

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

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DATE STARTED: September 1996

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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.