



**SOCIAL COMPLEXITY, STATUS PERCEPTION, AND REGIONAL STEREOTYPE: THE MEDIATION MODEL BASED ON GUANGDONG PEOPLE'S REGIONAL STEREOTYPE TOWARDS HONG KONG**

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<p><b>Article Info</b> <i>Received 15/05/2015</i> <i>Revised 27/06/2015</i> <i>Accepted 02/07/2015</i></p> <p><b>Key words:</b> Social complexity; Status perception; Regional stereotype; Mediation.</p>	<p><b>ABSTRACT</b> The present study investigated the mediation effect of status perception on the relationship between social complexity and regional stereotype. 170 participants aged 17-25 (M = 21.04, SD = 1.324) completed anonymous questionnaires regarding, the Stereotype Content Model (SC), the Schwartz Value Survey (SVS), and the Social Axioms Survey (SAS). Value dimension and belief dimension of regional stereotype were both significantly related to social complexity. Moreover, status perception was significantly associated with social complexity and dimensions of regional stereotype. Hierarchical regression analysis showed that status perception functioned as partial mediators between social complexity and value stereotype, as well as belief stereotype. This was the first study to date exploring the mediating effect of status perception on the link between social complexity and regional stereotype in Hong Kong.</p>
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**INTRODUCTION**

Under the impetus of the fusion benefit between Guangdong and Hong Kong, the two regions have set out to explore a method suiting each other in many aspects like economic, cultural and other places. Previous researches found that regional cultural heterogeneity can lead to the differences in temperament, thinking mode and personality traits among people, and influenced their communication way deeply (Elron) [1]. The regional stereotype comes from the psychological differences of regional culture that results in psychological differences of people in different regions. For example, Dixon and Rosenbaum [2] confirmed that different culture between anti-black and anti-Hispanic lead to regional stereotype. Because these differences make people have different thoughts, life principles, value systems, behaviors, which directly lead to some stereotype on a specific population. Stereotype has both positive and negative effects. Because the effects of

the stereotype persist in little noticed ways in shaping the content and form of the impression (Delia) [3]. It is easy to reach a conclusion according to the fixed view which has formed when judge in a wide range of population with many things in common. However, people may make a universal conclusion based on the limited material and ignore the individual difference (Pennebaker, Rimé, & Blankenship) [4], which leads to errors in perception and interfere the correct judgment on other people. In order to promote the fusion identity development of the pearl river delta region, it is necessary to learn more about the regional stereotype mechanism, especially that of Cantonese on Hong Kong people.

The existing research found that Hong Kong people has formed fixed stereotype on Mainland Chinese and believe that they are different. Hong, Chiu, Yeung, and Tong [5] found that Hong Kong people regard them as



similar as those who have the same economy in social status, western appearance, free beliefs, social conscious and work motivation, but regard mainland people as another group which is totally different. Bond and Mak [6] also found that Hong Kong adolescent has the same stereotype, they suppose to be closer to western people but not Chinese. Recently, Guan, Deng, and Bond [7] detected Mainland Chinese also formed the stereotype on Hong Kong people, for instance, they consider the group are more westernize. Hong Kong had been to colonial past until came back to China in 1997. Although the colonial effect has gradually disappeared under the conduct of “one country, two systems”, the western culture is still influencing this city deeply. This also leads to the stereotype between Mainland Chinese and its citizens. Furthermore, previous research showed the stereotype is a common phenomenon in regions, even in a country where existing the stereotype in different provinces (Eberhard) [8]. For example, there was research found that it has formed a stereotype on Shanghai native, like stingy, shrewd, calculating, vanity, babbitt, uncool, fashionable, gimmick, narrow-minded, difficult, and so on.

