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European Journal of Experimental Biology, 2013, 3(1):646-653



### Designing a standard test of competitor derogation tactics

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#### ABSTRACT

The present study aims to evaluate designing a Standard Test of Competitor Derogation Tactics. At first, the hypothesis of the test inspiring of three competitor derogation techniques questionnaire Competitor Derogation Tactics, Mate Attraction Tactics, The Mate Retention Inventory- Short Form (MRI - SF) and suggestive hypotheses were constructed. A pre-test with a 30 people sample of research community was achieved. The result of pre-test was fulfilled to construct the final questionnaire of analysis especially in the field of the recent questions in early test, statement formation and the way of translating the questions with pre-test group of deep interview. Then, the final questionnaire was completed on a sample with 420 ones from the students of Islamic Azad University Science and Research branch. Based on the statistical analysis and completed interviews, the ultimate form of the extracted questionnaire and validity, reliability of the questionnaire with Cronbach alpha and agent-based analysis were constructed as well. The analysis and evaluation of the statistics representing the acceptable validity and reliability of the test ( $\alpha=0.958$ ).

**Key words:** Construction and methodology, competitor derogation

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#### INTRODUCTION

The human being is always living around other people due to the nature of humanity and for the reason the issue of interpersonal relations has been paid attention by many researchers in the field of humanistic sciences in humanistic communities, because not only the imagination of the man, without considering his or her relations with others as an impaired imagination, but also, these interpersonal relations has its own consideration. One of the most basic of these relations is the relation of two sexes. The relation is not only the most sensitive and complicated interpersonal relations but also, it can make different forms as well. For example, two opposed sides or sexes depend on the family and cultural conditions may face a short period of relations and or a long relation leading to marriage finally. In despite of these all differences in terms of evolutionary perspective, if someone chooses another ones as a mate such as short time or long time copulation, the one tries different tactics for mating and keeping that opposed one to attract her as a mate. The first step for copulation is subjected to the attraction of the mate. In order to absorb one of the opposed sex, people try to complete their competitors in this regard. The basic elements of the mate competence are also subjected to the attractiveness of the one to the one to the opposed side [7]. This purpose can be achieved through two main ways:

- 1) Self-promotion
- 2) Competitor derogation

In self-promotion way, the one tries to pose himself to the opposed side attractive while in the second way, the one's struggle is not mostly based on attraction [4]. No doubt that the competitor derogation and self-promotion concentrate on the traits preferred by the opposed sex such as attraction for women and property for men [7, 8]. The objective purpose of both was to increase the ones attraction than other sexes trying to approach their cohesive targets [8]. The competitor derogation also may be used for the preservation of a relation [11]. Responsible people try to build or make their possible competitors into interpersonally traits such as intelligence and derogative loyalty. Simpson et al (1990) carried out a study in relation to the degree of opposed-side attraction among emotional relation challenges. They found that those ones who challenging in an emotional relation and responsible for considering their opposed side little attractive. They state that the people show their opposed side attraction worthless to keep their present relation. These findings were comprehensively iterated by Lidon et al (1999) [11]. Researchers indicated that there is a necessary competence between the aggression and competence [13]. In the field of aggression researches, the competitor derogation is considered as an indirect aggression.

According to this view, the aggression is defined as any oppression and damage or personal self-motivation against other one [1, 10]. The indirect aggression represents those actions which the factor of damage purposefully is forced to another one [2]. In terms of self-promotion, there have been many researches carried out but researches never paid attention of competitor derogation method worthy. Based on the new invention of evolutionary psychological issues especially the topical specificity such as competitor derogation, the lack of local or native tool for studying the topic has felt as well. Hence in the present study, it is struggled to provide a local or native tool for measuring the tactics of competitor derogation and its psychological features.

## MATERIALS AND METHODS

The research method of the present study is a combination of quantity (scale-based) and quality (basic study method). According to the importance of the standard scales of nativization, a reference based quality research step to discover suitable hypotheses along with cultural and social conditions of the research community to deepen the data was considered.

