture were discussed.