

Abstract

This study aimed to find out the factors that predict people's intention of blood donation. From the situational aspect, participants' perspective taking processes were manipulated into two types, which were cognitive and affective perspective taking respectively. Another aspect was study from the trait level. Questionnaires were completed by 106 undergraduate students, which included the article facilitating one of the perspective taking process and a personality scale. Result showed that people who donated before and were more extraverted had higher intention to donate blood. Affective perspective taking is more effective to increase their intention than cognitive perspective taking, especially if they did not donated blood before. Further study and implication of these findings are discussed.