

**RECIPIENT FACTORS AND GULLIBILITY AMONG  
COLLEGE STUDENTS**

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An Undergraduate Thesis Submitted to the Faculty of the Department of Psychology  
Sciences, College of Arts and Sciences, Central Luzon State University,  
Science City of Muñoz, Nueva Ecija, Philippines  
in Partial Fulfillment of the Requirements  
for the Degree of

**BACHELOR OF ARTS IN PSYCHOLOGY**


**JUNE 2018**

## ACCEPTANCE SHEET

This undergraduate thesis entitled “**RECIPIENT FACTORS AND GULLIBILITY AMONG COLLEGE STUDENTS**” prepared and submitted by **PHIL DARREN E. AGUSTIN** and **MARILEA TRICIA F BULANADI**, in partial fulfillment of the requirements for the degree of **BACHELOR OF ARTS IN PSYCHOLOGY**, is hereby accepted.

  
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The researcher, MARILEA TRICIA FERRER BULANADI was the third of a brood of five .Born on December 1, 1996 at Talavera in the province of Nueva Ecija to parents, Mauricio V. Bulanadi and Maria Terese F. Bulanadi. She graduated as class valedictorian from Talavera Central School. She took up her secondary education at Central Luzon State University- University Science High School. The author is currently studying Bachelor of Arts in Psychology at CLSU Science City of Munoz, Nueva Ecija. On June to August of 2017, she spent time at the Regional Rehabilitation Center for Youth, Department of Social Welfare and Development at Ayala Magalang, Pampanga as an intern.

## ACKNOWLEDGEMENT

The authors wants to acknowledge all the following who helped them finish this simple achievement.

The **Lord** who gave them wisdom, patience and determination to make this thesis possible and given them an opportunity to meet all the following individuals below. Through his power and greatness this paper was made possible.

The **parents** and **families** that helped in this endeavor through financial, emotional and physical support.

To the one who served as one of their mentors, **Ma'am Bessie May Belza**, the support, trust, comments, and enthusiasm have infinitely improved this thesis and the researchers are very grateful for it. They will surely keep all the learnings that have been given to them. To **Sir Angelo R. Dullas**(their critic) for his suggestions, comments, motivations that really help them to improve this paper. They considered him as their mentor here in CLSU. Of course to **Sir Wawie DG. Ruiz** (their DRC), for exerting his time in this paper even though he had hectic schedules during their defense. To their English critic (**Sir Marvin Soriano**) for the kindness and efforts to rectify their slipups. To the **cooperative friends** who helped them in data-gathering. Lastly, thanks are given to the **participants** who have wholeheartedly accomplished the forms handed to them. Without these 800 individuals , this paper would not be complete. Indeed, this thesis will not be possible without God and these aforementioned individuals. They offer this humble achievement to all of them. May the Lord bless them all!

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## ABSTRACT

**AGUSTIN PHIL DARREN E. and BULANADI MARILEA TRICIA F.,** Bachelor of Arts in Psychology, Department of Psychology, College of Arts and Sciences, Central Luzon State University, Nueva Ecija, **RECIPIENT FACTORS AND GULLIBILITY AMONG COLLEGE STUDENTS**

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Gullibility is the idea that people believe in information that are not validated to be true. This effect of gullibility on such a large scale often endangered people not only in making wise decisions but also can be threatening. But what factors can associate to level of gullibility? Several past studies, explore the roles of different factors and their role in social persuasion. From that ,this quantitative study, focused to elaborate on the concept of recipient factors(self-esteem, social intelligence, hostility and richness in fantasy). Since, recipient factors are defined by some studies as critical determinant of persuasibility. Individually, the said factors were tested for its relationship with the level of gullibility. Additionally, the said factors were tested also to determine the capability to predict the level of gullibility of the grouped and the proposed models of recipient factors. Results showed that, level of gullibility among individuals is highly negatively related with the level of self- esteem. Individuals that have high self-esteem have low level of gullibility. It is also found that self-esteem can predict the level of gullibility. Similarly, social intelligence has negative moderate correlation with gullibility. Moreover, richness in fantasy and hostility have no to weak relationship in level of gullibility. In addition, collectively speaking, social intelligence, richness in fantasy with self-esteem as constant can predict gullibility. This implies that college students with high self-esteem and high

social intelligence paired with low level of richness in fantasy is predicted to have lower levels of gullibility and vice versa. However, without self-esteem they cannot stand alone as predictor.

*Keywords:* Recipient Factors, Gullibility, College Students

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