### **The population, sample and sampling method:**

The community of the research includes the whole Islamic Azad University students of Science and Research branch. The sampling method is a categorization method with suitable volume. In other words, the number of the sample was divided suitably with the number of students in each educational field. Since, few completed questionnaires were useless and the number of replied questions becomes more, about 420 questionnaires were divided among students which 399 questionnaire were applicable and reliable in this regard. About 247 questionnaires were responded by B.A students. 104 by M.A and 48 ones through Ph.D. students efficiently replied.

### **The completion process:**

To provide the hypothesis, three standard questionnaires of competitor derogation techniques [8], Mate Attraction Tactics [3], MRI-SF [9] were used as a source of measuring the related concepts. The primary hypotheses were applied with a 30 ones sample and localized deep interview. In this step, not only the extraction of related statistical analysis of the questionnaires and editing the questions based on archived, but also the whole participants were interviewed one by one to extract the importance of the issue and cultural differences perceptually and other questions which may be adaptive for this kind of questionnaire. Based on the process, the design and standardization of the test is a combination of the present references, statistical analysis and an accurate interaction with participants. Then, the prepared questionnaire was completed on the research sample (420 ones). According to statistical analysis results and completed interviews as well as the analysis of validity and reliability of the questionnaire with Cronbach alpha and agent analysis, the final tests were efficiently constructed.

## RESULTS

In relation to the validity study of the questionnaire, one of the most common methods was used to estimate the validity and Cronbach alpha coefficient. The coefficient is the index of internal cohesion and fixation of hypothesis measuring a common feature and if fulfill for several times, a close result will be governed. Usually, a questionnaire

with validity has also suitable reliability. Therefore, the validity can be used for the reliability of the questionnaire. In the conclusion of Cronbach alpha and other statistical calculations or measurements, the Spss software 18 was used. The size of total Cronbach alpha was equal to 0.958 in the questionnaire, representing the greatest validity in responding to the questionnaire. Usually, in the design of questionnaire in a new community, hypothesis was used for the measurements that seem to be equal and homogenous at first glance but it may some hypothesis have another meaning in respondents mind and related index of a researcher not to be measured. The calculation of Cronbach alpha can assist a researcher to determine the possible hypothesis. For the reason, in the calculation of Cronbach alpha for each indices, the alpha has been activated if eliminated.

By the help of the rule other disorganized hypothesis can be easily recognized in the index of reorganization. The result of the work in the indices of calculation can be governed as following:

**Table 1. The degree of Cronbach alpha conditioned by the elimination of each hypothesis in separation of tactics**

Hypothesis	Total correlation	Cronbach alpha for pre-test hypotheses	Cronbach alpha conditioned of elimination hypothesis	Obtained $\alpha$ in final data
<b>Foolish tactics</b>				
I did a wrong action to make it foolish	.624	0.876	.882	0.8
I said he is foolish	.796		.816	
I said he is dumb	.820		.805	
I showed his intelligence low	.711		.852	
<b>To make fun tactics</b>				
I made him to be fun	.574	0.775	.736	0.794
I mocked him clearly	.715		.751	
I mocked for vomiting after drinking up	.553		.757	
<b>Financial status tactics</b>				
I said he is poor		0.853		.872
I said he has got a cheap car				
I said he does not spend money				
I said he does not pocket money				
<b>Promiscuity tactics</b>				
I called him refugee	.718	0.896	.880	0.94
I said he thinks of sex	.788		.863	
I said he had girl friend/boy friend before	.837		.851	
I said he had sexual relation with more people	.812		.857	
I said he is dissipated person	.576		.908	
<b>Showing unpopularity tactics</b>				
I said he does not like every one	.672	0.772	.668	0.837
I said everyone hates him	.309		.838	
I said nobody likes him	.703		.641	
I said nobody lets him any party	.649		.677	
<b>Foolishness tactics</b>				
I did a wrong action to make it foolish	.624	0.876	.882	0.8
I said he is foolish	.796		.816	
I said he is a dumb	.820		.805	
I mocked him for vomiting after drinking alcohol	.553		.757	
<b>Financial status tactic</b>				
I said he is poor		0.8196		0.872
I said he has got cheap car				
I said he dose not spend money				
I said he dose not have money				
<b>Promiscuity tactics</b>				
I called him refugee	.718	0.8196	.880	0.94
I said he thinks of sex	.788		.863	
I said he had girl friend/ boy friends before	.837		.851	
I said he had sexual relations with many people	.812		.857	
I said he is dissipated person			.908	
<b>Showing unpopularity</b>				
I said he dose not love anyone	.672	0.772	.668	
I said he hates everyone	.309		.838	
I said nobody loves him	.703		.641	
I said nobody let him come with	.649		.677	

