

## **Abstract**

The present study hypothesized that the priming of money would lowered helpfulness and promote selfishness (*Hypothesis 1*). Also, it predicted socioeconomic status would moderate the priming effect that priming reduced helpfulness in high SES group more significantly (*Hypothesis 2*). Completing a scrambled sentence task (Study 1) and playing a game called “coin dozer” (Study 2) served as the priming manipulation. Subject’s helpfulness was accessed by recording whether he/she picked up spilled files dropped by a confederate (Study 1) and offering help to the experimenter in a word-generation task (Study 2). Subjects were divided into three groups according to their objective and subjective socioeconomic status (SES). Subjects in money condition were less helpful than those in control condition. Subjects having low subjective SES were more likely to engage in unethical behavior. The present study obtained results contradicting to the “abundance effect” (Gino & Pierce, 2009), plausible explanations were provided. Implications and possible confounds of the results were discussed in the discussion.

*Keywords:* priming, money, SES, helping behavior