

Abstract

The study aims at developing relationship between self-construals on the perceived importance of conversational constraints, and explore how different situational factors (relationship between conflicting parties and self-/other- benefit) may influence the relationship. There were 148 Hong Kong undergraduates participated in the study. Results showed that independent self was only moderately correlated with outcome-oriented constraints, so was interdependent self to other-oriented constraints. The relationship between conflicting parties seemed effectively moderating the above correlational path. A strong relational emphasis in collectivistic cultures like Hong Kong can explain why the relationship has such an influential power over the choice of conversational strategies. Further study is suggested in different culture to see whether these interaction patterns between relationship and self-construal are universal.