

An exploration of social desirability within the white Afrikaans-speaking group

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Mini-dissertation submitted in partial fulfilment of the
requirements for the degree *Magister Commercii* in Industrial
Psychology at the Potchefstroom Campus of the North-West
University

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December 2013



COMMENTS

The reader is reminded of the following:

- The editorial style as well as the references in this mini-dissertation follow the format prescribed by the Publication Manual (6th edition) of the American Psychological Association (APA). This practice is in line with the policy of the Programme in Industrial Psychology of the North-West University (Potchefstroom) to use APA style in all scientific documents as from January 1999.
- The findings of the mini-dissertation are submitted in the form of a research article. The editorial style specified by the South African Journal of Industrial Psychology (which agrees largely with the APA style) is used, but the APA guidelines were followed in referencing and constructing tables.

ACKNOWLEDGEMENTS

My gratitude goes out to everyone who played a part in the completion of my Master's degree and I thank you. Specifically I would like to thank the following:

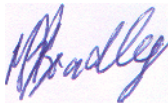
- My Almighty God, for blessing me with this opportunity as well as the talent to study and ultimately finish my Master's.
- My husband, Martin Kemp; there are no words to describe my heartfelt gratitude to you. Thank you for always being there, supporting and loving me unconditionally. Your patience, guidance and encouragement gave me strength and kept me motivated to complete the once daunting task in front of me.
- My parents, Josef and Nelie Coetzee, thank you for your never-ending love and support, also thank you for always listening to me when I needed you to. I would not be here today if it were not for you.
- My parents-in-law, Flippie Kemp and Marietjie Kemp, also my grandmothers, Tina Marais and Ella Coetzee, thank you for all your support, your faith and encouragement throughout my studies and life in general.
- My supervisor, Dr Jan Alewyn Nel, thank you for your expertise, help and guidance through this whole journey and your efforts to make the end product the best it can be. I feel proud to have studied under you.
- A special thanks to the project manager of SAPI, Prof. Fons van de Vijver, for your expertise, knowledge, direction and support throughout this study.
- Special thanks to Tanja Nicholls, Gabrielle van Niekerk, Lize-Mari Haley, Lizelle Wentzel, Marissa de Klerk, Cara Jonker, Shané du Toit, Andri Olivier, Rene Lowings and Corlia Jones. I would like to thank you all for your assistance, support, faith, and guidance in the completion of my mini-dissertation.
- To the rest of my family, especially my brothers and sisters, my friends whose names I cannot all include, your support and faith meant so much.
- I would like to thank Barbara Bradley for your patience, willingness, and assistance in editing this mini-dissertation.
- Last, but not least, the National Research Foundation (NRF), for financial assistance with the project.

DECLARATION

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Tarina Kemp, Hons BCom

This mini-dissertation, to be submitted in partial fulfilment of the requirements for the degree Magister Commercii in Industrial Psychology at the North-West University (Potchefstroom Campus), was submitted to me for language editing, which was completed on 25 November 2013.

A handwritten signature in blue ink, appearing to read 'Bradley', is placed on a light blue rectangular background.

M.B. BRADLEY (Language editor)

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ABSTRACT

Title: An exploration of social desirability within the white Afrikaans-speaking group.

Keywords: Social desirability, ethical evaluation, social norms, idealism, faking, self-deception, personality measurement, gender, intellect-openness, interpersonal, intrapersonal, values, facilitating, white Afrikaans-speaking group, personality measurement, South African Personality Inventory (SAPI).

South Africa has gone through immense changes in the past two decades. The period around 1994 has been characterised by a comprehensive set of political, social and economic changes, which greatly influenced not only the lives of individuals in this county but also many businesses, organisations and companies. Further to this, South Africa has become increasingly intercultural in orientation as companies persevered in establishing intricate networks with partners in a diverse set of cultures. This has put enormous strain on organisations to remain competitive in the market. It is critical that organisations develop a more resilient workforce with greater psychological capacities to succeed in the on-going war for talent. Attracting and retaining talented employees can give organisations a sustained competitive advantage. In view of the growing intricacies in the business world, ambiguity in markets, and employees' attitudes, it is crucial that organisations invest in psychological assessments. However, investing in valid and reliable psychological assessments has become more difficult due to vast cultural diversity South Africa comprises off.

The general objective of this study was to explore social desirability in the white Afrikaans group. A qualitative design was used and a quota non-probability sampling method was implemented among white Afrikaans-speaking people of South Africa ($N=60$), who differed from one another with regard to age, gender and socio-economic status. The measuring instrument was a semi-structured interview, which was based on the phenomenological approach. The results of the interviews were transcribed and captured in Excel. Content analysis was used to interpret the responses in socially desirable themes. Independent psychologists and language and cultural experts were employed in order to validate the initial interpretations.

The descriptive terms were reduced through the use of cluster analysis. The analysis included the grouping of synonyms and antonyms, together with the use of dictionaries, literature and knowledge about content. In the representation of social desirability and impression management strategies within the white Afrikaner group, six main themes with sixty sub-themes in total were identified. The six themes are facilitating, gender-based, intellect-openness, interpersonal relatedness, intrapersonal relatedness and value-based. Firstly, to facilitate others by giving advice and guidance will be seen as desirable and make a favourable impression. Secondly, to display characteristics that are typically associated with males and females, such as masculinity and femininity, will be seen as desirable and can make a positive impression. Thirdly, having a unique natural ability or skill and being receptive to new and different ideas will be seen as desirable and make a good impression on others. Fourthly, remaining constructive in one's relationships, and fifthly, remaining constructive in one's inner thoughts and possessing inner confidence and having respect will make a favourable impression and can be seen as socially desirable. Lastly, exhibiting moral consciousness and being trustworthy, loyal and reliable will make a positive impression and will be perceived as desirable by the white Afrikaner group.

Recommendations for future research and for practice were made.

OPSOMMING

Titel: 'n Verkennde studie om sosiale wenslikheid in die wit Afrikaans-sprekende groep te bepaal.

Sleuteltermes: Sosiale wenslikheid, etiese evaluering, sosiale norme, idealisme, vervalsing, self-misleiding, persoonlikheidsmeting, geslag, intellek-openheid, interpersoonlike, intrapersoonlike, waardes, fasilitering, wit Afrikaans-sprekende groep, Suid-Afrikaanse Persoonlikheidsinventaris (SAPI).

Suid-Afrika het die afgelope twee dekades geweldige veranderinge ondergaan. Die tydperk rondom 1994 is gekenmerk deur 'n hele reeks politieke, maatskaplike en ekonomiese veranderinge, wat nie net die lewens van baie individue in die land grootliks beïnvloed het nie, maar ook baie besighede, organisasies en maatskappye. Verder het Suid-Afrika toenemend interkultureel geword soos wat maatskappye volhard het in die vestiging van ingewikkelde netwerke met vennote in 'n diverse versameling kulture. Dit het enorme druk op organisasies geplaas om kompetender te bly binne markte. Dit is uiters belangrik vir organisasies om 'n sterker werksmag te ontwikkel, met groter psigologiese vermoëns, om sukses te behaal in die aanhoudende stryd om talent. Om talentvolle werknemers te lok en te behou sal daartoe lei dat organisasies 'n volgehoue mededingende voordeel behou.

Die groeiende kompleksiteit in die sakewêreld, dubbelsinnigheid in die markte, en werknemers se houdings, maak dit noodsaaklik vir organisasies om te belê in sielkundige assesserings. As gevolg van die groot kulturele diversiteit in Suid-Afrika het dit moeiliker geword om te belê in geldige en betroubare sielkundige assesserings.

Die doel van hierdie studie was om sosiale wenslikheid te verken in die wit Afrikaanse groep. 'n Kwalitatiewe ontwerp is gebruik en 'n kwota-nie-waarskynlikheidssteekproeftrekking is geïmplementeer op wit Afrikaans-sprekende mense van Suid-Afrika ($N = 60$), wat van mekaar verskil het ten opsigte van ouderdom, geslag en sosio-ekonomiese status. Die meetinstrument was 'n semi-gestruktureerde onderhoud, wat op die fenomenologiese benadering gebaseer is. Die resultate van die onderhoud is getranskribeer en vasgelê in Excel. Inhoud-analises is gebruik om die antwoorde te vertolk in sosiaal wenslike temas.

Onafhanklike sielkundiges en taal- en kulturele kundiges is in diens geneem om die aanvanklike interpretasies te staaf.

Die beskrywende terme is verminder deur die gebruik van tros-analise. Die analise sluit in die groepering van sinonieme en antonieme, tesame met die gebruik van woordeboeke, literatuur en kennis oor die inhoud. In die voorstelling van sosiale wenslikheid en indrukbestuurstrategieë in die wit Afrikanergroep is ses hoofemas met sestig subemas in totaal geïdentifiseer. Die ses temas is fasilitering, geslaggebaseerd, intellek-openheid, interpersoonlike verwantskappe, intrapersoonlike verwantskap en waarde-gebaseerde. Eerstens, om ander te fasiliteer deur die gee van advies en leiding sal gesien word as wenslik en sal 'n gunstige indruk maak. Tweedens, om die eienskappe wat geassosieer word met mans en vroue te vertoon, soos manlikheid en vroulikheid, sal gesien word as wenslik en kan 'n positiewe indruk maak. Derdens, 'n unieke of natuurlike vermoë of vaardigheid en om ontvanklik vir nuwe en verskillende idees te wees, sal gesien word as wenslik en 'n goeie indruk op ander laat. In die vierde plek, om konstruktief te wees in 'n mens se verhoudings, en in die vyfde plek, om konstruktief te bly in 'n mens se innerlike gedagtes en innerlike vertrouwe en respek te hê, sal 'n gunstige indruk maak en gesien kan word as sosiaal wenslik. Laastens, tentoonstelling van morele bewussyn, betroubaarheid en lojaliteit sal 'n positiewe indruk maak en gesien word as wenslik deur die wit Afrikanergroep.

Aanbevelings vir toekomstige navorsing en vir die praktyk is gemaak.

CHAPTER 1

INTRODUCTION

This mini-dissertation aims to investigate how social desirability is conceptualised within the white Afrikaans group (WAG). In this chapter, the problem statement is discussed, as well as the research objectives in terms of the general and specific objectives. Furthermore, the research method is explained.

1.1 PROBLEM STATEMENT

Over the past two decades the world of business in South Africa has become increasingly intercultural in orientation as companies persevered in establishing intricate networks with partners in a diverse set of cultures (Griffith, 2002; Van der Zee & Van Oudenhoven, 2000). In view of the rising multicultural and multilingual business world, it is crucial for organisations and employees to encourage professional expertise and an understanding of cultural diversity (Matveev & Nelson, 2004). The influences of political, economic and social history in South Africa present psychologists who wish to measure any phenomenon with various problems (Foxcroft & Roodt, 2005; Nel *et al.*, 2012).

South Africa has 11 official languages. This has resulted in pressure on test developers and test users to develop psychometric instruments that are suitable for all these different languages (Van Eeden & Mantsha, 2007). South Africa's cultures and races are highly diversified and there is an uneven distribution of socio-economic, urbanisation and educational levels across these groups (Bedell, Van Eeden & Van Staden, 1999; Grieve, 2005). Even though these linguistic and cultural differences are recognised by many, there is still insufficient understanding of their impact on psychological assessment (Claassen, Krynauw, Holtzhausen & Wa ga Mathe, 2001; Taylor & Boeyens, 1991; Meiring, Van de Vijver, Rothmann & Barrick, 2005; Nel *et al.*, 2012; Meiring, Van de Vijver & Rothmann, 2006).

According to SIOPSA (2006, p. 4) the purpose of psychological assessment is the following:

The purpose of psychological and other similar assessment is to learn about another person in order to inform others of how they function now or to predict how they are likely to perform or function in the future. Broadly defined, occupational assessments are psychological instruments and similar procedures developed and used by professionals in organisations for the purposes of making inferences about people in the workplace.

Retief (1987) stated that personality measures in general attempt to give an objective and decontextualised image of individual dissimilarities, which restricts the possibility of identifying the moderating effects of the context in which personality is observed. Wallis and Birt (2003) stated that assessment practitioners must be careful when they develop or use personality measures, particularly in a multicultural and multilingual environment such as South Africa. Retief's (1988) views are supported by literature, which points out that personality measures in South Africa are not cross-culturally suitable, given that previously disadvantaged groups were not sufficiently represented in the adaptation of imported inventories (Meiring *et al.*, 2006).

The concern about using imported personality measures in South Africa is also highlighted by Foxcroft and Roodt (2005). The authors stated that there was previously no protection against discrimination, but with the introduction of the new Constitution and Labour Relations Act in 1996 came protection against discriminatory practices in the workplace, not only for employees but also for job applicants. In testing, discrimination is forbidden through the Employment Equity Act, 55 of 1998, Section 8 (Government Gazette, 1998), which states that psychometric and other similar tests or assessments of an employee are prohibited unless the tests or assessments being used (Foxcroft & Roodt, 2005):

- Have been scientifically shown to be valid and reliable;
- Can be applied fairly to all employees; and
- Are not biased against any employee or group.

Adherence to the Health Profession Act 1974 (Act No. 56 of 1974), ethical rules to the code of conduct in psychology is of vital importance to ensure the rendering of high-quality services to society; the use of culture-informed instruments will constitute such adherence (Nel, 2008). Furthermore, the use of personality measures that are sensitive to respondents'

cultural and linguistic backgrounds can be seen as adequate psychometric measures (Foxcroft, 2004). Certain personality measures that are currently being used in South Africa for different cultural and language groups do not give unbiased scores consistently; this is supported by literature (e.g. Abrahams & Mauer, 1996; Foxcroft, 2004; Meiring *et al.*, 2006). The explanation for this may be of the limited cross-cultural validation studies conducted including all cultural and language groups in South Africa.

An additional reason for concern is bias in responses from individuals in self-reported questionnaires, which may influence the truthful measurement of participants (Randall & Fernandez, 1991). A response style can be seen as when an individual displays bias consistently across items and methods (Van Herk, Poortinga & Verhallen, 2004). Paulhus (1991) define response biases as when an individual has any systematic tendency to answer questionnaire items on some basis that does not provide truthful self-reports. Paulus (1991) differentiated between three prominent response biases, namely acquiescence, extreme response bias and socially desirable responding. Acquiescence is the tendency to agree with items independent of their content. Extreme response bias (Paulhus, 1991) is the tendency to answer items positively on a rating scale, irrespective of item content. Social desirability is the tendency to give positive self-descriptions. For the purpose of this study, the researcher is only focusing on one response style, which is social desirability.

The nature of social desirability and its influence on fair assessment have long been researched in depth (Crowne & Marlowe, 1960; Edwards, 1957; Kelly, Miles & Terman, 1936; Knoll, 2013; Oerke & Bogner, 2013; Pedregon, Farley, Davis, Wood & Clark, 2012; Sandal, Musson, Helmreich & Gravdal, 2004; Wiggins, 1968). Chung and Monroe (2003) stated that individuals have a need to appear more altruistic and society-orientated than they truly are in order to obtain social approval, and therefore there are individuals who will present themselves in a more socially desirable light, depending on the context of measurement. The problem of social desirability made personality research in general more difficult for researchers, given that it became prudent to find a strategy to identify and resolve the rudiments of social desirability while assessing individuals, particularly when conducting personality measurement (Sandal *et al.*, 2004; Sanz, Gil, Barrasa & Garcia-Vera, 2006).

In 2005 a group of South African industrial psychologists and colleagues initiated a new project, called the South African Personality Inventory (SAPI) (Meiring *et al.*, 2008). This

project aims to develop an indigenous personality inventory that is valid, reliable and free from bias (Nel *et al.*, 2012). Within this project the impact of social desirability responding within personality measurement will also be explored. The concept of social desirability in the South African context will be investigated by conducting semi-structured interviews with participants from all 11 official languages. The overall aim is to develop an instrument measuring social desirability in conjunction with SAPI.

This study will focus on one official language, namely white Afrikaans speakers, to explore social desirability in the South African context. In the following paragraphs the concept of social desirability and its dimensions will be conceptualised and current issues regarding the measurement of social desirability will be discussed.

Social desirability first came to light around 60 years ago (Helmes & Holden, 2003). Researchers have endeavoured to create definitions to elucidate the phenomenon, which is social desirability (Beere, Pica & Maurer, 1996). The researcher will present only a few in order to reduce confusion. The work of Alan Edwards elaborated on empirical relations and the impact social desirability had on people. Edwards defined social desirability as “the tendency of subjects to attribute to themselves in self-description, personality statements with socially desirable scale values and to reject those with socially undesirable scale values” (Edwards, 1957, p. vi). Kuncel and Tellegen (2009, p. 202) define social desirability as “when people behave in a manner that is consistent with what is perceived as desired by salient others”. The authors use the term “salient others” because it represents different situations (work, school or even marriage). Kenrick, Neuburg and Cialdini (2007) further define social desirability as “the tendency for people to say or act in a manner what they believe is appropriate or acceptable by society” (p. 20). When examining these descriptions, it is evident that the concept of social desirability has a comparable ideology; that is, that people will act according to what the situation (i.e. formal relations, informal relations) requires from them, given what is socially desirable or undesirable.

In addition, according to Nunnally (1978), as well as Kreuter, Presser and Tourangeau (2008), the concept of social desirability also rests on the notion that social norms may govern people’s behaviour, emotions and attitudes, so people may act, behave or desire to adhere to these set norms. The question is how people know what behaviours are socially acceptable. The answer lies in social norms. Cialdini and Trost (1998, p. 152) define social

norms as the “rules and standards that are understood by members of a group, and that guide and/or constrain social behaviour without the force of laws.”

Cialdini, Kallgren and Reno (1991) have distinguished two types of social norms: descriptive norms, which can be defined as behaviours that are normally followed by individuals, and injunctive norms, which can be defined as behaviours that are normally approved or disapproved of by others. The authors state that although the behaviours, emotions or attitudes people normally display will correspond to what people see as socially approved, this is not always true. Within personality measurement, the reason or context of measurement usually plays a role in this nonconformity (Holtgraves, 2004). For example, job applicants could misrepresent themselves in a personality measurement, hoping to increase the likelihood of obtaining a job offer (Dilchert, Ones, Viswesvaran & Deller, 2006). Purposeful deception has come to be seen as separate from other features of social desirability (Helmes & Holden, 2003). Some behaviours intended to make a favourable impression may have become routine and even automatic and unconscious, but other behaviours may be consciously manipulative and deceptive. This can be seen as a concept known as impression management (Barrick & Mount, 1996; Kuncel & Tellegen, 2009; Li & Bagger, 2006; Zerbe & Paulhus, 1987).

These two dimensions are mostly associated with the concept of social desirability. The work of Sackeim and Gur (1978) and Paulhus (1984) extended and helped to define the concepts of self-deception or impression management. Holtgraves (2004) defined self-deception as the allegedly truthful evaluation of an individual while instinctively overestimating positive attributes and downplaying negative attributes. When individuals use self-report questionnaires, self-deception may possibly occur when they believe that they answer questions truthfully but may unconsciously not present themselves honestly (Fox & Schwartz, 2002). These individuals may have a biased view of themselves because they lack insight into their own precise attributes or it may be that they completely disregard their negative attributes. Whereas self-deception is unconscious, impression management is a conscious attempt of respondents to impress those around them. In doing this, when respondents make use of self-report questionnaires they will intentionally either claim to have positive attributes they know they normally do not have, or they will deny or downplay negative attributes they know they have (Fox & Schwartz, 2002; Holtgraves, 2004).

Given that individuals have a tendency to present themselves in a more favourable light, it is imperative to keep this in mind in social sciences research where self-report measures are normally a method to collect data (De Jong, Pieters & Fox, 2010; Fisher, 1993; Peterson & Kerin, 1981; Peterson & Wilson, 1992). Consequently, social desirability poses a major threat to construct validity, referring to the degree to which measures actually represent their intended constructs (Baggozi, 1991; Cote & Buckley, 1987; Kreuter *et al.*, 2008; Struwig & Stead, 2001).

Social desirability responding has been documented as a serious problem that may not only negatively influence the validity of many studies, but could also frequently contaminate research data. This is verified by literature where a researcher's questionnaire of interest is administered jointly with a social desirability scale with the purpose of identifying respondents who do not answer truthfully (De Jong *et al.*, 2010; Kreuter *et al.*, 2008; Leite & Cooper, 2010; Thunholm, 2001). With the intention of measuring social desirability within personality measurements, different scales have been developed. The most frequently used social desirability scales that were found to be used in literature are the Marlowe-Crowne Social Desirability Scale (MCSDS) (Crowne & Marlowe, 1960) and the Balanced Inventory of Desirable Responding (BIDR) (Paulhus, 1991) (e.g. Barger, 2002; Helmes & Holden, 2003; Holtgraves, 2004; Kam, 2003; Leite & Beretvas, 2005; Li & Bagger, 2006).

The MCSDS is a one-dimensional construct and consists of 33 items that describe desirable but uncommon everyday behaviours. The scale consist of statements that are believed to portray the respondent's need for acceptance, by embedding items throughout a questionnaire that are not directly linked to the topic, but will show the respondent in a favourable light, for example, "Before voting, I thoroughly investigate the qualifications of all the candidates" and, "I rarely feel resentful when I don't get my way" (Christiansen, Rozek & Burns, 2010). The MCSDS has high test-retest reliability, which is consistent with the presumption that an individual's level of social desirability is an enduring characteristic (Baxter *et al.*, 2004). However, according to Jo, Nelson and Kieker (1997), the scale does not allow the measurement to determine the extent to which social desirability influences the behaviour of people. Consequently, the objective of the scale is highly likely to be translucent, which may weaken the validity of the scale. Leite and Beretvas (2005) conducted a study to assess the validity of the scores on the MCSDS, they found the scores to be dichotomous. They measured the scale by using confirmatory factor analysis (CFA) with weighted least squares

means and variance adjusted (WLSMV) estimations to assess the factor structure of responses. Despite the theoretical bases upon which the items were founded, their study found that the MCSDS one-factor model does not support empirical data; their study also matches Barger's (2002) results.

Unlike the MCSDS, the BIDR is a two-dimensional scale. Paulhus (1981) proposed a method to identify socially desirable bias based on exploratory factor analysis. The BIDR consists of 40 items and measures two sub-scales, self-deception enhancement and impression management (Stöber, Dette & Musch, 2002). Paulhus (1991) designed the instrument to assess whether respondents are answering in a truthful manner or are misrepresenting themselves in order to manage their self-presentation. "I am a completely rational person" is an example of an item that measures self-deception, and, "Once in a while I laugh at a dirty joke", measures impression management.

A recent study conducted by Slabbinck and Van Kenhove (2010) using the BIDR found that there are individuals who possibly reveal socially desirable bias in a communication-related context, related to love, connectedness etc., especially when climate studies are conducted within organisations. The authors also found that there are individuals who possibly reveal socially desirable bias in an agency-related context, associated with power, status etc. (Slabbinck & Van Kenhove, 2010). As mentioned before, the impression management scale measures conscious misrepresentation with the intention of impressing others. In recent studies it has been found that when the impression management scale is used, there is a considerable increase in the manipulation of the respondents' true self when they are confronted with a public audience. This signifies that individuals are predominantly receptive to situational demands for positive self-presentation (e.g. Paulhus, 1984). Furthermore, it was found that the impression management scale is more vulnerable to the manipulation of faking instructions than the self-deception enhancement scale (Holden, Starzyk, McLeod & Edwards, 2000; Paulhus, Bruce & Trapnell, 1995; Reid-Seiser & Fritzsche, 2001). As with the MCSDS scale, when Leite and Beretvas (2005) conducted a study to assess the validity of the BIDR, they also found the scores to be dichotomous. They measured the scale by using CFA with WLSMV estimations to assess the factor structure of responses. Despite the theoretical bases upon which the items were founded, their study found that the BIDR two-factor model does not support empirical data. Furthermore, the responses to the BIDR were also found not to fit the hypothesised two-factor model. However, responses to the self-

deceptive enhancement subscale were found to fit a single-factor model (Leite & Beretvas, 2005).

It is clear from the above that social desirability responding do influence assessment outcomes, but research also focus on the impact social desirability explicitly has on personality measurement. According to Leite and Cooper (2010), there has long been a debate on measuring social desirability; the argument is about the most effective and accurate methods for scale response correction and even whether scale responses should be corrected at all. Studies conducted by various researchers (e.g. Holtgraves, 2004; Lönnqvist, Paunonen, Tuulio-Henriksson, Lönnqvist & Verkasalo, 2007; Richman, Kiesler, Weisband & Drasgow, 1999) indicate that respondents' responses may be influenced firstly by the interaction of the testing conditions, whether it is a public or private setting and a formal or informal setting, secondly the purpose of the scale, whether it is for recruitment, promotion, self-development or career development purposes, and lastly the respondent's character, which will also have an impact.

Authors such as Helmes and Holden (2003), and Kuncel and Tellegen (2009) state that as long as individuals have a tendency to over-report desirable characteristics, one must determine socially desirable responding in personality measurement in a very discreet manner. The phenomenon of social desirability and its implications for personality measurement have long been researched in depth (Crowne & Marlowe, 1960; Edwards, 1957; Ellingson, Smith & Sackett, 2001; Kam, 2013; Kelly *et al.*, 1936; Pedregon *et al.*, 2012; Wiggins, 1968).

Since the first publications of this phenomenon it has led to many debates; for example Block (1965), and McCrae and Costa (1983) argued that social desirability does not influence personality measurement to a large extent. On the other hand, it was debated that social desirability is a likely pervasive response set and that its input must be diminished for any kind of personality measurement (Jackson, 1970, 1974, 1994). Jackson's findings are also supported by the work of Helmes and Holden (2003); they state that there are specific personality traits that might change the responses of the respondents when they fill in a self-report questionnaire with the intention of impressing or deceiving others. This normally occurs when the respondent has the objective of making a good impression on others in order to reach an end goal, for example in personnel selection applicants may respond by

presenting themselves in a more favourable light. This finding is also confirmed by Sandal *et al.* (2004).

As cited in literature, the testing environment and conditions play a vital role in measuring social desirability (Bhatti & Hansen, 2013; Holtgaves, 2004; Lajunen & Summala, 2003; Uziel, 2010). More specifically, two experimental studies were done by Holtgaves (2004) to gain a clearer perspective and understanding of exactly how social desirability responding is employed. In these studies, Holtgraves presented participants with statements on personality attributes and asked them if they could associate themselves with those statements. His test conditions differed in terms of standard (normal, everyday life), lowered (private or informal conditions) and heightened (public or formal conditions) social desirability conditions. Holtgraves measured each respondent's response time for each of these conditions. The result of these studies showed that when respondents are placed in lowered social desirability conditions, they respond much faster than in normal social desirability conditions, and when respondents are placed in heightened social desirability conditions they respond much more slowly than in normal social desirability conditions.

As previously stated, the MCSDS and BIDR are the most commonly used scales for determining social desirability scale bias. Another method used by personality measurement researchers to reduce the effects of social desirability is the randomised response (RR) technique (Clark & Desharnais, 1998; Lamb & Stem, 1978; Lensvelt-Mulders, Hox, Van der Heijden & Maas, 2005; Reinmuth & Geurts, 1975; Warner, 1965). This method's objective is to avoid any exposure to socially desirable responding during the collection of data. The objective is reached by providing privacy protection that is gained by using a randomisation mechanism and then using statistical techniques to deduce the correct responses from the respondents to the measures (De Jong *et al.*, 2010). The RR method's limitations are that it is not applicable to observational studies (Leite & Cooper, 2010) and that no individual-level interference can be found; this method only allows finding aggregate-level interferences (De Jong *et al.*, 2010). This will hinder perception of potential determinants and consequences of the sensitive construct that is being studied (Lamb & Stem, 1978; Reinmuth & Geurts, 1975).

An additional method to prevent socially desirable responding from biasing the measure in the first place is to make use of indirect questioning (Fischer, 1993; Fisher & Tellis 1998; Jo *et al.*, 1997; Krebs *et al.*, 2011; Tourangeau & Smith, 1996). Using direct questioning has a

propensity to draw out socially desirable responding for a sensitive construct, and in return it decreases construct validity (De Jong *et al.*, 2010). Conversely, if one uses indirect questioning, the researcher will to an extent alleviate socially desirable responding (Fisher, 1993). To elaborate, respondents will be asked a series of questions that do not elicit personalised data about one's attitudes, behaviours or emotions (Krebs *et al.*, 2011). In other words, making use of this method, the researcher will ask the participant what other people think about a sensitive issue. By asking the respondent to answer questions on other people's sensitive or even socially undesirable features, this method may yield more valid data on particularly sensitive issues (Tourangeau, Rips & Rasinski, 2000). This method has proven to obtain valid results, because it avoids the psychological dimensions to question sensitivity, which can have an impact on respondents' comfort and willingness to provide valid responses (Kidder & Judd, 1986; Krebs *et al.*, 2011; Tourangeau & Yan, 2007). Nonetheless, the risk with this method is that respondents might not answer truthfully to such impersonal and indirect questioning, so that it would still remain unclear whether they had revealed their true opinions or behaviours. This may decrease validity (McGrath & Brinberg, 1983; Tourangeau & Yan, 2007). Further to this, the technique may not always produce more valid results, as there is a likelihood that respondents are not any more comfortable or likely to report on extremely sensitive issues when this approach is used (Krebs *et al.*, 2011).

Lastly, Ziegler and Buehner (2009) suggest that other methods can be used. However, this necessitates an experimental design in which a random population will be used where the respondents will be asked to give their views on social desirability and to explain what they believe socially desirable responses are. Thornton and Gupta (2004) suggest that one must manipulate the test conditions, for example by using the bogus pipeline. The advantage is that this method does not necessitate the administration of a socially desirable bias scale; however, the limitations are that this method is not applicable to observational studies (Leite & Cooper, 2010) and it is very expensive and prone to ethical issues (Tourangeau *et al.*, 2000).

As can be seen from the above arguments, the nature of social desirability does affect the use of personality measurement and given the significance of the use thereof, it is crucial that personality measurements must be valid and reliable and applicable to all cultural and language groups (Blinkhorn & Johnson, 1990). Personality measurements may not succeed in selecting suitable applicants in South Africa if they fail to disclose accurate personality

dissimilarity among applicants (African or white) or if the questionnaires identify personality dissimilarities that do not really exist (Stanton & Matthews, 1995).

Social desirability as a concept is predominantly measured by using self-report personality measures (as discussed in the problem statement), and then distortion is identified by the use of quantitative calculations. In this part of the project, the researcher's main aim is to explore social desirability in all 11 languages in South Africa by evaluating indigenous understanding and composition. The data will be collected through semi-structured interviews by an interviewee speaking the indigenous language (e.g. Afrikaans, Setswana, isiZulu, etc.). The end result will be a cross-cultural analysis of the data generated from all languages and this will be used to develop a social desirability scale to measure this phenomenon in the multi-cultural South African context. In this study the researcher will only focus on the white Afrikaans-speaking group. Thus, the overall objective of this study is to explore social desirability within the white Afrikaans-speaking group.

