



SOCIAL PSYCHOLOGY

in the Philippine Setting

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How are your actions influenced by others?

Are there certain actions or personal beliefs that you feel are consistent regardless of your social surroundings?

How do people form impressions of what others are like and of the causes of their behavior?

What are the biases that influence the ways in which people view others' behavior?



SOCIAL PSYCHOLOGY

- 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: Ateneo de Manila University Press

SIKOLOHIYANG PILIPINO (Filipino Psychology)

- It is an indigenous Asian psychology that emphasizes identity and national consciousness, social awareness and involvement, psychology of 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*).

SIKOLOHIYANG PILIPINO (Filipino Psychology)

- ✓ 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.

Enriquez's Kapwa Model

ACCOMMODATIVE SURFACE VALUES

- *hiya* (propriety/dignity)
- *utang na loob* (gratitude/solidarity)
- *pakikisama* (companionship/ esteem)

CONFRONTATIVE SURFACE VALUES

- *bahala na* (determination)
- *sama/ lakas ng loob* (resentment/guts)
- *pakikibaka* (resistance)

Enriquez's Kapwa Model

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.

Enriquez's Kapwa Model

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 *pakiramdam*, 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*.

HIYA (SHAME)

- 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 or her home community/country.



PAKIKISAMA (YIELDING TO THE MAJORITY/ AUTHORITY)

- 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 (SHARED IDENTITY)

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 *pakitungo*, to *pakikisalamuha*, to *pakikilahok*, to *pakikibagay*, and to *pakikisama*
- **One-of-us/ *Hindi ibang tao*** – interaction occurs at the deeper levels of *pakikipagpalagayang-loob*; or *pakikisangkot*, or *pakikiisa* which is the highest level of interaction



KAPWA (SHARED IDENTITY)

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.



PAKIKIRAMDAM (SHARED INNER PERCEPTION)

- The key interpersonal process that allows Filipinos to sense what the other is feeling and know when it is appropriate to practice *hiya*, *utang na loob*, and *pakikisama*. It refers to heightened awareness and sensitivity
- ***Pakiramdam* is measuring (*pagtantya*) of the other**, being observant/ watchful of the other while ***pakikiramdam* is an active process involving great care and deliberation in one's actions toward another**; sensing what the other person is experiencing or feeling.



Thank you!