

This study explores the new concept of global culture. The relevance of past studies on world-mindedness and modernity to this new concept is given first. The concept of global culture as revealed in the domain of social attitudes is then given. The personality correlates of the global culture are also examined by referring to the close relations of social attitudes with personality. A new instrument for measuring global culture is utilized (Stephan, in press), along with the SAPPs for measuring perception of the respondent's own personality. Results confirmed the coherence of the global culture construct. Though, the cultural cluster comprising Traditionalism, Cultural Values and Collectivistic values also associates positively with global culture. It is suggested that the global culture as studied in Hong Kong can incorporate this cultural factor. Moreover, people who are higher in Openness to experience and Assertiveness endorse the values of the global culture higher.