From the discussion of the problem and literature review, the following research questions emerged:

- How is social desirability conceptualised according to literature?
- What features of a person are socially desirable in the white Afrikaans group?
- What features of a person are socially undesirable in the white Afrikaans group?
- What features of a person are displayed when impressing others in a formal and informal setting in the white Afrikaans group?
- What recommendations can be made for future research and for practice overall?

1.2 RESEARCH OBJECTIVES

The research objectives are divided into general objectives and specific objectives.

1.2.1 General objective

The general objective of this research is to explore social desirability in the white Afrikaans-speaking group.

1.2.2 Specific objectives

The specific objectives of this research are the following:

- To conceptualise social desirability by conducting a literature study.
- To identify the features of a person that is socially desirable in the white Afrikaans group.
- To identify the features of a person that is socially undesirable in the white Afrikaans group.
- To identify the features of a person that is displayed when impressing others in a formal and informal setting in the white Afrikaans group.
- To make recommendations for future research and for practice overall.

1.3 RESEARCH METHOD

The research method for the purpose of this mini-dissertation consists of a literature review and an empirical study.

1.3.1 Literature review

The literature review is conducted by making use of databases such as ERIC, Academic Search Premier, EBSCO Host and Emerald online. The literature review explores social desirability and its main dimensions (self-deception and impression management). The focus was to conceptualise this phenomenon in the South African context, since social desirability can influence personality measurement negatively.

1.3.2 Empirical study

The empirical study consists of the research design, participants, data collection, data analysis and ethical aspects that must be considered.

1.3.3 Research design

For the purpose of this research, a qualitative design from a phenomenological approach is used. The main goal of the phenomenological approach is to explore and discover universal themes to explain the series of meanings of a phenomenon. Qualitative research can be seen as behavioural or social science research that investigates human behaviour by making use of exploratory techniques, namely interviews, observations and focus groups (Salkind, 2009). Babbie and Mouton (2012) define qualitative research as the study of individuals within their natural environments. According to Mouton and Marais (1994) the aims of exploratory research designs are to:

- gain new insight into a phenomenon;
- undertake a preliminary investigation prior to conducting a more structured study of the phenomenon;
- conceptualise the universal themes and sub-themes of the phenomenon, and
- determine priorities for future research.

1.3.4 Participants

A combined convenience and quota non-probability sampling method is used to reach the objective of this study. When a non-probability sampling method is employed, the probability of selecting a single individual is not known (Salkind, 2009). A convenience sampling occurs when the member of the population is convenient to the sample, and a quota sampling method is employed when strata are present and stratified sampling is not possible (Salkind, 2009). The research is conducted among adult white Afrikaans-speaking people of South Africa ($N=60$). There is an even distribution of participants in terms of gender and age; other biographical information, namely education, marital and parental status, was also included.

1.3.5 Data collection

The measuring instrument is a semi-structured interview, which is based on the phenomenological approach. The researcher conducts the interviews in Afrikaans. The researcher is doing the study with no predetermined expectations or categories and is trying to understand the data from the participants' point of view. The researcher attended a workshop regarding interviewing skills and techniques before conducting the interviews.

With the purpose of ensuring a relaxed environment, attention is paid to the environment where the study takes place. A sign is put outside the door to ensure an undisturbed environment. The researcher introduces herself in a welcoming and friendly manner, with the intention of putting the participant at ease. The researcher clearly explains the context of the interview, and with the permission of the participant, the interview is tape-recorded. The participant is also informed that his or her information is kept confidential and it is emphasised that the participant may withdraw from the study at any time.

The interview starts with an introduction and an explanation of the purpose of the research. The term social desirability is explained to all participants as it is conceptualised in literature and the researcher ensures that participants fully understand the concept before starting the interview. Furthermore, any jargon is explained to participants in a comprehensible manner. Instructions are given to the participants about the responsibilities of the respondents in order to receive adequate information. During the instruction session, the researcher first explains to the participants what is expected of them, and the most suitable way of answering the questions. All participants are asked five standard questions:

- In general, within your cultural group, what features are socially desirable?
- In general, within your cultural group, what features are socially undesirable?
- In order to impress people at your home (wife, husband, parents, siblings, children etc.) what features will you display?
- In order to impress people at your work (your boss / colleagues) / your school (your teacher / fellow students) what features will you display?
- In order to impress someone from the opposite gender, what features will you display?

1.3.5.1 Pilot study

A pilot study allows for the successful execution and completion of a research project (De Vos, Strydom, Fouche, Poggenpoel & Schurink, 1998). A pilot study further allows the researcher to obtain comprehensive background knowledge about a particular phenomenon. The pilot study consists of white, Afrikaans, randomly selected participants ($N=10$). A pilot study aids the researcher in making required alterations to the data-gathering instrument.

Prior to the main investigation, experts will evaluate the interview schedule for appropriateness.

1.3.5.2 Field notes

Directly after each interview the researcher wrote field notes on things she had heard, seen, experienced and thought in the course of the interview. Empirical observation and interpretations were included in the field notes. The researcher included the emotions, preconceptions, expectations and the prejudices she observed during interviews.

1.3.5.3 Trustworthiness

In this study Guba's model for qualitative research (Guba, 1981; Krefting, 1991; Lincoln & Guba, 1985; Terre Blanche & Durrheim, 1999) is used with the aim of ensuring the trustworthiness of the findings. The researcher endeavoured adhering to Guba's model and uses it as a guide to ensure the data captured is credible, transferable, dependable and conformable.

Credibility:

According to Streubert and Carpenter (1999), credibility can be established when participants distinguish the reported research findings as their own experiences. Certain activities will enhance the likelihood of credibility:

Prolonged engagement: This can be defined as the investment of sufficient time to learn about the culture being studied, and to build trust (Lincoln & Guba, 1985).

Referential adequacy: The interviews are tape-recorded and field notes are used to ensure referential adequacy. The conclusions of this research are presented to all the members of the SAPI group and also to an expert on the culture of WAGs.

Member checking: A literature review is conducted with the aim of linking the research findings to previous studies. The researcher ensures that all recordings are done correctly.

Transferability:

Transferability guarantees the appropriateness of the results, by means of the comparison of sufficient descriptive data, as well as dense description of the data.

Dependability:

Dependability entails that the research should yield the same findings when it is repeated with the same or similar participants in the same context. Dependability can be reached through an audit, keeping any raw material, providing a clear explanation of the research method, using the same procedure throughout the study, triangulation, peer examination and the code-recode procedure. The researcher will keep all electronic recordings, Afrikaans transcriptions, translations and will ensure all methods employed through study are correctly reported. Furthermore, members of the SAPI group continuously examine the progress of study.

Conformability:

Conformability is reached by applying the criterion of neutrality or freedom from bias, by keeping a suitable distance and not manipulating the research, as well as triangulation and the code-recode procedure.

1.4. DATA ANALYSIS

For the successful completion of this study it is important to understand the meaning that white Afrikaans-speaking people attach to social desirability. In this study, the results of the interviews are analysed by the use of content analysis and also comparative analysis. Independent industrial psychologists and cross-cultural psychologists are consulted to ensure the analysis is done objectively and accurately. For the purposes of this study, first content analysis and then comparative analysis will be discussed.

Content analysis is the systematic analysis of text in order to determine or to identify patterns in the text (Struwig & Stead, 2001). Content analysis consists of the following steps (Giorgi, 1985; Kerlinger, 1986):

- Firstly, content analysis is applied to reach collective understanding of the context that must be analysed. All the answers of the participants are defined and categorised.
- Secondly, sub-units of the analysis will be determined, i.e. words and themes. The researcher examines all the notes about respondents to attain clear understanding. Subsequently, the researcher examines the notes for the purpose of establishing themes. Continued analysis of the information is carried out until repeated themes are identified. Recurring themes that are identified are explored further.

- Thirdly, data are freed from redundant information in order to establish the meaning of sub-units by linking these to the whole picture.

The number of items per group are calculated and placed in order of preference. In other words, the researcher counts the number of responses for analysis of each theme and sub-theme to differentiate between the main and least reported features. The reliability of the content analysis is endorsed by the coding that is carried out by the researcher and an industrial psychologist experienced in content analysis. Literature control is done to explore related research so as to establish the comparativeness and individuality of the current research (Krefting, 1991).

Comparative analysis is used in this study. Constant comparison is done; this process entails the constant categorisation and contrasting of the elements of the dataset. The elements may consist of comments made by the participants, dissimilarity of higher-order concepts and tentative theoretical propositions (Trochim & Donnelly, 2007). The researcher uses the comparative process throughout the data collection and also the analysis in order to identify the behaviour that is typically found among all age and gender groups of the participants.

The researcher spends enough time with the participants with the intention of establishing rapport and consequently endorsing validity. The researcher makes use of the dialogue technique to reduce socially desirable responses. Questions are rephrased and repeated to ensure credibility of the information (Krefting, 1991).

1.5 ETHICAL ASPECTS

Ethical consideration is vital for any research today. Research ethics give researchers a code of moral guidelines on how to conduct research in a morally acceptable way. The following will be applicable at all times to retain an ethical climate (Struwig & Stead, 2001):

- The researcher has the necessary qualifications and is competent to carry out his or her study.
- The researcher is honest and fair and respects the participants and will not try to misinform or deceive the research participants.

- The researcher respects the rights and dignity of others and also respects the participants' privacy, confidentiality and autonomy. The researcher keeps in mind individual differences among people, such as age, gender, religion, sexuality and socio-economic status.
- The welfare of others is one of the main concerns. The researcher strives to avoid and minimise any harm to participants during any interaction.

1.6 RESEARCH PROCEDURE

Consent is obtained from all participants prior to any research. Participants are contacted and invited to take part in the interview to relate their experience of social desirability. Interviews are scheduled on dates that best suit each of the respective participants. The interviews occur in a location where there is enough ventilation, light and comfortable chairs. A tape-recorder is used with the consent of the participants to guarantee that no information is lost (Omery, 1983). The researcher introduces herself at the beginning of each interview and explains the context of the interview. After the welcoming, the researcher attempts to relax and put all participants at ease before the start of the interviews. It is emphasised that participants are allowed to withdraw from the study at any time. All participants are asked the standard questions on the topic. Non-directive dialogue techniques such as attentive body language, reflection, clarification, minimal encouragement and silence are used to help the participants to share their experiences (Meulenberg-Buskens, 1994). The researcher transcribes the tape-recorded interviews verbatim in order to analyse the information.

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CHAPTER 2

RESEARCH ARTICLE

An exploration of social desirability within the white Afrikaans-speaking group

ABSTRACT

Orientation: South Africa's society can be seen as highly diversified, with linguistic and cultural differences. This diversity has long been a challenge for psychologists using personality measures. Furthermore, social desirability affects the truthfulness of personality measures, as people may present themselves in a more positive light to gain social approval.

Research purpose: The purpose of the study is to explore social desirability within the white Afrikaans group (WAG).

Motivation for the study: To gain better understanding of how social desirability is understood in the WAG. The South African Personality Inventory project will incorporate the findings (together with other language and cultural social desirability studies), to develop a unified South African social desirability instrument.

Research design, approach and method: A qualitative design from a phenomenological approach was used to collect data from the WAG ($N = 60$). A combined convenience and quota non-probability sampling method was used to study adult white Afrikaans-speaking people. Semi-structured interviews were conducted and content analysis was utilised to evaluate the data.

Main findings: Six main themes were identified, which the white Afrikaans-speaking group perceive as socially desirable and undesirable, and feature they will exhibit in order to make a positive impression on others. The six main themes are facilitating, gender-based, intellect-openness, interpersonal relatedness, intrapersonal relatedness and value-based themes.

Practical/Managerial implications: From the accumulated data the assumption that can be made is that people, in reasonable terms, demonstrate a need to make a favourable impression on others. If meeting someone for the first time, the need to leave a favourable impression on the person will be intrinsically driven by one's need for social acceptance.

Contribution/Value add: Broad understanding of how social desirability is perceived by the white Afrikaans-speaking group, as well as what impression management tactics they will exhibit when seeking to make a favourable impression.

Keywords: Social desirability, ethical evaluation, social norms, idealism, faking, self-deception, personality measurement, gender, intellect-openness, interpersonal, intrapersonal, values, facilitating, white Afrikaans-speaking group, personality measurement, South African Personality Inventory (SAPI).

South Africa has gone through immense changes in the past two decades. The period around 1994 was characterised by a comprehensive set of political, social and economic changes, which greatly influenced not only the lives of individuals in this country but also many businesses, organisations and companies (Denton & Vloeberghs, 2003; Mayer & Louw, 2011). This has put enormous strain on organisations to remain competitive in the market. It is critical for organisations to develop a more resilient workforce with greater psychological capacities to succeed in the on-going war for talent (Toor & Ofori, 2010). According to Carless (2009), attracting and retaining talented employees can give organisations a sustained competitive advantage. Toor and Ofori (2010) state that in view of the growing intricacies in the business world, ambiguity in markets, and employees' attitudes, it is crucial that organisations invest in psychological assessments.

The main purpose of psychological assessment is to obtain greater understanding of people or to predict how they are likely to perform or function in the future (SIOPSA, 2006). When employing new personnel, organisations aim to know how individuals are likely to perform in order to remain competitive in the ever-changing world of work (Goffin & Christiansen, 2003). Since many organisations today try to combat high turnover rates of employees or discontented employees, it is important for them to be able to assess a person's work ethic, motivation and mind-set accurately when the person applies for a position. It is vital to determine if a person who is applying for a job or promotion has the required knowledge, skills, ability, and/or any other characteristics needed to satisfy the demands of the vacancy or position. An assessment is just one source of information that can be used to increase awareness and identify potential strengths and development areas (Carless, 2009; Rothstein & Goffin, 2006).

Psychologists, managers and other human resource professionals are progressively using psychological assessments, such as personality measures, to assess the suitability of job applicants for positions in organisations (Goffin & Christiansen, 2003; Powell, Goffin & Gellatly, 2011; Rothstein & Richard, 2006; Salgado, 1997). The increased use of personality measures in organisational settings for personnel selection originated from a series of meta-analytic research studies in the early 1990s. The motivation for all the meta-analytic studies of personality-job performance has often been based on a prominent review of the obtainable research at that time by Guion and Gottier (1965). According to research, Guion and Gottier (1965) found very little evidence of the validity of personality measures in personnel

selection. In the years that followed, numerous researchers, such as Barrick and Mount (1991), Schmitt, Gooding, Noe and Kirsch (1984), and Tett, Jackson and Rothstein (1991) endeavoured to test their conclusion. As the years passed, new research surfaced. The development of the Five Factor Model (FFM) (Digman, 1990) led personality theorists and researchers to reconsider the practicality of personality measurements in the domain of industrial psychology. According to literature, meta-analytic studies have revealed that the five factors (i.e., extraversion, agreeableness, emotional stability, conscientiousness, and openness to experiences) are valid predictors of job performance (Barrick & Mount, 1991; Barrick, Mount & Judge, 2001; Judge, Heller & Mount, 2002).

In the years that have passed, psychologists have been faced with numerous problems arising from South Africa's unique multicultural and multilingual context. A big concern for the country is measuring certain psychological traits, especially when it comes to personality measurement. South Africa is known for having 11 official languages. This poses a challenge to test developers to develop an amalgamated psychometric instrument that is valid and reliable to use in all these languages. In 2005 a group of South African industrial psychologists and colleagues initiated a new project, called the South African Personality Inventory (SAPI) (Meiring, Van de Vijver & Rothmann, 2006; Nel *et al.*, 2012). This project aims to develop an indigenous personality inventory that is valid, reliable and free from bias.

Apart from the problems identified in personality measurements currently used in South Africa, other factors also effect the valid interpretation of personality, especially for personnel selection. Besides reliability and validity, other important factors that may adversely affect the quality of decisions in personnel selections that need to be managed are, for example, social desirability, non-response bias and cultural bias (Fox & Schwartz, 2002; Goffin & Christiansen, 2003; Roberts, 2009).

Behavioural scientists became concerned about the use of personality questionnaires in assessments, especially considering the impact of social desirability; that is, when job applicants do not answer truthfully, which reduces the validity of the personality scores (e.g., Christiansen, Burns & Montgomery, 2005; Holden & Hibbs, 1995; Luther & Thornton, 1999). As a result, the assessment loses its value. Given this troubling evidence, several studies were conducted (e.g., Goffin & Woods, 1995; Jackson, Wroblewski & Ashton, 2000; Mueller-Hanson, Hegstad & Thornton, 2003; Zaluski & Abrahams, 1979) to determine the

impact of social desirability on personality assessments. It was found that individuals who took part in assessment centres or actual personnel selection assessments may in fact have an impact on desirable personality traits (Rothstein & Goffin, 2006).

This current study forms part of a bigger project in which the phenomenon of social desirability is explored among all linguistic and cultural groups in the context of South Africa. The end result is envisaged as the development of a socially desirable instrument to measure concept validly and reliably among all linguistic and cultural groups. The aim of this immediate study is to investigate social desirability among white Afrikaans-speaking individuals.

Social desirability

Social desirability in a psychological assessment can broadly be defined as individuals responding to a test in a manner that they feel will present them in a positive light. Social desirability has been a concern in the area of personality measurement since at least the 1950s (e.g., Edwards, 1953, 1957). According to Crowne and Marlowe (1960) social desirability can be defined when an individual has the need to “obtain approval by responding in a culturally appropriate and acceptable manner” (p. 350). Social desirability is defined by Mick (1996) as the tendency of individuals to make themselves appear in a more positive light guided by their cultural norms. Individuals who are guilty of socially desirable responding tend to present themselves in a favourable light by not answering questions honestly, specifically when it comes to notorious or sensitive topics, such as certain behaviours, emotions and attitudes.

Social desirability can also be seen as an individual having the need to create a positive impression, specifically when that individual is motivated to achieve some goal, for example when he or she is applying for a new job (Fox & Schwartz, 2002). Furthermore, social desirability is when individuals do not answer questions on the basis of how they truly feel, but because they desire to present themselves in the most favourable manner possible (King & Bruner, 2000; Middleton & Jones, 2000; Paulhus & Reid, 1991). Lastly, Larson (2000) states that social desirability can be seen as the desire some people have to present themselves in a positive light; it is normally allied with over-reporting of positive

characteristics, such as helpfulness and height, and underreporting of negative characteristics such as weight or alcohol consumption.

This phenomenon occurs in most important social interactions, for example when people are being observed or interviewed and when responding in writing to open-ended items on self-report questionnaires (Fox & Schwartz, 2002). Social desirability is not a constant occurrence in individuals; it can be exhibited inversely in different contexts. However, still today there are disputes in the literature on whether socially desirable responses to self-report personality measurements are only contaminants or whether they may disclose fundamental information concerning the respondents' personality (Fox & Schwartz, 2002).

To begin with, they could simply be reflecting respondents' illusory images of themselves that may undesirably affect the validity of the tests (Levin & Montag, 1987; Zerbe & Paulhus, 1987). Conversely, these responses could perhaps embody definite traits related to other scores of personality measures to external criteria, and thus may serve as predictors in their own right (McCrae & Costa, 1983; Nicholson & Hogan, 1990; Ones, Viswesvaran & Reiss, 1996). Wiggins (1964) made an important distinction on the substance and style of social desirability. He distinguished between two factors of social desirability responses that made a contribution to the debate. He proposed a two-factor model of socially desirable responding that distinguishes between self-deception, when an individual actually believes his or her positive self-reports, and secondly impression management, where an individual intentionally misleads others.

Self-deception is an unintentional predisposition to describe oneself in a more favourable light, which is manifested in excessively positive but honestly believed self-descriptions (Li & Bagger, 2007). Self-deception occurs when individuals deny their negative qualities. It is a suppression deriving from their positively biased view of themselves or from lack of self-awareness (Fox & Schwartz, 2002). Self-deception can furthermore be seen as an unconscious drive to see oneself more positively, to reduce inconsistency, or to protect one's ego. It occurs when individuals actually try not to alter their responses; they rather answer the questions truthfully, because they believe their answers to be true (Fox & Schwartz, 2002).

Impression management, by contrast, occurs when individuals intentionally alter their self-presentation to be perceived more favourably by others (Crutzen & Göritz, 2010). Impression

management can be seen as a conscious attempt to impress others. This normally occurs when individuals want to present a favourable image of themselves with the intention of achieving a goal (Fox & Schwartz, 2002). They deliberately try to present an honourable front by claiming positive characteristics or abilities they know they do not have, or by denying negative characteristics or abilities they know they have (Fox & Schwartz, 2002).

From another perspective, the socioanalytic theory considers impression management the process whereby one controls one's behaviour during any form of social interaction, including responding to measurement items as a social skill (Hogan, Barrett & Hogan, 2007). To elaborate, the socioanalytic theory assumes individuals who have good social skills can control the impressions they make on others and individuals who have poor social skills seems unaware of the impressions they make on others (Hogan & Blicke, 2013). The socioanalytic theory interprets item responses in terms of impression management; people use items on a personality measure to tell others how they want to be regarded (Hogan, 1996; Hogan & Roberts, 1999). Consequently, this suggests an alternative method to understand faking in the assessment process.

If people are trying to present themselves in a more positive light, whether completing a personality measure or just trying to impress someone at work, home or simply the other gender, they will exhibit certain features (Solomon, Solomon, Joseph & Norton, 2013). These features can take on many different forms; for example, if a man wants to impress a woman he is likely to display certain manly characteristic, such as showing off his strength or muscles in an attempt to prove his manliness (Walton & Rice, 2013). Another example is that if employees want to impress their managers, especially for the first time, they may either act more professionally or attempt to portray the value they can offer the company (Mazalia & Rodrigues-Neto, 2013).

Social desirability as measured in personality assessment instruments

Social desirability remains a source of contamination that should be controlled, especially in personality measures and even in interviews. Thus, the main objective of a personality measurement is to provide an objective picture of an individual's character (Goffin, Rothstein & Johnston, 1996). Once individuals portray faulty characteristics, it is important to determine if they did this and to what extent they answered in a socially desirable manner. In

the years after the initial discovery of the social desirability bias, several measures were developed with the intention of identifying and preventing socially desirable responding.

Given the serious caution that must be taken when making use of personality measurements, Goffin and Christiansen (2003) did a comprehensive study and compiled nine personality measurements, commonly used in personnel selections, that do address the issue of social desirability responding. In the next few paragraphs the tests will be listed; for those that contain a social desirability scale, the scale will be named and a short description of the scale will be given.

Firstly, the California Psychological Inventory (Gough and Bradley, 1996) test uses the concept of good impressions. It measures respondents' desire to create a favourable impression and looks at how the answers are based on what pleases others. Secondly, the Comrey Personality Scales (Comrey, 1970; Merenda, 1985), uses response bias, which measures the tendency to respond in a socially desirable manner. Thirdly, the Employment Inventory (Paajanen, 1988; Paajanen, Hansen, and McLellan, 1993) test makes use of frankness; it measures expressions of candour and admission of common faults.

Fourthly, the Inwald Personality Inventory (Inwald, 1992) test uses guardedness; it measures the discounting of shortcomings and denial of faults. It also looks at the tendency to respond in a socially desirable manner. Fifthly, the Minnesota Multiphasic Personality Inventory-2 (MMPI 2) (Butcher and Williams, 1992; Graham, 1993; Greene, 2000) test uses the K scale; it measures willingness to disclose personal information and to admit to problems. It also incorporates the L (Lie) scale, which measures the extent to which the respondent makes claims that are excessively virtuous. Sixthly, the Occupational Personality Questionnaire (SHL Group, 2000) uses social desirability; it measures the extent to which the respondent is concerned about making a good impression and is less self-critical.

Seventhly, the Personality Research Form (Jackson, 1999) uses desirability; it measures respondents' present socially desirable impression of themselves in response to personality items. Eighthly, the Sixteen Personality Factor Questionnaire, Fourth Edition (16PF4) (Cattell, 1989; Cattell, Eber, and Tatsuoka, 1970; Krug, 1978; Winder, O'Dell, and Karson, 1975) uses faking good and faking bad. Faking good measures the respondent's responses to the personality items that are similar to those of people who were directed to respond

desirably. Faking bad measures the respondent's responses to personality items that are similar to those of people who were directed to respond undesirably. Then lastly, the Sixteen Personality Factor Questionnaire, Fifth Edition (16PF5) (Conn and Rieke, 1984) test uses impression management; it measures the extent to which the respondent responded in a socially desirable manner.

Social desirability as independent measurement

As mentioned above, social desirability continues to be a source of contamination that should be controlled, especially in personality measures. Numerous personality measurements were developed that included certain measures and scales to identify socially desirable responding. Nonetheless, scales were developed to measure social desirability independently, that is, apart from personality questionnaires; to name a few: the Marlowe-Crowne Social Desirability Scale (MCSDS) (Crowne & Marlowe, 1960), Balanced Inventory of Desirable Responding (BIDR) (Paulhus, 1991), EPQ Lie scale (Eysenck & Eysenck, 1975) and the Social Desirability Scale-17 (SDS-17) (Stöber, 1999; 2001).

The MCSDS is regarded as the most common instrument for measuring social desirability (Furnham, 1986; Ventimiglia & MacDonald, 2012). According to Beretvas, Meyers, and Leite (2002), the MCSDS has been used in over 1000 studies since its initial publication. The MCSDS is generally used for examining the effect of various variables on social desirability (Furnham, 1986; Martin & Nagao, 1989). The MCSDS is designed to be a measure of non-pathological socially desirable response tendencies. It consists of 33 true and false items, which label acceptable but unlikely behaviours along with unacceptable, but likely behaviours. Since the first publication of the MCSDS, numerous studies have been done not only to examine the psychometric properties of the test, but also to classify the abstract nature of social desirability as a construct more scrupulously. Paulhus (1984) established that it correlated with both self-deception and impression management measured in the BIDR.

The BIDR (Paulhus, 1984) is a two-factor model, which measures the two dimensions of social desirability previously discussed, namely impression management and self-deception. Paulhus (1994) established that the two scales are relatively independent from each other. The BIDR consists of 40 items. The two dimensions are measured separately; in each dimension 20 items are designed to measure social desirability. Just to recapitulate,

impression management is an individual's desire to present himself or herself in a favourable light to other people. Self-deception is an individual's desire to preserve his or her self-esteem. In other words, it is an individual's desire for favourable self-presentation.

Eysenck and Eysenck's (1975) Personality Questionnaire (EPQ) consists of 90 items of forced-choice measure and assesses four constructs: Psychoticism (P), neuroticism (N), extraversion (E), and lie (L). The EPQ Lie scale was developed using factor analysis (FA) procedures with the clear intention of measuring a unitary factor (Eysenck & Eysenck, 1975). Consequently, one can make the assumption that the EPQ has a clearer and stronger FA structure than the MCSDS. The scale items are all positively worded; most of the items are shorter, unassuming, and refer to more specific behaviours than those of the MCSDS (Ferrando & Anguiano-Carrasco, 2010). Paulhus (1991) established that the Lie scales in Eysenck's questionnaires can almost be seen as the purest measurement of impression management, while the MCSDS inclines to load more on the impression management component. Nevertheless it is a less pure measure that correspondingly measures the first component to a certain degree.

The SDS-17 (Stöber, 1999; 2001) consists of 16 true and false items. The items are a balanced index in that an individual's score is increased by a true response on nine items, and by a false response on seven items (Blake, Valdiserri, Neuendorf & Nemeth, 2006). Stöber (1999) intended that the statement in the SDS-17 must have more modern referents and phrasing, and as a result be easier to understand. Stöber observed that various items on the original and shortened forms of the MCSDS are dated (e.g., "My table manners at home are as good as when I eat out in a restaurant"; "I never make a long trip without checking the safety of my car"). Undeniably, comparable explanations have been made for quite some time (e.g., Ballard, Crino & Rubinfeld, 1988). Furthermore, studies that were conducted (e.g., Fisher, 1993) found that the length of the MCSDS may be troublesome; the conciseness of the SDS-17 is definitely an advantage (Stöber, 1999).

Social desirability in a South African context

Personality measures in South Africa face a major challenge with many factors that restrict unbiased and fair measurement (Nel, 2008). Some of these challenges include personality measures that have not scientifically been proven valid for the purpose for which it is being

used and/or have appropriate norms been consulted. Additionally, another major challenge is social desirability. South Africa is currently making use of personality measures of which most have been imported from countries such as Europe, the United States of America etc. Some of these imported measurements may not have been cross-culturally validated. Most of these measures have been translated into either English or Afrikaans, which limits the language proficiency factor of respondents from other language groups. The reality in post-apartheid South Africa, however, is that English remains the dominant business language (Probyn, 2009). The use of English-language measurement is problematic for participants with insufficient mastery of English (Nel, 2008).

There are 11 official languages in South Africa; people also differ regarding race, culture, socioeconomic status and educational backgrounds. All of these factors are not always appropriately accounted for in the standardisation of imported inventories, which restricts their suitable employment in the South African context. According to recent statistics (mid-year population estimates, South Africa, 2011), the population of South Africa is estimated at around 50.59 million. Africans make up 79.50%, whites 9.00%, coloureds 9.00% and Indians 2.50% of the population. It is unmistakable from these statistics that South Africa is a multi-cultural and multi-linguistic civilisation. This has a vast impact on personality and any other measures, especially after the democratic elections in 1994.

According to Brian and Du Toit (1998), white Afrikaners are a Germanic ethnic group in South Africa descended from Dutch, Flemish, French and German settlers. Their native tongue is Afrikaans, a Germanic language that derives primarily from 17th century Dutch, and a variety of other languages (Heese, 1971). According to the South African Tourism (2012) website, white Afrikaner people are the only indigenous white tribe of Africa. Their language, Afrikaans, is the only one created in Africa by a white group of people. The website also states that the white Afrikaner culture is known to be patriarchal. In this, there is strong emphasis on respect for elders. White Afrikaners are spread throughout South Africa (South African Tourism, 2012).

South Africa's society can be seen as highly diversified, with linguistic and cultural differences. This diversity has long been a challenge for psychologists using personality measures. Furthermore, social desirability affects the truthfulness of personality measures, as people may present themselves in a more positive light to gain social approval. The aim of

this immediate study is to investigate social desirability among white Afrikaans-speaking individuals, as well as what impression management tactics they will exhibit when seeking to make a favourable impression.

METHOD

Research design

For the purpose of this research, a qualitative design from a phenomenological approach was used. The main goal of the phenomenological approach is to discover universal themes to explain the series of meanings of a phenomenon. Qualitative research can be seen as behavioural or social science research that investigates human behaviour by making use of exploratory techniques, namely interviews, observations and focus groups (Salkind, 2009). Babbie and Mouton (2012) define qualitative research as the study of individuals in their natural environments. According to Mouton and Marais (1994) the aims of exploratory research designs are to:

- gain new insight into a phenomenon;
- undertake a preliminary investigation prior to conducting a more structured study of the phenomenon;
- conceptualise the universal themes and sub-themes of the phenomenon, and
- determine priorities for future research.