As for the factors affecting regional stereotype, Hilton and Von Hippel [9] showed that in the current review, the recent psychological knowledge on stereotypes is reviewed, with paying more attention to the cognitive and motivational factors that make contribution to stereotype formation, maintenance, application, and change. In addition, it appeared lots of implied stereotype models. Fiske [10] also proposed that the social psychological researches always focused on enthusiasm and expertise in the study of stereotyping in the 1920s and 1930s, which turned to the aspects of cognition and motivation in the 1970s and early 1980s. Basing on the developing viewpoint, the core of study in stereotype becomes social cognition (belonging, understanding, controlling, mastering, and trusting). On the one hand, social cognition was regarded as associating with social identity closely, helping formulate an emerging framework for the social psychology of intergroup and group processes (Abrams & Hogg) [11]. On the other hand, social cognition representing different people mediated the difference between cultures (Hong & Chiu) [12]. Also there were some neurological evidences used to prove its conducting mechanism in human's brains. Social cognitive neuroscience is a dramatically emerging field that utilizes advanced cognitive techniques (e.g., lesion studies, neuroimaging) to update antique concepts in the social psychological realm (e.g., stereotypes). A more detailed research displayed the effect of social cognition on regional stereotype via neuroscience techniques (Wood) [13]. They offered evidences that proved it was the Prefrontal Cortex controlled the effect.

It seemed that there were many unknown things waiting us to search for about the relationship between social cognition and regional stereotype. Considering the aim at promoting cultural fusion between Guangdong and

Hong Kong under the background of a same country, we supposed that one of the performances of the regional fusion is the similarity in personal characteristics, values and beliefs. People have different social cognition that lead to different self-identities (Abrams & Hogg) [11], which probably affect the fusion between them and others. To an extent, the individual social cognition represents the individual identity and social identity, which can influence the generation of stereotype on other people. Proposed in a previous view, implicit social cognition contains Attitudes, self-esteem, and stereotypes regarded as markers of unconscious semantic activation (Lieberman) [14]; which was confirmed by a neuroscience study later (Ochsner & Lieberman) [15]. It is noticeable to find that in many further researches, the link between social cognition and regional stereotype was described in detail, for instance, attitudes' effect on ethical and regional stereotype (Rudman, Feinberg, & Fairchild) [16]; racial prejudice lead to different treat to member from different races (Wheeler & Fiske) [17]. The most interested thing we found is that these aspects can be seen as a person's whole social complexity recognition, which is defined as social complexity. No matter where people come from and what race they are, they all have the basic view about the world or society, which should reflect their different opinions resulting from their living environment and culture. On the one hand, basing on the early study that found people had a more complex cognitive representation of their own group and outside objects than of other groups, people would evaluate out-group members more extremely than in-group members (Linville) [18], we are quite curious about the connection between social complexity and regional stereotype; moreover, the effect of social complexity on regional stereotype; on the other hand, there indeed were some studies found Chinese mainlanders had a little bit extreme stereotype on Hong Kong people and vice versa. With a geographical advantage, it is worthy exploring whether Guangdong people will generate different degrees of stereotype based on their understanding of social complexity when compared with mainlanders from other inland provinces or not.

Therefore, in order to develop and improve the fusion between Guangdong and Hong Kong and foster a good relationship in both sides, the present research was conducted to discuss the effect of social complexity, one kind of social cognition, on regional stereotype. Here we adopt the questionnaire formulated by Kwok Leung et al. [19] to measure their social level. The questionnaire consists of five parts are cynical, social complexity, more pay for more work, spirit and fate control. The belief dimension of social complexity is proved special and have little common with previous scales. The scale measures whether the social world is complex, whether there are no general rules that will always work, and whether social behavior may be contradictory across different contexts. It reflects the basic consciousness and thought of people on the society they live in. The dimension is important



because one needs to know whether one can always rely on methods that worked before, or should one guide one's behavior based on situational changes? This dimension shows some resemblance to self-monitoring (Snyder) [20], but it focuses on all aspects of the outside world rather than only on others' reactions to one's behavior as in self-monitoring, which means all judgment based on the knowledge of the objective world. This dimension suggests that some people are intuitive social psychologists who are sensitive to situational variability on behavior. We suppose that the social complexity as a important factor would affect regional stereotype.