Appearance wronged tactics				
I laughed at his hairs.	.773	0.943	.937	0.914
I mocked his appearance	.868		.933	
I laughed at his jewelry	.739		.938	
I said his clothes are old	.530	0.943	.946	0.914
Before he is getting out of home, I said he is good-looking while he dose not seem to be good	.654		.941	
I said he is ugly	.794		.936	
I said he is fat and ugly	.802		.936	
I mocked his body	.880		.932	
I laughed at her makeup	.809		.936	
Appearance wronged tactics				
I laughed at her hair	.773	0.943	.937	0.914
I mocked her appearance	.868		.933	
I laughed at her jewelry	.739		.938	
I said he is not physically attractive	.665	0.943	.942	0.914
I laughed at her clothes	.780		.936	
Forgetting achievement				
I mocked her success	.735	0.848	.772	0.804
I said he is a loser at life	.697		.807	
I said he is unsuccessful at work	.722		.786	
Weakness tactics				
I said he is physically weak	.841	0.901	.849	0.909
I said he is weak and undetermined	.735		.882	
I said he is coward	.866		.839	
I said he is not a brave person	.665		.913	
Wrong habits tactics				
I said he has shameful habits	.524	0.750	.627	0.713
I said he is alcoholism	.466		.719	
I said he is smoker	.672		.400	
Clean tactics				
I said he never takes bath	.715	0.858	.827	0.853
I said he is not clean person	.781		.754	
I said he is dirty and filthy	.729		.819	
Exploitation tactics				
I said he abuses men or women	.608	0.815	.782	0.812
I said he is seeking just for money	.708		.732	
I said he abuses people	.564		.801	
I said he is unbelievably materialistic	.668		.752	
Boring tactics				
I said he is bored	.617	0.433	.832	0.815
I said he is nagging more	.701		.826	
I said he takes me bored out	.532		.856	
I said he is boring	.746		.816	
Clean tactics				
I said he never takes bath	.715	0.858	.827	0.853
I said he is not clean person	.781		.754	
I said he is dirty and filthy	.729		.819	
I said he takes excuses	.696		.827	
I said I can not bear it	.568		.849	
Excitement unstable tactics				
I said he cannot control himself at parties	.388	0.662	.629	0.739
I said he dose not have sensitive stability	.585		.493	
I said he cries more time	.207		.726	
Loyalty tactics				
I said he cheat men or women	.787	0.9	.871	0.910
I said he cannot be loyal to man / woman	.841		.825	
I said he flirts women/ men more	.782		.876	
I said he cheat men or women	.787		.871	
Clean tactics				
I said he never takes bath	.715	0.858	.827	0.853
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I said he is fussy	.696		.827	
<b>Cleaning tactics</b>				
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I said he cannot be loyal to man / woman	.841		.825	
I said he flirts women/ men more	.782		.876	
I said he cheat men or women	.787		.871	
<b>Gay tactics</b>				
I said he attracts more men/women	.758	0.773	.514	0.823
I said he probably is gay	.483		.835	
I said he is double sex	.610		.698	
<b>Unfeeling tactics</b>				
I said he is not worry about others	.575	0.811	.814	0.832
I said he inconsiderate to men/women	.610		.792	
I said he is cold	.811		.572	
<b>Care tactics</b>				
When he was close, I was cared of my partner	.780	0.857	.784	0.884
I try to confuse my partner feelings	.738		.807	
I abandoned my partner away from her	.803		.779	
I did sth to get away my partner	.514		.886	
<b>Gay tactics</b>				
I said he attracts more men/women	.758	0.773	.514	0.823
I said he probably is gay	.483		.835	
I said he is double sex	.610		.698	
When he was close, I was cared of my partner	.780		.784	
<b>Ignorance tactics</b>				
I ignored her	-.166	0.662	.790	0.790
No talk to her	.660		.141	
No attention	.340		.429	
No replied he questions	.617		.148	
<b>Ineptness tactics</b>				
I called him "painless rich"	-.022	0.650	.835	0.835
I said he is spoil	.554		.489	
I said no use of her	.560		.484	
I said no workable person	.747		.339	
<b>Commitment tactics</b>				
I said he involve in serious relation	.582	0.812	.849	0.845
I said he loves sb	.635		.823	
I said he involve in lovely relation	.822		.744	
I said he/she loves his girl friend / boy friend	.706		.793	

\*This hypothesis has been eliminated in the final measurement.

