

# A measuring instrument of the facilitator process of the Quixoteism: the transcendent change orientation

sergiosalgados@yahoo.es

Sergio Salgado & Luis Oceja  
Universidad Autónoma de Madrid (Spain)

## INTRODUCTION

- ✓ Within social psychology, regarding the motives that can lead us to make a prosocial behavior, four types have been proposed: egoism, principalism, altruism and collectivism (e.g. Batson, Ahmad & Lishner, 2009). The difference of these four motives lies on the ultimate goal that characterizes them. Thus, the ultimate goal of egoism is to improve its own welfare, of altruism is to improve the welfare of an individual, of collectivism is to improve the welfare of a group, and of principalism is to uphold a personal principle.
- ✓ We recently proposed the existence of "Quixoteism", a motive whose ultimate goal is to improve the welfare of the world.
- ✓ According to this approach, the process that facilitates the activation of Quixoteism is the transcendent change orientation, and its behavioral consequence is the performance of high-cost prosocial action (Oceja & Salgado, 2008; Salgado, 2009; Salgado & Oceja 2010).
- ✓ The objective of the present research was to develop a questionnaire (Orientations to Prosocial Action: OPA) that contained a scale of the transcendent change orientation. Two studies were conducted. In Study 1, the internal consistency and factor structure of OPA was analyzed. In Study 2, the relationship of OPA with prosocial behavior was tested

**Study 1** (N = 271 undergraduates students, 226 female and 39 male; M = 20,13; Dt = 5,69)

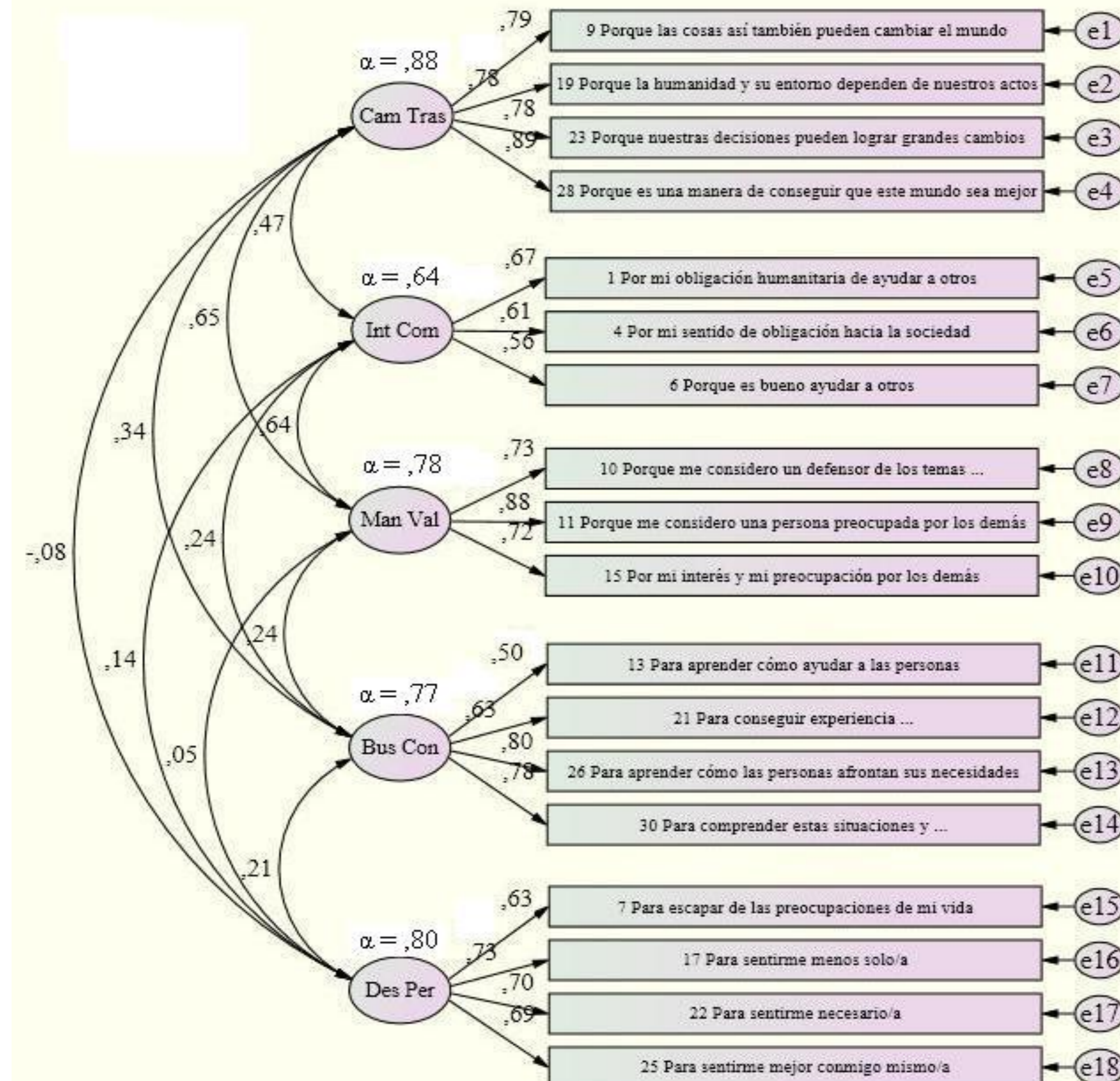
**Study 2** (N = 70 undergraduates students, 59 female and 11 male; M = 20,88; Dt = 7,16)

