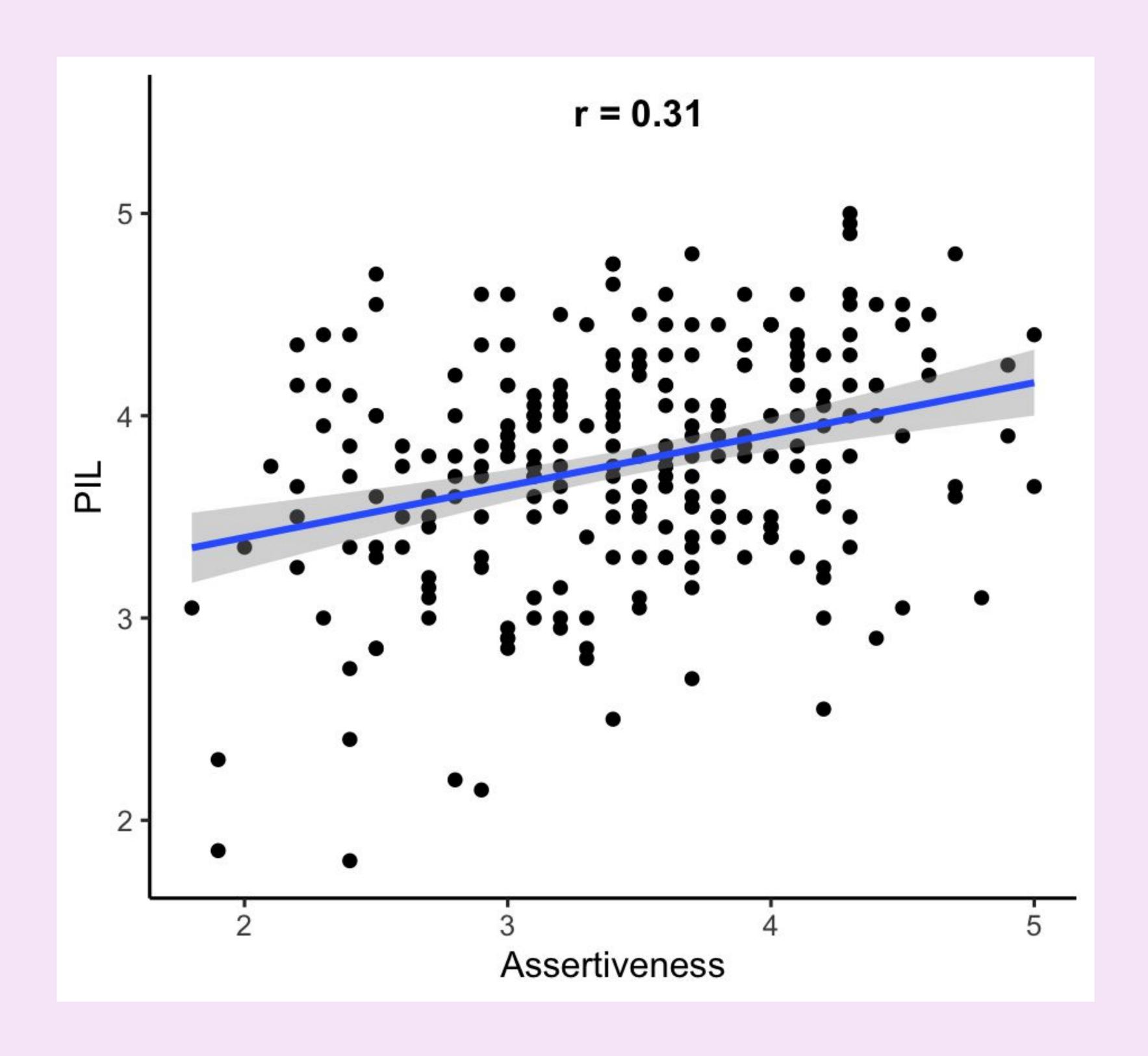
The relationship of Assertiveness on Perceived Life Purpose Amilla Aceiro, Linh Nguyen aceir001@umn.edu Introduction

- Although research with these two variables is scarce, research shows that levels of assertiveness are often moderated by education level and race, while life purpose does not seem to be moderated by any variables.
- Since assertive people tend to be more confident and self-assured the assumption would be that they would also think their life holds more meaning than other people's

Methods

- Dataset retrieved from Personality Projects and the Development of Virtue archive (DeYoung et al., 2015).
- N=259, 74 participants considered themselves male, 184 female and 1 other. Age ranged between 18-25 with an overwhelming majority being 18 and 19
- We used data from the first wave of the longitudinal study.

A positive effect is shown between Assertiveness and Perceived Life Purpose



Results

- Regression model was performed for the hypothesis and an r=0.31 with p=0.05 was found
- A positive effect was found between assertiveness and perceived life purpose
- relationship between
 assertiveness and pil, after
 controlling for gender
 remains significant, b =
 0.265, p = .009
- interaction effect, however, is not significant, p = .928
- gender does not moderate the relationship between assertiveness and purpose in life

References

- 1. Baciu, E.-L., Vîrgă, D., Lazăr, T.-A., Gligor, D., & Jurcuţ, C.-N. (2020). The association between entrepreneurial perceived behavioral control, personality, empathy, and assertiveness in a Romanian sample of nascent entrepreneurs. Sustainability, 12(24), 10490.
- Olvasztóné Balogh, Z., Bognár, J.,
 Barthalos, I., Kopkáné Plachy, J., &
 Németh Teodóra, R. (2012). Quality of
 life, assertiveness, and personality
 dimensions in elderly men. *Biomedical Human Kinetics*, *4*(2012), 88–92.
 https://doi.org/10.2478/v10101-012-0016

https://doi.org/10.3390/su122410490

Parham, J. B., Lewis, C. C., Fretwell, C. E., Irwin, J. G., & Schrimsher, M. R. (2015). Influences on assertiveness: Gender, national culture, and ethnicity. *Journal of Management Development*, 34(4), 421–439. https://doi.org/10.1108/jmd-09-2013-0113