Sample

A combined convenience and quota non-probability sampling method was used to reach the objective of this study. The research was conducted among adult white Afrikaans-speaking people of South Africa ($N=60$). There was an even distribution of participants in terms of gender and age; other biographical information, namely education, marital and parental status, was also included.

Table 1

Characteristics of Participants (N = 60)

Item	Characteristics	Total	Percentage (%)
Language	Afrikaans	60	100%
Race	White	60	100%
Gender	Male	30	50%
	Female	30	50%
Age	18 – 30	20	33.33%
	31 – 50	20	33.33%
	51 – 65	20	33.33%

As seen Table 1, 60 people were interviewed. The participants were equally divided, that is 33.33% (20) people were placed in an age group. In all the age groups 50% of the population were female and the other 50% male.

Research setting

Consent was obtained from all participants before any research. Participants were contacted and invited to take part in the interview on their experience of social desirability. Interviews were scheduled on dates that best suited each of the participants. The interviews occurred in a location where there was enough ventilation, lighting and comfortable chairs. Tape-recorders were used with the consent of the participants to guarantee that no information would be lost (Omery, 1983). All participants were asked the standard questions regarding the topic. Non-directive dialogue techniques, such as attentive body language, reflection, clarification, minimal encouragement and silence, were used to help the participants to share their experiences (Meulenberg-Buskens, 1994). The researcher transcribed the tape-recorded interviews verbatim in order to analyse the information.

Data collection

Collection of data was done via semi-structured interviews, which were based on the phenomenological approach. The researcher conducted the interviews in Afrikaans. The researcher did the study with no predetermined expectations or categories and tried to

understand the data from the participants' point of view. A workshop on interviewing skills and techniques was completed before the researcher conducted the interviews.

With the purpose of ensuring a relaxed environment, attention was paid to the environment where the study took place. A sign was placed outside the door to ensure an undisturbed environment. The researcher introduced herself in a welcoming and friendly manner with the intention of putting the participant at ease. The researcher then clearly explained the context of the interview, and with the permission of the participant, the interview was tape-recorded. The participants were also informed that their information would be kept confidential and it was emphasised that they could withdraw from the study at any time.

The interview started with an introduction and an explanation of the purpose of the research. The term social desirability was explained to all participants as it is conceptualised in literature and the researcher ensured that participants fully understood the concept before starting the interview. Furthermore, any jargon was explained to participants in a comprehensible manner. The participants were given instructions on their responsibilities in order to receive adequate information. During the instruction section, the researcher firstly informed the participants of what was expected from them, and of the most suitable way of answering the questions. All participants were asked five standard questions:

- In general, within your cultural group, what features are socially desirable?
- In general, within your cultural group, what features are socially undesirable?
- In order to impress people at your home (wife, husband, parents, siblings, children etc.) what features will you display?
- In order to impress people at your work (your boss / colleagues) / your school (your teacher / fellow students) what features will you display?
- In order to impress someone from the opposite gender, what features will you display?

Pilot study

The pilot study is a preliminary and usually a small-scale research study designed to test procedures, calibrate measures, and generally serves as a dress rehearsal before a major study

(Colman, 2009). The pilot study allows the researcher to obtain comprehensive background knowledge about a particular phenomenon. The pilot study consisted of white, Afrikaans, randomly selected participants ($N=10$). The pilot study assisted the researcher in making the required alterations to the data-gathering instrument. Prior to the main investigation, various experts evaluated the interview schedule for appropriateness. This study was one of the first studies conducted as part of the SAPI project exploring social desirability within of the South African languages; the questions used in this study are to be used in the other studies exploring other South African languages. The experts ensured the content of the questions was appropriate, applicable and able answering the general as well as the specific research objectives.

Field notes

Directly after each interview the researcher wrote field notes on the things that were heard, seen, experienced and thought in the course of the interview. Empirical observation and interpretations were included in the field notes. The researcher also included the emotions, preconceptions, expectations and prejudices she experienced during interviews.

Trustworthiness

In this study Guba's model for qualitative research (Guba, 1981; Krefting, 1991; Lincoln & Guba, 1985; Terre Blanche & Durrheim, 1999) was used with the aim of ensuring the trustworthiness of the findings. The researcher endeavoured adhering to Guba's model and using it as a guide to ensure the data captured is credible, transferable, dependable and conformable.

Credibility:

According to Streubert and Carpenter (1999), credibility can be established when participants distinguish the reported research findings as their own experiences. There are certain activities that will enhance the likelihood of credibility:

Prolonged engagement: It can be defined as the investment of sufficient time to learn about the culture being studied and to build trust (Lincoln & Guba, 1985).

Referential adequacy: The interviews were tape-recorded and field notes were used in order to ensure referential adequacy. The conclusions of this research were also presented to all the members of the SAPI group and also an expert on the culture of the WAG.

Member checking: A literature review was conducted with the aim of linking the research findings to previous studies. The researcher ensured that all recordings were done correctly.

Transferability:

Transferability guarantees the appropriateness of the results, by means of the comparison of sufficient descriptive data, as well as dense description of the data.

Dependability:

Dependability entails that the research should show the same findings when repeating the study with the same or similar participants in the same context. Dependability can be reached through an audit, keeping any raw material, providing a clear explanation of the research method, using the same procedure throughout the study, triangulation, peer examination and the code-recode procedure. The researcher kept all electronic recordings, Afrikaans transcriptions, translations and ensured all methods employed in this study were correctly reported. Furthermore, members of the SAPI group continuously examined the progress of study.

Conformability:

Conformability was reached by applying the criterion of neutrality or freedom from bias, by keeping a suitable distance in order not to manipulate the research, as well as triangulation and the code-recode procedure.

Data analysis

For the successful completion of this study, it is important to understand the meaning that white Afrikaans-speaking people attach to social desirability. In this study, the results of the interviews were analysed by the use of content analysis and also comparative analysis. The interviews were conducted in Afrikaans and then transcribed by the researcher. The transcriptions were translated to English by making use of a language expert and several dictionaries. Independent industrial psychologists and cross-cultural psychologists were

consulted to ensure the analysis is done objectively and accurately. For the purposes of the article, content analysis will be discussed first and then comparative analysis.

Content analysis is the systematic analysis of text in order to determine or to identify patterns in the text (Struwig & Stead, 2001). Content analysis consists of the following steps (Giorgi, 1985; Kerlinger, 1986):

- Firstly, content analysis was applied to gain overall understanding of the context that was analysed. All the answers of the participants were defined and categorised.
- Secondly, sub-units of the analysis were determined, i.e. words and themes. The researcher examined all the notes on respondents to attain clear understanding. Subsequently, the researcher examined the notes for the purpose of establishing themes. Continued analysis of the information was carried out until repeated themes had been identified. The strong themes that were identified were further explored.
- Thirdly, data were freed from redundant information in order to establish the meaning of sub-units by linking them to the whole picture.

The number of items per group was calculated and placed in order of preference. In other words, the researcher counted the number of responses for analysis of each theme and sub-theme to differentiate between the main and least reported features. The reliability of the content analysis was endorsed by the coding that was carried out by the researcher and independent industrial and cross-cultural psychologists with a comprehensive background on content analysis. Literature control was done to explore related research so as to establish the comparativeness and individuality of the current research (Krefting, 1991).

Comparative analysis was also used in this study. Constant comparison was done; this process entailed the constant categorisation and contrasting of the elements of the dataset. The elements can consist of comments by the participants, dissimilarity of higher-order concepts and tentative theoretical propositions (Trochim & Donnelly, 2007). The researcher used the comparative process throughout the data collection and also the analysis in order to identify the behaviour that was typically found between all age and gender groups of participants.

The researcher spent enough time with the participants with the intention of establishing rapport and consequently to endorse trustworthiness. The researcher made use of the dialogue technique in order to reduce socially desirable responses. Questions were rephrased and repeated in order to ensure credibility of the information (Krefting, 1991).

Ethical aspects

Ethical consideration is vital for any research today. Research ethics give researchers a code of moral guidelines on how to conduct research in a morally acceptable way. The following was applicable at all times to retain an ethical climate (Struwig & Stead, 2001):

- The researcher had the necessary qualifications and was competent to carry out her study.
- The researcher was honest and fair, respected the participants and did not try to misinform or deceive the research participants.
- The researcher respected the rights and dignity of others and also respected the participants' privacy, confidentiality and autonomy. The researcher kept in mind individual differences among people, such as age, gender, religion, sexuality and socio-economic status.
- The welfare of others was one of the main concerns. The researcher strived to avoid and minimise any harm towards participants during any interaction.

FINDINGS

The findings of this study will be reported in three sub-sections. The first two sub-sections summarise and define the broad themes and sub-themes accumulated in general, while the third sub-section includes all the specific themes and sub-themes pertaining to socially desirable and undesirable elements, as well as impression tactics in a home and work setting and towards the opposite gender. *The researcher (in guidance of independent researchers) developed sub-themes for each theme and retained the labels throughout. Furthermore, some themes were clustered positively (i.e. warm-hearted), but have a negative (opposite' antonym) description, and some were clustered negatively (i.e. aggressive), but have a positive (opposite antonym) description. It does not mean that all the labels are seen as negative or positive (i.e. extrovert vs introvert; assertive vs submissive), but it was used to*

signify where there is an opposite description from the label provided. Therefore an extra column was included to indicate if the sub-theme was viewed as positive or negative.

Composition of the six overall themes explained

The six main themes surfaced through content analysis and consultation of much literature, many experts and various dictionaries. In order to explain the arrangement and content of each broad theme further, the composition is discussed.

The first theme, that is, *Facilitating*, was chosen because a large number of responses that were given included people actively or inactively guiding, leading, advising and encouraging others by their learned examples, life experiences and their striving to live as role models for others.

The *Gender-based* theme encompasses most of the qualities related to men and women, and it was decided to separate this theme from the others in view of the nature of the study. A large part of the study implicitly focused on how men and women will act, whether their features are consciously or unconsciously portrayed in an attempt to impress the other gender. The responses were of such a nature that it was difficult to cluster responses such as being 'macho' and acting womanlike, therefore the theme was clustered on its own.

At first intellect and openness were clustered separately, but because of the huge number of responses that included individuals making intellect-driven decisions, being willing to think differently or being creative, and/or being eager or motivated to obtain new skills and acquiring an education, it was decided to bring them together. Thus, *Intellect-openness* was created to ensure all of the above sub-themes could be clustered into one main theme.

Most of the responses that were given during the study were driven by facets that occur within the individual or the mind; others existed or occurred between people. Therefore the sub-themes, *Interpersonal and Intrapersonal relatedness* were created. *Interpersonal relatedness* mainly focuses on aspects such as the activities that occur between two or more people, such as accommodating others, being attentive, friendly, and having compassion for others. On the other hand, *Intrapersonal relatedness* is that what occurs only to one

individual; it is one's state of mind and consists of aspects such as emotional maturity, emotional stability, impulse control, independence, self-confidence and self-knowledge.

From the data, the theme *Value-based* was created on the basis of moral consciousness, honour and belief. This theme comprises both intrinsic and extrinsic values, with the intrinsic values influencing how a person will display integrity in society but also in more intimate surroundings. In addition, in a more internal sense, it is important to display some kind of moral consciousness and sense of accountability, which in the end leads a person to act out external values (being trustworthy and to be fair). This theme refers to people being disciplined, professional, moralistic and not being judgemental or making themselves guilty of misconduct.

The six broad themes' definitions and compositions

The broad themes that were accumulated are *facilitating*, *gender-based*, *intellect-openness*, *interpersonal relatedness*, *intrapersonal relatedness* and *value-based*. Their definitions are as follows:

Facilitating can be seen as the ability to guide others by providing them with guidance, giving advice, sharing past learned lessons of life, teaching about the good and the bad and also providing someone with a personal example, such as being a role model.

Gender-based refers either to a man making use of masculine characteristics, or a woman making use of feminine characteristics to impress others, i.e., women will strive to be more feminine or ladylike to impress someone in any give situation, or a man would for example reveal his muscles or act in a manly way to impress others.

Intellect-openness can be defined as an individual demonstrating the capacity for thinking and acquiring knowledge, having a unique natural ability or skill, being knowledgeable and observant of outward and inward things and being receptive to new and different ideas or things or to the opinions of others.

Interpersonal relatedness can be seen as an individual having the ability to remain constructive in relationships and to maintain them actively by being forgiving, peaceful and cooperative.

Intrapersonal relatedness can be seen as individuals having the ability to remain constructive in their inner thoughts, possessing inner confidence and respect, being sensitive towards outward events or people, having the ability to control and manage their own emotions or actions and being emotionally sound, or capable of handling life issues or stimuli.

Value-based can be defined as the moral consciousness of a human being, characterised by being trustworthy, loyal and reliable.

The six broad themes, their sub-themes and a description of each sub-theme in general

The six broad themes were explained in general terms in the previous sub-section. Table 2 includes the description of each sub-theme in general terms in order to comprehend their individual characteristics.

Table 2

Themes, their sub-themes and description of each sub-theme in general

Theme	Sub-theme	Description
Facilitating	Empowerment	<i>The sharing of knowledge and power with subordinates and giving them the freedom to exercise autonomous choices constructively and responsibly in order to grow them to their fullest potential.</i>
	Exemplary	<i>Serving as a desirable or very good role model and living life in a manner others can look and live up to.</i>
	Leadership	<i>The ability to influence others in order to achieve a common goal.</i>
Gender-based	Manliness	<i>The set of qualities or</i>

Table 2 continued...

		<i>characteristics generally considered typical of, or appropriate to an adult male, such as being muscular, brave and strong.</i>
	Womanliness	<i>The set of qualities or characteristic generally considered typical of, or appropriate to an adult female, such as modesty, motherliness, gentleness, empathy and sensitivity.</i>
Intellect-openness	Communication	<i>It is the process through which an individual imparts or exchanges information in a clear, appropriate and understandable manner.</i>
	Competence	<i>The ability to do something, well, successfully or efficiently.</i>
	Creativity	<i>The quality of being artistic, creative and talented, and to make use of imagination or original ideas to create or invent something.</i>
	Educated	<i>The process of acquiring and applying knowledge and skills.</i>
	Intelligence	<i>The ability to acquire and apply knowledge and skills.</i>
	Openness	<i>To be receptive to new and different ideas or things or to the opinions of others and being willing to implement them.</i>
	Problem-solving	<i>The ability to understand and find solutions to well-defined problems by performing an order of operations.</i>
Interpersonal Relatedness	Accommodating	<i>Being comfortable, receptive and willing to fit in with the wishes or demands of others in a helpful way.</i>

Table 2 continued...

Acknowledgement	<i>Recognition and acceptance of the truth or the existence of something or someone.</i>
Acting	<i>The tendency to act differently in front of others than in normal everyday situations. This may occur when someone seeks to highlight or hide certain qualities he or she may have or may not have.</i>
Aggression	<i>The inclination to be physically, psychologically or emotionally aggressive. Readiness to attack or to confront someone.</i>
Arrogance	<i>The tendency to have or reveal an exaggerated sense of self-worth or self-importance.</i>
Assertiveness	<i>The ability to express one's feelings, beliefs, and thoughts as well as to defend one's right in a non-destructive manner.</i>
Attentiveness	<i>Characteristic of assiduously attending to the comfort or wishes of others.</i>
Cognitive dissonance	<i>The state of having inconsistent thoughts, beliefs, or attitudes, especially relating to behavioural decisions and attitude changes.</i>
Compassionate	<i>The quality of having compassion, considering others' feelings and needs or showing sympathy and concern for others.</i>
Denigration	<i>The tendency to criticise, degrade, disparage and</i>

Table 2 continued...

	<i>insult others unfairly.</i>
Dominance	<i>Having the power and influence over others to control others forcefully, to be overbearing, strict and dictatorial.</i>
Friendliness	<i>The quality of being kind and pleasant towards others.</i>
Good manners	<i>Having or displaying well-bred social behaviour, such as politeness and behaving according to the pre-set social norms of society.</i>
Good relations	<i>The ability to develop and maintain mutually satisfying relationships by being forgiving, peaceful and cooperative.</i>
Helpfulness	<i>The tendency to give or be ready to give help to others.</i>
Household chores	<i>A routine task conducted within a household.</i>
Generosity	<i>Presenting something to someone else, especially as a gift or contribution.</i>
Sacrificing	<i>The act of surrendering or giving up something valued for the sake of something else regarded as more important or worthy.</i>
Satisfaction	<i>The fulfilment of one's wishes, expectations or needs, or the pleasure derived from this.</i>
Social openness	<i>Being receptive to new and different people and social activities or situations.</i>
Sociable	<i>The tendency to be outgoing and spontaneous, to enjoy</i>

Table 2 continued...

		<i>having people around oneself, communicating with them and engaging in activities with other people.</i>
	Support	<i>The quality of being generous and actively involved with the well-being of the people around one and the broader community. Lending a helping hand when needed, giving approval, comfort, or encouragement.</i>
	Uplifting	<i>The ability to elevate others morally or spiritually, or to inspire happiness or hope in others.</i>
	Warm-heartedness	<i>Being warm-hearted is being sympathetic and kind to others. On the other hand, cold-heartedness means neglecting to show affection or warmth towards others.</i>
Intrapersonal Relatedness	Emotional disclosure	<i>The inclination to share one's feeling or problems with others to share a burden, and to be frank and forthright about one's feelings in a non-threatening manner.</i>
	Emotional maturity	<i>The ability to express one's feelings verbally and non-verbally.</i>
	Emotional stability	<i>The stage at which the mental and emotional capabilities of an individual are fully developed. The ability to respond to the environment in an appropriate manner and to have control over one's emotions and their expression; to be calm and patient vs. succumbing to one's emotions, and losing one's temper.</i>

Table 2 continued...

Focused	<i>An orientation towards achieving things in life, by working hard and directing a great deal of attention, interest, or activity at a particular aim.</i>
Impulse control	<i>The ability to resist or delay an impulse, drive or temptation to act.</i>
Independence	<i>Independence is the ability to be self-directed and self-controlled in one's thinking and actions and to be free of emotional dependency on others.</i>
Neediness	<i>The inclination to want or need affection, attention, or reassurance, especially to an excessive degree.</i>
Positive emotionality	<i>The capacity to experience positive emotions; associated with someone who likes to laugh and joke, someone who sees the positive side of life, enjoys playing with others and having fun, and being actively involved in the social and work environments.</i>
Pride	<i>The feeling of deep pleasure or satisfaction as a result of one's own achievements, qualities, or possessions or those of someone with whom one is closely associated.</i>
Self-confidence	<i>The belief or assurance that one has in oneself, to be comfortable and trust in one's abilities, judgements, or decisions in one's social and work life.</i>
Self-image	<i>The idea, conception or mental picture one has of</i>

Table 2 continued...

		<i>oneself in general; it is normally something that does not change easily.</i>
	Selfishness	<i>The tendency to promote one's own self-interest without regard for the welfare of others, when one is exclusively focusing on one's own needs and desires.</i>
	Self-knowledge	<i>Having a clear and deep understanding or perception of oneself.</i>
	Stubbornness	<i>A dogged determination not to change one's attitude or position on something, especially in spite of good reasons to do so.</i>
	Tranquillity	<i>A disposition free from stress or emotion, to be in a state of tranquillity, calm and serenity.</i>
	Transiency	<i>The state or quality of being transient for a short time only.</i>
Value-based	Disciplined	<i>The ability to comply with all society's expectations, norms and rules and keep one's urges under control.</i>
	Discrimination	<i>The unjust or prejudicial treatment of different categories of people or things, especially on the grounds of race, age, or gender.</i>
	Integrity	<i>Having and displaying strong moral principles; the tendency to be trustworthy and to act in an honest, pure and responsible manner.</i>
	Judgemental	<i>Displaying an overly critical point of view about people or things in life.</i>

Table 2 continued...

Misconduct	<i>Display of unacceptable, wrongful, unlawful or improper behaviour. This behaviour may be premeditated or without apparent forethought.</i>
Moralistic	<i>One's behaviour conforms with the principles of right and wrong, and acting in the right way.</i>
Pretentiousness	<i>Attempting to impress others by affecting greater importance or merit than is actually possessed.</i>
Professional	<i>The ability to relate to or belong to a profession. It is also known as conduct worthy of or appropriate to a professional person; competent, skilful, or assured.</i>
Religion	<i>An organised collection of beliefs, cultural systems and world views that relate humanity to the supernatural and to spirituality.</i>
Time management	<i>The ability to demonstrate good time management implies doing something at the agreed or proper time.</i>
Values	<i>The lasting belief in a code of conduct or end-state.</i>

The six themes main themes, namely facilitating, gender-based, intellect-openness, interpersonal relatedness, intrapersonal relatedness and value-based.

Socially desirable and undesirable features, as well as impression features relevant for the home setting, work setting and opposite gender

In the following sub-section the following elements are discussed: Socially desirable features (Table 3), socially undesirable features (Table 4), features to impress others in a home setting (Table 5), features to impress others in a work setting (Table 6) and features used to impress the opposite gender (Table 7).

Socially desirable features

In this sub-section, all socially desirable features relevant to the WAG are reported on. In Table 3 the themes and sub-themes applicable to social desirability are included and subsequently discussed.

Table 3
Socially desirable features in the white Afrikaans group

Theme	Sub-theme	Positive or Negative	Keyword	Response
Facilitating	Exemplary	Positive	Mother figure	<i>Mother figure in the family, to display a set of emotions and attitudes as a mother should.</i>
	Leadership	Positive	Guidance	<i>Give guidance when needed. One should always try to provide guidance.</i>
Gender-based	Manliness	Positive	Dominant and leader	<i>The male is the dominant one. The male is the leader of the family.</i>
	Womanliness	Positive	Finesse	<i>I think especially a woman should show finesse.</i>
Intellect-openness	Communication	Positive	Communication skills and conversation	<i>Good communication skills. Know how to talk. Make good conversation. Yes, he should at least know what he's talking about. Make sure your appearance is right, that how you look and what you say is appropriate for</i>

Table 3 continued...

	Competence	Positive	Skills and competencies	<i>everyone. Ability to communicate.</i>
	Educated	Positive	Education	<i>Some people have certain skills or competencies.</i>
	Intelligence	Positive	Intelligence	<i>Well educated. Good education. You will see it in the way he acts, how he talks, how he talks to other people, his language, then you know he had a good education.</i>
	Openness	Positive	Openness	<i>Then someone who is very intelligent, intelligence.</i>
	Accommodating	Positive	Agreeable, accepting, adapting and comfortable	<i>Openness to different opinions. We must consider another person's opinion.</i>
Interpersonal Relatedness	Aggression	Positive	No aggression and passive	<i>Agreeable. Accepting. Can adapt to other people. I will try to make everyone feel comfortable. My behaviour changes from person to person. Be comfortable with each other.</i>
	Arrogance	Positive	Do not brag, not be braggart, humbleness and humility	<i>Make sure that we do not show too much aggression. Be calm, not aggressive. I do not like aggression. They should not appear aggressive. I think there is a line and you should not pass it, when it comes to aggressiveness, more passive, I would say. The only thing that I do not like is aggression.</i>
				<i>Humble. Nobody likes a braggart guy. Humility. Some people feel they now have a higher status than others. So they would not necessarily mingle with</i>

Table 3 continued...

Assertive Attentiveness	Positive Positive	Submissive Show interest, listening, affection and ask questions	<i>other people. Submissive to husband. Then there is an interest, are you really interested. One must listen and be able to argue about it. Not immediately dismiss what someone says. You go out and show an interest. Affection for each other. Show interest in another person, to ask questions.</i>
Compassionate	Positive	Sympathetic, empathetic and understanding	<i>Show empathy and sympathy. You must understand. Society, if something happens to you, I will have sincere empathy.</i>
Denigration	Positive	No denigrating, not sarcastic and not bombastic	<i>If you come into contact with people from other races you should not bring them down. I do not like it when someone is sarcastic. I do not like a bombastic person.</i>
Denigration	Negative	Sarcastic	<i>I'm usually a sarcastic person.</i>
Dominance	Positive	No dominance and not overbearing	<i>You must not be over- dominant in a discussion.</i>
Friendliness	Positive	Welcoming, friendliness, accessibility and courtesy	<i>Welcoming attitude. Friendliness. You can touch many people if you are accessible. Friendly. Friendliness with any person you encounter. You need to be accessible. Courtesy in general. A desired behaviour I think is courtesy. People should always be friendly.</i>
Friendliness	Negative	Overfriendly	<i>You cannot be too friendly.</i>
Good relations	Positive	Good relations, cooperativeness,	<i>Good relationships with each other. There</i>

Table 3 continued...

		respectful, cooperation, tolerance, camaraderie, not intrusive and tactful	<p><i>is cooperativeness in the white group. Attitude of cooperation. Tolerance. Respectful towards all people. Developed a respect on another level. Treat people who serve you with respect. Try to win other people's respect. A person who has respect for his society. Children are taught to respect their parents and authorities. I think if people know each other, then the camaraderie between them grows stronger. And we will also do anything for each other. Non-intrusive, it's very bad for me. Tactfulness.</i></p>
Good manners	Positive	Hospitable, not rude, no smoking, no misuse of alcohol, greeting, table manners, manners, behave yourself, not noisy, no nudity, gratitude, polite, well-mannered, no cursing, appropriate and no shouting	<p><i>Hospitable attitude. Not rude. Not to give themselves over to alcohol and smoking. He will greet him. Manners are one of them. My mom always told me when we were in a restaurant; do not put your elbows on the table, sit up and eat properly. I think in general the Afrikaner nation is a well-mannered nation. You cannot curse. Not loud or screaming and running and such. You do not have to scream and yell and go crazy. Conduct which is not desirable, for example when a female is smoking, even in the street. I think it's in our culture to greet each</i></p>

Table 3 continued...

			<i>other if you know the person and you walk past him. If someone visits me, I will always ask if they want coffee or a soft drink. It is always important to be polite. You must not laugh too loudly, not talk too loudly.</i>
Helpfulness	Positive	Helpful	<i>To assist and to provide help where necessary. Helpfulness. You have to be helpful towards the person. Help others where he can even if he may not know the person. There are so many places offering help.</i>
Satisfaction	Positive	Not complaining	<i>I do not like it when they complain about this and complain about that.</i>
Social openness	Positive	Openness	<i>Open attitude. Open towards other people that they can join you. Open to one another. I like an open person.</i>
Sociable	Positive	Talkative, sociable, not reserved and not isolated	<i>Make good conversation. Very sociable, must socialise. Social people. A person should not be withdrawn. They are social, they are not isolated.</i>
Sociable	Negative	Withdrawn, quiet and reserved	<i>Will be more withdrawn. Reserved.</i>
Support	Positive	Support	<i>In general, to be there for your fellow man.</i>
Uplifting	Positive	Compliments	<i>Our South African people compliment each other very often.</i>
Warm-heartedness	Positive	Kindness, not cold, considerate, loving, thoughtfulness, caring, gentle, humanity, not hurt,	<i>Kindness. Not cold towards other people. You need to consider other people. Gentle. Developed a love on</i>

Table 3 continued...

			warmth and sensitive	<p><i>another level. Thoughtfulness. He will always take both parties' circumstances into consideration and act accordingly. Love your fellow man. Consider each other. Caring for other people, I definitely think our culture, especially the older generation cares. And I think humanity. You do not deliberately hurt people's feelings. I think you should be a loving person. I am relatively sensitive, taking other people into account. Warm feeling towards others.</i></p>
Intrapersonal Relatedness	Emotional disclosure/ Emotionally undisclosed	Positive	Show emotion	<p><i>If you're excited to show it. You do not have to be emotionless; I believe you should be able to show emotions. I would say you can show emotions, you can express your emotions. Anything is basically acceptable for me, any emotions they show.</i></p>
	Emotional disclosure/ Emotionally undisclosed	Negative	Supress and not show emotions	<p><i>Will not easily show emotions. We suppress many of our emotions and such, especially with the different cultures.</i></p>
	Emotional maturity Emotional stability	Positive Positive	Maturity Stable, strong, steady, controlled, not overemotional, not depressed, no outbursts and not numb	<p><i>Some people are not mature. Stable. Must be emotionally strong. Steady. Act controlled in a situation and do not go overboard. Stability. Not depressed. Do not overreact. You can express your emotions,</i></p>

Table 3 continued...

			<i>but one should manage it, you do not have to scream and yell and go crazy. It is not very nice from my perspective to be emotionally unstable like outbursts over every little thing. He must not be emotionally numb.</i>
Focused	Positive	Hardworking, driven, patriotism, do best and success	<i>Hardworking. So if in your behaviour you can make a contribution in order to reach the goal faster. Driven. Patriotism. In order to do your best. Success.</i>
Impulse control	Positive	Cautious and spontaneous	<i>Spontaneous attitude. At the end of the day they are careful with whom they deal. They should be spontaneous. It would be good to be spontaneous.</i>
Independence	Positive	Individualistic	<i>We are becoming more individualistic.</i>
Neediness	Negative	Not centre of attention	<i>Not always wanting to take over and being the centre of attention.</i>
Positive emotionality	Positive	Positivity, happiness, humorous, smile, joyfulness, cheerfulness, laughter and not sad	<i>Positivity. Positive attitude. The white Afrikaner will usually display happy that feeling. Happy. They like jokes. Smile on face. Joyful. I think cheerfulness. Enjoyment. If you are happy, upbeat and cheerful. People who enjoy laughing are nice. You must smile. Smile on your face. You may not be sad.</i>
Pride	Positive	Pride	<i>Pride. We have a proud attitude. You must be proud; you have to walk with pride. Proud of culture. My mom "brags" terribly about</i>

Table 3 continued...

			<i>my sister and myself. Pride. And a person who is proud of his culture. And proud of their work.</i>
Self-confidence	Positive	Confidence and self-assurance	<i>Confidence. Self-assurance. They must be confident.</i>
Self-image	Positive	Decent, self-supporting, appearance, neat, presentable and hygienic	<i>Decent. Something like self-supporting. Something like looking after yourself and your appearance, to look after and protect yourself and your property, to have a good overall appearance. You should not be sloppy or untidy. Presentable. Hygienic. You can be poor or whatever, but you can still be decent and clean.</i>
Selfishness Self-knowledge	Positive	Not selfish Know limits, consistent with yourself, not extravagant and be yourself	<i>Not to be selfish. Know limit. Consistent, must not seem that you are in contradiction with yourself. A person who is not extravagant. I still say if you are yourself, then you are real.</i>
Tranquillity	Positive	Tranquillity, carefree, at ease, peaceful, not uptight, calm and relaxed	<i>To radiate tranquillity. Carefree and at ease. At peace. Not so uptight. One should always try to be calm. A relaxed person. I think a person should be able to remain calm in all situations.</i>
Transiency	Positive	Excitement, not moody, not sullen and patience	<i>Excitement. You cannot if you are surly, being sullen, you have to ... for me there is a socially acceptable guideline. Patient.</i>
Transiency	Negative	Anger and annoyed	<i>In our own groups emotions can rather</i>

Table 3 continued...

