

## Abstract

This study investigated the effect of culture and the type of questions on the use of impression management tactic and the interaction between them. There were totally forty participants, twenty from individualistic (United States) and twenty from collectivistic (Chinese) cultures participated in the study. Two types of structured interview questions (situational and experience-based) were presented to participants, and responses were recorded and later coded into self-promotions or ingratiation tactics categories. Participants from the individualistic culture used significantly more self-promotion tactics than participants from the collectivistic culture, while culture did not influence the use of ingratiation tactics. Participants from both cultures used more self-promotion tactics in answering experience-based questions versus situational questions; however, no difference in the use of ingratiation tactics was found in the two question types. The interaction of the independent variables and the implications are discussed.