

Value Assessment of Greeting Scripts in the Interpersonal Disposition of the Yoruba and the Igbo Cultures of Nigeria

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ABSTRACT This study examined empirically the attitude of the Yoruba and the Igbo cultures of southern Nigeria to the instrumentality of greeting as a social interaction facilitator. Subjects consisted of 97 males and 67 females, aged between 27 and 60 years. They were randomly drawn from the two target cultural settings (the Igbo and Yoruba cultures of Nigeria). When tested on the criterion measurement scale designed for the study, the two groups showed a non-significant difference at the six levels of measurement, thus debunking the age long stereotype that suggested that the Igbos may be less socially outgoing than their Yoruba neighbours because of an assumed deficiency in a behavioural practice considered potently prosocial.