Exploring the relationship between self-construal and construal level

Sprache/Language: Deutsch/English

Construal level theory (CLT) posits that all four dimensions of psychological distance (social, temporal, spatial and hypothetical) have an egocentric reference point and the same influence on construal (the higher the distance, the higher the construal).

Recent findings in self-construal research however suggest that an independent self-construal (focus on uniqueness, individuality, “I”) is related to indicators for a high construal and an interdependent self-construal (focus on group and connection to others, “we”) is related to indicators for a low construal. This seems to contradict the CLT-prediction: Presumably “I” is closer to the egocentric reference point than “we” are. Suggesting a higher construal for the interdependent self-construal than for the independent self-construal.

The thesis will draw on that contradiction. It explores the relationship between self-construal-theory and CLT, as well as implications for decision making. Conducting empirical research is optional.

Introductory literature:

