

Poster proposal:

Presenters: Luis Oceja, Sergio Salgado, and Pilar Carrera

Affiliation: Universidad Autónoma de Madrid

Title: Activating the motive of Quixoteism: The transcendent-change orientation.

Abstract

We use the term Quixoteism to label a social motive which has the ultimate goal of increasing the welfare of the world. It is proposed that this motive is activated by the transcendent-change orientation: a disposition toward provoking changes that go beyond a specific individual or group. Three studies were conducted to test this proposal. In Study 1, we developed a scale to measure such transcendent-change orientation. Subsequently, in two other studies participants were asked to read an article that described the actual case of a person in need. Results of Study 2 showed that the centrality of the transcendent-change orientation (measured two months earlier) predicted the extent to which the article was interpreted consistently with the ultimate goal of Quixoteism. Results of Study 3 showed that increasing the salience of such orientation increased the likelihood of performing a high cost prosocial behaviour.

Keywords: Social Motive, Quixotism, Prosocial behaviour.

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