				<i>quickly run around, if you look at for example when at a nightclub, people quickly get angry or annoyed with each other.</i>
Value-based	Disciplined	Positive	Disciplined	<i>Definitely disciplined. Discipline in the house.</i>
	Discrimination	Positive	No discrimination, accepting, to be normal, to be neutral, diversity, and not biased	<i>Is it right for you or right for me? You accept them. I accept things easily. Normal behaviour. Multicultural settings. I think that shows a neutral reaction. We are sometimes a little biased.</i>
	Integrity	Positive	Sincerity, honesty, integrity, honour, no sexual irregularities, loyalty, good motives, trustworthiness and trust	<i>Sincerity. Honesty. Have integrity. I like it when people tell me straight what they feel and are honest about what they want me to do. Honour. A person who does not exploit sexual irregularities. You have to radiate sincerity. He must not come with sinister motives or tell you something is a certain way when it is not so. I do not like dishonesty. Loyalty. To be loyal to your neighbour, family guy, your wife. Trustworthy, honesty and trust.</i>
	Judgement	Positive	Not condemn and not judge	<i>You must not condemn someone. You should not potentially judge him on his clothes or any attitude.</i>
	Misconduct	Positive	Law and rules	<i>Following the law and order. I mean you must obey the normal rules, like all rules, like traffic rules.</i>
	Moralistic	Positive	No immortality	<i>Not displaying</i>

Table 3 continued...

Pretentiousness	Positive	Not fake	<i>immorality or something similar. People should not be fake.</i>
Pretentiousness	Negative	Fake and pretentious	<i>It seems to me that sometimes it is a bit pretentious and a little like putting up a front. Many people actually pretend to be something that they are not or hide if there are any problems. Appear very hard. It does not necessarily need to be real, you do not necessarily mean it if you smile.</i>
Professional	Positive	Conservative and professional	<i>Conservative. I would say professionalism. I will say to act professionally at all times, because I think not everyone is on the same level so you should always keep that in mind.</i>
Religion	Positive	Religious	<i>Christian person, who lives according to his Christian attributes. So for me it is about being anchored firmly in the Lord. Christian principles. They are very church-based. Fruit of the Holy Spirit.</i>
Time management	Positive	Not waste time, punctual and promptness	<i>Not wasting my time. You need to be on time for things. Promptly, you come at the time you should arrive.</i>
Values	Positive	Family	<i>Family values.</i>

Table 3 consists of the broad themes on the perceived socially desirable features in the WAG. The sub-themes of the accumulated data, the features and examples of original responses were included. The broad themes were facilitating, gender-based, intellect-openness, interpersonal relatedness, intrapersonal relatedness and value-based. As can be seen above,

being exemplary and leadership were the sub-themes reported for the facilitating theme. The reported sub-themes for the gender-based theme were womanliness and manliness. The intellect-openness theme had communication, competence, education, intelligence and openness as sub-themes. Furthermore, the interpersonal relatedness theme comprised accommodation, aggression, arrogance, assertive, attentiveness, compassionate, denigration, dominance, friendliness, good relations, good manners, helpfulness, satisfaction, social openness, sociability, support, uplifting and warm-heartedness. The reported sub-themes for intrapersonal relatedness were emotional disclosure/being emotionally undisclosed, emotional maturity, emotional stability, focus, impulse control, independence, neediness, positive emotionality, pride, self-confidence, self-image, selfishness, self-knowledge, tranquillity and transiency. Lastly, the sub-themes reported from the value-based theme comprised discipline, discrimination, integrity, judgement, misconduct, being moralistic, pretentiousness, professionalism, religion, time management and lastly values.

Some of the labels assigned to certain sub-themes in Table 3 were reported in an opposite manner when asked for descriptions, in other words, when asked to describe social desirable features, the WAG reported, for example, a person must not be aggressive; or a person must not be arrogant. Labels of aggression and arrogant are assigned to these descriptions and is viewed in this case as negative features, but are described as positive features (opposite from the sub-theme label assigned, therefore its' antonym). In other cases the WAG reported positive features, for example, a person must be warm and welcoming. Warm and welcoming are viewed as positive (synonym) elements and are also described as such (meaning the label and its description will be similar). These labels are applied throughout Tables 4 to 7.

To understand each sub-theme further, a definition for each was developed. These are as follows:

Facilitating

- *Being exemplary*: In the WAG it is important for mothers to ensure they display the particular qualities and characteristics that are generally associated with being a mother, such as caring, being protective and kind.

- *Leadership*: It was concluded from the interviews that the WAG regards the giving of guidance as very important. One should never let the opportunity pass by to assist others or to help them to be the best that they can be.

Gender-based

- *Manliness*: The opinion was expressed that men must portray their dominance in society. It will be seen as socially desirable if a man acts in a way that demonstrates power or influence over others. The man must also be able take on a leadership role in the household; he must be able to take charge when necessary and lead his relatives in a desired direction.
- *Womanliness*: From the results it became clear that for women to be considered socially desirable they must be able to portray certain characteristics, such as finesse.

Intellect-openness

- *Communication*: Within the WAG it was reported that it is of vital importance to have good communication skills. One must have the ability to communicate with comprehension of what one is saying.
- *Competence*: It will be seen as socially desirable when a person has skills and competencies. In society it is necessary to obtain certain skills or competencies to better oneself.
- *Education*: To have an education is seen as socially desirable. It was reported that one will be able to differentiate between people who have an education and those who do not. It was said that an education will change one's behaviour and the manner in which one acts in society.
- *Intelligence*: From the results it was found that when a person has the ability to acquire and apply newly learned knowledge and skills, it will be socially desirable.
- *Openness*: The WAG perceives it as socially desirable when someone is open to others' opinions and beliefs. Even if one is merely open to consider the ideas, it will be seen as positive.

Interpersonal relatedness

- *Accommodating*: It was reported that it will be socially desirable when one is open and adaptable towards others. One also needs to be able to change one's behaviour when meeting with others and make others feel comfortable in one's company.
- *Aggression*: It was reported that people must be able to control their anger in front of others. If one is angered by a person or situation, one must be able to remain calm. The WAG reported that people are put off by aggressiveness.
- *Arrogance*: Humility is seen as an important part of the WAG. Typically when a person is arrogant or a braggart, it will be perceived as socially undesirable.
- *Assertiveness*: The WAG expressed the opinion that women must be submissive to their husbands. They must have a natural inclination or willingness to submit to their husbands.
- *Attentiveness*: This implies showing genuine interest in others and spending sufficient time with them by listening to them or being with them. Members of the WAG seek attention and care from others to make them feel appreciated.
- *Compassionate*: If one has the ability to be sincerely able to have empathy with others and truly understand the needs and/or difficulties of others, it will be perceived as socially desirable.
- *Denigration*: In the WAG it is regarded as socially undesirable to denigrate people from other races and to bring them down. It will also be regarded as socially undesirable if one behaves in a bombastic or in an ostentatiously lofty manner. The data drawn from the interviews were differentiated into positive or negative clusters; sarcasm was reported in both. The responses included some perceiving people who make use of sarcasm as socially undesirable; however, others again reported it to be socially desirable. Nonetheless, if one takes a more definite look at the responses, the individuals who reported sarcasm as a socially desirable response were typically the ones who made use of sarcastic remarks in the presence of others. For example, see the two different responses: "I do not like when someone is sarcastic" vs "I'm usually a sarcastic person."
- *Dominance*: It was reported that a person must not be over-dominant in conversations with other people. Being overly dominant will be perceived as socially undesirable.
- *Friendliness*: From the results it was reported that welcoming and friendly behaviour will be seen as socially desirable. When coming into contact with others, being accessible and courteous is the preferred way to act. On the other hand, it was also

reported that being over-friendly will be seen as socially undesirable. A person needs to be able to differentiate between being appropriately friendly and over-friendly; generally, being over-friendly entails going out of one's way to engage with others, by being too pushy to even touching others inappropriately.

- *Good manners:* From the results it was reported that good manners will be seen as socially desirable. Furthermore, the WAG reported on numerous manners in different contexts. For example, when in public one must not smoke and drink uncontrollably in front of others, nor should one be rude, curse, shout or speak excessively loudly. When one is meeting people, one must greet people appropriately, ensuring sufficient eye contact and open body language. When one is eating, one must ensure one does not eat with one's mouth open or place one's elbows on the table.
- *Good relations:* In the WAG the importance of having good relation with others emerged as a very strong theme. Aspects such as respect, cooperation, tolerance, camaraderie and tactfulness were strongly emphasised. The WAG will perceive things such as tolerating unfavourable environmental conditions or situations and people as socially desirable. Moreover, willingness to recognise and respect the beliefs or practices of other people will also be seen as socially desirable.
- *Helpfulness:* To give or offer assistance to others in society will be perceived as socially desirable. It was reported that when one even merely helps a stranger or an acquaintance it will be seen as desirable.
- *Satisfaction:* From the results it was reported that the WAG will perceive someone who constantly complains about things in life as socially undesirable.
- *Social openness:* Approaching things in life with an open attitude and mind-set will be perceived as socially desirable. Further to this, when approaching certain tasks or situations in life, the mere willingness to allow other people to assist or even give guidance with whatever task will be seen as socially desirable.
- *Sociability:* The WAG reported sociability both positively and negatively. To elaborate, characteristics such as being talkative, sociable, not reserved and not being isolated are regarded as positive. In other words, to be outgoing and spontaneous, to communicate with others and engage in activities with other people will be seen as socially desirable. Alternatively, when one is with others and is withdrawn, quiet and reserved, it will be perceived as undesirable. Interestingly, the WAG will typically prefer a person who is outgoing, warm and not shy in front of others.

- *Support*: To support others in society or just to be there for others in society when they need one to be will be perceived as socially desirable.
- *Uplifting*: To give compliments and make uplifting remarks regularly will be perceived as socially desirable will be perceived as socially desirable.
- *Warm-heartedness*: Being kind, considerate, loving, thoughtful, caring, gentle, and warm towards others will be perceived as socially desirable. Being warm-hearted and showing affection or warmth towards others were very strongly emphasised in the WAG.

Intrapersonal relatedness

- *Emotional disclosure*: The data drawn from the interviews were differentiated into positive or negative clusters. Some individuals believed that one must be able to express and display emotions, while other felt that one must suppress strong emotions or not show emotion at all. Further to this, it was also reported that the WAG will especially not show emotions when they come into contact with different cultures.
- *Emotional maturity*: It was reported that it will be socially desirable if people are mature.
- *Emotional stability*: Emotional stability was emphasised very strongly in the WAG. It was reported that being emotionally stable or strong is of vital importance for the culture. Respondents reported that one must be able to remain calm and control oneself in different situations and that this will be seen as socially desirable. Further to this, it was reported that it will be undesirable if people are depressed or emotionally numb. According to the culture, one must be able to maintain a balance in expressing emotions, that is, one must express emotions in a controlled and mature manner and not give in to emotional outbursts.
- *Focused*: Being hardworking and driven will be seen as socially desirable by the WAG. It was reported that if people in this culture are driven towards reaching their goals and working towards a better and successful life, it would be desirable.
- *Impulse control*: In the WAG being spontaneous will be seen as socially desirable; nonetheless one must also take into account the person or group with whom one deals. Achieving a balance between being spontaneous and being careful in certain situation is the optimal choice. In summary, one needs to be aware of the circumstances in which one finds oneself, and from there determine the appropriate action to be taken.

- *Independence*: It was reported that the WAG are becoming more individualistic and that being individualistic would be perceived as socially desirable.
- *Neediness*: From the results it was seen that people who constantly seek attention or who always want to take over will be seen as socially undesirable.
- *Positive emotionality*: This sub-theme was emphasised very strongly in the WAG; characteristics such as positivity, optimism, happiness, cheerfulness, humour and joyfulness were reported. It was reported that the white Afrikaners are usually people who are content with themselves and life.
- *Pride*: The WAG is a very proud group and having pride or being proud of themselves, their work or others will be perceived as socially desirable.
- *Self-confidence*: Having confidence or being self-assured will be perceived as socially desirable.
- *Self-image*: The manner in which white Afrikaners present themselves is very important. Aspects such as looking presentable and being hygienic are very important. It will be perceived as socially desirable if one looks after oneself, one's appearance and one's property. Further to this, it was reported that one does not need to be rich to be decent and clean.
- *Selfishness*: From the results, the promotion of one's own self-interest, needs and desires without regards for the welfare of others will be perceived as socially undesirable.
- *Self-knowledge*: From the result it was reported that when people remain true to themselves it will be perceived as socially desirable. One must always know one's limits, behave consistently and not be too extravagant.
- *Tranquillity*: Within the WAG, aspects such as tranquillity and peacefulness were reported as socially desirable. Being calm, carefree and at ease in all situations will be perceived as positive.
- *Transiency*: The state of being transient was reported both positively and negatively by the WAG, depending on the state in which one finds oneself. For example, it was reported that being surly, sullen or annoyed will be seen as socially undesirable. The WAG stated that there is always a socially acceptable guideline that one must follow.

Value-based

- *Disciplined:* To impose discipline in one's house will be perceived as socially desirable.
- *Discrimination:* From the results it was reported that it would be socially undesirable to discriminate against others, especially in a multi-cultural setting. One must always be accepting towards others, treat others equally and be neutral in front of others. It was reported that the WAG are at times a little biased towards others, but it is not socially desirable.
- *Integrity:* Having and displaying strong moral principles were seen as socially desirable. Tendencies such as sincerity, honesty, integrity, honour, loyalty and trust were highlighted in the interviews. The WAG reported that when one comes into contact with others, one must always be true and have sincere good motives. Further to this, one must not exploit sexual irregularities, which will be perceived as socially undesirable.
- *Judgement:* To display an overly critical point of view, condemning or judging other people or things in life, will be seen as socially undesirable.
- *Misconduct:* When one obeys and follows the rules and regulations implemented by government and society, it will be perceived as socially desirable.
- *Moralistic:* It was reported that when one displays any type of immoral behaviour, it will be seen as socially undesirable.
- *Pretentiousness:* When people pretend to be something that they are not or hiding certain aspects of their lives, it will be seen as socially undesirable. When coming into contact with others, one should never put up a front or be false; one should always portray a true and real picture of oneself to others.
- *Professionalism:* The WAG reported that presenting oneself as professional and conservative will be seen as socially desirable.
- *Religion:* From the results it was seen that the WAG places high importance on religion, especially Christianity. It was reported that people whose lives are anchored firmly in the Lord, who are living according to Christian principles and harvesting the Fruit of the Holy Spirit, will be seen as socially desirable.
- *Time management:* Time management skills were reported as socially desirable by the WAG. One must always ensure that one is on time for meetings or gatherings, not waste other people's time and always be prompt in what one takes on.

- *Values*: It was reported that having family values and living according to these values will be seen as socially desirable.

From the above and Table 3, the main reported sub-themes for the facilitating theme were leadership and the least important was being exemplary. Further to this, manliness was the main and womanliness the least reported sub-theme for the gender-based theme. As illustrated above, from the intellect-openness theme, communication and education were the main reported sub-themes and the least reported ones were competence, intelligence and openness. The main reported interpersonal-relatedness sub-themes were good relations, good manners and warm-heartedness. The least reported ones were assertiveness, satisfaction and support. Moreover, the main sub-themes that were reported for the intrapersonal relatedness theme were emotional stability, emotional disclosure/being emotionally undisclosed and positive emotionality. The least reported comprised independence, emotional maturity and selfishness. Lastly, the main reported valued-based themes were integrity and pretentiousness and the least reported sub-themes were discipline, moralistic and values.

Socially undesirable features

In this sub-section, all socially undesirable features relevant to the WAG are reported on. In Table 4 the themes and sub-themes applicable to social undesirability are included and subsequently discussed.

Table 4
Socially undesirable features in the white Afrikaans group

Theme	Sub-theme	Positive or Negative	Keyword	Response
Intellect- Openness	Poor communication	Negative	Poor communication skills	<i>Language. Use of language.</i>
	Limited openness	Negative	Not open	<i>Not open to others' opinions, only follows one's own path.</i>
Interpersonal Relatedness	Acknowledgement	Negative	No acknowledgement	<i>Acknowledgement of another party as a person regardless of age or position of the person.</i>

Table 4 continued...

Acting	Negative	Prim and proper and flirtatious	<i>You must be prim and proper in front of others. I do not like being over-flirty.</i>
Aggression	Negative	Aggressive, attacking, fighting, violent, abusive and threatening	<i>Aggression. Attacking attitude is a big one. I do not like to see other people that want to box/fight because of every little thing that goes wrong. Unsolicited aggression. Do not be aggressive. Very aggressive, this was the previous generation's type of attitude. To have a bar fight, to start one is not desirable. Showing aggression. My daughter is now sixteen and it sometimes seems as if the boys want to fix things with violence, it's just hitting and fighting. South Africans tend to become abusive. Threatening.</i>
Arrogance	Negative	Snobbery, cheeky, self-righteous, braggart, not humble, arrogance and superiority	<i>Snobbery. Cheeky attitude. As people become self-righteous, and act as if they know everything. It happens a lot in our South African culture. The snobs, that do not necessarily want to mingle with the general person, it is an undesirable trait. Because they now see themselves as</i>

Table 4 continued...

Attentiveness	Negative	Not listening, no eye contact, no attention, crossed arms and distant	<p><i>higher than the normal. One can easily spot braggart people. Humility (positive) but one cannot see it easily. I do not like it when people think too much of themselves. Arrogance. Superior, not only thinking of yourself anymore. A superiority complex. Listen when people talk. If you have social interaction you should always maintain eye contact with a person, you must give full attention. If you talk to them, then they will sit with crossed arms. They will pay you no attention when you talk to them, not interested. Someone who will not listen. Not to make any eye contact to avoid the person. Distant.</i></p>
Bad manners	Negative	Rude, screaming, tantrums, interrupting others, talking rudely, showing signs, smoking, cursing, shouting, drinking, playing loud music, littering, noisy, dirty jokes, bad manners, indecent remarks, glaring, swearing, bad language, and not greeting others	<p><i>Rude. Screaming and tantrums. There was a white Afrikaner man with his trolley and unsolicited pushed it against the packers' trolley. Throwing tantrums. Do not interrupt someone else when he or she is speaking. Talking rudely and showing signs. In a social situation, I do not like people who</i></p>

Bad relations	Negative	Conflict, no tolerance, gossiping, disrespectful, envy, jealousy, destructive, unforgiving, not reconciling, intrusive and manipulative	<p><i>smoke. They curse and shout and go crazy. He would smoke, he would play loud music. Talks loudly, shouts, I hate it. Definitely cursing. To litter. Someone shouting. Dirty jokes. I would say noisiness. You get people who can be quite rude and can talk loudly and eat and not be able to control their children, and all these types of things. Bad manners. Rudeness is not desirable. To make indecent remarks to a man. Not to greet another person.</i></p> <p><i>Not respectful. Avoiding conflict. Not tolerant of others. Gossip. Obviously someone that does not respect others. Envy and jealousy. To be destructive, destructive attitudes. Less respectful. I think especially to someone not respecting it. Do not respect their neighbours, have no respect for others' property. Someone who cannot reconcile, unforgiving. I do not like conflict. To be terribly intrusive. You should not</i></p>
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Table 4 continued...

			<i>show jealousy. Manipulation for own gain.</i>
Cognitive dissonance	Negative	Blame shifting and hypocrisy	<i>The white Afrikaners are not taking responsibility, for what he is and what he does and what he would do. I refer to students. Everyone gets the blame, but the student. He will say someone else did it. Hypocrisy.</i>
Compassionate	Negative	No empathy and no sympathy	<i>No empathy and sympathy for you. Unsympathetic.</i>
Cold-heartedness	Negative	Not caring, not considerate, stepping on other people, hate and disregard	<i>Not caring for others, cannot be bothered by anyone. Takes no-one into consideration. Stepping on other people. Hate. Disregard. I think just people who do not consider other people.</i>
Denigration	Negative	Condescending, inferior and insulting	<i>Do not be condescending to people, do not bring them down. Do not make people feel inferior. People should not attack other people personally. Insulting his faith. I think people that make other people feel inferior. To make yourself better than others. The way you handle them the way you talk to them, communicate.</i>
Dissatisfaction	Negative	Nagging and complaining	<i>They are sometimes very irritating with</i>

Table 4 continued...

Dominance	Negative	Dominance, autocratic, forceful, cussedness, firmness, over-bearing, bombastic, bossiness, intimidation, over the top and bullying	<p><i>their nagging. Complaining about something.</i></p> <p><i>To be very domineering. Autocratic attitudes. Do not force your opinion onto them. Cussedness or firmness or I don't take any nonsense. Bombastic people. There are very definite feelings about politics and many times there is a very dominant person. Not allowing people to have a choice. They are bossy. Do not try to intimidate me. Not to be over the top and others who bully, especially in the workplace.</i></p>
Friendliness	Negative	Unpleasant, unfriendly and inaccessibility	<p><i>Unpleasant and unfriendly. Inaccessibility. Lack of friendliness. Then the person may not be accessible. So obviously they must be pleasant to you.</i></p>
Helpfulness	Negative	Unhelpful	<p><i>Not helpful. Someone who is unhelpful. A person who is not willing to help someone who is in need.</i></p>
Sociable	Negative	Quiet, reserved, not talkative, introversion, isolation, extreme extroverts and not too talkative	<p><i>I think more the introverted. They are quiet and reserved people, don't talk much. Reserved people and quiet. I prefer a person who shows interest and asks</i></p>

Table 4 continued...

	Sociable		Not open, closed and opposing change	<p><i>about things. Isolated from others. People that are extreme extroverts. Do not steal a conversation, do not talk too much. Give people a chance to speak. It's a more open attitude. People who are closed. Be prepared to change, opposing change.</i></p>
	Social openness	Negative		
Intrapersonal Relatedness	Emotional disclosure/ Emotionally undisclosed	Negative	Not show emotion and oversharing	<p><i>Not show any emotions, show nothing. Traditional South African white men struggle to show when they are sad and they would rather hide in a different emotion such as to be blunt or just totally ignoring their emotions. It's something you do in private or take out in a different place, you do not necessarily show it to anyone. To constantly speak about your emotions is not right. In order not to show your emotions is also not right, you have to show a little.</i></p>
	Emotional instability	Negative	Overemotional, depressed, overreact, emotional control, outburst, rage, chop and change, instability and blowouts	<p><i>Overemotional and very depressed. Not to be depressed. Acting over-emotionally. Someone who cannot control his emotions in an appropriate</i></p>

Table 4 continued...

			<i>manner. In control of his emotions. There is always a right and a wrong way to handle a situation. I always say if someone is not able to control emotions. Anger and outbursts. Have a rage outburst without reason. Blowouts. Chop and change, the opposite of stability. To be individualistic, that kind of thing.</i>
Independence	Negative	Individualistic	
Negative emotionality	Negative	Negativity, unhappiness, sadness, cry, miserableness, tears and cold	<i>They do not like people who are negative. Negative attitude. Cold attitude. They do not like people who cry, that kind of stuff. Also not to show if you're unhappy. Unhappiness. In public we shouldn't really show terrible sadness, it seems very mean. To burst into tears in public. Miserableness. People who are proud. A haughty attitude. Pride emerges very quickly. Yes, maybe pride. We're definitely not confident if one looks at other cultures. Personal hygiene in public, it can get quite gross. Your whole appearance, dress, and</i>
Pride	Negative	Pride, haughtiness	
Self-confidence	Negative	No self-confidence	
Self-image	Negative	Hygiene, clean and not unkempt	

Table 4 continued...

Selfishness	Negative	Self-centred, selfishness, materialistic and egocentric	<p><i>cleanliness in general, your hair must be clean and made up. You know, look after yourself. Should not be unkempt.</i></p> <p><i>Self-centred, only want to talk about themselves, that sort of thing. He must not be selfish. Selfish. A person who is self-centred, just wants to promote his or her own interests. Egocentric people I think are undesirable. Selfishness is not a good thing.</i></p>
Self-knowledge	Negative	Extravagance, not impress and know yourself	<p><i>Extravagance. You must know who you are. Do not try to impress me.</i></p>
Tranquillity	Negative	Afraid, apathetic, numb and not calm	<p><i>Afraid. Numb and apathetic. Usually an Afrikaner, I believe, is a person who is calm.</i></p>
Transiency	Negative	Annoyed, anger, paranoia, disappointment, short-tempered, impatient, irritable, sullen and vigour	<p><i>To get terribly annoyed or angry. The feeling that everybody feels or thinks someone is after them, paranoia.</i></p> <p><i>Disappointment and so on. And this guy who represented the Boer nation went to talk to him and he lost his temper and threw his desk over. Impatience, I think it's one of them, impatience. I always say if someone is not able</i></p>

Table 4 continued...

				<p><i>to control emotions, in terms of anger and impatience. I think impatience and irritableness. To look irritated with people is something that for me ..., what if someone seems irritated with me, without having a reason to be and if they have something important to do or always on their phone. Sullen. Impatience and irritation, people who do not want to listen and show they are irritated now. Vigour.</i></p>
Value-based	Disciplined Discrimination	Negative Negative	Discipline Unethical, prejudice, racism, inequality, unaccepting and unfair	<p><i>Discipline. I believe anything that goes against it, will not be acceptable or placed under Afrikaner ethics. Prejudice. Racism. Someone who does not talk to others as their equals. I just don't want to accept. Acting unfairly.</i></p>
	Integrity	Negative	Adultery, no sincerity, dishonesty, backstabbing, lies, sexual promiscuity, licentious acts and remarks, cheating, unreliable and disloyalty	<p><i>Someone cheated on you. It must look sincere. He must not lie. Dishonesty is for me a very bad thing. Backstab, like backstabbing, something like that. Lies. Sexual promiscuity. And lie to me very much, someone who tells lies. To make</i></p>

Table 4 continued...

			<i>indecent remarks to a man, licentious remarks. I know someone who cheats on other people; it's completely against my grain. Unreliable and disloyal.</i>
Judgement	Negative	Condemning and judging	<i>I feel very strongly about condemning people, not to judge others.</i>
Misconduct	Negative	Misconduct, vandalism, theft, plagiarism, criminal tendencies, alcohol abuse, rape, breaking traffic rules and intoxication	<i>Misconduct, such as vandalism. Theft and plagiarism. Showing criminal tendencies, for example to rob people and to attack, rape, among others alcohol abuse and perhaps those kinds of things. Traffic rules.</i>
Moralistic	Negative	Immoral	<i>You have no moral values.</i>
Pretentiousness	Negative	Fake and deceptive	<i>A person must not smile when their smiles appear plastic. It must look sincere, e.g. these large open-mouthed smiles on TV. He should not be fake. Deceptive and false.</i>
Professional	Negative	Unprofessional	<i>Be very professional. Unprofessionalism.</i>
Religion	Negative	Not religious	<i>That is not according to the norms of God.</i>
Time management	Negative	Not making time	<i>When people don't make time for others. No time for people.</i>
Values	Negative	Upbringing and work ethics	<i>Do upbringing at home nor in public. Work ethics, bad service delivery, but</i>

it's a cultural thing that is becoming part of the white South African culture, it was never like that. Today it is not funny when someone gives poor service and you just simply say it's OK, because we have become accustomed to it.

Table 4 consists of the broad themes on the perceived socially undesirable features within the WAG. The sub-themes of the accumulated data, the features as well as the examples of original responses were analysed. There were no reported sub-themes from the facilitating and gender-based theme. As can be seen above, the intellect-openness theme comprised communication and openness. The interpersonal relatedness theme consisted of acknowledgement, acting, aggression, arrogance, attentiveness, bad manners, bad relations, cognitive dissonance, compassionate, cold-heartedness, denigration, dissatisfaction, dominance, friendliness, helpfulness, sociability and social openness. Further to this, the reported intrapersonal relatedness theme included emotional disclosure emotional instability, independence, positive emotionality, pride, self-confidence, self-image, selfishness, self-knowledge, tranquillity and transiency. Lastly, the reported value-based theme comprised of discipline, discrimination, integrity, judgement, misconduct, being moralistic, pretentiousness, professional, religion, time management and values.

Some of the labels assigned to certain sub-themes in Table 4 were reported in an opposite manner when asked for descriptions, in other words, when asked to describe social undesirable features, the WAG reported, for example, it is undesirable not to be helpful and open. Labels of helpful and openness are assigned to these descriptions and is viewed in this case as positive features, but are described as negative features (opposite from the sub-theme label assigned, therefore its' antonym). In other cases the WAG reported negative features, for example, people should not be aggressive and arrogant. Aggression and arrogant are viewed as negative (synonym) elements and are also described as such (meaning the label and its description will be similar). These labels are used throughout Tables 5 to 7.

In order to understand the composition of each sub-theme under socially undesirability further, the following descriptions were developed:

Intellect-openness

- *Communication*: It was reported that the use of bad language and communication will be seen as socially undesirable. When talking or communicating, one must always be aware of the language one uses.
- *Openness*: The WAG reported that not being open to others' opinions will be seen as socially undesirable. One must be open to the ideas and thoughts of others and not merely follow one's own path.

Interpersonal relatedness

- *Acknowledgement*: It will be seen as socially undesirable when one does not acknowledge another party as a person, regardless of the age or position of the person.
- *Acting*: When coming into contact with other people, one should always be prim and proper. It was reported that when a person is overly-flirty it would be seen as socially undesirable.
- *Aggression*: Being aggressive, violent and abusive will be seen as socially undesirable. Further to this, the WAG reported that when people threaten, attack or fight with others it will be undesirable.
- *Arrogance*: From the results it was reported that when people act superciliously or are snobbish, cheeky, self-righteous, a braggart or, arrogant it will be perceived as socially undesirable. One must not think that one is better than or superior to others and must always be humble.
- *Attentiveness*: The WAG reported that if one is engaged in social interaction one should always attend to the comfort or wishes of others and give them one's full, undivided attention. Having open body language and not being distant will be perceived as socially desirable.
- *Bad manners*: Displaying bad-mannered social behaviour, such as rudeness and not behaving according to the pre-set social norms of society, will be perceived as socially undesirable. Further to this, the WAG referred to the following features and being unacceptable: Abruptly interrupting others, throwing tantrums, showing signs, smoking, cursing, shouting, drinking, playing loud music, littering, being noisy,

telling dirty jokes and making indecent remarks, glaring, swearing and not greeting others.

