

The moderating role of implicit culture belief on the relationship between cultural identification and stigma towards cultural minorities

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Background

Previous research suggested that people with higher identification are more likely to display ethnic prejudice levels towards people from other cultures (Meeus et al., 2010), which results in

- Intergroup conflicts.
- Lower level of mental and physical health of people from other group.

Implicit cultural belief refers to the belief about whether the attributes of people from other cultural groups are fixed or malleable (Chao, Takeuchi, & Farh, 2017).

Students with a higher level of implicit cultural belief (i.e., consider the attributes of outgroup members as more changeable) could better adjust to a new cultural context (Chao, Takeuchi, & Farh, 2017).

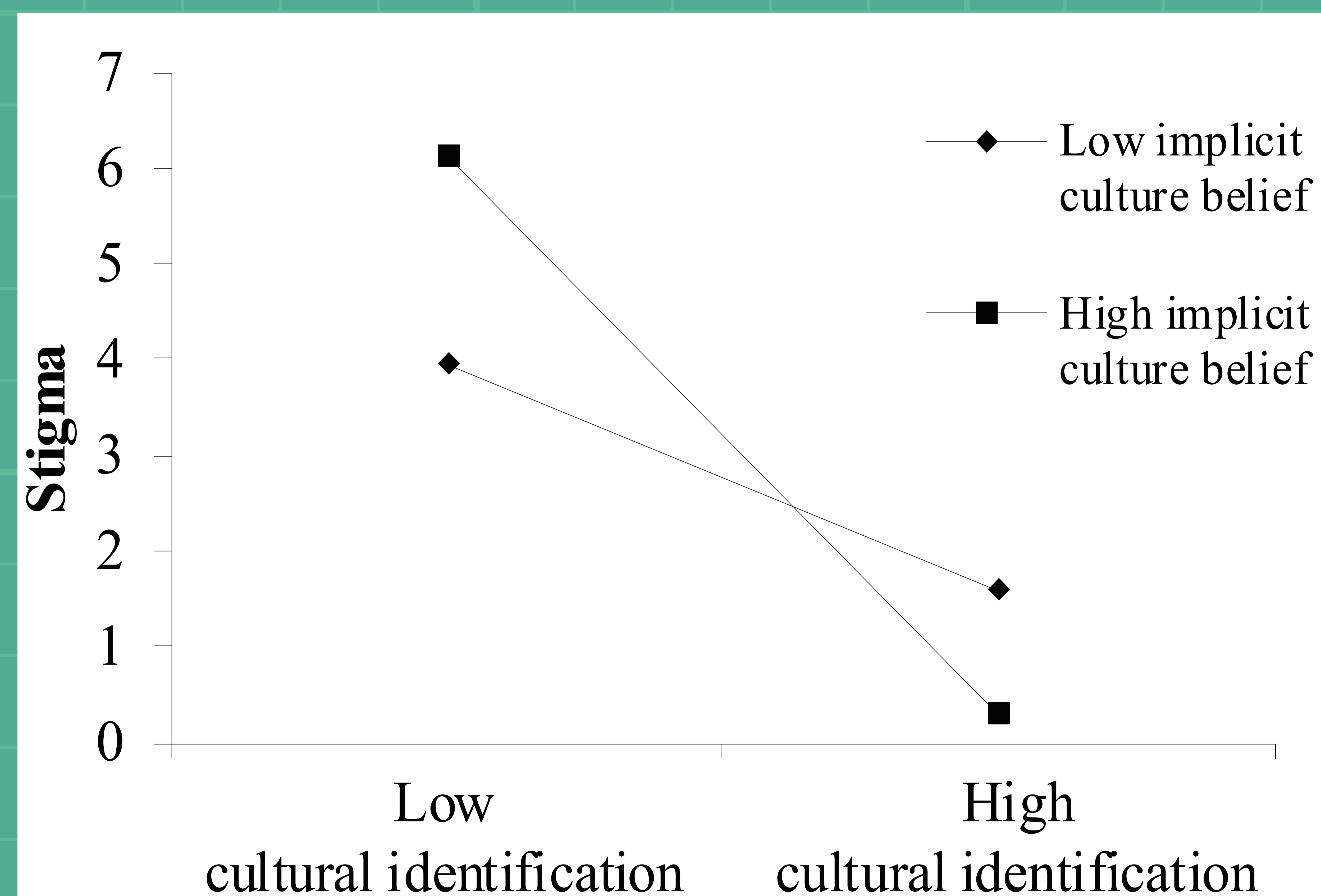
Research Question
Does a higher level of implicit cultural belief about individuals from the Mainland

China buffer the negative association between cultural identity and stigma among Chinese individuals in Hong Kong?
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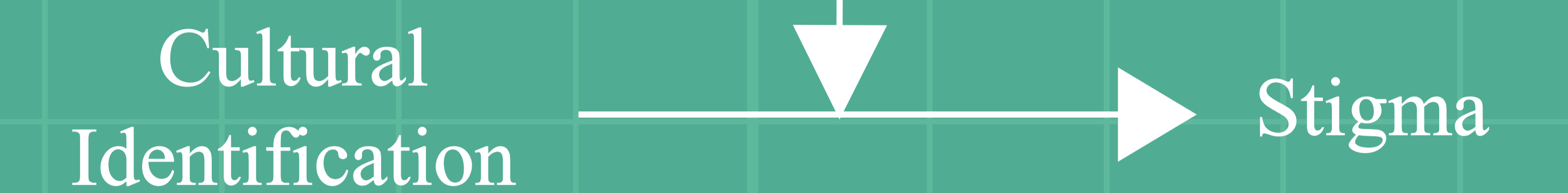
Methods

Sample	151 permanent Hong Kong residents
Mean of age (SD)	21.31 (1.77)
Gender	70.9% Female, 29.1% Male
Major variables	<ul style="list-style-type: none"> • Cultural Identity and Thermometer • Implicit Culture Belief Measure (Chao, Takeuchi, & Farh, 2017) • Generic Stigma Scale (Mak et al., in preparation)

Results



Implicit Culture Belief



- A higher level of cultural identification as a Hong Kong Chinese was associated with a greater level of stigma towards individuals from the Mainland China
 - Findings were similar across affective, behavioral, and cognitive dimensions
- The association was moderated by implicit culture belief, $F(1, 147) = 5.50, p < .05$.

Individuals from Hong Kong who reported a lower level of implicit cultural belief showed a lower level of stigma than those who reported a higher level of implicit cultural belief.

Implications and Conclusions

- These findings highlight the important role of cultivating more malleable implicit cultural belief in reducing stigma between two cultural groups.
- The findings have implications on how cultural groups can interact better in the multicultural context.