

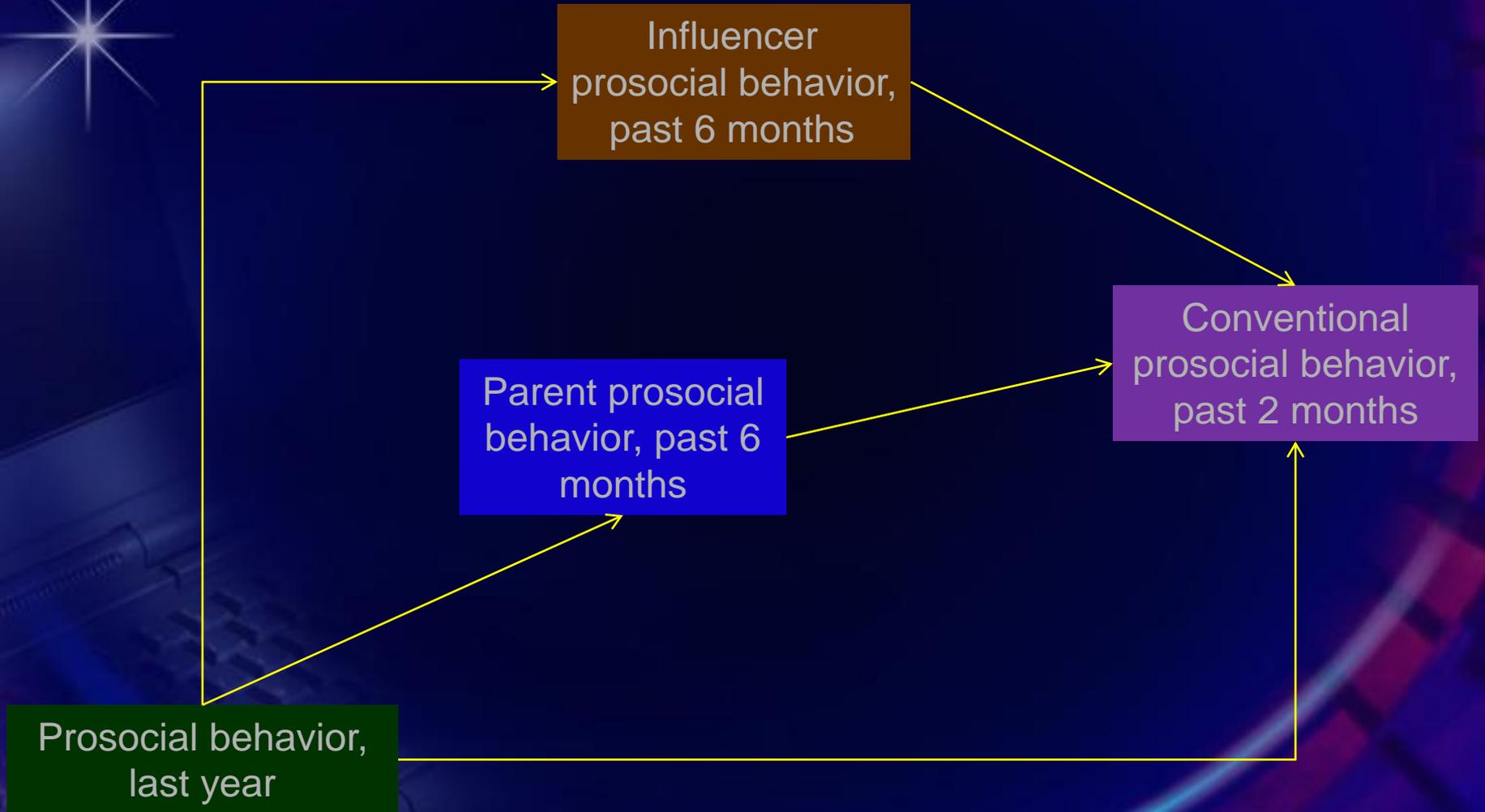
Influencers' Facilitation of Conventional Prosocial Development among University Students

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Paths to conventional prosocial behavior



Conventional prosocial behavior = Prosocial behavior × Non-opposition to government

⊗ Rationale

- ⊗ Career (Dik et al. 2012)
- ⊗ Civic education (Horn 2012)
- ⊗ Modernization (Anheier and Kendall 2002; Kistler et al. 2017)
- ⊗ Resource (Marien 2011)
- ⊗ Risk reduction, vulnerability protection (Levi and Strker 2000)