- *Bad relations:* The WAG reported that the ability to develop and maintain mutually satisfying relationships is of great importance. If people are unforgiving, gossips, disrespectful, envious, destructive, unforgiving, intrusive and manipulative, their behaviour would be seen as socially undesirable.
- *Cognitive dissonance:* It was reported that when someone refuses to take responsibility for their actions and shifts the blame to others it would be seen as socially undesirable. The WAG will perceive things such as hypocrisy as negative.
- *Compassionate:* When one has no empathy or sympathy for others it will be seen as socially undesirable.
- *Cold-heartedness:* It was reported that one must always take others into consideration and care for them. When one hates, disregards and walk over people it will be seen as socially undesirable.
- *Denigration:* To criticise, insult and denigrate others and to be condescending will be perceived as socially undesirable. The results indicated that one must not make other people feel inferior, bring them down, attack other people personally.
- *Dissatisfaction:* From the data it was seen that the WAG perceives people who constantly nag and complain about things in life socially undesirable.
- *Dominance:* It was reported that when a person is very domineering, autocratic, forceful, cussed, firm, over-bearing, bombastic, bossy, intimidating, over the top it will be perceived as socially undesirable.
- *Friendliness:* The WAG reported that when one is unpleasant and unfriendly or inaccessible, it will be seen as socially undesirable.
- *Helpfulness:* Being unhelpful or unwilling to assist others will be seen as socially undesirable.
- *Social openness:* When one is not open, hard to make out and opposes change, it will be perceived as socially undesirable.
- *Sociable:* The WAG reported that when people are inaccessible, quiet, isolated from others and reserved, it will be seen as socially undesirable. However, being overly talkative or not talkative at all were both reported as socially undesirable; one needs to maintain a balance when communicating with others.

Intrapersonal relatedness

- *Emotional disclosure*: It was reported that the inclination to share one's feelings will be undesirable. The data revealed that the WAG is likely to struggle to show their emotions and would rather hide their true emotions by being blunt or just completely ignoring their emotions. Respondents stated that one should only reveal one's emotion in the privacy of one's home and also not reveal them to anyone. Furthermore, one should also not constantly speak about one's emotions, be over-emotional or very depressed.
- *Emotional stability*: The results indicated that the group believed that one must always be in control of one's emotions; people who cannot control their emotions in an appropriate manner will be perceived as socially undesirable. If a person experiences rage or has anger outbursts in public it will be socially undesirable.
- *Independence*: Being dependent on others will be seen as socially undesirable.
- *Positive emotionality*: The WAG reported that people who always have a negative attitude, are unhappy, miserable and cry in public will be perceived as socially undesirable.
- *Pride*: Being proud or to having a haughty attitude will be seen as socially undesirable. It was reported that pride emerges very quickly and is not desirable to others.
- *Self-confidence*: Lack of confidence in the WAG in relation to other cultures is perceived as socially undesirable.
- *Self-image*: To maintain personal hygiene in public is very important. One should always ensure that one's appearance is appropriate and not unkempt.
- *Selfishness*: People who are self-centred, egocentric, selfish and only seek to promote their own interests will be perceived as socially undesirable.
- *Self-knowledge*: The data revealed that trying to impress others will be seen as socially undesirable. One must always be true to oneself and not be extravagant.
- *Tranquillity*: Being afraid, numb and apathetic will be perceived as socially undesirable. It was reported that Afrikaners are usually calm people.
- *Transiency*: The WAG reported that experiencing feelings and emotions such as being annoyed, irritated, paranoid, disappointed, impatient and sullen will be socially undesirable. Further to this, one must not be short-tempered.

Value-based

- *Disciplined*: The WAG reported that it is important to enforce discipline. Not having any discipline will be perceived as socially undesirable.
- *Discrimination*: It will be seen as socially undesirable to discriminate against others. Attitudes such as being prejudiced, racist and unfair towards others will not be acceptable to society. Treating all others as equals will be socially desirable.
- *Integrity*: To have and display strong moral principles will be seen as socially desirable. The WAG reported that characteristics such as unreliability, disloyalty, dishonesty, backstabbing, sexual promiscuity and cheating on one's partner will be socially undesirable.
- *Judgement*: If one condemns and judges others it will be perceived as socially undesirable.
- *Misconduct*: To make oneself guilty of misconduct, such as vandalism, theft, plagiarism, rape and breaking traffic rules will be seen as socially undesirable.
- *Moralistic*: To have no moral values will be seen as socially undesirable.
- *Pretentiousness*: The WAG reported that to pretend to be someone one is not will be socially undesirable. Even hiding behind a false smile, being deceptive and false will not be acceptable to the WAG.
- *Professionalism*: If one does not act or behave in a professional manner it will be seen as socially undesirable.
- *Religion*: It was reported that if one does not live according to the beliefs and norms of God it will be socially undesirable.
- *Time management*: When one is unable to demonstrate good time management or make time for others it will be seen as socially undesirable.
- *Values*: The interviews revealed that not living according to the code of conduct set up by society will be undesirable; however, it was reported that one needs to enforce one's home values in the privacy of one's home and not in public. To have work ethics is of great importance and one must always provide others with good service delivery.

As illustrated above and in Table 4, the main reported intellect-openness sub-theme was communication and the least reported one was openness. The main reported sub-themes for the interpersonal relatedness theme were aggression, arrogance, bad manners and bad

relations. The least reported sub-themes comprised acknowledgement, acting and dissatisfaction. Further to this, the main reported intrapersonal relatedness sub-themes were emotional disclosure/being emotionally undisclosed, emotional instability and transiency. The least reported ones included independence, self-knowledge and tranquillity. Integrity and values were the main reported socially undesirable value-based themes and the least reported sub-themes were discipline, judgement, being moralistic and religion.

Impression features within a home setting

In this element, all impression features relevant to the home setting of the WAG are reported on. In Table 5 the themes and sub-themes applicable to impress others at one’s home are included and subsequently discussed.

Table 5
Features to impress others in a home setting in the white Afrikaans group

Theme	Sub-theme	Positive or Negative	Keyword	Response
Facilitating	Exemplary	Positive	Practise what you preach, role model and good status	<i>And practise what you preach. Good status so they look up to me and to be a good role model so they can be proud of me.</i>
	Leadership	Positive	Advice and leadership	<i>Just to ask that bit of advice from your parents if you have a problem or from your brothers and sisters who may have experienced a similar problem. At home I take on the leadership position because “I am wearing the pants in the house (means: I am in charge of the house).” Leadership.</i>
Gender-based	Manliness	Positive	Alpha male and ‘macho’	<i>But I think there is this seed planted in our head that we are now the alpha male and we have to do all sorts of strange things, like we need to work on the car and open all kinds of strange bottles on the first attempt so I think a man will try to keep this</i>

Table 5 continued...

				<i>image, and so you're the man now. A 'macho' attitude when with a girl.</i>
Intellect-openness	Communication	Positive	Flexible and good communication	<i>When my children come to me with a picture I know my communication style will be different with them than with my wife. I'd like to achieve a level of communication with them. I think time together and to communicate is something quite important to me. Good conversation skills and communication. We communicate a lot in this house.</i>
	Creativity	Positive	Outside box	<i>Space for someone that thinks outside the box, we quite enjoy that.</i>
	Problem solving	Positive	Transparency, problem-solving, considering others, handling differences and thinking through	<i>Transparency for their problems. Make suggestions for solving problems. Thought through. You should also always consider others in your decisions. I will easily handle differences.</i>
	Openness	Positive	Open	<i>Open attitude.</i>
Interpersonal Relatedness	Accommodating	Positive	Comfortable, receptivity, accommodating, not deliberate, reasonable, casual and feel at home	<i>My parents have this idea of how I am, and they are very conservative so when I am there I will not do too many things I know that will make them feel uncomfortable. Receptivity and comfortable. Accommodate their habits. Not being deliberate. So I like to adapt to people. In my house I'm a lot more reasonable guy than I usually was. I want people to feel comfortable immediately when they walk in. Comfortable, definitely casual. Feel at home.</i>

Table 5 continued...

Accommodating	Negative	Not adapt	<i>I will not adapt to the detriment of others.</i>
Acting	Positive	No teasing and best foot forward	<i>Not unnecessarily angry or to tease. I have always to put my best foot forward.</i>
Acting	Negative	Not best foot forward	<i>I am as I am, I am not going to give everyone my best plates and cups, I will not put my best foot forward, take me as I am.</i>
Aggression	Positive	No aggression	<i>Do not become aggressive or so. Even if you are very angry, turn around and walk away. I will also not be aggressive or anything like that. Also try not to be aggressive.</i>
Arrogance	Positive	Humble	<i>A humble attitude is important in our family. One must behave in a humble manner.</i>
Attentiveness	Positive	Listen, sharing, facial expression, show interest, body language, kiss, intimacy, hugs, special, time together, play, affection, serving others, doing things, small deeds, attention, touching, smile and eye contact	<i>When they hadn't seen you for a long time, telling them sort of what is going on in your life but actually you will be asking more about what is going on in their lives. Facial expression more valuable because they get the information through it. I will be interested throughout my body attitudes and body language along with verbal communication all together. Greeting them with a kiss or showing interest or doing something. Some seek intimacy. I give her kisses and hugs. Do special things that the person likes. Try to make them feel special in a strange environment. We like to play games together and spend time together. Affection. Go out of my</i>

Table 5 continued...

			<p><i>way to make them feel special. Serving. I donate time and affection. Touching is for me the most important. To listen, do not just comment, one must hear what someone is saying. Eye contact with a smile, to make them feel special.</i></p>
Compassionate	Positive	Understanding, empathy, comprehension and compassion	<p><i>We know each other and we understand each other. Try to understand people and accommodate their habits. Understanding, empathy and comprehension. You need to understand. I will have empathy with them and compassion. I will show compassion to them if they have problems. Trying to understand other people's situations.</i></p>
Dominance	Positive	Not forceful	<p><i>Don't force your view onto them. If you try to force somebody to do things with your opinion and your words.</i></p>
Friendliness	Positive	Friendly, courtesy and welcoming	<p><i>Are friendly if parents come to visit, and meet them in a courteous manner, welcome them. Welcoming attitude. Friendly. I am always friendly. You must make them feel welcome. Be friendly. Starting a conversation, this can let them feel welcome quickly. You must be friendly and let a person feel at ease. Always friendly. Friendliness, it is something that can go far, it works with me if someone else is friendly to me. It works when I am friendly with someone else. Friendly as far as</i></p>

Table 5 continued...

Friendliness	Negative	Over-friendly	<i>possible. Always be friendly.</i>
Good manners	Positive	Hospitable, pleasant, good manners, not noisy, greet and refreshments	<i>Over-friendly. To be a good host. Make sure everything is pleasant that people feel they want to visit you again. Good manners. You should be hospitable. Not noisy at all. Definitely the first thing I do, I greet them cordially. I must have very good manners. I always love to ensure that there are soft drinks, as you saw, when we come in I offer the people ice cream and stuff like that.</i>
Good relations	Positive	Tolerance, respectful, cooperativeness, build relations and friendship	<i>To tolerate her. Respectful behaviour. Respect and tolerance. I think there should be a bond of friendship. Respect, I have a great respect for my mother and father. To be respectful. I have great respect for people, whoever they are, for everyone I come in contact with. They must have respect. I have great value and respect for people who live with me or come to my house. I want to impose respect. I also have great respect for my mom. I show them I'm tolerant. One must be tolerant. With respect, though it is my home, I will treat him with respect, because I expect when I go there he must treat me with respect.</i>
Helpfulness	Positive	Helpful and cooperation	<i>Help where I can. I do not really do manual chores to impress, I don't make the bed, but when I see she is very busy then I will</i>

Table 5 continued...

Household chores	Positive	No manual chores, coffee, dishes, food, household chores, laundry, carrying, cleaning, working in the garden and dishes	<p><i>do it, but it is not to impress, I know she is very busy. It was for love and cooperation. To help her. You need to be helpful. One has to be helpful with tasks around the house, in the house. Helpfulness. To help where you can. I will be helpful.</i></p> <p><i>I do not really do manual chores to impress, I don't make the bed. I make coffee for her every day. Wash the dishes. Making his favourite foods, or making coffee. You may need to contribute to the household, you might say "let me help you with this". Washing dishes, doing washing, hanging laundry. Carrying things to them. Chores around the house, doing what are actually someone else's duties. Dishwashing, carrying things to the kitchen. You have to work every weekend in the garden.</i></p>
Generosity	Positive	Vacations, gifts, flowers, cookies, spoiling and treats	<p><i>I also show appreciation by giving flowers to my wife on a regular basis. I do by organising regular and special activities, such as a holiday or weekends away. Some will want me to give thingamajiggies. Spoil them. Let's say my parents are visiting me for a weekend, and then I might go and buy cookies, or a tart. To treat.</i></p>
Sacrificing	Positive	Sacrifice	<p><i>Rather do what is important to them and not for you. So I make a sacrifice there.</i></p>

Table 5 continued...

Satisfaction	Positive	Not complain and not whine	<i>Don't tell too many things about yourself or complain and whine.</i>
Social openness	Positive	Openness	<i>Especially I and my mother have a very open relationship. Openness, to tell your mother or father if something bothers you. Open heart type. Openly. I am open in front of them.</i>
Sociable	Positive	Talkative reserved, quiet and withdrawn	<i>Open to many people. Some people like it that you talk a lot. Then have a talk. I would say I was very quiet. Actually a little reserved. Withdrawn, quiet, do not speak too much. Generally, how one will talk with someone from day to day.</i>
Support	Positive	Financial, physical and emotional support	<i>Care for her, and as far as I can financially. Support. Yes, and to be a good father for the home with regard to ensuring your wife and children are looked after, not only physically, but emotionally too. Be supportive. My actions are supportive in what I do. Emotional support when they need me. Provide for their needs.</i>
Uplifting	Positive	Compliments, uplifting, positive comments and constructive	<i>The easy way to do good to people is by complimenting them. I like to compliment other people, I do it quite often. You must be uplifting. Positive comments, be constructive.</i>
Warm-heartedness	Positive	Considerate, not hurt, think of others, not harm, love, gentle, soft-spoken,	<i>Considerate to whoever comes to visit. Do nothing that for example will hurt someone. So therefore you must think of others. Be yourself but think of the</i>

Table 5 continued...

			concern, appreciation, warmth, caring, kindness, safe, goodness, thoughtful and protection	<i>people around you so that you do not harm them but also take them with you in the things you do. When I was talking to my girlfriend on the phone, a person told me that I spoke softly to her. I handle her more gently. Concern. Loving. Gentleness. It says be kind to other people and always say good things to other people. I think the big thing is love and each person has a specific love. Appreciation. Warmth, just warmth. I think to be caring, loving and to really show it, it can happen in many ways. My children should feel safe, emotionally they must feel safe. General goodness towards people. Just to show them I care. A lot of warmth. Thoughtful. Protected, safety.</i>
Intrapersonal Relatedness	Emotional disclosure/ Emotionally undisclosed	Positive	Show emotion	<i>If something is wrong that they would talk with you and such. I am a kind person that shows when I am angry, everyone will see if I am sad. I'm not someone that holds back my emotions.</i>
	Emotional disclosure/ Emotionally undisclosed	Negative	Cold and not showing emotion	<i>I will not show it when something is wrong. At times I appear to be very cold in front of the family, but not always. You will rather be friendly and hide things. Also when I feel bad I will not necessarily show that I feel bad. I will never talk about finance or any personal problems with a stranger in my house.</i>
	Emotional	Positive	Not depressed,	<i>Do not get depressed. In</i>

Table 5 continued...

stability		not emotional and in control	<i>control of thoughts, opinions and emotions. I'm very in control of myself. Not too emotional. Control.</i>
Focused	Positive	Performance and hardworking	<i>Well firstly it's performance for me, especially now, it's nice to see when I bring a smile to my mother's face if I tell them I have a distinction or something like that. Performance, good points, win or something or something good. Hardworking.</i>
Impulse control	Positive	Spontaneous	<i>I make notes in my diary to remember to buy flowers because I am afraid I will forget. Although I often spontaneously do it.</i>
Independence	Positive	Independent and individual	<i>And he is impressed when I act independently, so if I take my car for servicing or is independent, he likes it very much. Still see myself as an individual, I follow my own head, but still listen to what everyone says.</i>
Positive emotionality	Positive	Positive, happiness, joy, merry, happy family, smile, cheerful, rejoice, laughter, sing, playing, comedy, jokes, energy, humorous, not cry and excitement	<i>A positive attitude. You need to be a lot more positive than negative. Always joy, happiness is very important to me. I will try to keep it as merry as possible. We will be this big happy family. Smile. Be happy. I'm usually always happy. Is happy and cheerful. Rejoice to see me. Laugh and be merry, cheerfulness. We love to sing in the house. We like to play games together. Comedy, many jokes. I make jokes. Positivity radiates from your</i>

Table 5 continued...

			<i>attitude, joy, energy. To laugh in genuine Afrikaans. And joking, mocking myself to make them feel better. Do not cry. And you also have joy inside yourself that will overflow to other people. Excitement, because you haven't seen them for a long time.</i>
Pride	Positive	Pride	<i>Pride.</i>
Self-image	Positive	Tidy, appearance, neat, cleanliness and hygienic	<i>I will first keep the place in a good condition that it does not look like a pigsty, but still keep myself clean. Dressing nicely and being neat in whatever you do. Cleanliness. I will try, it is for him that I keep myself neat. Your appearance must be right. To be hygienic and to take care of yourself. Hygienic and clean up. I impress her through my amazing appearance.</i>
Selfishness	Positive	Own interest	<i>Don't just consider your own interest.</i>
Self-knowledge	Positive	Be yourself, consistent behaviour, not impress, true self and know your place	<i>You need to be yourself. I shall not act differently or in a certain way. I am just myself. I do not impress. And I will always own up to myself. Firstly it is only myself to be who I am. I am as I am, I am not going to give everyone my best plates and cups, I will not put my best foot forward, take me as I am. To impress is false.</i>
Stubborn	Positive	Not stubborn	<i>To yield and not to be stubborn. It is not possible to always get your way and to understand it.</i>
Tranquillity	Positive	Peaceful, relaxing and	<i>Peaceful atmosphere. And live together in peace with</i>

Table 5 continued...

			calm	<i>everyone. Peace. Relaxing. Peace of mind, and calm. Calm and peacefulness</i>
	Transiency	Positive	Patience, anger and energy	<i>Absolutely not get angry quickly, so be patient. Unnecessary anger. Patience is definitely the big factor. Energy. Patience with people around you.</i>
Value-based	Disciplined	Positive	Rules, discipline, legalism, strict, authority and responsibility	<i>Know the rules. We must have discipline at home and at other people. I think strict, legalism. Discipline is very important to me. I expect my children to understand authority. Take responsibility for your actions. I take the decisions and I take responsibility for it, if something goes wrong it's my problem, I cannot point a finger at someone else.</i>
	Discrimination	Positive	Accepting, equity, neutral and treating others as you want to be treated	<i>I think acceptance. Equal behaviour. I have a neutral attitude. Treat others as you want to be treated.</i>
	Integrity	Positive	Sincerity, honour, honesty and trust	<i>I'm sincere. Honour. Honesty is a very big thing in our home. Trust each other. Sincere. Always be honest. Be sincere. Honesty and also very important, consistency every day, you think the same, you don't say yes to something today and no the next day, if you aren't sure say that you aren't sure.</i>
	Pretentiousness	Positive	Privacy and confidentiality	<i>And if you and your wife should differ that it will not be in the presence of the children. And if it is in</i>

Table 5 continued...

			<i>a private conversation. I won't go back to his colleagues and it's a way I respect him in what he said to me confidentially stays that way. I will never talk about personal problems with a stranger in my house. You should never pretend that you are someone else.</i>
Professional	Positive	Professional	<i>Professional conduct. I will say definitively professionalism.</i>
Religion	Positive	Religious	<i>I personally have changed my behaviour when I read the Bible. Bible study is very important because it is something that falls away and I feel as Afrikaner that our evening Bible study is needed.</i>
Time management	Positive	On time and promptness	<i>It is important for me as a woman that I be on time for my husband. Promptness.</i>
Values	Positive	Conservative, keep tradition, principles and family	<i>At my parents it will be specific, my parents have this idea of how I am, and they are very conservative so when I am there I will not do too many things I know that will make them feel uncomfortable. Basically the old Afrikaner values. Steadfast in your principles. Family values.</i>

Table 5 reflects the broad themes related to perceived socially desirable features to impress family in the WAG. The sub-themes of the accumulated data, the features as well as examples of original responses were analysed. As illustrated above, the facilitating theme comprised exemplary and leadership. Manliness was the only reported sub-theme for the gender-based theme. The intellect-openness theme included communication, creativity, problem-solving and openness. The interpersonal relatedness theme consisted of

accommodating, acting, aggression, arrogance, attentiveness, compassion, dominance, friendliness, good manners, good relations, helpfulness, household chores, generosity, sacrificing, satisfaction, social openness, sociability, support, uplifting and warm-heartedness. In addition, the reported intrapersonal relatedness theme consisted of emotional disclosure, emotional stability, being focused, impulse control, independence, positive emotionality, pride, self-image, selfishness, self-knowledge, tranquillity and transiency. Lastly, the reported value-based theme comprised discipline, discrimination, integrity, pretentiousness, professionalism, religion, time management and values.

In order to comprehend the composition of the sub-themes further, the following descriptions were developed:

Facilitating

- *Exemplary*: In order to impress one's family members it is important to be a good role model for others. The WAG reported that one must strive to be someone that others can look up to and be proud of. It is important always to practise what one preaches so that others can follow in one's path.
- *Leadership*: Having the ability to influence others and taking on a leadership position in the household will impress others within one's house. The WAG reported that it is important to know when to give advice or ask others' advice.

Gender-based

- *Manliness*: In order for men to impress others it was reported that they would have to portray certain manly characteristics. It was reported that men must always display their strength in front of others. To have an alpha male in the house is important and also to have a 'macho' attitude will be seen as impressive.

Intellect-openness

- *Communication*: It was reported that it is important to change or to adapt one's communication when speaking with others, for example, when speaking to one's child one must use a different communication style than when speaking to one's wife. Good and flexible communication skills will be perceived as impressive.

- *Creativity*: If one seeks to impress family members, it is important to be creative or to think outside the box.
- *Openness*: The WAG reported that for one to make a favourable impression on one's family one needs to be open to their ideas and opinions.
- *Problem-solving*: It is important to be able to assess and deal with one's own and others' problems. Further to this, when others can see that problems were thought through and the impact of one's decision on others was considered, it would make a positive impression.

Interpersonal relatedness

- *Accommodating*: The data drawn from the interviews were differentiated into positive or negative clusters. It was stated that when parents bring up their children in a certain way, it is important that these children accommodate them by displaying the principles and morals they were brought up with. If one is not receptive and accommodating towards one's family members, it will be seen as socially undesirable. Further to this, it would be best if one can make others feel comfortable and at home. On the negative side, it was reported that not all people will change; the results indicated that some family members will not adapt, to the detriment of others.
- *Acting*: The data drawn from the interviews were differentiated into positive or negative clusters. On the positive side, it was reported that when one is at home, it is important to put one's best foot forward in order to impress one's family. However, it was also reported that in some homes people will not put their best foot forward to impress others.
- *Aggression*: One will not impress others in one's home if one is aggressive or angry with others.
- *Arrogance*: The results indicated when one has a humble attitude and behaves in a humble manner, it will be impress others in one's home.
- *Attentiveness*: The WAG reported that if one seeks to make a positive impression on one's family, it will be important to listen to others, share experiences, show interest, give affection, have intimacy and make others feel special.
- *Compassion*: The interviews indicated that it is important to attempt to understand or comprehend others' problems, even more so if it is possible for one to accommodate

their habits. If one has the ability to show compassion and empathy for others, it will leave a positive impression.

- *Dominance:* If one seeks to make a favourable impression, one must not force one's ideals onto others.
- *Friendliness:* It is important to have a friendly and welcoming attitude and behave well towards one's family. To leave a positive impression on others, one always needs to greet one's family in a courteous manner. However, the data from the interview also indicated that one must be careful not to be over-friendly.
- *Good manners:* When making a favourable impression on one's family, it is important to make others feel at ease and to be hospitable. Greeting and offering others refreshments will make a positive impression.
- *Good relations:* If one displays tolerance, respect and cooperativeness in one's family, it will leave a favourable impression on others. It is important to build relations and friendships with one's family. The results highlighted that showing respect, especially for one's elders and parents, is of vital importance.
- *Helpfulness:* To help and assist one's family in the house will leave a positive impression on others. The respondents reported that one always needs to be helpful in the house and not only when others are busy or unable to do chores.
- *Household chores:* Doing household chores will make a favourable impression on one's family. This will include chores such as washing dishes, doing laundry, cooking dinner, making coffee and working in the garden.
- *Generosity:* Generosity to one's family will be perceived as impressive by members of one's family. Buying or making presents for one's family will impress them. Further to this, spoiling others or taking one's family on vacation will make a favourable impression.
- *Sacrificing:* To make a sacrifice for one's family will leave a favourable impression on them.
- *Satisfaction:* The WAG reported that when someone complains and whines it leaves a negative impression.
- *Social openness:* When one is open to build relationship or friendships with one's family, it will make a favourable impression on them. One should be open to share experiences and things in one's life with one's parents and/or siblings.

- *Sociability*: Promoting sociability within one's family will make a positive impression. In the interviews it came to light that certain WAG families are more talkative than others. Whatever the dynamics in one's family are, some families are simply more sociable than others.
- *Support*: The importance of providing support to one's family plays a very big role. The support that one provides to one's family can be in different forms, such as emotional, financial or physical support. In order to make a favourable impression on one's family it is important to ensure that one caters for all the needs of one's family and that they are looked after.
- *Uplifting*: When giving one's family compliments or uplifting them with positive or constructive comments, it will leave a favourable impression.
- *Warm-heartedness*: Being kind, considerate, loving, concerned, thoughtful, caring, gentle, soft-spoken and warm towards others will be make a favourable impression on one's family. It is important for the WAG always to make their family feel safe and secure; showing real warmth and love in one's family will be perceived as impressive by them.

Intrapersonal relatedness

- *Emotional disclosure*: The data drawn from the interviews were differentiated into positive or negative clusters. On the one hand it was reported that to make a favourable impression, one needs to be able to express the emotion one is experiencing. On the other hand, it was reported that certain people will not express any emotions within their homes. They would rather act in a friendly or cold manner and hide their true emotions.
- *Emotional stability*: In order to make a positive impression on one's family, one will need to have the ability to respond to the environment in an appropriate manner and to have control over one's emotions and one's expressions.
- *Focused*: The results indicated that being hard-working and directing a great deal of attention, interest, or activity at a particular aim it will leave a favourable impression on others. The interviews revealed, for example, that when children obtain distinctions in school it fills them with joy to see the smiles and positive expressions on their parents' faces.

- *Impulse control*: It was reported that if one seeks to make a favourable impression on one's family, one must at times resist or delay an impulse, drive or temptation to act or know when to act on it. It was reported that spontaneously buying flowers for one's wife will be seen as desirable.
- *Independence*: If one has the ability to be self-directed and self-controlled in one's thinking and actions, it will leave a positive impression on others.
- *Positive emotionality*: This sub-theme was reported very strongly within the WAG. If one seeks to make a positive impression on others, one needs to be positive, happy, joyful, merry, cheerful, playful, energetic, and excited about things in the home and with one's family.
- *Pride*: One needs to be able to have pride in one's family.
- *Self-image*: Impression management plays a big role in the homes of the WAG. Dressing nicely, being clean, hygienic and neat are very important. Further to this, one's house needs to be neat, clean and in a good condition.
- *Selfishness*: It is important to not consider only one's own interest in one's home.
- *Self-knowledge*: To make a real impression on others, it was reported that it is important to be true to oneself and to know oneself. The majority of the respondents stated that people will remain the same and will not change their behaviour or attitude when spending time with others in their home. Some responses included that they do not want to impress others.
- *Stubborn*: Being stubborn will be perceived as negative. One needs to know that it is not possible always to get one's way and to understand and accept it.
- *Tranquillity*: To have a peaceful, relaxing, calm atmosphere within one's home will be seen as desirable.
- *Transiency*: The WAG reported that mood swings between patience and impatience, will not be seen as positive.

Value-based

- *Disciplined*: The ability to comply with expectations, norms and rules in the homes of the WAG will leave a positive impression on others.
- *Discrimination*: It will make a favourable impression on others if one can treat the people in one's home equally. The secret lies in treating others as one wants to be treated.

- *Integrity*: To have and display the moral principles with which one has been brought up will leave a positive impression on others. It is important for the WAG to be trustworthy, honest, sincere, pure and responsible.
- *Pretentiousness*: From the data it was revealed that it is important for the WAG never to pretend that one is a different kind of person.
- *Professional*: Although it was not a common response, certain WAGs reported that when one is acting professionally in one's home, it will be seen as positive by others.
- *Religion*: From the results it was seen that the WAG places high importance on religion, especially Christianity. To do Bible study with one's family was seen as important to the WAG.
- *Time management*: It was reported that a woman should always be on time for her husband and do things in the household promptly.
- *Values*: To make a favourable impression, the WAG reported that it is important to implement old traditional Afrikaner values within one's home. Always living by the family values and principles one was brought up with was seen as important.

As can be seen from the above and from Table 5, being exemplary and leadership were the reported facilitating sub-themes. Further to this, manliness was the only reported sub-theme in the gender-based theme. The main reported intellect-openness sub-themes were communication and problem-solving, the least reported sub-themes were openness and creativity. Furthermore, the main reported interpersonal relatedness sub-themes were being accommodating, attentiveness, good relations, doing household chores and warm-heartedness. The least reported sub-themes were arrogance, dominance, sacrificing and satisfaction. The main reported intrapersonal relatedness sub-themes were emotional disclosure/being emotionally undisclosed and positive emotionality. Pride, selfishness, spontaneity and stubbornness were reported least often. Lastly, the main reported value-based sub-themes were discipline, integrity and values. The least often reported were professionalism and time management.

Impression features in a work setting

This element reports on all the impression features relevant to the work setting of the WAG. In Table 6 the themes and sub-themes applicable to impressing others at work are included and subsequently discussed.

Table 6

Features to impress people at work in the white Afrikaans group

Theme	Sub-theme	Positive or Negative	Keyword	Response
Facilitating	Exemplary	Positive	Set example and exemplary	<i>Setting an example; it is important that you should do this. They must see you are a man of integrity in the example you set, the way you live. To give guidance through example. An exemplary life.</i>
	Leadership	Positive	Guidance, share experience and leadership	<i>Give guidance on things which I am qualified for, where others are not. I would also like to share my experience with my colleagues. To give good advice. Leadership.</i>
Intellect- openness	Communication	Positive	Good and open communication	<i>Also communication, I mean you should really be able to tell something about yourself, there must be good communication. Open communication. Communication.</i>
	Competence Creativity	Positive Positive	Competent Different and unique	<i>Competent. It must be different [from] normal. It must be something unique. Better than the standard. It must impress people. To have somewhat different ideas.</i>
	Intelligence	Positive	General knowledge	<i>Broad knowledge of anything, trying to show a very wide variety of knowledge.</i>
	Problem solving	Positive	Solutions, problem-solving and thinking through	<i>I will search for solutions to solve my customers' problems. Solution-orientated. I obviously believe if there is a problem, a problem can always be</i>

Table 6 continued...