\*\*The added hypotheses to the questionnaire after pre-test.

\*\*\*In the final questionnaire, in the tactics of financial status, instead of this hypothesis, the following hypothesis:" I've said he had not got enough money to spend..." has been used efficiently.

\*\*\*\*In the final questionnaire, in the promiscuity tactic, the word "whimsicality" has been applied.

Some of these hypotheses were omitted due to the lack of adaptation with the obtained findings from the deepened interviews. Other tactics because of consisted of one hypothesis do not have Cronbach alpha and they have been

considered only in the measurement of Cronbach alpha questionnaire. As mentioned earlier, the achieved changes based on the final step of data were measured after giving the necessary amendments on the indices in two pre-test and deep interviews and validity scaling process.

#### Factorial analysis:

There are various methods to determine the reliability which one of them is subjected to the factorial analysis method. The factorial analysis is a terminology used for the reliability and developing reliable-scaling tools, analyzing data to discover the new structures and help to represent the theory of contextual analysis and interview materials, managerial style, job interests and so forth [12]. In the completion of factorial analysis, the scale material to determine the saturated factor of the scale, three main indices were considered as following:

- 1) specific value
- 2) the proportion of determined variance of each factor
- 3) The diagram of specific codes which is called scree.

The early statistical specifications with the completion of main elements analysis showed that the 12 specific values greater than one has been obtained. Of the collection of the questions, about 93.27% represented the variable variances.

The first factor, 32.63% and 12<sup>th</sup> factor 1.58% of variables changes were represented. Therefore, the first factor has a considerable piece in the representation of variables distribution in this questionnaire. Also, about 94 hypotheses of the questionnaire used in factorial analysis were evaluated as well. The minimum share related to question 86 is equal to 0.796 and the maximum share related to question 44 is about 0.986. Then, the represented variance by each factor was measured. Based on the obtained results, the degree of 12 specific factors is greater than one. Hence, the main twelve factor consisted of the questionnaire hypothesis can play key role in the determination of data variance. The total squares loaded in the cycle of finding indicated that these main factors 93.27% of variables distribution can be represented. The first factor 32.638%, the second 18.851% represent the changes. The slope diagram of scree, a design of total variance represented by each variable show its relationship with other variables. In this design, the greater factors stand in top and other factors with gradual slope have been taken together. From the diagram, it can be concluded that the first factor has a considerable piece in total variables variance and it is completely distinct than other factors, but the diagram slope gets eliminated after twelfth factor. In fact, the diagram plain begins from this point. Due to the cut point of turning these factors is the place where the line slope changes, hence, the most suitable factors for turning by the use of the line is subjected to the hexagonal-shaped determined variance by variables which are the same 12<sup>th</sup> factors.

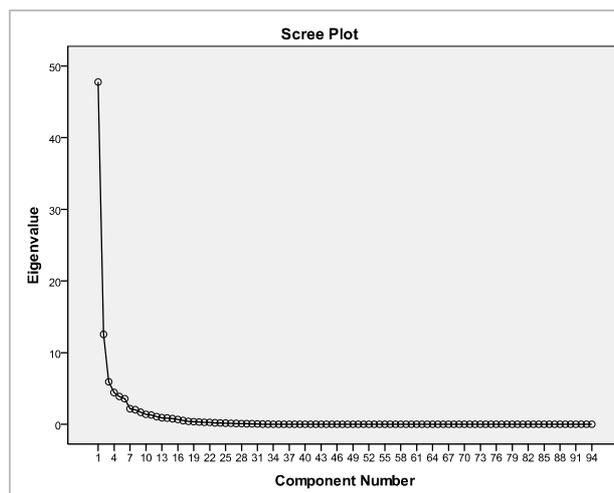


Diagram 1. Scerri diagram based on elements specific code

In order to study the nature of relationship between variables and also access to the description and naming the factors, researchers considered the greater coefficients of 0.3, 0.4 significantly and the lower coefficients were

