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“Bigger Group Better Self” — and the Moderating Role of Self-concept Clarity

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Individual in-group do significant impact on one's perception, attitude, judgement, even behavior, and there is no doubt individual would form evaluation towards him/herself based on in-group condition. As an important domain of a group, group size could definitely influence individual self-estimation. Among five different sub-studies, we tend to detect the effect of in-group size on individual self-estimation. It has been revealed that perception of bigger in-groups (both static and dynamic) made its members carry higher self-esteem and self-efficacy (study 1). Then, we plan to replicated the above effect by manipulate the in-group size with real social group, but we suppose the effect of dynamic bigger in-group would be larger than the static (study 2). In addition, two potential mediators would be tested, and we expect both the status path and belongingness path to be both significant (study 3). Finally, the moderation effect of self-concept clarity will be explored both by measurement and manipulation, and we believe the self-concept clarity could moderate the above effect negatively (study 4a and 4b). By doing these, we hope to provide a potential explanation to people's irrational mania towards bigger group.

Key words: Group size; Self-evaluation; Status; Belongingness; Self-concept Clarity