Interpersonal relatedness	Accommodating	Positive	Treat differently, comfortable, flexible, compromise, accommodating, availability, adaptable and chance	<p><i>solved, let's go find the root of the problem. Thought through.</i></p> <p><i>When I walk into a workplace I first check everyone out, see how everyone is, seeing how you should treat them, because each person is different. They are different. You will treat each person differently. Comfortable with others. You need to be flexible. I tend to be someone who can compromise to reach the goal. I will accommodate.</i></p> <p><i>Adaptable. Availability. I let them feel comfortable and then everyone works more easily around you. To give them a chance to air their opinions.</i></p>
	Acknowledgment	Positive	Good ideas	<i>But if you see that guy has an idea then you will follow him.</i>
	Acting	Positive	Best foot forward, prim and proper and people pleaser	<i>To put your best foot forward. You will be prim and proper. People pleaser.</i>
	Aggression	Positive	No aggression	<i>Will not show an aggressive attitude. Do not show any form of aggression. Do not be aggressive at all if something goes wrong. I would like not to show aggression. Aggression, aggression will not show it. No aggression.</i>
	Arrogance	Positive	Humility, not self-righteous, humble and down to earth	<i>Humility. It does not help if you are someone who is self-righteous and pretends to know better. Definitely humility. I'm very humble. I still think once</i>

Table 6 continued...

Assertiveness	Positive	Submissive, assertive, take action, stand one's ground and be firm	<p><i>more humility. Down to earth.</i></p> <p><i>To impress your direct head, you must be very submissive. I always felt if you are right, stand by your opinion. If they go too far I will tell them, in other words if I feel that they do not act acceptably, they are unprofessional. Then I'll show them that. Take action where problems arise, assertiveness. You should be firm and stand your ground.</i></p>
Attentiveness	Positive	Show interest, listen, eye contact and to let feel special	<p><i>I am interested in them as people. Listen to what they say. Eye contact. I think someone should be able to look you in the eye in any interview, first impressions count a lot. You need to be a good listener. I might find out what is special to them, or what they like and see if I cannot do it for them one day. To listen.</i></p>
Compassionate	Positive	Understanding, comprehension, empathy, not compromising others and compassion	<p><i>But you must have understanding.</i></p> <p><i>Understand others, and have comprehension. Understand each other. Empathy.</i></p> <p><i>Understanding, it's actually more comprehension. One must listen to hear. Allow the person to finish talking and try to really put yourself in his shoes to understand where he comes from. Compassion.</i></p>
Denigration	Positive	No denigration	<i>Do not play off people against one another.</i>
Dominance	Positive	No dominance	<i>People do not like it</i>

Table 6 continued...

		and not forceful	<i>when they feel that they are being dominated. Do not try to force knowledge.</i>
Friendliness	Positive	Friendliness, not over-friendly and courtesy	<i>Friendliness, with everything it implies. Very friendly. Be friendly but not too friendly. Always be friendly with your colleagues. I will be friendly. First friendliness. Be friendly, no matter what feelings there are. I am very friendly with everyone. Courtesy.</i>
Good manners	Positive	No shouting, no cursing, politeness, greeting others, public manners, telephone manners, gratitude, behaving well, not being noisy and good manners	<i>Do not yell at people, it will get you nowhere. I will never curse. I am definitely polite and will greet people. I also think properness, in general, public manners, telephone manners. I use the words please and thank you a lot. Please do this for me or thank you that you did that for me. I open doors for you. I hope I behave very well. Not to be noisy at the office. Good manners.</i>
Good relations	Positive	Respectfulness, openness, not imposing, building relationship, effort, positive relations, tolerance, interpersonal relations, no gossip, relating, unity, no conflict, being informed, team building and no manipulation	<i>To be respectful toward everyone you work with, especially your boss. An open relationship. Nor will I impose my opinion on others; other people are still entitled to their own. And in that situation sort of build a relationship with the person. I make an effort to get to everyone. Obliging people to have positive relationships, good interpersonal relationships.</i>

Table 6 continued...

			<p><i>Tolerance. Do not gossip. Respect for each other, even if you're white, black, English, Afrikaans. Promote unity in the workplace. Treat clients that come into your office with respect. Never get angry, it always leads to greater conflict. Hold meetings, keep everyone informed. Tolerance. Team building, working together. Manipulation isn't in.</i></p>
Helpfulness	Positive	Helpful, carrying and willingness	<p><i>You will help where you can. One of my lady colleagues was carrying heavy boxes to her car. I helped carry the box and ask why she didn't call me so that I could help her. Be willing to help with things that may not be expected of you. Willingness. Being willing is also helpfulness.</i></p>
Sacrificing	Positive	Put others first and be least	<p><i>The other person always comes first. To be the least.</i></p>
Social openness	Positive	Openness	<p><i>That openness we all have, an open relationship. I will have open body language. Openness is one of those things. People like someone that is open. You open up who you are. I'll usually act with an open mind.</i></p>
Social openness	Negative	No openness	<p><i>So you might not be so open.</i></p>
Sociability	Positive	Social and talkative	<p><i>But on the other hand you can appear to be very social. I will talk to him.</i></p>
Sociability	Negative	Shy	<p><i>Shy.</i></p>
Support	Positive	Support and	<p><i>Support is also</i></p>

Table 6 continued...

			emotional support	<i>important, that you must support each other when you work in a group. I will support them, and the work they do not understand I will try to explain it to them. I think, if a person comes to work with red eyes, I will ask her if she is okay and what is wrong. Support. I will support people, but really support.</i>
	Uplifting	Positive	Compliments	<i>I give compliments. And I make sure everyone gets a compliment. I compliment many people.</i>
	Warm-heartedness	Positive	Consideration, warmth, concern, appreciation, tenderness, thoughtfulness, kindness, caring, love, humanity and safety	<i>The behaviour is considerate. You must have a warm attitude. Concern about sick children of colleagues, can strongly associate with it. I am very considerate. I show much appreciation. I have tenderness, tenderness for others. Thoughtfulness. Love. Kindness. And then, also caring. You still love them, but it's not, you know that love. Humanity. Slightly more emotionally involved, caring, caring, very caring. Safe. Loving. Kindness and consideration.</i>
Intrapersonal Relatedness	Emotional disclosure/ Emotionally undisclosed	Negative	Detached and not showing emotion	<i>You should detach your emotions. Do not get too involved personally, especially with your boss. So you might not be so open or so talkative if something is bothering you. If you are unhappy with</i>

Emotional stability	Positive	Controlled, steady, not personally involved, stable, work-home balance, restraint and emotional intelligence	<p><i>certain things, you will not show it. I will never let my emotions come out at work. No, I will not show them emotions. There are people you can probably move a little closer to and show a little more emotion to than others, but I don't think the workplace is the place to go and cry and stuff like that.</i></p> <p><i>Will keep your emotions in check, your emotions must not get involved with your work. Steady emotions. You'll keep your emotions in check. If you are sad at home, don't bring it to work or take it out on other people or sit there with a sour face and make everyone feel bad. Leave home at home and work at work. Restraint, in the sense that if you are unhappy with certain things, you will not show it. You need to be able to apply emotional intelligence, to be in control of your emotions. Don't become emotional; keep your emotions in check. I mean keeping your emotions under control. I don't want to take my problems at home to my workplace. Restraint. I will not show the trouble at my house. Stress that I experienced at home, I will not show at work. Work is work and home is home. You leave your house at home and your work at</i></p>
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Table 6 continued...

Focused	Positive	<p>Hardworking, doing what is expected, capability, proving yourself, giving best, completing tasks, excellence, expertise, extra mile, out of comfort zone, complying with deadlines, attitude of serviceableness, enthusiasm, perseverance, endurance, preparedness, goal-orientation, value, diligence, quality, focus, service orientation, work-directedness and seriousness</p>	<p><i>work and you focus on your work. You try to, if you have any emotion, you try to control it as far as you can. I think it's very alike because I don't think one should be very different when you are at home and at work, its inherent behaviour that is part of who you are.</i></p> <p><i>Hardworking. Do what you must do. Comes down to do what you're capable of doing and you have to prove yourself. Prove yourself to your colleagues and your boss. I will give my best where I can. You will, for example, rapidly correct someone if they are talking, only to prove that you actually know something about the field. You should be an expert in what you do. You need to put in some effort. You will sometimes go completely out of your comfort zone to work efficiently. I like to go the extra mile. Attitude of serviceableness. Do everything you can with enthusiasm. Then have perseverance and endurance to go on with your work. It's about the goal to me; I will work towards the goal. Behaviour that, you just do your job well, in terms of performance, it will impress the head of the company and you must add value to your</i></p>
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Table 6 continued...

			<i>work. Diligent. If I have a deadline I have to work until it is completed. Focused, to do what I am supposed to do. Service orientation and work-directedness. Firstly to show that you're serious about your work.</i>
Focused	Negative	Not giving too much and not proving yourself	<i>Do what you are supposed to do, but do not do too much, because then they expect too much and then you have created a precedent. I think it's stupid.</i>
Impulse control	Positive	Spontaneity	<i>A degree of spontaneity if it is needed. Spontaneity.</i>
Independence	Positive	Opinion and independence	<i>Independent, take on the work approach. You have to have an opinion in your situation.</i>
Positive emotionality	Positive	Positivity, joy, not sadness, happiness, no crying, smiling, being humorous, laughter, excitement and feeling good	<i>You will respond more positively because if you react negatively it will just put you in a bad light. I do not like negativity. Joy. Don't become sad. I will never cry at work. I will always have a good attitude. You have a positive outlook. But will try always to be happy. I always smile. I go there just to tell a joke. I love telling jokes and things. Genuine excitement with another colleague when her article was accepted. People love someone who smiles and stuff like that.</i>
Pride	Positive	Pride and haughtiness	<i>Pride. Work pride. Haughty as they are older than I am.</i>

Table 6 continued...

Self-confidence	Positive	Self-esteem, self-confidence and self-praise	<i>So you basically have to project your self-esteem. Self-confidence, I think is important. Self-praise.</i>
Self-image	Positive	Professionalism, neatness, image, nicely dressed, not sloppy, looking neat, brushing teeth and hygiene	<i>And your dress must also be professional. Being neat in the workplace. So you must be very neat. My image. To be naturally nicely dressed and not arrive there like a sloppy person. To look neat, brushing teeth, hygiene.</i>
Self-knowledge	Positive	Not impressed and knowing where to draw the line	<i>I do not like very much to impress people. I like to do what I must and then do some more, not because I want to impress, but because I want to do it. Know where to draw the line and not to make a fool of yourself. Do not try and impress people, use your own skills, but not to impress people.</i>
Stubborn	Positive	Stubbornness	<i>If people do not accept you or your processes and mind-set then you have to sort of be stubborn, make them realise you actually know what the situation is and this is how it should be done.</i>
Tranquillity	Positive	Not nervous, calm, not stressed and relaxed	<i>Will not be nervous or that type of emotion. Calm. Your customers, I had a business and no matter what, you should always stay calm. I will say I am really calm. Relaxing too, not to be stressed.</i>
Transiency	Positive	No frustration, no anger, patience, fortitude and no	<i>Do not show frustration. You will not show if you're angry. So much patience. Patience.</i>

Table 6 continued...

			irritability	<p><i>Never get angry. Patience, fortitude, to have it the whole day. For here comes a guy and he knocks over your coffee cup to get angry is not the thing to do. Remember now to be patient and pat it dry and just assume it was an accident. What I will not show is irritability, especially all the negative things. I do not show impatience.</i></p>
Value-based	Disciplined Discrimination	Positive Positive	Discipline Equality, no racism and fairness	<p><i>Discipline. At work I don't really see gender differences. You should not appear to be a racist. Look at the problem, not the person. Equal treatment is very important. All people should be treated the same. Fairness is a very important thing. He must ensure that his staff members are treated fairly.</i></p>
	Integrity	Positive	Sincerity, trust, honesty, no lies, reliable, dignity, integrity, loyalty and honour	<p><i>Sincere towards others. Trust. If you do not know something and you're supposed to know, say you do not know, be honest about it. Do not lie. Trustworthy. Honesty, especially in groups that work together. Reliable. Your information must be truthful; you cannot present false information about yourself. Sincerity, honesty and loyalty. I always try to keep my hands clean. Integrity, your word is your honour. Dignity.</i></p>

Table 6 continued...

Judgement	Positive	Good judgement	<i>Good judgement.</i>
Misconduct	Positive	Not stealing	<i>One should not steal.</i>
Pretentiousness	Negative	Faking, pretending and not showing stress	<i>Fake, do what you must do, and go on. Pretend I'm interested. People try to show that everything is okay.</i>
Professional	Positive	Professional and formal	<i>You must be very professional. In a person's work one is professional. Professionalism is the most important. No matter how they act, you should stay calm and remain professional. I am always terribly formal, even on the phone too.</i>
Religion	Positive	Religious and fruit of the Spirit	<i>My faith as Christian is very important to me. The fruit of the Spirit.</i>
Time management	Positive	Not late, on time, promptness, punctuality and prioritise	<i>Not to be late because then everyone is waiting for you. Show up in time for work. I will promptly do my work. Firstly, what is important to me is punctuality. Punctuality in everything, being on time for work, on time for meetings, on time for whatever and then I can also prioritise. I ensure that I am always punctual at work, promptly on time. Teatime is only ten minutes and you only use those ten minutes, it does not become a quarter of an hour or twenty minutes.</i>

Table 6 contains the broad themes on the perceived socially desirable features to impress people at work in the WAG. The sub-themes of the accumulated data, the features as well as

examples of original responses were analysed. The reported sub-themes from the facilitating theme were being exemplary and leadership. In addition, no gender-based themes were reported in the workplace. The sub-themes for the intellect-openness themes comprised communication, competence, creativity, intelligence and problem-solving. The reported sub-themes for interpersonal relatedness were being accommodating, acknowledgment, acting, aggression, arrogance, assertiveness, attentiveness, compassion, denigration, dominance, friendliness, good manners, good relations, helpfulness, sacrificing, social openness, being sociable, support, uplifting and warm-heartedness. The sub-themes reported for the intrapersonal theme were emotional disclosure/being emotionally undisclosed, emotional stability, being focused, impulse control, independence, positive emotionality, pride, self-confidence, self-image, self-knowledge, stubbornness, tranquillity and transiency. Lastly, the value-based theme's sub-themes included being disciplined, discrimination, integrity, judgement, misconduct, pretentiousness, professionalism, religion and time management.

In order to understand the features that are exhibited to impress others at work, the following descriptions for each sub-theme were developed:

Facilitating

- *Being exemplary:* If one is in a work environment, one will impress others if one can set an example for others and live an exemplary life.
- *Leadership:* If one has the ability or necessary skills, it will be impressive if one can guide others and share one's experience with them. Further to this, when one has the ability to influence others in order to achieve a common goal, it will be seen as desirable.

Intellect-openness

- *Communication:* The data retrieved from the interviews highlighted that good and open communication is of vital importance to make a good impression in a work environment.
- *Competence:* It is important to be able to demonstrate one's competence in a work environment to make a positive impression.
- *Creativity:* The ability to deliver work that is different, better than average or unique will be perceived as impressive.

- *Intelligence:* The results indicated that one can make a favourable impression on others if one can demonstrate broad knowledge of general concepts in the work environment or has a wide variety of knowledge.
- *Problem-solving:* Good problem-solving skills will be perceived as impressive, especially if one has the ability come up with well-considered solutions to solve customers' problems.

Interpersonal relatedness

- *Accommodating:* The WAG reported that it is important to be accommodating in a work environment. As people are different from one another, it will be seen as desirable when one can treat people differently and make them feel comfortable. Therefore skills such as flexibility and adaptability are crucial in order to achieve a common goal. One needs to be able to listen to one's colleagues' ideas and opinions and be able to compromise when necessary.
- *Acknowledgement:* An important skill that will impress others is the ability to acknowledge others. If a colleague or staff member has a good idea, one needs to acknowledge them.
- *Acting:* In a work environment one must always put one's best foot forward and ensure that one's work is done in a way that will please others. It is important to behave in a way that other people will regard as proper.
- *Aggression:* One will not impress other people if one has an aggressive attitude or shows any form of an aggression.
- *Arrogance:* One will be able to impress others easily in a work environment if one is humble, not self-righteous and down to earth.
- *Assertiveness:* It was reported that being submissive to one's supervisor will be perceived as desirable or impressive. However, the ability to be assertive will also impress others in the long run; if one is sure about something, one needs to be able to stand by one's opinion in a professional manner.
- *Attentiveness:* One will be able to make a favourable impression on others if one can listen to what they say and make eye contact with others when they speak.
- *Compassionate:* Showing compassion in the workplace will be seen as desirable. If one can demonstrate true empathy and comprehension of other people's problems, it will make a positive impression on others.

- *Denigration*: One must not denigrate one's colleagues, superiors or subordinates in the workplace.
- *Dominance*: When working with other people, one must be cautious not to force knowledge onto them or make them feel that they are being dominated.
- *Friendliness*: Being friendly and courteous with one's colleagues, subordinates and/or superiors will leave a positive impression on others in the workplace.
- *Good manners*: It is important to behave appropriately in a work environment; to make a favourable impression on others one must not shout, be noisy and swear at others. Behaviour such as being polite and greeting others will be perceived as desirable.
- *Good relations*: The ability to promote positive relations and unity with others in the work environment is important. Having respect and tolerance for others will be desirable. Further to this, one must not impose on others, gossip, cause conflict or manipulate others.
- *Helpfulness*: Willingness to assist one's colleagues, supervisors or subordinates will be seen as desirable.
- *Sacrificing*: The tendency to put other people first in a work environment will be perceived as desirable.
- *Social openness*: The WAG reported openness in the work environment both positively and negatively. Some people reported that one needs to be open towards others, have open body language and strive to build an open relationship with others. However, it was also reported that one must be cautious about being open at work and merely do that what is required of one.
- *Sociability*: Being sociable at work also revealed two sides; some members of the WAG reported that being sociable will be seen as desirable and others reported that one is not at work to make friends, but to do one's work and make a living.
- *Support*: Providing support to one's colleagues, supervisors or subordinates will be seen as desirable. It is important that one must support others when working in a group.
- *Uplifting*: The data revealed that giving compliments to others in the work environment will make a positive impression on others.
- *Warm-heartedness*: The WAG reported that demonstrating characteristic such as consideration, concern, appreciation, tenderness, thoughtfulness, kindness, care, love,

humanity and making others feel secure in a work environment will be seen as desirable.

Intrapersonal relatedness

- *Emotional disclosure:* The WAG quite strongly reported that the workplace is not suitable to share one's emotions and feelings. They were of the opinion that one should be able to detach oneself from one's problems and not show emotion. Further to this, one must not get too personally involved with others, especially with one manager.
- *Emotional stability:* Emotional stability is very important for making a favourable impression on others. One will need to have the ability to control oneself and have restraint and to not show one's emotions at work. One will need to maintain a balance between one's work life and home life; it will not be desirable to bring one's problems at home to work and vice versa. Some WAG reported that as one's behaviour and emotional state are inherent to who one is, the likelihood is there that one will act in the same manner at work as at home. However, when referring to impression management, it can be reported that emotional control and stability will make a positive impression on others.
- *Focused:* The quality of working hard, doing what is expected of one, continuously proving oneself and giving one's best will all make a favourable impression in the workplace. Furthermore, to have an attitude of willingness to serve and demonstrating perseverance, endurance, preparedness, goal-orientation, value, diligence, quality and excellence will also be perceived as desirable by the WAG. On the other hand, certain individuals from the WAG reported that one must not give too much, nor attempt to prove oneself. They also reported that one must do what one is supposed to do, but not do too much, because one's manager will expect too much.
- *Impulse control:* The WAG reported that having a degree of spontaneity in one's work will be desirable and make a positive impression on others.
- *Independence:* The ability to display independence in one's work will be seen as desirable.
- *Positive emotionality:* To have a positive and optimistic approach to one's work will make a favourable impression on others. Negativity will be seen as undesirable in the

workplace. The WAG will promote qualities such as joy, happiness, humour and excitement in the workplace.

- *Pride*: The data revealed that it will be seen as desirable to have work pride.
- *Self-confidence*: The WAG reported that to have good self-esteem and confidence in the workplace is important. Others will perceive a person with self-confidence as positive. Moreover, it will be important to have the ability to praise oneself.
- *Self-image*: In order to make a favourable impression on others in the work environment, it is important to dress and act professionally. Being neat, tidy and hygienic are all aspects that will be seen as desirable.
- *Self-knowledge*: It was reported that attempting to impress someone in the workplace will be seen as undesirable and is likely to leave a negative impression on others. It was reported that one needs to know where to draw the line and not to make a fool of oneself.
- *Stubbornness*: The WAG reported that being stubborn will at times be desirable, especially if people do not accept one's processes or mind-set. In certain situations, one will have to be stubborn in order to make others realise that one actually knows how to deal with problems, issues or challenges.
- *Tranquillity*: In order to leave a positive impression on others, one will need to remain calm, relaxed and not become too stressed, especially when working with customers.
- *Transiency*: The WAG stated that emotions such as frustration, anger, irritability and impatience will not make a favourable impression on others. Therefore it is important always to remain patient and have fortitude, even when it is hard.

Value-based

- *Disciplined*: To enforce discipline in the workplace will be seen as desirable.
- *Discrimination*: One must not discriminate against others, especially in the work environment. The WAG reported that fairness will make a favourable impression on others and one must never be racist towards others.
- *Integrity*: Displaying characteristics such as sincerity, trust, honesty, reliability, dignity, integrity, loyalty and honour will make a positive impression on others in the workplace.
- *Judgement*: If one has the ability to display good, solid judgement in the work environment, it will be seen as desirable and impressive by others.

- *Misconduct*: The WAG reported that one must not steal in the workplace, as it will make a negative impression on others.
- *Preentiousness*: The data revealed that it will be acceptable to be insincere in the workplace, but only in the sense that one must pretend that everything is satisfactory even when it is not. Pretending that one is interested in others' stories or lives will also be seen as acceptable.
- *Professionalism*: Professionalism will leave a favourable impression on others, that is, being competent and skilful in all aspects of one's profession or job.
- *Religion*: The WAG reported that having faith as Christian is very important. The ability to practise one's religion at work will be seen as desirable.
- *Time management*: Proper time management skills will leave a positive impression on others. It is important never to be late for work; promptness, punctuality and the ability to prioritise and organise one's work load are crucial.

As can be seen from the above and from Table 6, the most often reported facilitating sub-themes were being exemplary and leadership. The main intellect-openness sub-theme reported was problem-solving and the ones reported least often were competence and intelligence. The most frequently reported sub-themes for interpersonal relatedness in the workplace are attentiveness, good relations and helpfulness. The least reported sub-themes were acknowledgement, denigration, dominance and sacrificing. The sub-themes derived from intrapersonal relatedness comprised emotional disclosure/being emotional undisclosed, emotional stability and being focused. The sub-themes reported least often were impulse control, independence and pride. Lastly, the most frequently reported sub-themes for the value-based theme were integrity and time management. The ones reported least often include discipline, judgment and misconduct.

Impression features towards the opposite gender

This element reports on all impression features relevant to attempting to impress someone from the opposite gender. In Table 7 the themes and sub-themes applicable to impressing others from the opposite gender are included and subsequently discussed.

Table 7
Features to impress the other gender in the white Afrikaans group

Theme	Sub-theme	Positive or	Keyword	Response
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Table 7 continued...

		Negative		
Facilitating	Empowerment	Positive	Excel and inspire	<i>Give women the chance to excel, inspire.</i>
	Leadership	Positive	Leadership	<i>Men want to take the lead and we must give it to them.</i>
	Leadership	Negative	No leadership	<i>Men do not like a woman who takes the leadership.</i>
Gender-based	Manliness	Positive	'Macho' and muscles	<i>To 'do the macho thing', when guys chat up girls they will show or say how cool they really are and show what muscles they have.</i>
	Womanliness	Positive	Ladylike, walk upright, softness and femininity	<i>Well firstly, you need to walk upright like a lady; you have to be ladylike. In public, I will try not to embarrass myself. And if we go out to eat, I will not order a spare-rib or stuff like that, something small and delicate, that you appear ladylike. Perhaps like softness, femininity. Yet you should also be soft, you should definitely portray [a] feminine side. Soft-heartedness.</i>
Intellect-openness	Communication	Positive	Better, acceptable and open communication	<i>You will talk more nicely and think before you say something. Your language will be different. You will talk better. Talking nicely to them. Communication. Be able to have an acceptable conversation. Open communication.</i>
	Intelligence	Positive	Smart, intellectual and knowledge	<i>They like guys who know what they are talking about. Smart. Knowledgeable. Intellectual ability which involves business knowledge.</i>
	Problem-solving Openness	Positive Positive	Sharp Open	<i>Sharp thinking. Open attitude. Have an open attitude.</i>
Interpersonal	Accommodating	Positive	Agreeable,	<i>Not to go against the</i>

Table 7 continued...

Relatedness			accessibility, stream or being reasonableness, disagreeable. Also accommodating, accessibility. acceptability Reasonableness. I'll try to and being be accommodating. comfortable Acceptability. Be comfortable. Very comfortable.
Acknowledgment	Positive	Recognition	Recognition. To give recognition.
Acting	Positive	Adorable, cute, best foot forward, smooth talking, no flirting, sweet talking and flattering	The other gender really likes girls who are adorable and cute. When I meet a new guy, I am cute, you have to be cute. You will put your best foot forward. Try to do cute things. And many of them will try to be very smooth when they talk to them. Best foot forward. I will impress them with that, with my best foot forward. I do not flirt, there is nothing uglier to me than the girls that get all goo-goo-eyed. Sweet talk. My mouth will be more flattering.
Aggression	Positive	No aggression and not invasive	Not aggressive. You should not be invasive.
Arrogance	Positive	Humble, down to earth and not cheeky	Be humble. I am down to earth; I do not think I am better. Confidence, but without being cheeky. Trying to be more important. But he is a very humble man. But you should always be a humble guy.
Arrogance	Negative	Braggart	He must be[a] braggart.
Assertiveness	Positive	Making a point and assertiveness	You need to show yourself as someone who can make a point. A degree of assertiveness. Plainly saying what I mean and stand by my opinion.
Attentiveness	Positive	Listening, showing interest, doing	Listen to them and also show interest. Plainly saying [what I mean] and

Table 7 continued...

<p>things, effort, making someone feel special, hugs, winking, attention, eye contact and similar interests</p>	<p><i>standing by my opinion. In my own way, I will try to do that extra "thingamajiggies [to do extra chores/task or assist]. I will sit with her and listen to her. Listen when someone talks to you, but really listen. Show interest. I would be interested in her. In the beginning I think you will write letters and poems and you'll make an effort with cards. To impress him, I will do the small things that I would not do if it was just an ordinary friend. I will every now and again give him something or go and watch a movie at his house; I will make him feel special when he had a bad day. Will spoil them make them feel special. So make her feel special, take her out for dinner, talk, listen to what was is going on, listen to what she says, be really be interested in the person, in the psyche of the person. Showing interest. Sometimes I would tell them actually or make it obvious, like hugging, winking. I will listen. Because people have a need for an ear, to listen. All people have a need for attention. Interest from my side as well. I will try to be interested in them. I always do something special. I will stare very clearly, look into her eyes. Apparently men need to know you are interested. Listen to what</i></p>
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Table 7 continued...

			<p><i>the other person has to say. I like good eye contact. To be interested in the same things in which he is interested. Many small things to pay attention to. Serious interest, especially for men, male egos love interest. That one is interested in them, as they speak and when. Listen to them. Show interest in sport news, which men also find an interest in. Keep eye contact.</i></p>
Compassionate	Positive	Compassion, sympathy and empathy	<p><i>It is not an effort to be compassionate. Sympathetic if they are going through a difficult situation or something and empathy.</i></p>
Denigration	Positive	No denigration and no harming	<p><i>I'm not really going to try to break her down and try to show her that I am better or superior to her. Do not bring them down, hurt or harm a person.</i></p>
Dominance	Positive	No dominance and not pushy	<p><i>Men do not want to be dominated, especially since we are women, men want to take the lead and we must give it to them. They do not like a woman who takes the leadership, that kind of dominance thing. Do not be pushy.</i></p>
Friendliness	Positive	Friendliness, cordial and welcoming	<p><i>Friendliness. Show him how friendly you can be. Be cordial. You should always be friendly. I will be friendly. I am generally a friendly man. Friendliness is certainly always first. I will once again be friendly with them. Oh, also friendly. Friendliness costs nothing. I will always try to make people feel</i></p>

Table 7 continued...

Good manners	Positive	No swearing, no tantrums, no rudeness, no repulsiveness, etiquette, opening doors, pulling out seats, well-mannered, polite not interrupting, hospitality and best behaviour	<p>welcome, or at home. Will try to act in a friendly way. Then you should always be friendly, you should always smile. What I will do is really just to be friendly. One should just be friendly. I am friendly with everyone. But I'm very friendly with them and stuff.</p> <p>Your language will be different. You will talk better. You will not swear and throw a tantrum. You try to behave yourself. You are going to show him your good side in order to impress him. Obviously it will not help being perceived as rude or repulsive. I think in today's society, men do not open doors for women, they do not let women walk first anymore. You know that basic manners and etiquette that must be shown to women should come back. People will always try to present good manners, by opening doors, pulling out seats. I expect a man to be well-mannered towards me, because I am a woman in the first place and because I'm older too. Good manners. Polite. Not interrupting when someone speaks. I will show hospitality. On your best behaviour of course. I do not talk dirty or swear. You should be polite. You must have good manners, you must behave yourself, you do</p>
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Table 7 continued...

Good relations	Positive	Respectful, building relations and tolerance	<p><i>not swear.</i></p> <p><i>Respectful towards other gender. Respectful. Build a relationship. I attach great importance to respect, as such I will respect my wife or the opposite sex, for whom and what they are. Then you should show respect. Respect for their thinking patterns that are not always as ours.</i></p> <p><i>I would like to show tolerance. I will respect him. I will treat everyone with the same respect. A woman deserves more respect than a man.</i></p>
Helpfulness	Positive	Helpful	<p><i>Show him how helpful you are. Let's say I go out with a guy and I know he has a hard time, I'll go to him and ask him if there is anything that I can help him with. I'm very helpful. To help where I can.</i></p>
Household chores	Positive	Cooking, doing tasks and washing dishes	<p><i>I know that she is too busy to make food, so yesterday evening I cooked dinner. Even if it is the small things, maybe just do his dishes for him or something. To do tasks for her, which she did not feel like doing, such as washing dishes. Do the dishes.</i></p>
Generosity	Positive	Show what one can offer, flowers, cookies, chocolates, teddies, gifts and treats	<p><i>I'm the man and I can do and give this and this to you and I believe the woman will also do the same. You will sort of want to make a statement to make sure they know what you can offer. Picking flowers in people's gardens. Bake cookies. Flowers and chocolates and teddies.</i></p>

Table 7 continued...

