

### **Abstract**

The moderation effect has been identified for decades, however, the research techniques on moderation effect is still limited. Statistically, both independent variable and moderator would be the same even though their impact on the dependent variable is very different conceptually. Currently, the identification of the main effect by the independent variable or the moderation effect is developed with reference to prior research, theories or even personal judgement which is very subjective, while moderation effect is very important in the study of social psychology, there has been urging request to develop statistical techniques to differentiate independent variable and moderator. A new methodology which add the temporal effect in addition to the simple regression model is proposed to identify the direction of the influence statistically. With the combination of time consistent/ inconsistent and correct/ incorrect model, evaluating the coefficient of determination and the coefficient of interaction of different combinations could eventually help to identify the direction of influence. To evaluate the effectiveness of the proposed methodology, the impact of dispositional malicious envy and two dimensions of social axioms – reward for application and social cynicism and their interaction on life satisfaction have been examined. The results are encouraging and showing that the proposed methodology would be able to identify the direction of influence of variables. The implications and way forward are discussed for future studies.

*Keywords:* moderator, moderation, interaction