The Individual's special needs projected in the quality and strategy of association choices

1. Necessity of influence

We all want to be as influential as possible. We also need to assert ourselves the way that we are, how it suits us, the way we know how and the way we understand it – in a nutshell: our way! If it is successful, in compliance with others (parents, siblings, friends, teachers, coworkers) and in activities which we value (school subjects, hobbies, entertainment, family obligations, work), then we have no reason to protest unnecessarily: to worry, mistrust, and consequently cheat or misrepresent, conceal, verify, argue, fall into depression, or feel alone all the time. In brief, to feel threatened in our influence. Whether we are successful in promoting and defending our influence or not is connected to two supporting processes:

a) quality of evaluation and acceptance

Just as we want to be influential and have the highest value in the eyes of others, we desire and we need to be evaluated by others. Especially by those we love, admire, need, and whose acceptance we desire. Unfortunately, **we want only affirmative, complimentary, positive feedback.** The other kinds feel like an attack. Criticism, complaints and negative feedback hurt us. We feel them to be unfair, humiliating, punishing and purposefully harmful to us – something that we wish to avoid. When we have too much negative feedback in our lives, we succumb to the delusion that the other side "deserves" revenge. If we cannot have our revenge on those who are the most powerful, than we will attack those who are weaker or where is seems easiest for us.

b) quality of protection and defense

Everyone encounters situations in their life, which they know that they cannot manage, although they want to manage, endure, conquer and win. After all, the winners are admired, become famous, powerful and rich. We know this all deep inside, but we usually choose not to show it to others; maybe we tell it to those nearest to us, friends, whom we trust and who would not betray us. It seems as though we wish to protect ourselves from the consequences of frustration in advance- just to insure "the victory" any way. We can succeed honestly – thanks to preparation, training, hard work; but also dishonestly by gossip, intrigue, even though when these occur, we defend ourselves. We make excuses, apologize, explain the reasons for our failure, become furious, attack, write off others and exclude them from our lives. However, we are only lying to others, and most of all, to ourselves.

Foundation analysis

Through detailed analysis of a randomly selected sample (from DAP Services a. s. database) of the profiles of 9. 000 adults aged 20 years and above (females slightly predominated 53 %), collected between years 2006 to 2008, we reached the following results:

1) Adult population, that hypothetically attempts to influence color association choices by imaginary differentiation of "right and wrong colors", shows a disrupted realization – association continuity of consciousness in the case of three word objects: **Risk – My mistakes - I am ashamed.**

2) When applying the above described needs, the adult population deliberately and randomly chooses six triple-color combinations (i.e. 10.7% out of 56 possible combinations) to hide from the world behind the so-called "curtain of illusion" created by these expectedly positive colors. Thankfully, nature does not recognize or work with this illusion of good and bad colors. If we analyze men and women separately, then we detect 2 more specific combinations for women and three more for men.

3) Further detailed analysis demonstrated the following links:

- **Basic association mechanisms,** but deeply "hidden" from the outside "threatening" world, are **a priori self-defense** combined with **strong ambition**,
- **The reference group** to which these mechanisms are linked, is: **My family** (deviation of mother's role - "protection by a certain relationship," and also of the father`s role -"a wise mentor and coach"),
- **The reference formative process** to which these mechanisms are linked is: **Education** (narrowing to the form as "pressure on the duties and performance without understanding the meaning"),
- **The reference conditions** to which these mechanisms are linked, are **feelings of being existentially threatened by competition.**

Newly measured "Factor of influence"

Based on these findings, we have compiled a new semantic factor from eight key word objects that are commonly used (**Risk, I am ashamed, My mistakes, Effort, My fault, My family, Education, Competitiveness**) and created a color-association summary from all available association options for these words in our adult profiles database. Thus we determined the hypothetical association profile of 56 color triple combination, according to which we examined the above mentioned randomly selected sample of adult individuals.