			<i>Gifts. Well, to impress my girl, I will occasionally buy her flowers. Also occasionally a little chocolate, more occasionally than regularly. I regularly buy flowers for my wife's people who work with her, chocolates for the older ladies and stuff like that. Treat, yes.</i>
Sacrificing	Positive	Others needs	<i>I treat them the same, always put their interests first. Try to put her first, if I can do it.</i>
Social Openness	Positive	Openness and open attitude	<i>That level of openness. To be open to the person, that he can show who he is.</i>
Social openness	Negative	Not too open	<i>Not to open up too much about yourself, but still give background information about yourself, but not too much, you need to get to know him first.</i>
Sociable	Positive	Outgoing, talkative and extrovert	<i>Outgoing behaviour. Sometimes when I start talking I just let it all out. I feel you should talk to each other. Say hello, then start talking. One should just be talkative. I will ensure there is a discussion. Extrovert. Just talkative. I'm an extrovert, so I love to talk.</i>
Sociable	Negative	Reserved and quiet	<i>Reserved. I'm quite reserved when it comes to that. You must be quiet.</i>
Support	Positive	Support and emotional support	<i>Support where possible. Talk to her in an emotional way.</i>
Uplifting	Positive	Compliment and uplifting	<i>A woman shines when you give her a compliment. I will try to highlight their good characteristics. And you</i>

Table 7 continued...

	Warm-heartedness	Positive	Security, consideration, protection, love, kindness, caring and appreciation	<p><i>must give compliments. Giving compliments, because it is nice to give a compliment. If someone looks good in purple, I will tell her. It is nice to be complimented. Women always want to hear the best and feel the best feeling, will say everything they want to hear.</i></p> <p><i>Security. I will act considerately. That man must be the king of the world, he can handle all situations and he will protect me against anything on my descent. Love. I will be more loving toward the person, more lovable. Also kindness. Also caring. And then I know I am someone who loves to give love. As the word says, "Love your own woman". It's all about love and caring. To ensure protection. Consider her. Appreciation.</i></p>
Intrapersonal Relatedness	Emotional disclosure/ Emotionally undisclosed	Positive	Show emotions	<i>You must be able to show emotions. And to tell him what you feel. Show emotions.</i>
	Emotional disclosure/ Emotionally undisclosed	Negative	Suspiciousness, false emotions and hiding emotions	<i>I will show emotions that I do not necessarily feel. Will actually show how little emotion I have, how unemotional I really am. Well I will not show that I am in love because then you will jinx it. Suspiciousness, you must keep them on their toes.</i>
	Emotional maturity	Positive	Maturity	<i>To be more mature.</i>
	Emotional stability	Positive	Controlled, not depressed, in	<i>Keep emotions in check when you meet someone.</i>

Table 7 continued...

		control, not clingy, and stable	<i>Not depressed. Always in control. In control of yourself. I will now not be clingy. Stability.</i>
Focused	Positive	Walk extra mile and hardworking	<i>I will walk the extra mile for him. Hardworking.</i>
Impulse control	Positive	Careful, spontaneous and the centre of attention	<i>You are very careful. Show how spontaneous you are. Spontaneous. I also try to impress people, unlike who I am, because I'm very spontaneous. Be the centre of attention, but you want to make sure she sees you.</i>
Independence	Positive	On own, not needing others, independent and not needy	<i>I'm fine on my own, and if you are lucky, I will allow you to be part of the process. But I do not need you. Independence. Independently, it's an attitude. Not needy, to be independent. Men tend not to like women who are needy.</i>
Positive emotionality	Positive	Happiness, positivity, joviality, joy cheerfulness, very humorous, jokes, not crying, comedy and laughter	<i>Happiness. I will try to influence the conversation positively. Happiness, you are happy because you are talking with a very attractive guy. I am generally a jovial man. Cheerfulness. Joy. Very humorous. Basically just happy. Humour is one of my qualities that I think is relatively good. I'll laugh, tell jokes. Just laugh. Joy, when I met Hannes, I always told him jokes. We always laugh when we are together. Definitely not crying. I will for example not cry easily. I will now not be tearful. As I said, comedy is very important.</i>
Self-confidence	Positive	Confidence and	<i>He must be strong and</i>

Table 7 continued...

		self-esteem	<p><i>confident. You must be very confident, confidence is very important to me.</i></p> <p><i>Confidence. It is very attractive to them and I know for me, when a man has confidence, it is attractive to me.</i></p> <p><i>Good self-esteem.</i></p>
Self-image	Positive	<p>Looked after, appropriate, not provocative, neat, appearance, dressing, shaved, fashionable and sexy</p>	<p><i>I am definitely looked after. If we were to go out, with appropriate clothing. You must be neatly dressed, but not at all provocative. I think a person should be neat. Appearance is probably very important. Dressing nicely or being pretty. I'll make sure I am neatly dressed and shaved. Neat appearance. Sexy style and what is in fashion. Always neat.</i></p>
Self-knowledge	Positive	<p>Be yourself, do not want to impress, know yourself and do not cross lines</p>	<p><i>The person must be able to see who you really are. So be who you are and what you are. What you see is what you get. This is the behaviour I would display. Just be yourself. Do not pretend you are someone you are not, because you cannot sustain it. I already have a wife and no longer need to impress others. I try in general not to impress the other gender. It's not my nature, since I knew myself it was not my nature. Just be yourself. It's a priority, just be yourself, because you want the person to fall in love with you for who you are and be able to live with you the rest of your life. So, if you pretend to</i></p>

Table 7 continued...

			<p><i>be something you are not, it is a false attitude and the day you're married at the end of the day it is a problem because then the person has been deceived. Definitely in touch with her senses and in touch with herself. Know yourself. To impress them I will always be as I am with other people. Be myself. I'll just be myself. I think again, just to be yourself, not to pretend to be someone you are not. I will not try to impress someone, but I will still be like me. I think there are certain lines you do not cross. I was just as I am. I don't do things for people to impress them.</i></p>
Stubborn	Negative	Stubborn, hard-headed and hard to get	<p><i>Being stubborn or hard-headed, that is how I got my boyfriend. Hard to get. Most of the time I am stubborn.</i></p>
Tranquillity	Positive	Calm and tranquil	<p><i>But you must be calm. Tranquillity.</i></p>
Transiency	Positive	Strong, no anger, no irritability, patient and not moody	<p><i>Strong. You will not show when you are angry, you will show that you do not care about it. You will ignore the small things that would normally irritate you and try to remain in their good books. There will be things that will bother you but you will say that it does not bother you. So you must be patient with him. But a strong woman to me. I'm unlikely to show irritation. I'm not someone who is not moody.</i></p>
	Negative	Moody	<p><i>He also must sort of be moody.</i></p>

Table 7 continued...

Value-based				
Disciplined Discrimination	Positive Positive	Self-discipline Equality	<i>Self-discipline. There is no difference between men and women, I treat them the same. Recognition as an equal. Equal. I am against inequality between men and women in the professional world; give women the chance to excel. We are on an equal level in terms of interaction.</i>	
Integrity	Positive	Sincerity, honesty, no ulterior motives, integrity, trust and honour	<i>Be sincere. Honesty. Sincerity. Honesty, you should not lie about a story just to get his attention. Sincerity, one must always be sincere. Take them with you for that dinner and with no ulterior motives. I am definitely someone who has integrity and my yes is my yes and I stick to my word. Honesty, to impress someone. Be straight with them. I will be very honest from the beginning. My yes is my yes. So, I'm honest, sincere and straight with others. Honesty, girls always appreciate it. Trust. Your word is your honour. Honest about your background. That I will not judge.</i>	
Judgement Pretentiousness	Positive Positive	Not judgemental Not pretentious	<i>Do not pretend you are someone you are not. So, if you pretend to be something you are not, it is a false attitude and the day you're married at the end of the day it is a problem because then the person has been deceived. Put half your flaws away. I'll pretend that I'm</i>	
Pretentious	Negative	Hide flaws, pretentious and		

Table 7 continued...

		ignore flaws	<i>independent. Pretend I am okay. You will ignore the small things that normally would irritate you and try to remain in their good books. I pretended to be very smart.</i>
Professional Religion	Positive Positive	Professional Religious	<i>But actually professional. And for me something that is very important, I love the Lord and out of that belief, that will be one of the first conversations. Yes, it is also difficult, because for the Lord one does things, you don't try to draw men's attention. Child of God.</i>
Time management	Positive	Time, punctual and promptness	<i>When she is sad I make time for her. But also being punctual. Promptness.</i>
Values	Positive	Values and conservative	<i>To display strong values in a relationship. Your own values. I hear who you are, but it's not who I am. I have high values. Be conservative.</i>

Table 7 reflects the broad themes on the perceived socially desirable features to impress the other gender in the WAG. The sub-themes of the accumulated data, the features as well as examples of original responses were analysed. The reported sub-themes from the facilitating theme were empowerment and leadership. The reported gender-based sub-themes were manliness and womanliness. The sub-themes for the intellect-openness theme comprised communication, intelligence, problem-solving and openness. The reported sub-themes for interpersonal relatedness were accommodation, acknowledgment, acting, aggression, arrogance, assertiveness, attentiveness, compassion, denigration, dominance, friendliness, good manners, good relations, helpfulness, household chores, generosity, sacrificing, social openness, being sociable, support, uplifting and warm-heartedness. The sub-themes reported for the intrapersonal theme were emotional disclosure/being emotionally undisclosed, emotional stability, being focused, impulse control, independence, positive emotionality, self-

confidence, self-image, self-knowledge, stubbornness, tranquillity and patience. Lastly, the value-based theme's sub-themes included being disciplined, discrimination, integrity, judgement, pretentiousness, professionalism, religion, time management and values.

In order to understand the composition of each sub-theme, the following descriptions were developed:

Facilitating

- *Empowerment*: Men who will give women the chance to excel and who inspire them will make a favourable impression on women.
- *Leadership*: It was reported by the WAG that if men have the ability to fulfil a leadership position, it will make a positive impression on others. However, it was also reported that there are still some white Afrikaner men who will not be comfortable to work for or under a woman.

Gender-based

- *Manliness*: The data revealed that if a man acts in a 'macho' manner and displays his muscles it will impress women. In order to impress women, a man needs to be 'cool' and be able to communicate well with women.
- *Womanliness*: Displaying ladylike characteristics will make a favourable impression on men. It was reported that women always need to walk upright and display qualities such as softheartedness and femininity. For example, when women are in a restaurant and seek to impress a man, they must order food that is small and delicate.

Intellect-openness

- *Communication*: The ability to communicate with others will make a favourable impression on others. The WAG reported that it is important always to think before one speaks, especially when meeting someone for the first time. Further to this, one must also be able to communicate appropriately and openly with others.
- *Intelligence*: The WAG reported that when people have the ability to demonstrate their knowledge and intellect, it will make a positive impression on the other gender group. An example that was given included business knowledge; if one can demonstrate knowledge in the business world it will impress others.

- *Openness*: To be open towards the other gender group, to listen to their ideas and opinions will make a favourable impression on them.
- *Problem-solving*: The data revealed that if one has the ability to make quick decisions it will impress the other gender group.

Interpersonal relatedness

- *Accommodating*: The WAG reported that if a person is accessible, reasonable and accommodating towards others, it will make a favourable impression on others. One needs to be able to accept others for who they are and make them feel comfortable.
- *Acknowledgement*: When attempting to impress someone from the other gender in the WAG, it is always important to give them recognition.
- *Acting*: The results indicated that men like women who act adorably and cutely. Results also indicated that women in turn like it when men are ‘smooth’ and talk sweetly to them. Talking in a flattering manner will also impress others. However, the results also indicated that some members of the WAG feel uncomfortable when someone flirts with them or other people.
- *Aggression*: In order to make a positive impression on the other gender group, it is important not to show any signs of aggressiveness or invasiveness.
- *Arrogance*: Being humble and down to earth will make a favourable impression on others. It is important not to think that one is better than others. On the other hand, some members of the WAG group reported that being a braggart will be seen as favourable by others.
- *Assertiveness*: The ability to be assertive or to be able to get others to accept one’s point of view will also be seen as socially acceptable.
- *Attentiveness*: The results indicated that when seeking to make a positive impression on someone from the other gender group, it is important to ensure they can see that one listens to them, to show interest, to do things, make them feel special, pay attention to them and look them in the eye.
- *Compassionate*: The ability to be compassionate, sympathetic and empathetic towards people from the other gender group will impress them.
- *Denigration*: In order to make a positive impression on others, one must never break someone from the other gender group down or try to be better than them. Further to this, one must not hurt or harm them in any way.

- *Dominance:* The WAG reported men do not want to be dominated, especially by women. Also, one will not be able to impress others if one is pushy.
- *Friendliness:* Being friendly, cordial and welcoming towards others will make a favourable impression on others.
- *Good manners:* Displaying good manners when attempting to impress others will play a big role. The WAG mentioned that one must not curse or throw tantrums, must be polite, not repulsive, know etiquette, open doors, pull out seats and be well-mannered overall.
- *Good relations:* The ability to develop and maintain mutually satisfying relationships with someone from the other gender will make a favourable impression on others. The WAG reported that to be forgiving, peaceful and cooperative will be seen as desirable.
- *Helpfulness:* Being willing to assist people from the other gender will make a positive impression on them.
- *Household chores:* When seeking to make a favourable impression on someone from the other gender, one must assist with household chores, such as cooking and washing dishes.
- *Generosity:* The results revealed that when someone gives presents or makes gifts to others, for example by giving them flowers, cookies, chocolates or teddies or just treating them, will leave others with a positive impression .
- *Sacrificing:* The WAG reported that putting someone else's needs and interests first will make a favourable impression on someone from the other gender.
- *Social openness:* The data from the interviews revealed that being open to socialise with others will make a positive impression on others. Willingness to put oneself out will be seen as desirable. However, when meeting someone from the other gender group, one must be open but still keep certain information to oneself until sufficient time has passed to get to know the other person.
- *Being sociable:* If seeking to impress someone from the other gender group, the WAG reported that characteristics such as being outgoing, talkative and extroverted will impress them. On the other hand, as no two people are the same, some members of the WAG reported that characteristics such as being reserved and quiet will impress others.

- *Support*: Providing support such as emotional support to someone from the other gender group will make a positive impression on others.
- *Uplifting*: The WAG reported that when a man gives a woman a compliment she will usually glow with happiness. It will be important to highlight one's good characteristics or strengths to make a favourable impression. The results indicate that it is important for others to hear that want they want to hear and to make them feel good.
- *Warm-heartedness*: The ability to provide someone from the other gender group with security, protection, love, kindness, care and appreciation is a positive characteristic. If one can truly take others into consideration, it will make a positive impression on them.

Intrapersonal relatedness

- *Emotional disclosure*: The WAG reported that showing emotion when attempting to impress someone from the other gender group will be perceived as both positive and negative. On the one hand, if one displays emotions and speaks about one's feelings some people will perceive it as desirable. However, some members of the WAG reported that showing emotion would be undesirable. The interviews revealed, for example, that if someone is in love and immediately shows it, this will obstruct the potential relationship. Some said that they would not reveal any emotion, as it would not be desirable.
- *Emotional maturity*: In order to make a positive impression on someone from the other gender group, being mature and acting in a mature manner will be very important.
- *Emotional stability*: Being emotionally stable will play a very big role when trying to impress someone from the other gender group. It is important to reveal how emotionally stable and mature one is. The ability to keep one's emotions under control and not being emotionally dependent on others will be seen as impressive and desirable.
- *Being focused*: One will be able to impress the other gender group if one is hard-working and willing to walk the extra mile for them.
- *Impulse control*: Impulse control was also reported both positively and negatively by the WAG. Firstly, being spontaneous and lively will be seen as desirable, as one has

to be the centre of attention to draw the attention of the specific person's in whom one is interested. However, other members of the WAG reported that one must always remain reserved and be cautious.

- *Independence*: Displaying one's independence will be seen as favourable by others. It was reported that one needs to be able to function independently from others. The data revealed that people who are dependent and needy are regarded as negative.
- *Positive emotionality*: Positive emotionality will play a major role in the ability to make a positive or favourable impression on someone from the other gender group. The following things were reported as desirable: happiness, positivity, joviality, joy, cheerfulness, humour, comedy and laughter.
- *Self-confidence*: To have good self-esteem or self-confidence will be perceived as impressive by the other gender group.
- *Self-image*: In order to make a positive impression on someone else, it is important to look after one's image. The WAG reported that one needs to ensure that one's appearance is appropriate, neat, fashionable and sexy without being provocative.
- *Self-knowledge*: The WAG reported this sub-theme both positively and negatively. The data revealed that it is always important to be oneself and never to attempt to be someone one is not. When one begins a new relationship with someone else, it is important to let the person see who one really is. The respondents felt that when people pretend to be someone they are not, it will be undesirable, as they will not be able to sustain it. Certain members of the WAG reported that it will be desirable to impress others, whereas other members reported it to be undesirable. Furthermore, married WAG members reported that they did not seek to impress the other gender group, as they already had a spouse or life partner.
- *Stubbornness*: Interestingly, the WAG reported that when one is stubborn, hard-headed or plays hard to get, it will make a favourable impression on the other gender group.
- *Tranquillity*: Radiating tranquillity and calm will impress the other gender group.
- *Transiency*: The WAG reported that experiencing feelings such as anger, moodiness, impatience and irritability will not make a favourable impression on the other gender group. Displaying strength will make a favourable impression on others.

Value-based

- *Disciplined:* Having self-discipline will make a favourable impression on someone from the other gender group.
- *Discrimination:* In order to make a positive impression on someone from the other gender group, the WAG reported that everyone must be treated equally. They stated that there is no difference between men and women, and all must be treated equally.
- *Integrity:* The results indicated that if one is sincere, trustworthy and honest, one will make a favourable impression on others. Further to this, when one displays integrity, honour and no ulterior motives, it will also be seen as desirable.
- *Judgement:* The WAG was of the opinion that one must not judge people from the other gender group.
- *Pretentiousness:* Pretentiousness was both regarded as both positive and negative by different people in the WAG. Some members of the WAG said that one must never pretend or portray anything false about oneself, as it will make a negative impression on someone of the other gender group. However, other members of the WAG reported that it would be seen as desirable to hide one's flaws. Some people will pretend to be better than they truly are in order to impress other people.
- *Professional:* To behave professionally in front of the other gender group will be seen as favourable.
- *Religion:* When one seeks to impress someone from the other gender group, the WAG reported that being religious will be seen as desirable. The results indicated that it is important to live as a child of God and always to make sure that one's first discussion includes one's belief or religion.
- *Time management:* It was reported that being punctual and prompt in all that one does for one's partner will be seen as positive.
- *Values:* Displaying strong values in a relationship will be seen as desirable for the other gender group. Further to this, being conservative will also make a favourable impression on them.

As illustrated above, the main facilitating sub-themes reported were empowerment and leadership. For the gender-based theme, the main sub-theme reported was womanliness and the one reported least often was manliness. The main intellect-openness sub-theme reported was communication and the ones reported least often were openness and problem-solving. Moreover, the main reported sub-themes concerning interpersonal relatedness to impress the

other gender were attentiveness, friendliness, good manners and generosity. The sub-themes reported least often were acknowledgement, aggression and support. The sub-themes reported mainly for intrapersonal relatedness comprised positive emotionality, self-knowledge and transiency. The sub-themes reported least often were emotional maturity, being focused and tranquillity. Lastly, the main reported sub-themes for the value-based theme were integrity and pretentiousness. The ones reported least often included discipline, judgment and being professional.

DISCUSSION

The aim of this study was to investigate how the WAG perceives social desirability and the features people exhibit to impress others in a home and work setting, and the opposite gender. Through semi-structured interviews, six overall themes with sixty sub-themes were identified. The discussion to follow will attempt to explain significant findings and provide reasons for certain features being more prominent than others. The sub-headings in this section will be divided into the following; socially desirable features, socially undesirable features, features to impress others at home¹, features to impress others at work², and features to impress the opposite gender.

Socially desirable features

The main reported sub-theme for facilitating was leadership. Sosik and Dinger (2007) believe that a leader's need for social approval plays a vital role to cement the commitment of one's followers to one's vision. Therefore, one can assume that leaders are consciously aware of their behaviour to be appropriate for the particular situation in which they find themselves (Snyder, 1987). Hence, the WAG may consider it socially acceptable if one can be a leader or follow a leader who has the ability to alter the group's behaviour to fit a certain milieu, with the intention to win over followers, by guiding them with the aim of achieving a desirable and common goal. For the theme gender-based, the sub-theme that stood out was manliness. The WAG reported that it will be socially desirable if a man demonstrates dominance, power

¹ With regard to the third theme, data were collected from participants pertaining to their current home setting, therefore references will be made to these individuals as family members.

² With regard to the fourth theme, data were collected from participants pertaining to their current work setting, therefore references will be made to these individuals as colleagues.

or influence over others. The significance of power has always played a vital role in reaching desired end goals in one's life, such as wealth and status (Eagly & Johannesen-Schmidt, 2001). From a more global perspective, having the ability to influence others is seen as favourable, but if people should obtain newly acquired power, their thoughts, feelings and behaviour may not always be perceived as desirable (Keltner, Gruenfeld & Anderson, 2003). For example, they are likely to become more agentic (Galinsky, Gruenfeld & Magee, 2003) and reward-seeking (Anderson & Galinsky, 2006), and are more inclined to initiate competitive interpersonal exchanges (Magee, Galinsky & Gruenfeld, 2007) than powerless people. While these characteristics may assist one in achieving one's ends, the impact they may have on others may not always be desirable. It is crucial to consider the power tactics one uses to control others (Aiello, Pratto & Pierro, 2013).

The sub-theme communication was predominantly reported within the theme intellect-openness. People often exhibit public responses geared toward creating or maintaining a socially desirable image of themselves (Cialdini & Goldstein, 2004; Eagly & Chaiken, 1993). In addition, the WAG may attempt to communicate in a clear, appropriate and definite manner with the intention of maintaining a socially acceptable appearance. The ability to maintain good relations was strongly emphasised in the theme of interpersonal relatedness; this is supported by literature (e.g. Brewer & Feinstein, 1999; Romero-Canyas *et al.*, 2010). The WAG mentioned that displaying pro-social features such as being attentive, cooperative, respectful, tolerant and tactful will aid in the attempt to maintain a socially desirable image.

A very unique finding included the sub-theme positive emotionality, which was clustered under intrapersonal relatedness. The reason why this finding is so unique is because it was the leading sub-theme in the entire study. In other words, positive emotionality was mentioned in every sub-section and will be featured by the WAG in their homes, workplace and when with other genders. This finding is confirmed by Myers (2004); the need for acceptance will alter people's thoughts and emotions; for example, happiness and joy will be portrayed to increase one's chance of acceptance. Consequently, the WAG may portray features such as optimism, happiness, joy, cheerfulness, rejoicing and positive energy with the intention of making a socially desirable impression. According to the accumulated data, the sub-theme integrity was the central one reported under the theme value-based. Displaying integrity will promote one's attempt to gain social approval from others (Coşgel & Minkler, 2004), therefore the WAG may display strong moral principles such as being trustworthy, honest, loyal and

sincere. From another perspective, individuals who have a low level of integrity are more likely to present themselves more positively than they truly are than individuals who have a high level of integrity. In other words, it is less likely that an individual from the WAG who has a high level of integrity will engage in creating a socially desirable image. In addition to this, an individual who has low levels of integrity may have a greater need to obtain social approval from others (Neill *et al*, 2013).

In the course of exploring social desirability within the WAG, very unique and interesting features were identified. The reason for this was that certain features in some instances were reported to be both socially desirable and socially undesirable. Denigrating others will be perceived as socially undesirable by most. This finding is supported by research (e.g. Lewis & Sherman, 2003; Newman, Caldwell, Chamberlin & Griffin, 2005). The feature sarcasm, which was clustered under denigration, was reported both as socially desirable and undesirable. The reason for the use of sarcasm can be motivated by several things: “being humorous, acting aggressively, achieving emotional control, elevating one’s social status, expressing attitudes, provoking reactions, mocking others, and meeting the force of one’s meaning” (Leggitt & Gibbs, 2000, p. 2.). A person from the WAG can be driven to engage in sarcasm positively or negatively, i.e., a harmful or bitter use of sarcasm can be motivated by negative emotions such as envy, disapproval, anger or even aversion of one person to another. Alternatively, a more positive or friendly response can be motivated by one’s liveliness or playfulness (Kim, 2013).

Emotional disclosure was differentiated in positive and negative clusters. Some individuals believed that one must be able to express and display emotions, while others felt one must suppress strong emotions or not show them at all. Research suggests that the extent of emotional disclosure is circumstantial (e.g. Webb, 2009); the WAG’s need to gain social approval by either displaying or inhibiting emotions will depend on the context in which people find themselves. Looking from a different perspective, Qiu, Lin, Leung and Tov (2012) stated that emotional disclosure helps individuals to elicit social support and improve intimacy with friends. In contrast, Weinberger (1992) concluded that emotional inhibition will be completely different in a distress-prone individual, who monitors his or her self-presentation to reduce the effect of disapproval in his or her immediate environment.

Socially undesirable features

Interestingly, as in the previous sub-section, the sub-theme communication was reported most often under the theme intellect-openness. The other sub-theme that was emphasised was openness. When one is not receptive to the thoughts and beliefs of others, it will be seen as socially undesirable (Chamorro-Premuzic, Reimers, Hsu & Ahmetoglu, 2009; Perry & Sibley, 2013). When members of the WAG follow the undesirable path by being not being open to the ideas and thoughts of others, and merely follow their own paths, that will be seen as undesirable. For the theme interpersonal relatedness, having bad manners was the sub-theme that stood out most. Having or displaying ill-mannered social behaviour, such as rudeness and not behaving according to the pre-set social norms of society, will be seen as socially undesirable. This finding was confirmed by literature (e.g. Chaney & Green, 2002; Lim & Teo, 2009). The accumulated data indicated that when the WAG displays ill-mannered social behaviour, such as abruptly interrupting others, throwing tantrums, showing rude non-verbal signs, smoking, shouting, drinking, playing loud music, littering, being noisy, making dirty jokes and indecent remarks, glaring, swearing and not greeting others, it will be viewed as unacceptable.

The main reported socially undesirable sub-theme for intrapersonal relatedness was emotional instability. According to Otter and Egan (2007), instability may be portrayed in two ways; firstly, one may internalise destructive emotions that could have negative outcomes. Secondly, a person may act in extreme ways when confronted with unfamiliar or unexpected external stimuli. If people struggle to respond to the environment in an appropriate manner and to control their emotions and expressions, it will be seen as socially undesirable (Van Iddekinge, McFarland & Raymark, 2007). Hence, the WAG may perceive someone who is over-emotional, has blowouts and outbursts, lacks emotional control and is depressed as behaving socially undesirably. Uniquely, as in the previous sub-section, the main reported sub-theme in the theme value-based was integrity. The other sub-theme that was reported often in the sub-theme was misconduct. According to Parsons (2012), and Palmer (2013), when someone displays unacceptable, wrongful, unlawful or improper behaviour, it will be seen as socially undesirable. Thus, when a member of the WAG commits any offence such as vandalism, theft, plagiarism or rape, or breaks traffic rules, it will be perceived as socially undesirable.

A unique finding was that the WAG reported in Table 2 that to act proudly will be seen as socially desirable. However, as can be seen in Table 3, pride was seen as a socially undesirable feature. If one carefully examines the responses, it is indicated that it is acceptable for one to feel proud when, for example, a father says to his son that he is proud of him. It is acceptable for one to feel proud where pride is warranted, but it is not acceptable to boast about the accomplishments or awards that one has obtained. Therefore, a person must endeavour to maintain a balance between being overly proud and being humble. Tracy and Robins (2007) distinguish between two types of pride: firstly, a person can have authentic pride, which is based on external, unstable, and controllable causes (I won because I practised). The second type is hubristic pride; it is based on internal, stable, and uncontrollable causes (I won because I am always great). Alternatively, Stanculescu (2012) describes pride as an intricate emotion that reveals the social acceptance of a person, not necessarily the actual presence of approving others. The responses indicated that the WAG perceives pride as a very intricate part of their culture. However, too much pride can be detrimental to an individual. To elaborate, the white Afrikaner does not want to show vulnerability towards others. Therefore, they will rather resist the help of others, or not display their helplessness. This finding is supported in literature (Kelchtermans, 2005; Oveis, Horberg & Keltner, 2010).

Another finding that surfaced was that when asked to name features that are socially undesirable within the WAG, the responses did not include any facilitating and gender-based answers. The assumption can be made that features such as being a leader, exemplary and empowering others are not seen as undesirable in the WAG. In addition, in the gender-based theme, it seems acceptable for a male to be 'macho' and for a female to be feminine (Arrindell *et al.*, 2003; Fodor 1974; Hofstede 1980).

Impression element in informal setting (home)

For the theme facilitating the two sub-themes that were reported on were leadership and being exemplary. Firstly, the WAG reported that when one is able to take a leadership position in one's home it will be seen as remarkable (Apter, 2006; Van der Westhuizen, 2009). If parents can lead their children in a desired direction, or guide their children to overcome challenges in their lives, it will make a favourable impression on others (Stone &

Chakraborty, 2011; Yang, 2011). The responses for this sub-theme also indicated that one will be able to make a favourable impression on one's family if one can give advice, whether it is to one's parent, spouse, children and/or siblings. Hence, the WAG may perceive people as impressive if they can influence their family members positively by aiding and supporting them with the intention of accomplishing a collective goal. Secondly, a sub-theme that strongly emerged was being exemplary. Being a good role model for others and living life in a manner that others can admire and live up to will make a positive impression on others (Alexander, 2013; Almeida, 2011). The WAG reported that when one has the ability to set boundaries for oneself and can keep on modelling one's own behaviour, it will make a favourable impression on one's family.

Interestingly, the only sub-theme that was emphasised in the theme gender-based was manliness. The WAG reported that if a male boasts certain manly characteristics, such as physical strength, masculinity and being 'macho', it will make a positive impression on others. Pontari and Schlenker (2004), and George (2005) confirm that when a male displays qualities that are generally considered typical of an adult male, such as being muscular, brave and strong, it will make a favourable impression on others. Consequently, when a WAG male exhibits certain manliness traits, such as fixing the car and doing everyday maintenance and repairs at home, it will make a positive impression on other family members.

The sub-theme that was predominantly reported in the theme intellect-openness was problem-solving. The accumulated data revealed that if one has the ability to understand and find solutions to any challenge, problems or dispute within one's home, it will make a favourable impression on others. Hence, if a family member in the WAG, whether one's spouse, parent, sibling and/or child, has the ability to deal with problems or overcome any kind of challenge, it will make a positive impression on others. This finding is confirmed by studies by the Camcare parent youth mediation service (1999), Conner and Cross (2003), and Washington, Gleeson and Rulison (2013).

