

Chapter XVIII

Measuring Intrinsic Motivations

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ABSTRACT

Numerous instruments have been created over the last several decades for measuring both extrinsic and intrinsic values, as they are made manifest in Western culture. Although many of these instruments are well balanced and have strong internal validity, more progress needs to be made specifically with the items being used. If this can be done, then it may be possible for a great leap of progress in measuring the intrinsic values. It is very difficult to gain understanding about how to bridge the small differences in subcultures if surveys continue to gloss over delicate areas that are the very reasons for subculture disagreements. This chapter reviews current measurement instruments for measuring both extrinsic and intrinsic values. It gives a sample of a specific study, and makes a call for improved intrinsic instruments in the future.

INTRODUCTION

Different religious and nonreligious groups within the various subcultures of society want to understand the internal motivations operating in conjunction with decision-making behavior. Within marketing research groups, there is always a need to have a better understanding about consumer values and their effect on behavior. Among religious groups and nonprofit organizations, there is a need to understand the deep-seeded beliefs that drive constituents. Once the values that are important to specific groups are measured, it is easier to relate to these subcultures and build bridges to other aspects of society, no matter what the specific goal. As religious or spiritual variables are more fully conceptualized in different instruments, scholars will be able to more fully explain key ideas that have previously escaped

explanation. This chapter will highlight specific instruments that measure internal concepts that need to continue to be researched. However, readers should investigate Hill and Hood (1999), Koenig, McCullough, and Larson (2001), and Plante and Sherman (2001).

EARLY RESEARCH

Allport and Ross (1967), who researched both the intrinsic and extrinsic motivations, felt that the intrinsically oriented participants brought everything in their lives in concert with their religious beliefs. These authors saw the intrinsically motivated as those who lived out their religion. The nine intrinsic religiosity items in their measure included: "If I were to going a church group I would prefer to join a bible study group rather

than a social fellowship,” and “Quite often I have been keenly aware of the presence of God or the Divine Being.” Donahue (1985) saw the usability with regard to Christian denominations, but felt that measures of religiousness were the primary significance of the variables used.

One of the most important instruments, to date, is the intrinsic religious motivation scale (IRMS) by Hoge. Hoge’s scale (1972) has been helpful for communication researchers. It has 10 items that focus on motivations behind faith and religion. Two of these include: “My religious beliefs are what really lie behind my whole approach to life,” and “One should seek God’s guidance when making every important decision.” Many different religious groups have been able to use this scale because it is fairly general. Benson, Dehority, Garman, Hanson, Hochschwender, & Lebold (1980) found that when Hoge’s scale is used, it helps to predict nonspontaneous helping (e.g., volunteering), and so the possible variety of uses for this instrument have probably not been fully explored. In addition, scales such as Hoge’s survey help toward the understanding of information processing within the area of health communication and health risks (See Egbert, Mickley, & Coeling, 2004).

The Duke religion index (DUREL) (see Koenig, Meador, & Parkerson, 1997) expertly used key items to measure religious variables related to health outcomes. The level of reliability and consistency that was found in various studies indicated that this measure has a great deal of potential with regard to connecting religious variables with other health patient samples. One of the reasons that this is so exciting is because it gives added insight with regard to attitudes and feelings related to altruism.

RECENT APPLICATIONS

Others have designed original items to measure very specific beliefs. In Reynolds and Reynolds

(2000), the goal was to explore the Christian concepts that might make men embrace an ecumenical ideal in terms of a group of concepts (There were no female respondents.). A survey was written to intentionally use ideas that have been potentially disruptive with regard to massive agreement with American culture. Several brainstorming sessions were held with ministers, former ministers, and lay people. There were 34 items that seemed key. Life issues, as well as doctrinal and traditional issues, were used. The items are identified in the factor analysis groupings given in Table 1. The respondents scored the questions from one to five, with one as “strongly disagree” and five as “strongly agree.”

Demographics were collected with regard to church background: Evangelicals (10%), Baptists (19%), Traditionalists (16%), Nondenominational (31%), and Other (24%). Respondents were clergy, church lay leaders, church members, frequent attendees, and occasional attendees. They were self-identified by race as 4% Asian Americans, 1% African Americans, 3% Hispanic, and 88% Caucasians. They fell into conservative (72%), moderate (27%), and liberal (1%) groups with their self-report of religious beliefs. Specifics included Table 1.

In addition to these findings, beliefs about spiritual gifts were also measured in this study.

Table 1. Factor analysis

Biblical Basics	
Item	Loading
Mary was a virgin.	.89
Jesus rose from the dead.	.90
Jesus was divine.	.86
Hell is not a metaphor.	.74
God acts directly now.	.73
Conservative Doctrine	
The rapture will occur before the tribulation.	.80
The strict biblical account of creation is true.	.76
Infant baptism is against the Bible.	.75
The rapture will, in fact, occur.	.71
Scripture is never in error.	.68
One’s political position should be consistent with one’s Christian beliefs.	.67
Jesus will return within the next few years.	.64
Women leaders in the church goes against the Bible.	.64

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