Here are the results:
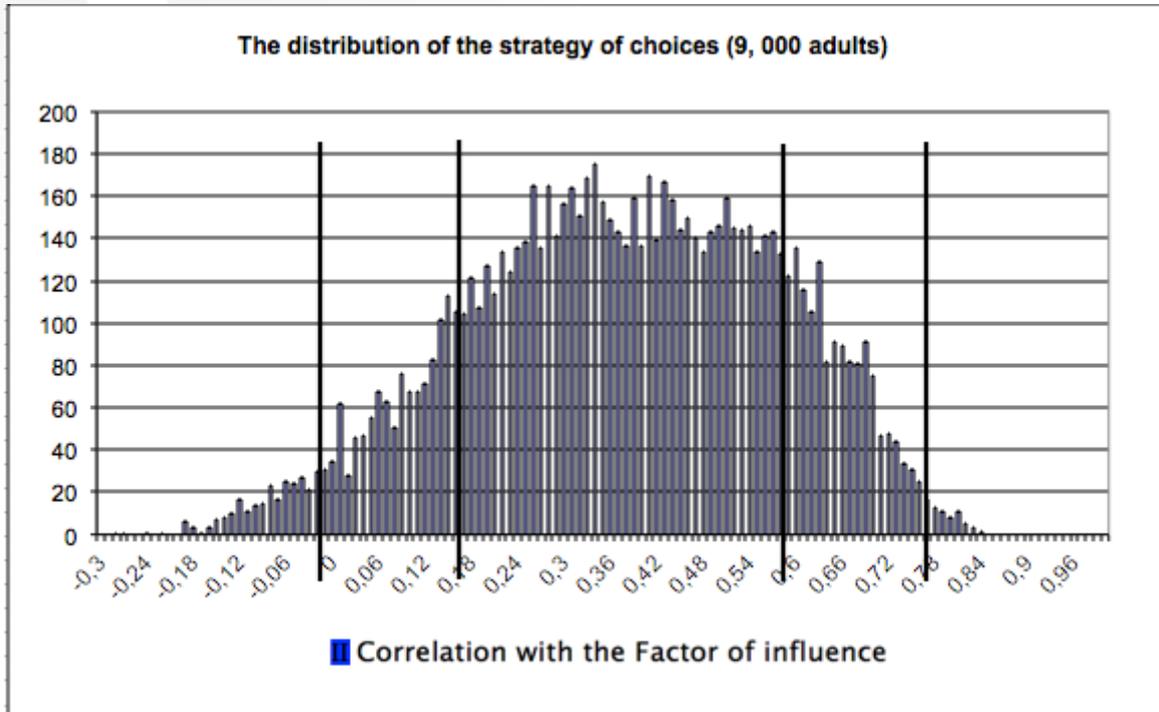
The distribution of the strategy of choices (9.000 adults), Correlation with the Factor of influence

Average correlation: 0.3700, deviation: 0.2006.

The measured result is very satisfying even though the resulting curve is slightly flattened on the side of very high correlations (above +0.800). **Four thick vertical lines** in the diagram mark the boundaries of + / - 1 and 2 sigma (deviations) from the average (marked by **dotted line**). The actual measured average value lies in the range of low correlation (+0.3700), so we can conclude that the created **factor** measures a purely individual human **need for influence.** The resolution is very good (range of measured values), which provides the possibility of differentiated measurement.

Based on these results, we can compile a qualitative range of the individual`s **need for influence** or **the strategy of influencing of color-word associations** when monitoring during the scanning by **CAmethod,** and use them to express these ranges in the adult population. The range varies from highly independent and individualized strategy of options on the one hand (sometimes even negative correlation with factor of influence), to extremely deliberate strategy of unified association options on the other hand (high correlation with the factor of influence). The highest frequency (65.8% values) is then distributed within a regular wide average with a correlation interval of 0.1695 to 0.5707.

Since the **CAmethod** has been designed and built as a set of constant dynamic interactions with the environment, we would like to show what the method contributes in practice.

The realistic qualitative benefit lies in the fact that by scanning color word associations, **each individual is identifiable** through **how small or large his/her need to influence his/her environment is, and vice versa how small or large is the environment`s need to influence him/her**. The result is therefore a set of interactions to which the individual is **"used in the long term"**. To simplify this, let's illustrate this with two opposing forces of interaction:

growth of the individual`s need and life strategy **"to have maximum influence on his/her environment"**

growth of the individual's need and life strategy **"to leave maximum influence to his/her environment"**

The diagram indicates that there is **a small group of adults** whose particular need is so individualized and low that **they leave all influence to their social environments** (frequency in diagram on the far left side). **Such a life situation** may or may not **suit them**. If it does, the individuals do not resist it and they are passive from the point of view of their environment. **Their influence is focused on a highly specific area which is not common among the people, and the environment either does not know about it, does not perceive it, tolerates it or even values it** (this is the better option). Otherwise they're perceived as "pleasant, submissive and subordinate people, "which are often unnoticed. Let us call such a measured value **"the strategy of invisibility".**

It becomes worse in the case where such a **"distribution of influence" does not suit** the individuals. Their defense and attempts to turn the course of influence completely fail. From an originally highly formative and accepted influence (see description of points 3 in the foundation analysis), their influence becomes interactively deforming and disintegrating. In practice, **these people have serious functional problems with social coexistence** in terms of loneliness and isolation. Let us call such a measured result **"the strategy of self-destruction".**

The next group of adults (frequency in the diagram between the thick lines on the left side) is more numerous and expresses a **slightly bigger need for individual influence** on the social environment. However, the interactional influence of the environment is still prevalent. And again, as in the first case, such a life situation may or may not **suit** these individuals. If it does, they live their lives, **have their private desires and often special interests that do not provoke anyone, but neither do they interest any one.** Let's call such a result **"the strategy of inconspicuousness."**

