



■ The scientific study of the feelings, thoughts and behaviors of individuals in social situations.

■ It studies how individuals relate to the social contexts they live in, particularly their interactions with others.

✓ The person is influenced by the social environment - social influences shape our behavior.

✓ Individuals actively construe or interpret social situations.

✓ The person is equally powerful in determining behavior. We all create our social worlds.

Reference: Macapagal, M., et al. (2013) Social Psychology in the Philippine Context. Quezon City: Aleneo de Manila University Press



- It is an indigenous Asian psychology that emphasizes identity and national consciousness, social awareness and involvement, psychology pf language and culture, and applications and bases of Filipino psychology in health practices, agriculture, art, mass media, religion, among others.
- It stressed the need for psychology to be ethical and respectful of the Filipino (makatao), to be relevant to Filipino realities (makabuluhan), and to be culturally appropriate (angkop sa kultura).



- The psychology born out of experience, thought and orientation of the Filipinos, based on the full use of Filipino culture and language.
- √ This approach is one of "indigenization from within"
  whereby the theoretical framework and methodology
  emerge from the experiences of the people from the
  indigenous culture.
- ✓ It is based on assessing historical and sociocultural realities, understanding the local language, unraveling Filipino characteristics, and explaining them through the eyes of the native Filipino.
- Sikolohiyang Pilipino is thus a psychology of, for and by Filipinos, a psychology that is applicable to Filipino everyday life.

# ACCOMMODATIVE SURFACEVALUES • hiya (propriety/dignity) • utang na loob (gratitude/solidarity) • pakikisama (companionship/esteem) CONFRONTATIVE SURFACEVALUES • bahala na (determination) • sama/lakas ng loob (resentment/guts) • pakikibaka (resistance)



### FILIPINO SOCIETAL VALUES

- Karangalan (dignity)
- Katarungan (justice)
- Kalayaan (freedom)
- \* Foundational values of the Filipino nation

## CORE OF ALL FILIPINO VALUES

√ The core value of KAPWA, or shared identity/ self with others, is the central value that connects all the different Filipino values.



## PAKIKIPAGKAPWA-TAO (INTERACTING WITH OTHERS)

- Linking the core value of kapwa to the surface values is the interpersonal value of pakiramdam, or shared inner perception.
- In order to manifest the appropriate surface value toward others, one has to practice pakikiramdam, that is to sense or perceive what another person is feeling or thinking.

## PAGKAMAKATAO (VALUING PEOPLE)

- Linking the core value of kapwa to the societal values is the sociopersonal value of kagandahang-loob, or shared humanity.
- In order to share the value of freedom, justice, and dignity with the rest of Philippine society, one has to experience shared humanity through kagandahang-loob.



- Bulatao argues that the word comes closer with shyness, timidity, embarrassment, and sensitivity to others, or a consideration of the feelings of others.
- Hiya is tied to a need to be accepted by others. The fear or anxiety of losing support or approval requires one to be sensitive to others. It can also be in relation to social expectations and the need to conform to these expectations. It is also related to showing respect for other's feelings and regard for social norms.



UTANG NA LOOB (RECIPROCITY)

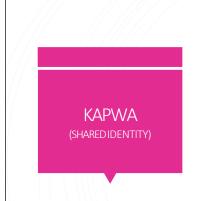
- A system of exchange; debt of gratitude or debt of obligation; the principle of reciprocity incurred when an individual helps another
- In contrary, it is also the Filipino's way of expressing gratitude or opportunity to return the favor
- A beautiful element of Filipino interpersonal relationships that binds a person to his of her home community/country.





- A means for maintaining smooth interpersonal relations; to go along with or to give in with a group of the majority; conformity
- Enriquez argued that the most valued form of relationship in the Philippines goes beyond *pakikisama* --- it is *pakikipagkapwa*, or treating the other person as kapwa, or as a fellow human being.





# KAPWA IS DIVIDED INTO OUTSIDER (IBANG TAO) AND ONE-OF-US (HINDI IBANG TAO)

- Outsider/Ibang tao as one interacts with people one knows more deeply, one engages in higher levels of interaction; from pakikitungo, to pakikisalamuha, to pakikilahok, to pakikibagay, and to pakikisama
- One-of-us/ Hindi ibang tao interaction cocurs at the deeper levels of pakikipagpalagayang-loob; or pakikisangkot, or pakikisa which is the highest level of interaction





## PAKIKIPAGKAPWA

- Embraces all levels of social interaction
- Kapwa is the unity of the self and others; recognition of shared identity
- Enriquez argues for a Filipino psychology that begins with the concept of shared inner self, or a self with others



