

**Mayabang and Hindi Mayabang: Possible Central Traits  
and Their Effects on Impression Formation Among  
Freshmen AB Psychology Students of De La Salle  
University-Dasmariñas SY 1996-1997**

**An Undergraduate Thesis**

**Presented to**

**the Faculty of the College of Arts and Sciences**

**De La Salle University - Dasmariñas**

**Dasmariñas, Cavite**

**In Partial Fulfillment**

**of the Requirements for the Degree**

**Bachelor of Arts Major in Psychology**

**Luzviminda C. Anciro**

**Karen D. dela Cruz**

**Maricris C. Sisante**

**March 1997**

## ABSTRACT

Name of Institution: De La Salle University - Dasmariñas

Address: Dasmariñas, Cavite

TITLE: Mayabang and Hindi Mayabang: Possible Central Traits and Their Effects on Impression Formation Among Freshmen AB Psychology Students of De La Salle University - Dasmariñas, SY 1996-1997

AUTHORS/PROponents: Luzviminda C. Anciro, Karen D. Dela Cruz, and Maricris C. Sisante

FUNDING SOURCE: Personal

COST: 6,000.00

DATE STARTED: September 1996

DATE COMPLETED: Feb. 1997

## OBJECTIVES OF THE STUDY:

## A. GENERAL

To determine the mayabang and hindi mayabang: possible central traits and their effects on impression formation among freshmen AB Psychology students of De La Salle University -Dasmariñas, school year 1996-1997.

## B. SPECIFIC

1. To find out the impressions of select College of Arts and Sciences students in DLSU-D on the persons they meet for the first time as revealed by the pagtatanong-tanong.

2. To find out the specific traits associated with mayabang and hindi mayabang as revealed by the survey done by the researchers to Freshmen AB Psychology students in DLSU-D.

3. To find out the mean rating score of impression formation of participants exposed to mayabang and hindi mayabang traits.

4. To find out the specific character traits in the rating scale associated with mayabang and hindi mayabang possible central traits and whether there is a significant difference between the two groups.

5. To find out if there is a significant difference of the mean rating scores of impression of the two groups exposed to mayabang and hindi mayabang traits.

#### SCOPE AND COVERAGE:

A sample of 85 students, the only accesible population, were randomly arranged to determine the group of participants.

#### METHODOLOGY:

This study utilized multi-method. The respondents of the study were the freshmen AB Psychology students in DLSU - D, SY 1996-1997 who were given rating scale questionnaires composed of twenty character traits that served as main research instrument. The result of the test was analyzed through t-test.

#### MAJOR FINDINGS:

Mayabang and hindi mayabang are central traits which exert more weight when forming impressions.

The study showed that the mean rating scores of participants exposed to mayabang which is 62.86 is higher than the mean rating scores of participants exposed to hindi mayabang traits which is 47.45.

The character traits in the rating scale associated with mayabang traits which were revealed as highly significant in the mean score of impression formation of the two groups were attention seeker, boastful, and 'feeling guwapo'. Those with hindi mayabang were humble, simple and kind.

There was a significant relationship existed between the character traits (mayabang and hindi mayabang) and impressions of the two groups of participants.

#### CONCLUSIONS:

Based on the findings of the study, the authors concluded that the mean rating scores of participants exposed to mayabang traits were higher than the participants exposed to hindi mayabang traits. A greater impression formation had been seen in the group of participants exposed to mayabang traits which had the higher mean rating scores.

The authors also concluded that a significant relationship existed between the character traits (mayabang and hindi mayabang) and impressions of the two groups of participants. Thus, it was gleaned that character traits influence the formation of impression in perceiving an individual.

#### RECOMMENDATIONS:

This research recommended the future researchers to come up with a similar study in a wider population while more studies should be made regarding different character traits and their effect on impression formation.

A more accurate and updated rating scale to measure impression formation should further be developed and visual/video should be used to present the stimulus person in the influence of character traits in impression formation.

**TABLE OF CONTENTS**

	PAGE
TITLE PAGE	i
ABSTRACT	ii
APPROVAL SHEET	v
ACKNOWLEDGMENTS	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER	
1 THE PROBLEM AND ITS BACKGROUND	
Introduction	1
Conceptual Framework	3
Statement of the Problem	4
Hypothesis	5
Significance of the study	5
Scope and Delimitation	6
Definition of Terms	7
2 REVIEW OF RELATED LITERATURE	
Conceptual Literature	9
Research Literature	17
3 METHODOLOGY	
Research Design	26
Participants of the Study	29
Research Instrument	29

	PAGE
Research Procedure	30
Statistical Treatment of Data	33
<b>4 PRESENTATION, ANALYSIS AND INTERPRETATION</b>	
Specific Question No. 1	35
Specific Question No. 2	37
Specific Question No. 3	39
Specific Question No. 4	40
Specific Question No. 5	44
<b>5 SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS</b>	
Summary	47
Findings	49
Conclusions	50
Recommendations	51
<b>REFERENCES</b>	53
<b>APPENDICES</b>	
A. Certification of the Thesis Editor	56
B. Letter of Request	57
C. Survey Sheet	58
D. Stimulus Material	60
E. Rating Scale	61
F. Curriculum Vitae	63

## LIST OF TABLES

TABLE	PAGE
1 Impressions of Selected College of Arts and Sciences Students in DLSU-D When They Meet the Person for the First Time	36
2 Specific Traits Associated With Mayabang and Hindi Mayabang as Revealed by the Survey to the Freshmen AB Psychology Students in DLSU-D	38
3 Mean Scores of Participants Exposed to Mayabang and Hindi Mayabang Traits of Freshmen AB Psychology Students in DLSU-D	39
4 Specific Character Traits in the Rating Scale Associated With Mayabang Reveal a High Significant Difference of Impression Formation	42
5 Specific Character Traits in the Rating Scale Associated With Hindi Mayabang Reveal a High Significant Difference of Impression Formation	43
6 The Difference in the Mean Rating Scores of the Participants When Exposed to Mayabang and Hindi Mayabang Traits	46

**LIST OF FIGURE**

<b>FIGURE</b>		<b>PAGE</b>
1	The Relationship of Character Traits to Impression Formation	3