In an opposite situation, when the individual resists the excessive influence of his/her environment and perceives it as highly restrictive and harmful, but cannot reverse the circumstances of power, his/her **long term dissatisfaction grows** with no perceivable way out and no real solutions. Let us call this **"the strategy of suffering."** In practice, **people with various long-term and bizarre life problems that bring them psychological and physical suffering** which they cannot deal with, hide it very well from their environment and are unable to accept well-intended help and interest. **Many chronic "clients and patients" are among them.**

The biggest part is **a group** of adults (the middle area of the graph between the two inner thick lines) who try **to ensure the balance between their own and the environment`s need for influence.** As the measured correlations with the factor of influence slowly increases, their need to have influence also increases. **The group is divided** (by an imaginary line into two approximately equal halves) **into:** one **passive** (left from the dotted line) and one **active** (right from the dotted line) in terms of gaining influence.

As we always remain faithful to the axiom that such a life situation may, or may not suit these individuals, let's call those as more satisfied in their lives (not just the passive ones) as those who prefer and practice **"the strategy of selecting an option."** They live mostly in harmony with themselves and their ideas about the need to influence, they do not claim more than they feel belongs to them, and they seem to be laid back, tolerant and acceptable to their environment. Very simply, these are **people who know "the sum of their possibilities"**, which they can very well apply in their lives.

However, **this range also includes a large group of people who do not agree with such life situations which** in various ways does not suit, and feel that the influence between **Me** and **Environment** is not balanced. Overwhelmingly **they see this unbalance in unsuitable conditions**, which are directed against them. This group applies **"the strategy of limited options."** They constitute a **large army of dissatisfied everyday people** who perceive the negative things about the world around them and one of the words they use most frequently is **"IF".** However, when the environment accommodates the individuals and meets their conditions on the level of proclaimed balance, it does not bring them permanent satisfaction. Very soon, another "IF" will appear and the cycle of dissatisfaction with inappropriate conditions, feelings of missed opportunities and "the rule of environment`s influence" will start again.

Now we shall look at the other side of the diagram between the two thick lines. This represents a **smaller group of people** whose **individual need for influence is significantly higher** and naturally they want to apply it on their environment. These people strongly believe in their ideas and their qualities, they feel that they can and must contribute to their environment; they attempt to reach higher positions in the society and care for individual recognition. **They can often serve as support and example to their environment** of what one may achieve both professionally and socially. However, even **among them are those who achieve their influence simply thanks to who they really are** and what they may do for others. We may then see these individuals as people who have a **"strategy of authentic influence."** Their strong suit is that their environment does not envy them and does not feel that the individual's influence is at the expense of those around them.

5

The second group consists of individuals who also want to achieve that kind of position, recognition and influence, but quite simply, **somewhere and something is missing** and unfortunately always will be. This is why they try to hide their "little handicap". What they hide behind are generally recognized values, necessary and socially preferred activities or positions. **They are simply looking for their "place in the sun", from which they can exert their influence** and be protected by formally applicable rules and regulations. In order to be perceived as "influential" by their environment, they must start to "play the game of social desirability, acceptability and necessity." They are styling themselves to play such a role. It does not matter whether this is a pre-calculated game or not. The individuals in this group apply **"the strategy of formal influence."**

The last **group of people** (in the diagram behind the second thick line on the far right) consists of individuals, whose need for influence is so powerful that they are willing to do anything for it. They **always need to have the highest influence in every aspect under all conditions**, at any working, professional and social position, whether their abilities make them suitable for it or not. The central motivation for their consciousness is their perceived high value, which they cannot renounce or have a realistic view of. This group of people is applying **"the strategy of total influence of power."**Because they are too fixated on this strategy, they are too conspicuous in their environment. And who has power has a "right", so they have to be listened to and do not want to listen to the environment.

Even here applies the same rule, that one can be more successful and others less. Thus, among them generates a small group of those who cannot bear any open confrontation of influence with the environment, always hiding it or avoiding it. They desperately and furiously defend and resist this confrontation so long until what they do apply is a **"strategy of disease from influence."**

We have defined **ten basic life strategies in the adult population**, which are projected and can be evaluated and "read" from their word-color association choices. These strategies are precisely measurable thanks to the experimentally created factor of influence.

Summary table of the character of association choices:

	1. zone	2. zone	3. zone	4. zone	5. zone
Structure of choice	ruined	disordered	flexible	orderly	Rigid
Individual's influence	very low	Low	normal	higher	Highest
Environment's influence	highest	Higher	normal	low	very low
Style of selection	disintegrated	weakened	alternative	styled	Manipulative

Be aware however that from the didactic point of view no strategy included the application of further dimensions of human consciousness, such as: level of ethic, conformity (ways of dealing with the rules), **disposition to stress, adaptability, constructive types of behavior, shared social climate and a tendency for substitute life activities. Such parameters are measured independently.**

25th December 2008

Jiří Šimonek, psychologist