香港教育大學
The Education University
of Hong Kong

Implicit and Explicit Attitudes towards Cultural Minorities in Hong Kong

Rebecca Y. M. Cheung, Yen Na Yum, & Da Jiang
The Education University of Hong Kong

Abstract

Cultural and racial attitudes may underlie intergroup conflicts and integration. In a sample of 174 local university students in Hong Kong (HK), this study used implicit association tests to contrast attitudes towards Mainland Chinese (same-race outgroup) and South Asians (different-race outgroup). Compared to implicit attitudes toward Hong Kong locals, linear mixed-effects modelling showed that the attitudes were negative to both outgroups, but significantly more so to Mainland Chinese than South Asians. For both outgroups, explicit self-reported stigma did not predict implicit attitudes, while more years spent outside Hong Kong predicted less negative implicit attitudes. Results indicated dissociations between the implicit and explicit measures and that race was not a determining factor for implicit attitudes towards minorities. The negative attitudes suggested needs for targeted interventions, in which exposure to non-local experiences may be a possible avenue.

Introduction

➢ Cultural and racial attitudes may underlie intergroup conflicts and integration
➢ Explicit attitude such as stigma attached towards cultural outgroups may be measured by self-report, but these may be subject to biases
➢ Implicit measures using Implicit Association Test (IAT) may reveal intergroup attitudes based on race

➢ Research Questions
  ➢ What are the attitudes of university students in HK towards minorities, including Chinese Mainlanders and South Asians?
  ➢ Do explicit stigma predict implicit attitudes?
  ➢ Does non-local experience buffer against negative attitudes?

Method

➢N = 174 ethnic Chinese university students in Hong Kong
  ➢ All were permanent Hong Kong residents (resided in Hong Kong for over 7 years)
  ➢ M_{age} = 21.2; SD = 1.8; 137 women; 47 men

➢Measures
  ➢ Explicit attitude: Generic Stigma Scale (GSS; Mak et al., in preparation)
    ➢1 = strongly disagree to 6 = strongly agree
      ➢Greater values = more stigma
    ➢25 questions for each cultural minority group
  ➢ Implicit attitude: Two-category implicit association tests (IAT)
    ➢ Association between 20 positive (e.g., *mature)* and negative traits (e.g., *selfish*) and 20 culturally typical male and female names
      ➢ SA vs HK contrast: names presented in English (e.g., *Muhammad, Chiu Hing Yip*)
      ➢ MC vs HK contrast: names presented in simplified Chinese (e.g., 叶开涛*)* or traditional Chinese characters (e.g., 葉開濤*)*
      ➢ values less than zero indicate more negative association for the outgroup names relative to local names
  ➢ Non-local experience: number of years spent living outside Hong Kong

➢Analytic strategy
  ➢ D scores of the IAT were derived as described by Greenwald et al., 2003
  ➢ A linear mixed-effects model with D scores as predicted variable
  ➢ Predictors were outgroup (MC vs SA), stigma, non-local experience, outgroup x stigma, and outgroup x non-local experience
  ➢Covariates were gender and age, random intercepts of participants were included

Results

➢ Model fit by restricted ML, AIC = -225.2, R^2 marginal = .185, R^2 conditional = .579
➢ Compared to names for HK locals, participants showed negative implicit attitudes to names associated to outgroups (estimated marginal mean of D scores for Mainland Chinese = -0.317 & South Asian = -0.199)
  ➢ Significantly more negative to Mainland Chinese than to South Asians (F= 60.76, p <.001), see Fig 1
➢ Explicit self-reported stigma did not predict implicit attitudes (F= 0.34, p = .558)
  ➢No interaction with outgroups
➢ More years spent outside Hong Kong predicted less negative implicit attitudes (F= 5.75, p = .018)
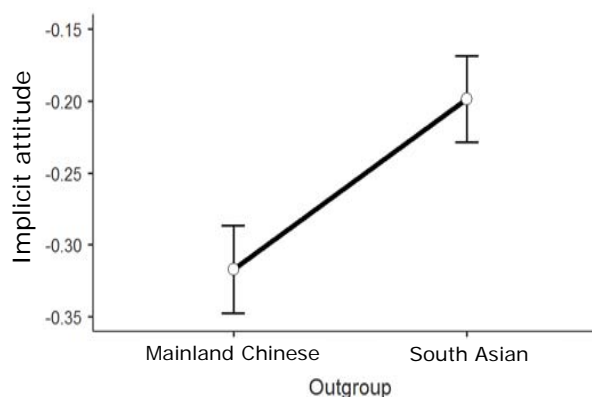 ➢This effect did not interact with outgroups

Figure 1. Implicit attitudes to outgroups (error bars indicate 95% CI)

		NonLocalExp	IAT	GSS
NonLocalExp	Pearson's r	—		
	p-value	—		
IAT	Pearson's r	0.213	—	
	p-value	0.013	—	
GSS	Pearson's r	−0.228	−0.136	—
	p-value	0.001	0.113	—

		NonLocalExp	IAT	GSS
NonLocalExp	Pearson's r	—		
	p-value			
IAT	Pearson's r	0.148	—	
	p-value	0.084	—	
GSS	Pearson's r	0.002	−0.092	—
	p-value	0.981	0.286	—

Figure 2. Correlation matrixes for non-local experience (NonLocalExp) and implicit (IAT) and explicit attitudes (GSS) to Mainland Chinese (top) and to South Asians (bottom) outgroups

Conclusion

➢ Negative implicit attitudes towards outgroups with names as proxy, not actions or specific stances
  ➢More negative towards Chinese Mainlanders than South Asians, reflecting local situation
➢ Needs for targeted interventions
  ➢Greater exposure to non-local experiences appeared more effective for reducing negative attitudes towards same-race outgroup, perhaps related to experience of racial profiling

All correspondence regarding this poster can be addressed to Yen Na Yum at yyum@eduhk.hk