People try to live up to their cultural worldviews and increase self esteem in order to fill their life with the feeling of importance and meaning – Ones life is motivated by the fear of eventual death

Mortality Salience
Awareness of one's death

Proximal
Suppressing death related thoughts and denying one’s vulnerability

Distal
Include maintaining self-esteem and faith in one’s cultural world view

Self-Esteem
The self-evaluation of one's own worth

Higher self esteem decreases defensive reactions to mortality salience

When one is experiencing mortality salience they are more likely to live up to the world views of their in-group then out-group

Societies build religion, world views and in-groups to explain significance in life

Daily Application and Recent Events

9/11 – A chain of terrorist attacks including the hijacking of 4 planes that hit the pentagon and twin towers - 2,996 death occurred – brought fear to the American nation

Boston Marathon [4/15]
Recent tragedy that killed 3 and injured 264 marathon runners and spectators. This event of terrorism united the nation’s worldviews against the attack