

Departmental Seminar

Cross-cultural Differences in Helping

4:30 p.m. – 5:30 p.m. | April 26, 2019 (Friday)

Rm 813, 8/F, The Jockey Club Tower | Centennial Campus | The University of Hong Kong



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Abstract

According to the world giving index, an annual report published by the Charities Aid Foundation, countries vary drastically in their levels of generosity. Why do people from some countries help more than people from other countries do? This project aimed to address this question by examining whether and how materialism contributes to cross-cultural differences in helping. We hypothesized that viewing success as gaining materialistic possessions would decrease empathy and helping. Also, we hypothesized that materialism would account for cross-cultural differences in helping. Further, we tested the role of self-concept clarity and predicted that individuals low in self-concept clarity, relative to those high in self-concept clarity, would be more subject to the negative influence of materialism on helping. Correlational studies, involving representative samples from countries/regions with different levels of materialism, as well as experimental studies were conducted. I will discuss the implications of our findings and future directions for this research program.

~All are Welcome~