⊗ Benefit

- ⊗ Well-being (Layous et al. 2012)
 - ⊗ Autonomy (Martela and Ryan 2016)
 - ⊗ Competence (Martela and Ryan 2016)
 - ⊗ Meaningfulness (Martela and Ryan 2016)
 - ⊗ Non-distress (Stotsky et al. 2019)
 - ⊗ Quality of friendship (Markiewicz et al. 2001)
 - ⊗ Relatedness (Martela and Ryan 2016)
 - ⊗ Satisfaction with self (Umino and Dammeyer 2016)
 - ⊗ Social well-being (Gest et al. 2005)

⊗ Experience

- ⊗ Achievement in education (Wentzel and Caldwell 1997)
- ⊗ Liking (Bond and Kwan 2000)

Conventional prosocial behavior = Prosocial behavior × Non-opposition to government

- ⊗ Social learning theory (Busching and Krahe 2020; Nejati and Shafaei 2018)
 - ⊗ Coaching
 - ⊗ Modeling, imitation
 - ⊗ Identification, observation, learning
 - ⊗ Attractiveness
 - ⊗ Reinforcement: rewarding, punishment
- ⊗ Dyadic power theory (Worley and Samp 2019)
 - ⊗ Influencer influence
 - ⊗ Invitation

Survey sample ($N = 1,467$ local undergraduates)

Testing a slight effect size ($r = .073$) with 95% confidence and 80.0% statistical power

Variable	Scoring	<i>M</i>	<i>SD</i>
Female	0, 100	49.0	50.0
Age	years	20.8	2.3
Grade	years	2.7	1.4
Residency	years	18.2	4.4
Born in Hong Kong	0, 100	72.7	44.6
Born in Mainland China	0, 100	11.1	31.5
Family size	persons	3.7	1.2

Prosocial behaviour ($\alpha = .770$, Hooghe and Oser 2015; Nielson et al. 2017), opposition to government ($\alpha = .683$)

Prosocial behavior, past 2 months

You contributed to social welfare

You helped social services

You were committed to solving social problems

You did things to improve society

Opposition to government, past 2 months

You supported the fight against the government

You supported the fight against the police

You blamed the officials

You supported the containment of the government

You (not) avoided blaming the government

You (not) avoided blaming the police

Influencer invitation ($\alpha = .648$), influencer modeling received ($\alpha = .512$)

Influencer invitation, past 6 months

S/he invited you to participate in activities to help society

S/he invited you to do something beneficial to society

Influencer modeling received, past 6 months

S/he set an example

S/he did things by himself/herself

S/he showed satisfaction in doing things

S/he shared experience

S/he (not) avoided demonstrating

S/he (not) avoided teaching by example

Influencer attractiveness ($\alpha = .877$)

Influencer attractiveness, past 6 months

S/he was cheerful

S/he was friendly

His/her inspiration

S/he was kind

S/he had a commitment

S/he explored everywhere

S/he was outgoing

S/he was enthusiastic

S/he was sincere

S/he was humorous

S/he was tolerant

S/he gave people positive energy

S/he was objective

S/he was considerate

Means and standard deviations

Variable	Scoring	<i>M</i>	<i>SD</i>
Prosocial behavior, past 2 months	0-100	54.4	21.3
Opposition to government, past 2 months	0-100	54.5	18.4
Conventional prosocial behavior, past 2 months	0-100	23.0	11.8
Prosocial behavior, last year	0-100	58.1	16.0
Opposition to government, last year	0-100	56.7	17.5
Influencer invitation, past 6 months	0-100	51.4	26.6
Influencer modeling received, past 6 months	0-100	59.7	14.9
Influencer attractiveness, past 6 months	0-100	61.8	16.4
Parent prosocial behavior, past 6 months	0-100	49.3	23.3

Standardized regression coefficients on conventional prosocial behavior, past 2 months

Predictor	Conventional prosocial
Female	-.008
Age	.027
Grade	.058
Residency	-.029
Born in Hong Kong	-.055
Family size	.038
Prosocial behavior, last year	.136***
Opposition to government, last year	-.360***
Influencer invitation, past 6 months	.082*
Influencer modeling received, past 6 months	.019
Influencer attractiveness, past 6 months	-.114*
Influencer prosocial behavior, past 6 months	.066
Parent prosocial behavior, past 6 months	.096**
R^2	.466

Supporting power theory

Refuting social learning theory

* $p < .05$. ** $p < .01$. *** $p < .001$.

Implications for promoting conventional prosocial behavior

⊗ Capitalizing on **dyadic power theory**

- ⊗ Facilitating influencer invitation to prosocial participation
 - ⊗ Informing about prosocial participation
- ⊗ Strengthening influencer dyadic power
 - ⊗ Downplaying influencer attractiveness

⊗ Capitalizing on **social learning theory**

- ⊗ Facilitating parental prosocial behavior
 - ⊗ Facilitating parental modeling and its learning
 - ⊗ Facilitating identification with parents

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