✓It was analyzed the internal consistency and factor structure of the Transcendent-change orientation (TCO).

✓To test that this measure represent a new motivational dimension, was included in a previous questionnaire (Omoto & Snyder, 1995) that include another four dimensions related with prosocial action.

✓We hypotetized that the new model -including our new dimension- shall obtain both a good fitting and internal reliability.

✓We called this new instrument "Orientations to Prosocial Action (OPA)".



✓TCO was measured two months before.

✓In the experimental situation (cover story: to evaluate the draft of an advertisement):

- ✓It was manipulated the situation of need: General (A child have a problem and many others are suffering the same) vs. Individual (A child have a problem).
- ✓It was measured situational empathy.
- ✓Was given the opportunity to help. Was included a measure of cost (time).

✓We hypothesize that "TCO" should be related to both "prosocial action" (H1) and (b) the amount of time (cost) that is committed to that end (H2). Moreover, we expected that the effect of TCO should be greater in the condition of general need (H3), and the effect of empathy should be greater in the condition of individual need (H4).

	Model	Non stand. Coeff.		Stand. Coeff.			
		Beta	Standard error	Beta	t	Sig.	
Total sample	1 (Constant)	-2,3	0,97		-2,42	0,02	
N = 70	TCO	0,38	0,16	0,28	2,39	0,02	
	Empathy	0,38	0,16	0,27	2,3	0,03	
Individual need	1 (Constant)	-2,01	1,11		-1,82	0,08	
	n = 35	TCO	0,43	0,2	0,38	2,22	0,03
		Empathy	0,21	0,2	0,18	1,04	0,31
General need	1 (Constant)	-3,02	1,78		-1,69	0,1	
	n = 35	TCO	0,36	0,27	0,22	1,34	0,19
		Empathy	0,58	0,27	0,34	2,11	0,04

## GENERAL CONCLUSIONS

- ✓We have presented a new instrument for studying the antecedents of prosocial behavior.
- ✓The main contribution of this instrument is a scale created specifically to measure the process facilitator of the Quixoteism: the transcendent change orientation.
- ✓The results obtained in Study 1 supported preliminary internal consistency, validity and fit of the model proposed.
- ✓In Study 2 was tested the predictive validity of the TCO, and, at the same time, was explored like a differentiated process of empathy.
- ✓In future research, the instrument must be improved with more items to be more stable. On the other hand, can be tested in other contexts and other kinds of need.

## REFERENCES

- ✓Batson, C. D., Ahmad, N., & Lishner, D. A. (2009). Empathy and altruism. In C. R. Snyder & S. J. Lopez (Eds.), *Oxford handbook of positive psychology* (2nd ed., pp. 417-426). New York: Oxford University Press.
- ✓Oceja, L. & Salgado S. (2008). *Quixoteism: A Social Motive that Leads to Perform a Heroic Behavior*. 9th Annual Society for Personality and Social Psychology (SPSP). Albuquerque, Nuevo México, USA.
- ✓Oceja, L. & Salgado S. (2010). *Activating the motive of Quixoteism: The transcendentchange orientation*. 3rd Annual Meeting of the Society for the Study of Motivation (SSM), Boston, USA.
- ✓Salgado, S. (2009). *Caracterización teórica y comprobación experimental de un nuevo motivo social: el Quijotismo*. Tesis Doctoral. Universidad Autónoma de Madrid.