

The Effect of Cognitively-Induced Self-Construal and Direct Behavioral Mimicry on Prosocial Behavior

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Abstract : The study aimed to examine the effects of self-construal and direct mimicry on prosocial behavior. The study made use of a 2 (Self-construal: independent or interdependent) x 2 (Mimicry: mimicry or non-mimicry) between subjects factorial design where effects of self-construal was cognitively-induced through a story with varying pronouns (We, Us, Ourselves vs. Me, I, Myself), and prosocial behavior was measured with the amount of money donated to a fabricated advocacy. The research was conducted with a convenience sampling comprised of 88 undergraduate students (58 Females, 33 Males) aged 16 to 26 years olds from the University of the Philippines, Diliman. Results from the experiment show that both factors do not have significant main effects on prosocial behavior. Additionally, their interaction also does not have a significant effect to prosocial behavior with No Mimicry x Independent ranking highest in amount of money donated and Mimicry x Interdependent ranking lowest. These results can be attributed to multiple factors, which include the collectivist orientation and sense of kapwa of Filipinos, a role reversal in the methodology and the lack of Chameleon Effect, and a weak priming of self-construal with respect to self-relatedness.

Keywords : behavior, mimicry, prosocial, self-construal

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