

The Effect of Mood and Normative Conformity on Prosocial Behavior

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Abstract : This study aimed to test if induced mood and normative conformity have any effect specifically on prosocial behavior, which was operationalized as the willingness to donate to a non-government organization. The effect of current attitude towards the object of the prosocial behavior was also considered with a covariate test. Undergraduates taking an introductory course on psychology (N = 132) from the University of the Philippines Diliman were asked how much money they were willing to donate after being presented a video about coral reef destruction and a website that advocates towards saving the coral reefs. A 3 (Induced mood: Positive vs Fear and Sadness vs Anger, Contempt, and Disgust) x 2 (Normative conformity: Presence vs Absence) between-subjects analysis of covariance was used for experimentation. Prosocial behavior was measured by presenting a circumstance wherein participants were given money and asked if they were willing to donate an amount to the non-government organization. An analysis of covariance revealed that the mood induced has no significant effect on prosocial behavior, $F(2,125) = 0.654$, $p > 0.05$. The analysis also showed how normative conformity has no significant effect on prosocial behavior, $F(1,125) = 0.238$, $p > 0.05$, as well as their interaction $F(2, 125) = 1.580$, $p > 0.05$. However, the covariate, current attitude towards corals was revealed to be significant, $F(1,125) = 8.778$, $p < 0.05$. From this, we speculate that inherent attitudes of people have a greater effect on prosocial behavior than temporary factors such as mood and conformity.

Keywords : attitude, induced mood, normative conformity, prosocial behavior

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