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# The Self-Other Distinction in Perceptions of Social Influence: Evidence of Cultural Generalizability and Childhood Emergence

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## Abstract

Prior research documents that adults in Western cultures perceive others as more susceptible to social influence than themselves (Pronin et al., 2007). Study 1 (N = 318) investigated the cultural generalizability of this asymmetric perception effect by examining young adults in South Korea where conformity is relatively valued, and a comparison sample of young adults in the United States. The results documented that the self-other distinction was just as strong in South Korea as it was in the United States. Study 2 (N = 102) examined the development of this tendency among 6- to 12-year-old South Korean children and showed that this asymmetry increasingly emerges with age. These findings suggest that asymmetric perceptions of conformity are robust and emerge over the course of development.