explained as zero (accidental factor) [12]. In this research the factorial-load is 0.30 as an acceptable coefficient. As a result, if the factorial load of a question on the whole turned factors is lower than 0.3, it will be omitted from the test. Hence, the factorial-load of each hypothesis in main elements is measured. The results showed that each of hypotheses at least is greater than 0.3 in one of turning factorial of factorial load. Therefore, none of left hypotheses eliminate in the step of the questionnaire. The hypotheses 65, 21, 34, 44 and 79 which were loaded on the first factor couldn't get omitted due to the lack of homogeneity in this step. In the second, the hypotheses 53, 3 and in the third, 23 and 37 were eliminated due to the lack of homogeneity, and the factorial analysis was repeated again. The represented final variance by each of factors shows that 10 factors have greater specific degree than one. Totally, 89.814% of variables distribution was represented as well.

#### The cut point of test:

It is a point where it can be divided into two main groups of participants. Here, the cut point was used for "using competitor's derogation" which explained by a person. Based on the cut point, 25% was considered as a district construction point in this regard.

Sample volume	acceptable	399
	No respond	0
		2.7468
Moderate	25	1.6410
	50	2.7468
Cut point 25%	75	3.5500

The cut point 25% for using derogation tactics is 1.64, the cut point 50% equals 2.74 and the point 75% is 3.55. The cut points of the questionnaire are as following:

The mean lower than 1.64:

The use or the lack of use of derogation tactics

The mean 1.64-3.55:

The moderate use of derogation tactics

The mean greater than 3.55:

The high level use of derogation tactics

## DISCUSSION AND CONCLUSION

The evolutionary psychology is a new field of psychology which has been considerably paid attention by researchers. Due to the newness of the evolutionary psychology particularly in the field of inter-sexual competence and competitor derogation, the lack of research and required tools is felt in the completion of research. In the other hand, the translated tools from other languages which provided in another culture have been also considered potentially, but they do not have enough efficiency in other communities. Hence, the present study has been carried out by the aim of construction and methodology of the competitor derogation test. The results showed that: using the constructed test manual has a great validity. One of the targets of the study is designed to determine and estimate the test reliability. In this case, it can be said that the validity coefficient of the test using Cronbach alpha test in each of 80 hypotheses was evaluated which the results representing an acceptable validity and great significance ( $\alpha=0.958$ ). The competitor derogation tactics was carried out firstly by Buss and Dedden (1990) which they did the test on 80 people as their study sample. In this study, they found 28 distinct tactics. Although the hypotheses of the present study were applied, some of these hypotheses were eliminated due to cultural considerations with Iranian sample. The another designed questionnaire for measuring process was the period retention scale short form questionnaire [9]. The long form including 104 hypotheses and 19 tactics of paired retention form alarm to aggression was designed in 1988. The short form includes 38 hypotheses studying 19 tactics and has a great validity and reliability. The hypotheses of the test were used for the preparation of the early form of the present questionnaire. Although there were early formed other questionnaires but the main clear feature of the present test is that its hypotheses by the help of deep interviews and subjects completely were localized and organized with Iranian features. However, the present study has its own limitations. In one hand, the lack of information related to the topic of competitor derogation in Iran and a few carried out researches in this case in other countries, the comparison of the recent findings with other studies is really complicated. The field of evolutionary psychology in the analysis of mate retention and observation methods has a long time historical antecedent in Darwinism theories but it is not very famous in Iran due to the completion and operational consideration. Although some researches have been fulfilled to

open new constructional entries but the weakness of theoretical and research-based foundations is the deficiencies which they can be removable by increasing new researches. In the other hand, due to the confinement of the sample related to Islamic Azad University and other supplementary limitations, it is better fulfill other studies to provide necessary recovery of the results to the whole community. According to these considerations, it is suggested that other factors such as personality traits, environmental, social and cultural factors considered in the measurement of competitor derogation tactics. Also, the next researches can be achieved by focusing on the larger statistical communities.

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