

Altruistic Economic Behaviors and Implicit Worldviews

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Abstract

The main purpose of this paper is to study how the individual differences in implicit worldviews regarding categories versus relationships affect altruistic behavior towards parents, children and non-family members, using the survey data of Korea, Japan and the US. We found international differences that are consistent with Nisbett's theory that Easterners tend to use relationships more than categories compared with Westerners. We found statistically significant effects of implicit worldviews on some altruistic behaviors. We also found confidence in spiritual beliefs in explicit worldviews have significant effects on some altruistic behaviors.

Keywords: implicit and explicit worldviews, categories, relationships, altruism,
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