

Psychological research about Social Responsibility factors: An Iberoamerican Study in colleges.

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Abstract. Social Responsibility has been studied through the analysis of management models in organizations. From a psychologist perspective, the study about which human variables are important in the development of a social responsible behaviour needs to be explored. Our research proposes that being social responsible could be mediated by human values and empathetic abilities, and with the aim of improving knowledge about social responsibility we have developed a study in college students from Spain, Chile, Colombia and Peru, focused on the evaluation about how values and empathy are influencing social responsible behavior. The methodology applied has been the use of a virtual platform where questionnaires were hosted and responded by 861 students. Data has been analyzed by descriptive statistics and correlations. This study supposes an approach to an evaluation model of social responsibility in education. Results and future research proposals are discussed.

Introduction and objectives. UNESCO's World Conference on Higher Education (WCHE, 2009) highlighted social responsibility (SR) as a mission of universities. Navarro (2003) comments that social responsibility is an abstract value, a person should be social responsible through exercise specific moral behaviors. Martí Vilar(2010) proposes the importance of values and empathy on SR. The aim of this research proposes that socially responsible behaviour depends on values and empathy as psychological constructs.

Method. Respondents and procedure

Research through different countries and required the use of ICT, by the virtual space of Universidad de Valencia questionnaires were hosted and categorized the socio-demographical data. Research units participants were from Universidad de Concepción (Chile), Universidad San Martín de Porres (Peru), Universidad San Buenaventura Medellin (Colombia), Institución Universitaria de Envigado (Colombia) and Universitat de Valencia. Respondents were 861 students from the academic areas of Social Science, Business and Economics, and Technology.

Measures: The study has applied 3 questionnaires to college students from Peru, Colombia, Spain and Chile in order to establish which dimensions of values and empathy will refer more auto-attribution of frequency and intentionality of socially responsible behaviour. Demographic information; Schwartz Value Survey (Schwartz, 1992); Interpersonal Reactivity Index (Davis, 1983); Auto-attribution of Socially Responsible Behaviour Questionnaire (Davidovich, Espina, Navarro y Salazar, 2005). Responses were analyzed with the SPSS V. 17, descriptive statistics and correlations were done.

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Results. Table 1 shows the statistics obtained in the 2 scales of the Auto-attribution of socially responsible behaviours. As can be seen, means are both close to the middle (from 1 to 5), what it represent that in the first scale (CSR1) that college students sometimes use to do socially responsible behaviors, and the intentionality is not clear (neither for personal interests nor complete social benefit). On table 2, the correlations of values and empathy with both scales, show us a stronger correlation between the Frequency of ASRB (CSR1) and the dimensions of values Self-transcendence and Conservation, with empathic dimensions of Perspective Taking(PT), Empathic Concern (EC) and Personal Distress; but in Intentionality of ASRB (CSR2), correlations are stronger in Self-transcendence and Conservation value's dimensions, and negatively with the Fantasy scale of empathy.

Statistics		
	CSR1	CSR2
Mean	3.54	3.23
Standard deviation	0.37	0.51
Skewness	-0.046	-0.79
Kurtosis	0.42	1.56

Dimension	CSR1		CSR2	
	r	R ²	r	R ²
Self-enhancement	.041	0.002	.092**	0.008
Self-transcendence	.163**	0.027	.184**	0.034
Open to change	-.005	0.000	.016	0.000
Conservation	.171**	0.029	.192**	0.037
Perspective Taking	.165**	0.027	.093**	0.009
Fantasy	-.052	0.003	-.133**	0.018
Empathy Concern	.090**	0.008	.038	0.001
Personal D	-.119**	0.014	-.037	0.001

** p < .01
* p < .05

Discussion and conclusion. This first approach to the study from psychology to socially responsible behaviours has got the objective of analyses which are the psychological constructs underlying the result of be responsible. Socially responsible behaviours are understood as those attitudes which are developed with certain frequency and intentionally done in benefit of us and society (Navarro, 2006). Values from the Schwartz' model (1994) allow us the dimensional classification, and according to that, Self-transcendence and conservation values will be important on being responsible, with the empathetic scale of Perspective Taking. More research is needed to explore transcultural relations, but it opens an interesting area for psychology research. Future data analysis will be exposed in <http://www.universidades-responsables.org>

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