

The Influence of Cultural Norms on Parent-Child Conversations About Moral Pride



PRESENTER:

Angel Leung

Faculty of Arts and Social Sciences,
Department of Psychology

✉ ala224@sfu.ca

INTRODUCTION

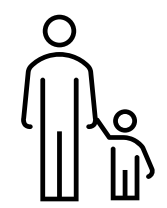
- **Moral pride** is a positive self-oriented emotion experienced after engaging in an act of kindness and is relevant for moral identity development.¹
- Parents may socialize a child's moral pride within conversations about their own and others' moral accomplishments. However, these discussions likely vary based on parental endorsements of cultural norms.
- To date, little is known about how children learn to experience and express this emotion.

We aim to explore:

- (1) Parental communication patterns within parent-child conversations about others' moral and non-moral achievements.
- (2) How communication patterns vary based on parents' endorsements of collectivistic versus individualistic norms.

METHODS

PARTICIPANTS



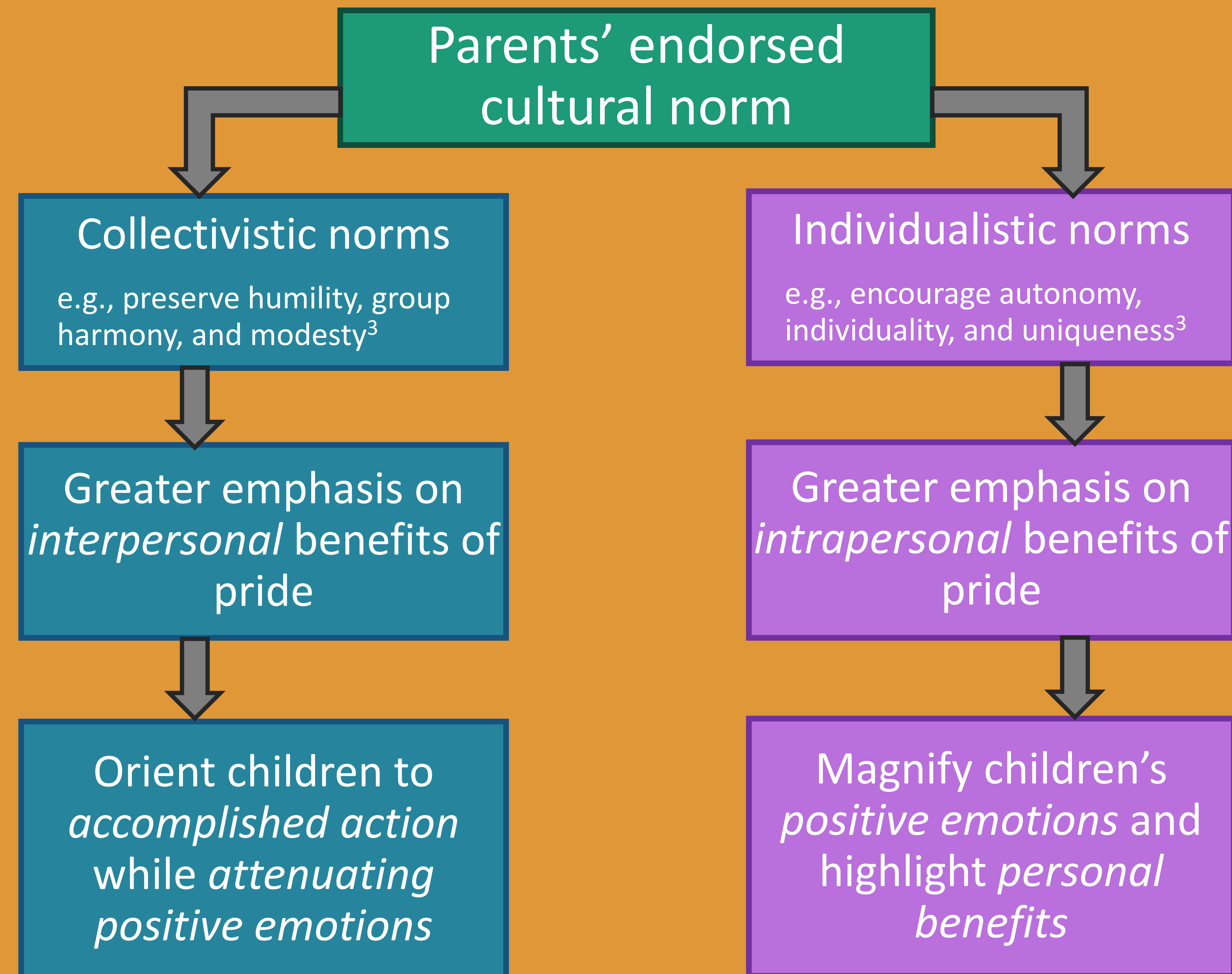
166 parent-child dyads, specifically children aged 6-9, will be recruited from the Greater Vancouver Area.

PROCEDURE

Through Zoom, participants will be asked to:

1. Discuss stories about others' moral and non-moral achievements.
2. Parents will complete a survey to assess their endorsement to collectivistic or individualistic cultural norms.

How do cultural norms shape parent-child conversations about moral pride?



EXPECTED RESULTS

- Parents who highly endorse *individualistic norms* may emphasize the personal significance and benefits of pride in conversations by magnifying and labeling the emotion.²
- Parents who highly endorse *collectivistic norms* may attenuate expressions of pride (in lieu of humility) by focusing on the behavioural outcomes and highlighting the importance of actions for interpersonal benefits.³

DISCUSSION

Conversations may serve as key milieu for children to learn about moral pride, ultimately supporting their moral identity development.

The influence of cultural norms on parental endorsement may affect discussions about pride-based stories. Though moral pride is experienced cross-culturally,³ parents may focus on divergent aspects of moral pride-eliciting contexts and its benefits.

KNOWLEDGE TRANSLATION

We plan to disseminate our findings on our Instagram page and yearly newsletter for parents, families, and caregivers.

ACKNOWLEDGMENTS

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@growtocarelab

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