A • B  Positive Assoc  «A» • B  Moderation  
A • B  Negative Assoc  1, 2, 3, ...  Notes  
A ≈ B  Empirical Equiv  X  Y  

**FUNDAMENTAL ELEMENTS**

**VARIETIES OR EXAMPLES**

![Diagram of social power relationships](image)

**NOTE:** Some variables and relationships have been omitted for simplicity and clarity.

1: Measure of personal sense of power (Anderson, John, & Keltner, 2012)

2: Magee and Smith (2013) articulated the relationship between social distance and social power, which has extended to sense of power here.

3: Rucker, Galinsky, and Dubois (2012) discussed these relationships in the context of consumer behavior.