

Abstract

This research was designed to examine the relationship between individuals' perceived value incongruence with out-group members and their attitude towards the target group, as well as the boundary conditions of this process. By using the "inter-subjective consensus approach", in study one we found that among Mainland Chinese college students, their value incongruence with Hong Kong Chinese was negatively related to their attitude towards Hong Kong Chinese. In study two, we found that among participants with high identification with both the Mainland Chinese subgroup and the Chinese super-ordinate group, the negative relation between individual value incongruence and their intergroup attitude was non-significant. In addition, among participants with high multiculturalism endorsement, the relation between value incongruence and intergroup attitude was significantly weaker than those with low level of multiculturalism. Implications of this research and future directions were discussed based on these findings.

Key words: inter-subjective consensus approach, social identity, multiculturalism, intergroup attitude

摘要

本研究的目的是檢驗個體對於其他群體價值觀（Value）的非認同程度（Incongruence）與他們的群體態度（Intergroup Attitude）的關係，以及這個過程在何種條件下成立。研究一發現在中國內地的大學生群體中，他們對於香港人價值觀的非認同程度與他們對於香港人的態度呈負相關。研究二發現，如果個體同時高度認同大陸人和中國人這兩個群體身份，他們對於香港價值觀的非認同程度與對香港人的態度的相關不再顯著。同時，如果個體具有較高的多元文化取向（Multiculturalism），他們傾向於對香港人持有相對正面的態度，同時他們對於香港價值觀的非認同程度與對香港人的態度的相關系数顯著弱於那些具有較低多元文化取向的個體。基於本系列研究的結果，本論文探討了其意義以及後續研究的方向。

關鍵詞：主觀共識法，社會身份，多元文化取向，群體態度