

Abstract

In the past decades, self-constructs have been used to examine social behaviours. Yet, assessment of social affordances and constraints is equally important (Triandis, 1994). Recently, Leung and Bond et al. (2002) proposed a five-factor model of social beliefs in interpreting social behaviours. The study served as an empirical examination of the relationship between social beliefs and conventional self-constructs, namely self-esteem and general self-efficacy. It was proposed that social beliefs and self-constructs are independent constructs differing in terms of domains and functions, so that social beliefs can uniquely contribute to our predictions of social behaviours and affect. The present study will examine the relationship between social beliefs and affect. As social beliefs are proposed to be independent to conventional self-constructs, it is hypothesized that social beliefs can add predictive power over self-constructs in predicting affectivities. The result supported the hypotheses. Theoretical and practical implications will be discussed.