

Title

Religion, Religiosity and Pro-Social Behaviour in Cross-Cultural Interactions

What this Study Contributes

The project had the objective to provide answers to the following specific questions we developed from existing literature:

- (a) What is the effect of individual religious denomination, religiosity and religious fundamentalism on incentivised economic behaviour towards anonymous interaction partners?
- (b) What is the effect of these religious variables on interactions between partners of the same or different religious denominations?
- (c) What is the relationship between individual religious values and beliefs and demographical characteristics such as gender, age, education and socio-economic status?

Team

Principal Investigator: Dr Robert Hoffmann (Nottingham)

Co-Investigator: Dr Swee-Hoon Chuah (Nottingham)

University

University of Nottingham

Award

Phase 1 Small Grant £47,477

Approach

The primary method we employed in answering these questions was laboratory experimentation. In particular, we conducted a series of experimental sessions in computer laboratories in the following locations:

- University of Nottingham, Nottingham, UK
- University of Nottingham Ningbo China, Ningbo, China
- University of Nottingham Malaysia Campus, Semenyih, Malaysia

In each session, up to 25 experimental subjects seated at computer terminals answered incentivised choice questions (trust games with varying conditions of information about co-players) as well as pen-and-paper questionnaires regarding beliefs, religious attitudes and values.

We had 197 subjects in the UK, 138 subjects in China and 189 subjects in Malaysia (a total of 524 subjects).

The data were input into an Excel spread sheet for analysis using statistical programmes such as SPSS and/or STATA.

Findings

Project finished **30th March 2009**. Results are being analysed.

Activities and Outcomes

- Presentation of findings at launch workshop of the International Centre for Behavioural Business Research at the University of Nottingham Ningbo China on 1 September 2009.

Further Information

Podcasts about this project are available:

- Robert Hoffmann summary Feb 2010:
http://www.religionandsociety.org.uk/publications/podcasts/show/robert_hoffmann_summary_feb_2010
- Robert Hoffmann and Swee-Hoon Chuah complete Feb 2010:
http://www.religionandsociety.org.uk/publications/podcasts/show/robert_hoffmann_and_swee_hoon_chuah_complete_feb_2010
- Robert Hoffmann 1 of 2 Feb 2010:
http://www.religionandsociety.org.uk/publications/podcasts/show/robert_hoffmann_1_of_2_feb_2010
- Robert Hoffmann and Swee-Hoon Chuah 2 of 2 Feb 2010:
http://www.religionandsociety.org.uk/publications/podcasts/show/robert_hoffmann_and_swee_hoon_chuah_2_of_2_feb_2010