

Abstract

By questionnaire approach using written scenarios to describe an actor's action, subjects' attributions to the actor's behavior can be recorded. Ethnocentric attribution bias was found between various ethnic groups, e.g., Hindus and Muslims, Turkish and German pupils etc. It seems that the full set of this bias which includes protective and enhancement components is universal in nature and it serves to maximize or maintain a positive social identity. However, Weber (1994) found in his study that groups may be fundamentally self-protective in nature but acute intergroup conflict and threat must be present for the enhancement component to be effective. In current study, Hongkongese's attribution to ingroup (Hongkongese) and outgroup (Americans) behaviors were analyzed and it was hypothesized that (1) protective effect will be larger than enhancement effect; and (2) Hongkongese favor ingroup more than outgroup. Moreover, the relationship between observer and actor was also considered. It was hypothesized that (3) friend's good behavior and stranger's bad behavior will be attributed internally, and friend's bad behavior and stranger's good behavior will be attributed externally (Friend Serving Bias); (4) we favor friends more than strangers; and lastly (5) the correlation between person perception and behavioral intention will be higher for Hongkongese actor than that for American actor. Only hypothesis five was supported. Reasons and suggestions were given. The use of favorability measure together with internal/external measure was also discussed.