

Abstract

In the present research we propose an analysis that predicts two content domains in social cognition, namely, the sociomoral (e.g., honesty, kindness) and the taskability (e.g., intelligence, competence), should constrain self-judgment outcomes. In particular, given humans' group living nature, people's desire to belong and be accepted, and the ease with which sociomoral reputations can be tarnished, we expected that self-judgment in the sociomoral domain would be more favorable and vary less across contexts than self-judgment in the taskability domain. The results of the study were consistent with expectations. Studying an American and a Korean sample, the findings indicated that people judged themselves more positively in the sociomoral than the taskability domain. In addition, self-judgment in the sociomoral domain was less likely to vary than the self-judgment in the taskability domain as a function of context, operationalized as temporal perspective and cultural tradition.

Key Words: Self-judgment, Primitive Templates, Temporal perspective, Self-enhancement, Culture