The sub-theme that was reported most often was attentiveness in the interpersonal-relatedness theme. If one can give one's assiduous attention, is considerate, thoughtful and able to respond to the needs of others, it will make a positive impression on others (Bradley & Kao, 2011). Therefore, if one is devoted and gives one's undivided attention to the happiness and comfort of others, by listening to them, showing a keen interest, providing the care, affection

and intimacy needed, and also spending quality time with members of one's family, it will make a positive impression on families in the WAG. As mentioned in a previous sub-section, positive emotionality was mostly emphasised within the theme of intrapersonal relatedness. Hence, the WAG reported that they will make use of positive emotionality to make a positive impression on others in an informal environment. This means that features such as positivity, joy, happiness, smiling, humour and laughter will be exhibited by the WAG in order to portray themselves more positively. Consequently, if one has the capacity to experience positive emotions, laugh, see the positive side of life and enjoy playing with others and having fun, this will make a favourable impression. Portraying positive emotions in one's home can equip one to influence others favourably; it will also have a desirable effect on relationships between oneself and one's family members, one's perseverance, and the family members' cooperation regarding house responsibilities (Bridgett, Burt, Laake & Oddi, 2013; Wilson & Durbin, 2012).

Discipline was the most frequently reported sub-theme under the theme value-based. The results indicated that if one has the ability to comply with the expectations, norms and rules within one's home, it will make a favourable impression. When one enforces certain rules and/or guiding principles at home, adhering to the rules and/or guiding principles will make a favourable impression on the enforcer (Ahla, Fausto-Sterling, García-Coll & Seifer, 2013; Lansford *et al.*, 2005). The WAG reported that the enforcement of discipline, whatever form it may take, plays a vital role in a home, especially in the upbringing of children. The WAG reported that children need to learn the importance of rules, and that rules are implemented for various reasons. The WAG projected through the responses that people, especially children, must learn that one cannot always escape the consequences of one's decisions and that one has to take responsibility for one's actions. This will play a vital role when a child reaches adulthood, to be able to adhere to society's expectations, norms and rules.

While exploring impression management in the homes of the WAG, some unique findings were made. The WAG predominantly reported the sub-theme acting in the interpersonal relatedness theme. It is evident from the data that acting is perceived as both positive and negative. Firstly, it was reported that when one is at home, it is important to put one's best foot forward in order to impress one's family. However, it was also reported that in some homes, people will not put their best foot forward to impress others. From an alternative

perspective, the one place where people can reveal their one true identity is in the privacy of their homes (Rozuel & Kakabadse, 2010).

Another aspect that came to light was generosity as a sub-theme of interpersonal relatedness. When offering a gift to someone else it will not only make someone feel appreciated and special, it will also increase positive emotions in the relationship (Clarke, 2007; Gino & Flynn, 2011). The WAG are likely to be generous to their family members in order to impress them, by buying and/or making presents, spoiling them or taking them on vacation.

Impression elements in formal setting (work)

Under the theme facilitating, leadership and being exemplary were both reported often. With regard to being exemplary, the WAG reported that being able to set an example, or merely giving guidance to other employees, will make a positive impression on others. This is supported in literature, e.g. by Etscheidt and Knesting (2007), Droel (1997), and Veach (2009). The WAG mentioned that when one is able to live an exemplary life, giving guidance to others in an organisation, it is likely to make a positive impression on them; moreover, the example one sets for others will be perceived as favourable if one is able to display moral conscientiousness, such as integrity. With regard to leadership, Cha and Edmondson (2006) confirm that when a leader has the ability to influence others in order to achieve a common goal, to promote employees' efforts and the performance of the organisation, it will make a favourable impression on others. Hence, the WAG may seek to make a positive impression on others in an organisation by inflating their leadership qualities, sharing their expertise in their field and offering guidance and advice.

The most frequently reported intellect-openness sub-theme was problem-solving. Rowh (2007) wrote an article in which he discussed the importance of problem-solving in the workplace. According to "Talking the talk" (2004), chief executive officers from several organisation were asked what typical characteristics impress them most when they interview executive-level job candidates; 34% of them mentioned problem-solving abilities and 34% verbal communication skills. Furthermore, if seeking to impress others, the WAG reported that displaying good problem-solving skills and the ability to provide solutions for others, whether one's colleague, manager or customers, will make a favourable impression on others.

Having good and professional relationships with others in the work environment was the most frequently reported sub-theme under the interpersonal relatedness theme. In order to make a favourable impression on others in a work environment, it will be important to develop and maintain mutually satisfying professional relationships (Xin, 2004). The ability to promote positive relations and unity with others in the work environment is important in the WAG. In addition to this, the response indicated that to maintain a positive impression one must not impose on others, gossip, cause conflict or manipulate others while at work.

The main reported intrapersonal relatedness sub-theme under impression management, in a formal environment in the WAG, was being focused. Gunderson (2005) conducted a study to review some challenges that employees may encounter. The author found that interns who are hardworking, overachieving members in their profession are likely to work extra-long hours with the intention of making a favourable impression on others. Moreover, Smith (2011) wrote an article suggesting how employees can impress their boss. Smith (2011) concluded that if employees make a diligent effort and do a good job, they will increase the chances of impressing their boss. Hence, if members of the WAG perform well, deliver good work consistently, efficiently, and professionally, they are more likely to make a good impression. The WAG will also make a positive impression on others in an organisation if they display features such as willingness to serve, enthusiasm, perseverance, endurance, diligence, quality, being focused and excellence.

The sub-theme time management was most frequently reported under the theme value-based. If an employee demonstrates good time management skills in a work environment, by prioritising the work load, planning ahead, and always ensuring the work is done promptly, it will make a positive impression on others (Barsness, Diekmann & Seidel, 2005; Gerdes, 2008). Therefore the WAG may make a favourable impression on others by being punctual in everything that they take on, adhering to any timelines and deadlines and being on time for work and meetings.

Impression elements for the opposite sex (gender)

Empowerment was the predominant sub-theme reported under the theme facilitating. The WAG emphasised that when someone allows others the opportunity to excel and assists them

to reach their full potential, it will make a favourable impression on others. This is confirmed in various publications (e.g. Ssewamala *et al.*, 2010; Strömbäck, Malmgren-Olsson & Wiklund, 2013). Sharing knowledge and giving others the freedom to exercise autonomous choices (constructively and responsibly), will assist them to reach their full potential. More specifically, the data revealed that the act of giving women the opportunity to better themselves and also giving them the tools to excel in their lives will be viewed as making a positive impression; this is also confirmed in literature (e.g. Lezotte, 2013). In contradiction with this, the data accumulated for the sub-theme leadership revealed that some of the WAG males prefer that women must not take a leadership position, as also found in literature (Robinson, Gibson-Beverly & Schwartz, 2004). Thus, some WAG males may not perceive females who take on a leadership position as impressive.

For the gender-based theme, both the sub-themes manliness and womanliness were often reported. The WAG mentioned that if a white Afrikaans female portrays features such as modesty, motherliness, gentleness, empathy and sensitivity, it will make a favourable impression on males. Females will endeavour to make a positive impression on others by portraying certain ladylike characteristics such as finesse, softness and empathy (Chan, Rogers, Parisotto & Biesanz, 2011; Pontari & Schlenker, 2004). On the other hand, it was claimed that if a white Afrikaans male portrays features such as being muscular and boasts about how impressive he is, it will make a favourable impression on females. If a male possesses qualities generally considered appropriate to a man, such as masculinity, endurance and/or courage, he will be viewed favourably by females (Pontari & Schlenker, 2004; Singh & Vinnicombe, 2001).

As in the previous sub-sections, communication was often reported under the theme intellect-openness. The process through which one communicates information to the other gender group may play an important role in making a positive impression (Merkin, 2012; Kuzmanovic, Schilbach, Lehnhardt, Bente & Vogeley, 2011). Thus, the WAG may adapt their communication style when seeking to impress someone from the other gender, speaking more nicely, better, clearer and more openly. Attentiveness was the main reported sub-theme for interpersonal relatedness. When seeking to make a favourable impression on someone from the other gender group, it can be done if one shows awareness of the value of other people by listening to them, making them feel special, doing things for them, providing the necessary care and affection, and also ensuring they have one's full attention. Further to this,

paying attention to others and not just considering one's own needs and desires will be viewed as positive (Bradley & Kao, 2011).

The sub-theme that stood out in the theme intrapersonal relatedness was self-knowledge. The WAG reported that trying to impress someone else will not make a favourable impression on others. Being oneself and remaining true to oneself was emphasised very strongly in the WAG. Being the person one aspires to be and ultimately making decisions that will reflect one's true nature will be seen as socially desirable (Freitas, Langsam & Clark, 2008; Stein, 2009). For the theme value-based, pretentiousness was the sub-theme that was most often reported. It is evident from the results that being pretentious is perceived in the WAG as both positive and negative. On the one hand, the WAG reported that one must not pretend to be someone one is not. When a person pretends to be something else, the WAG will perceive it as giving others a false image of oneself and it will not make a good impression on them. The WAG reported that the problem with portraying a false image is that generally people will not be able to maintain such an image, and in the end it will lead to the detriment of oneself and others. In contrast to this, the WAG reported seeking to make a positive impression on someone from the other gender group by hiding character flaws or giving greater merit to features than is actually possessed, as desirable. Typically, the features mentioned by the WAG included intelligence, individualism, emotional intelligence and patience. Holoién and Fiske (2013) stated that individuals will exaggerate their accolades or intellect with the intention of increasing their desirability. Moreover, when one amplifies one's independence it will be to create a more favourable image (Riemer & Shavitt, 2011). According to Gerdes (2008), being honest about one's own weaknesses or even the aspects of oneself that are average and conveying this to others will in fact impress them. Being truthful to oneself and others will have a more desirable effect on one's relationships and it will in time become easier to fully accept oneself as one is (Gerdes, 2008).

While exploring impression management with regard to making a favourable impression on people from the other gender group, some unique findings were made. The sub-theme acting evidently provided interesting findings. To elaborate, the WAG mentioned that men will like women who act adorably and cutely. The results also indicated that women, on the other hand, like it when men are 'smooth' and talk sweetly to them. In addition, talking in a flattering manner will impress others (Henningsen, Braz & Davies, 2008; Hogan, 1982).

Conversely, the results also indicated that certain members of the WAG will not feel comfortable when someone flirts with them or other people.

Another sub-theme that provided unique results was independence under the theme intrapersonal relatedness. The WAG reported that when one displays one's independence, it will be seen as favourable by others. According to literature, the WAG will value someone who possesses characteristics such as uniqueness and self-reliance (Lorenzi-Cioldi & Chatard, 2006; Riemer & Shavitt, 2011). Nevertheless, it was reported that one needs to be able to function independently from others. The data revealed that when someone is emotionally dependent, the WAG will perceive it as negative. To elaborate, when someone demonstrates inability to function without the help of someone else, it will be perceived as negative by others. Certain people will merely stay in a relationship, as they do not have the ability to empower their self-concept. When people display the inability to empower themselves, they will feed off the energy of others; in time, the giver will not be able to sustain it and in the end the situation will have detrimental effects on both parties.

For the intrapersonal relatedness theme, the sub-theme impulse control was mentioned from two different perspectives. Firstly, being spontaneous and lively, and also seeking to be the centre of attention in order draw someone else's attention, will be seen as favourable (Peluchette, Karl & Rust, 2006; Temperament & Cloninger'in, 2003) Thus, being energetic, lively and vigorous will be seen as impressive by some WAG members. However, other members of the WAG reported that one must always remain conservative by being reserved and cautious. Being able to read social cues and having the ability to resist or delay an impulse, drive or temptation to act, or remain reserved and quiet, will make a favourable impression on some WAG members. This is confirmed by literature (McMurrin, Blair & Egan, 2002).

Another interesting finding was that the WAG reported that when one is stubborn, hard-headed or plays hard to get, it will make a favourable impression on the other gender group. Hence, when one has or shows a dogged determination not to change one's attitude or position on something, it will make a favourable impression. Despite this, when one studies previous responses regarding stubbornness, the WAG reported in Table 2, that being stubborn was socially undesirable. Moreover, the WAG reported that if a colleague does not accept one's processes and/or one's mind-set in the workplace, one has to be stubborn in order to

make others realise that one actually knows how to deal with problems, issues or challenges. From the analysis it became clear that the context in which one finds oneself will determine when to be stubborn or not. Barash (2007) states that it will not only be acceptable, but also desirable for people such as researchers to defend their work publicly. Moreover, given the current political environment, such actions are even more necessary in order for people to remain open to reconsidering their typical beliefs. From another perspective, according to Ludeman and Erlandson (2006), especially within a work environment a person who is continuously stubborn and does not allow others to make any input can leave a path of destruction behind and can have a detrimental effect on their careers and the organisation. Alternatively, Clegg, Bradley, Smith and Hallam (2007) found that pride sometimes prevents a person from accepting the ideas or even the help of others because of self-esteem. The authors found that people are often reluctant to seek help because of their strong sense of self-reliance; they would rather struggle with their problems because they are afraid others will perceive them as weak.

Throughout the study an interesting finding was made. In Chapter 1 it was mentioned that Cialdini, Kallgren and Reno (1991) distinguished two types of social norms: descriptive norms, which can be defined as behaviours that are normally followed by individuals, and injunctive norms, which can be defined as behaviours that are normally approved or disapproved of by others. This finding was made while exploring social desirability within the WAG. To elaborate, certain WAG members reported that for example sarcasm, leadership, acting, emotional disclosure etc. were reported to be positive, while other reported these features as negative.

Ubuntu: Indigenous concepts

Throughout the study the indigenous concept of *ubuntu* appeared in the responses. *Ubuntu* is a way of thinking; it is a uniquely African term that has been used in management literature and is much talked about in South Africa. According to Robbins, Judge, Odendaal and Roodt (2009) *ubuntu* can be seen as “humanness” and can be best summed up by the Zulu- and Sotho-speaking groups, who refer to the concept as *batho*, which means a person is only a person because of other people. Various researchers have endeavoured to define the term; however, even today the concept remains relatively vague and unclear. Mbiti (1970, p. 108)

describes *ubuntu* as “whatever happens to the individual happens to the whole group, and whatever happens to the whole group happens to the individual. The individual can only say ‘I am’, because we are; and since we are, therefore I am.” Furthermore, *ubuntu* can be seen as the collective collaboration of people when faced with challenges and needing solutions. Moreover, *ubuntu* embraces a combination of principles, such as morality, humanness, care, understanding and empathy (Boon, 1996).

In this study, the essence of *ubuntu* was prominent. The themes of interpersonal relatedness and being value-based corresponded strongest with the description and meaning of *ubuntu*, especially when considering definitions provided by Mfutso-Bengo (2001), and Nolte-Schamm (2006). In the WAG, the socially desirable and impression management themes that correspond with the concept of *ubuntu* emerge clearly. From the theme interpersonal relatedness, the sub-themes of being compassionate, good relations, helpfulness, support and warm-heartedness comprise most of the socially desirable and impression management features related to the concept of *ubuntu*: compassion (having empathy or sympathy for others), good relations (being cooperative, tolerant, tactful and respecting others people), helpfulness (being helpful and maintaining the community), support (giving emotional support, financial and physical support) and warm-heartedness (showing sensitivity and caring for and loving others). All of these features seem to encompass some elements of *ubuntu*.

Being value-based also seems to be related to the concept of *ubuntu*. For example, the sub-themes discipline (being reliable and responsible), integrity (being sincere, truthful about intentions and feelings), pretentiousness (portraying a true image of oneself and not pretending to be someone or something else) having values (having morals and displaying values, and acting appropriately, are closely related to Nyembezi's (1977) description of *ubuntu*.

Practical implications

In the course of this study, it was evident that the phenomenon of social desirability plays a role in the WAG. Practical implications in this cultural group were that the WAG will portray the features that were mentioned in a formal, as well as in an informal environment. These

features will be portrayed in order to gain social approval from others, and also to make a positive impression on others. From the accumulated data the assumption that can be made is that people, in reasonable terms, demonstrate a need to make a favourable impression on others. Wesselmann, Cardoso, Slater and Williams (2012) stated that social interactions between people are imperative for their effective functioning. When meeting someone for the first time, the need to leave a favourable impression on others will be intrinsically driven by one's need for social acceptance (Stopfer, Egloff, Nestler & Back, 2013) that will be satisfied through social interaction.

Limitations and recommendations

A limitation of the study is that it made use of the phenomenological approach; disadvantages of using the phenomenological approach for research are that subjectivity of the data can lead to challenges in establishing trustworthiness of the grouping of the information. Furthermore, the accuracy of categorisation of the socially desirable themes is uncertain, as the themes were only manually based. The researcher did make use of dictionaries, literature and discussions with independent industrial psychologists and cross-cultural psychologists. The limitation can lie in making use of dictionaries and literature as a guideline in order to come up with the final themes; this could have clouded the initial interpretation and development of the themes, which, as a result, included many universal perceptions. Lastly, the sample used in the study was stratified equally in terms of age and gender. The limitation may lie in the sample not being representative of all the different roles people play in a formal and informal setting.

The recommendation that can be made is that South Africa is not cross-culturally suitable for using imported personality measurements (Nel *et al.*, 2012), given that previously disadvantaged groups were not sufficiently represented in the adaptation of imported inventories. Therefore it is necessary for researchers and industrial psychologists to be aware of the impact of social desirability features on psychometric measurement. To develop items for the social desirability questionnaire, it could be valuable to re-examine the original responses collected from speakers of the official languages. Furthermore, translation restrictions did not have a major impact on the results; the impact was minimised by having discussions with cross-language experts and consulting literature and dictionaries. However,

terminology will always remain a problem; a recommendation would be to check and re-check translations of data as a collaborative effort to reduce inaccurate translations. Also, a cross-validation study could be conducted, which could investigate whether these research findings will be replicated, and if so, could further confirm these results. Lastly, a statistical validation is required, meaning that cluster analysis should be conducted in cooperation with factor analysis of programs from SPSS, AMOS or MPLUS.

Conclusion

The overall aim of the study was to explore how the WAG perceives social desirability, as well as social undesirability within its culture. Further to this, the aim also included what impression management tactics would be employed in order to make a favourable impression on others.

With regard to the first part of the study's objective, the responses were clustered into six main themes: Firstly, when one is able to fulfil a leadership position or is considered as exemplary by others; secondly, exhibiting features such as masculinity (if male) and femininity (if female); thirdly, displaying good communication skills, being receptive and attaining competencies, skills and an education; fourthly, remaining constructive in one's relationships, by being helpful, constructive, supportive and attentive; fifthly, remaining constructive in one's inner thoughts and possessing inner confidence and respect and lastly, displaying moral consciousness in one's life, by being trustworthy, loyal and reliable. Besides socially desirable features, the study also aimed to explore social undesirability. The responses were clustered into four main themes: Firstly, displaying poor communication skills and rejecting the ideas and opinions of others; secondly, displaying features that are detrimental to one's relationships, by being unhelpful, aggressive, arrogant and cold-hearted; thirdly, features such as emotional instability, negative emotionally and selfishness and fourthly, discrimination, dishonesty and misconduct or lack of moral consciousness.

With reference to impression management tactics employed, the WAG will exhibit features in three difference contexts: at home, at work, and in relation to the other gender. In summary, the following features were emphasised in the different contexts: giving advice and guidance, sharing lessons of life and being a role model and empowering others; displaying

characteristics that are characteristic of males and females, such as masculinity and femininity; being creative, having good communication and problem-solving skills, also being receptive to new and different ideas; remaining constructive in one's relationships and one's inner thoughts and possessing inner confidence and respect; displaying moral consciousness and being trustworthy, loyal and reliable.

The concept of social desirability will be explored in all South Africa's official languages with the aim of developing a universal social desirability questionnaire that is valid, reliable and free from bias. This study will contribute to a more clear and definite understanding of the concept in all the languages.

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CHAPTER 3

CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

The purpose of this chapter is to draw conclusions in accordance with the general and specific objectives. Further to this, this chapter will focus on the limitations that have been encountered during the study and lastly recommendations will be made for future research.

3.1 CONCLUSIONS

The general objective of the study was to explore social desirability in the WAG. The study further investigates the features that the WAG will present in a formal and informal environment to impress others. Little research has been found on this topic in South Africa. In the previous chapter, the results were discussed and the conclusions discussed below can consequently be drawn.

The first objective was to investigate how social desirability was conceptualised according to literature. Various sources were used to gather information and have been consulted to conceptualise it. From literature it seems that social desirability is conceptualised as a person answering a question or acting in a certain manner that will place him or her in a positive light (King & Bruner, 2000; Middleton & Jones, 2000; Paulhus & Reid, 1991). Several studies that were conducted on socially desirable conduct concluded that one's motivation to act normatively appropriately according to society can trigger the desire to manage one's image (e.g., Lalwani, Shavitt & Johnson, 2006; Paulhus, 1984, 1991; Sackeim & Gur, 1979). Crowne and Marlowe (1980), some of the first authors to explore the phenomenon of social desirability, stated that people can often feel motivated to "respond in culturally sanctioned ways" (p. 354). In summary, social desirability could cause people to feel the need to avoid giving truthful or accurate assessments of their attitudes to others, specifically when being asked to reveal their opinions or preferences regarding socially sensitive topics such as race, ethnicity, and sexuality (Knoll, 2013).

One of the first fathers of social desirability was Wiggins (1964); he made an important distinction between the substance and style of social desirability. He proposed a two-factor

model of socially desirable responding that distinguishes self-deception. Self-deception is an unintentional predisposition to describe oneself in a more favourable light, which is manifested in positive but honestly believed self-descriptions (Li & Bagger, 2007). On the other hand, impression management can be seen when individuals' intentionally alter their self-presentation to be perceived more favourably by others (Crutzen & Göritz, 2010).

The second objective was to identify socially desirable features in the WAG. Many of the responses that were given included ones from people who actively or inactively attempted to guide, lead, give advice or encourage others by their already learned life experiences and being role model citizens for others; this conduct will be perceived as socially desirable (Snyder, 1987; Sosik & Dinger, 2007). Further to this, if people act in a way that will boost gender characteristics, it will be seen as socially desirable, more specifically, when they display their masculinity or femininity (Singh & Vinnicombe, 2001). The results indicated that when one has the capacity to think or acquire knowledge; has a unique natural ability or skill, is knowledgeable and observant of outward and inward things, receptive to new ideas or to the opinions of others and has good communication skills, these attributes will be perceived as socially desirable (Cialdini & Goldstein, 2004; Eagly & Chaiken, 1993; Tetlock, Skitka & Boettger, 1989). Furthermore, in numerous responses people made intellect-driven decisions and were willing to think differently or be creative (Holoien & Fiske, 2013; Pontari & Schlenker, 1973). The results indicated that when someone is eager or motivated to obtain new skills and to acquire an education, it will be perceived as socially desirable.

The WAG reported that if one has the ability to remain constructive in one's relationships and to remain forgiving, peaceful and cooperative, it will be seen as socially desirable (Brewer & Feinstein, 1999). The results also indicated that it will be socially desirable if one has the ability to remain constructive in one's inner thoughts, possesses inner confidence and respect, is sensitive towards outward events or people, manages one's emotions or actions well, is emotionally sound and capable of handling one's life issues (Myers, 2004). Lastly, moral consciousness, honour, integrity, trustworthiness, loyalty and reliability were also reported to be socially desirable (Neill *et al.*, 2013).

The third objective was to identify socially undesirable features in the WAG. The results indicated that poor communication skills will be perceived as socially undesirable (Cialdini & Goldstein, 2004). Moreover, not being open to others' opinions and merely following one's

own path will be seen as undesirable. The WAG reported that portraying destructive features in one's relationship and everyday life, for example being aggressive, cold-hearted, arrogant, unsupportive, denigrating, unfriendly, reticent and cold, will be seen as socially undesirable (Sali & Akyo, 2010). It was also reported that if one lacks the ability to control and manage one's own emotions or behaviour, is emotionality instable, is too eager to share emotions or completely withholds any emotions from others, too dependent, without self-confidence and selfish, it will be perceived as socially undesirable (Cox, 1999). Lastly, displaying immoral, dishonest, discriminating, deceiving behaviour or emotions it will be seen as socially undesirable (Tan, 2002).

The fourth objective was to identify the features that are displayed when impressing others in a formal and informal setting. If one is able to guide, empower and lead others towards a desired objective, it can make a favourable impression on others. In addition, if seeking to make a positive impression on others, one needs to be able to demonstrate gender characteristics such as being muscular or ladylike. Being receptive to obtaining new skills, knowledge and being competent, intelligent and able to demonstrate good problem-solving skills, will make a favourable impression on others (Holoien & Fiske, 2013).

If one seeks to make a favourable impression on others, one needs to remain constructive in one's relationships and maintain them actively by being forgiving, peaceful, and cooperative (Xin, 2004). This can also be done by being accommodating, attentive, warm-hearted, compassionate and remaining true to oneself in front of others (Holoien & Fiske, 2013). Making a positive impression on others is possible if one has the ability to remain constructive in one's inner thoughts, possesses inner confidence and respect, and is capable of handling life issues (Van Iddekinge, McFarland & Raymark, 2007). Values were reported to make a favourable impression on others if one can display features such as being trustworthy, disciplined, true, loyal, punctual, reliable and having integrity (Palanski & Yammarino, 2011).

In conclusion, this study aimed to explore the concept of social desirability within the WAG, explicitly exploring how they perceive socially desirable features, socially undesirable features, and lastly impression management in a formal and informal environment. This study forms part of a bigger project. In 2005 a group of South African industrial psychologists and colleagues initiated a new project, called the SAPI. This project aims to develop an

indigenous personality inventory that is valid, reliable and free from bias. The SAPI project consists of two stages. Broadly speaking, the first stage is conceptual and attempts to unravel the implicit personality structure as reflected in natural language in speakers of all 11 official languages in South Africa. Here the researchers use a qualitative, comparative research design in which the personality structure is derived from interviews in all groups, after which the structures are compared across the languages so as to identify common and language-specific aspects. The second part of the study is qualitative and quantitative. The qualitative part explores the concept of social desirability in the South African context by conducting semi-structured interviews, while the quantitative part aims to develop and test personality and social desirability instruments in each of the languages based on taxonomy derived in the first stage of the SAPI, and the qualitative data derived from a social desirability study.

The concept of social desirability will be explored in all the official South African languages with the aim of developing a universal social desirability questionnaire that is valid, reliable and free from bias. This study will contribute to a more clear and definite understanding of the concept in the all languages.

3.2 LIMITATIONS

Firstly, the main limitation of the study is that it made use of the phenomenological approach; there are some limitations regarding the approach. The disadvantages of using the phenomenological approach for research is that subjectivity of the data can lead to challenges in establishing the reliability and validity of the grouping of the information (Babbie & Mouton, 2012).

An additional limitation may be the accuracy of how the socially desirable themes were categorised, as themes were only manually based. The researcher did make use of dictionaries, literature, and independent industrial psychologists and cross-cultural psychologists. This limitation can lie in making use of dictionaries and literature as a guideline in order to come up with the final themes; this could have clouded the initial interpretation and development of the themes, which, as a result, included many universal perceptions.

The researcher conducted 60 interviews among respondents in the WAG. The sample was stratified equally in terms of age and gender, that is, all participants were equally divided into three different age groups. Specifically, 33.33% (20) people were placed in each age group from 18 to 30 years, 31 to 50 years and 51 to 65 years. Besides age, all the groups were divided so that 50% of the population was female and the other 50% male. The limitation in the above-mentioned sample may lie in the fact that the sample may not be representative of all the different roles people play in a formal and informal setting. For instance, a person's role in a home setting will be that of a father or son or husband. The researcher did not explicitly differentiate between such roles. A father may not make use of the same impression management tactics with his son as with his wife. Furthermore, the researcher did not differentiate between the impression management tactics used on different management levels in the work environment, that is, subordinate to manager, between colleagues, or when dealing with customers.

3.3 RECOMMENDATIONS

3.3.1 Recommendations for practice

Today, the personality measurements being used in South Africa are not cross-culturally suitable, given that previously disadvantaged groups were not sufficiently represented in the adaptation of imported inventories (Meiring, Van de Vijver & Rothmann, 2006). Therefore it is necessary for researchers and industrial psychologists to be aware of the impact of social desirability features on psychometric measurement.

Hence, in the implementation of the SAPI project, the second part of the project included exploring social desirability in all the main language groups in South Africa by evaluating indigenous understanding and composition. This will aid in rectifying the problems identified.

The recommendation that can be made for organisations is to be more accommodating to allow employees to express their individual identities in the organisation. Organisations can create a culture nurtured by trust, support and cooperation between employees. If

organisations are more open and flexible in allowing their employees the freedom to live their true identities, that may limit the use of socially desirability features.

3.3.2 Recommendations for future research

Steps have already been taken to further the study of social desirability among other South African language groups. Students from other institutions across South Africa have been recruited to collect data from other language groups. This will lead to the ability to create social desirability instruments in each of the languages, based on taxonomy derived in the first stage of the SAPI, and the qualitative data derived from a social desirability study. The development of the questionnaires is still to take place. Because the SAPI project comprises a variety of languages, different issues should be kept in mind. The Employment Equity Act, 55 of 1998, Section 8 (Government Gazette, 1998), states that all questionnaires must be scientifically shown to be valid and reliable, equal and unbiased. In order to comply with this Act, researchers face many challenges. Apart from translation issues, an acceptable approach should be implemented in order to develop a valid and reliable questionnaire.

To develop items for the social desirability questionnaire, it could be valuable to re-examine the original responses collected from the official language groups. This could subsequently lead to greater understanding and meaning of each of the social desirability terms. Translation restrictions could have a major impact on the results and lead to bias items (Maree, 2002). Steps should be taken to eliminate language problems.

Recommendations could be made on future of similar studies. Translation restrictions did not have a major impact on the results of the present study; they were minimised by having discussions with cross-language experts and the consultation of literature and dictionaries. However, terminology will always remain a problem. A recommendation would be to be to check and re-check translations of data as a collaborative effort to reduce inaccurate translations.

A cross-validation study could be conducted, which could investigate whether these research findings could be replicated, and if so, could further confirm these results. The study conducted among the WAG was done by means of a qualitative design from a

phenomenological approach. A recommendation could be on the inclusion of statistical validation, meaning that cluster analysis should be conducted in cooperation with factor analysis of programs from SPSS or AMOS. Further to this, the validation will increase understanding of the WAG's conceptualisation of social desirability. The final outcome could be used to build a more reliable and applicable socially desirable construct for the WAG.

A last recommendation that can be made is to explore the male and female perspective more explicitly, as well as how each gender group perceives socially desirable features and impression management tactics. In this study, the researcher gathered a combined and overall view and did not explicitly differentiate between the two gender groups.

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