In addition, it also found the structure of the relationship between different regional groups can make an effect on the cultural fusion among regions (Fiske, Cuddy, Glick, & Xu) [21], for example, the relative status in regions, the degree of westernization and the competition in regions. Regional structure relationship is a conception to describe the constitution of a region and how the most obvious factors connect each other or function. It is used to describe the regional relationship between Guangdong and Hong Kong, where the view of mainlanders on Hong Kong people are embodied, for example, how they regard the difference of culture and social status between them and Hong Kong people. Considered the particularity of Hong Kong, once colonized for a long time, most early studies focused on the different aspects of regional structure relationship when compared with other places. Increasing sharply in economy, the competition between Hong Kong and Mainland evoked interests of many researches in stereotype of social psychology, as well as the competition in employment between people living in these two regions. On the other hand, Hong Kong had developed a quite close connection with western countries under the special background, which made a considerable influence on culture and religion and many other aspects in life. However, few studies found direct connection between status and regional stereotype, there were some relevant finds, though. Surrounding this topic, we found in a previous research where conducting experiments on groups that different status would emerged an effect on stereotype (Simon & Hamilton) [22]; also found participants tended to generate a stereotype according to people's status which was judged by income (Conway, Pizzamiglio, & Mount) [23] and minorities relatively high in status showed more implicit in-group bias than minorities relatively low in status (Rudman et al) [24]. These all finds could be treated as support evidence of the view that status has a significant effect on regional stereotype. Here we adopted the conception, status perception, as the generation of how Guangdong people regard Hong Kong people' social status, which can reflect their attitudes to an extent.

Besides, once appeared a view that status perception may have a connection with social cognition. As can be found that not only the contents of social cognition have something common in status perception, having been confirmed by previous research (Fiske,

Cuddy, & Glick) [25], but also appeared status perception can lead to the change of regional stereotype (Fiske, Xu, Cuddy, & Glick) [26]. Considering these potential relationships, we supposed that both social complexity and status perception have effects on regional stereotype, especially on values and beliefs (Simon & Hamilton) [22]. In terms of regional stereotype, there are three dimensions according to the previous powerful research: personal characteristics, value stereotype and belief stereotype. Here what we tested was the stereotype of Guangdong people on Hong Kong people. Personal characteristics represent the personality of a person, such as warm-hearted, optimistic and outgoing. Values refers to how individuals view or evaluate the meaning of objective things (including people, objects, things) and their action, function, effect and significance, that is the total views about what is good or should be done, are principles and standards to promote and guide a person to take decisions and actions, having become one of the core factors of individual mental structure. As for beliefs, the basis of the action of will, is the unity of the individual motivation target and its long term goals. Here, it has been a kind of psychological momentums, functioning in motivating potential energy, physical strength, intelligence and other kinds of ability. Without certain research displayed the role acted by social complexity and status perception, we decided to proceed a further study.

The present study was designed to links between social complexity, status perception and regional stereotype in Guangdong people. In this study, we examined the two stereotype dimensions, values and beliefs, separately. Based on the theory and previous research, we made the following predictions:

Hypothesis 1: Social complexity, status perception and regional stereotype will interrelate with one another.

Hypothesis 2a: The association between social complexity and regional stereotype will be mediated by status perception.

Hypothesis 2b: Social complexity mediates the association between status perception and regional stereotype.

Hypothesis 3: The extent of the special effects of social complexity and status perception will vary in different dimensions of regional stereotype.

## METHODS

### Participants

The participants were 170 undergraduates in South China Normal University, Guangzhou. There were 51 males and 119 females with a mean age of 21.04 years ( $SD = 1.32$ ) and a range from 17 to 25 years. None of them has ever been to Hong Kong, and they learned about Hong Kong through media.

### Measures

We adopted three scales to examine the social complexity, perception of social status and regional



stereotype, respectively. All English scales were first translated into Chinese by a bilingual who was proficient in Chinese and English. These Chinese scales were later re-translated into English by another English-Chinese bilingual. The English scales were compared with their corresponding original scales to ensure the Chinese questionnaires were equivalent to and suitable for Chinese people's reading habits so that participants can understand without confusion. Finally, we made some modification and got the Chinese scales.

### **Status Perception**

The Stereotype Content Model (SCM) (Fiske et al.) [21] was designed to assess the status perception contained in regional structure relationship between Guangdong and Hong Kong, defined as the quality of affect toward regional stereotype. The SCM constitutes of 19 items and need participants to compare Hong Kong people with Cantonese in each item by using a 7-point scale ("1" = lower than Cantonese, "4" = same with Cantonese, "7" = higher than Cantonese). There are 3 indicators consists of the regional structure relationship: status perception, competition perception and westernize which have 11, 3 and 5 items respectively. The Cronbach's alpha of status perception was 0.88.

### **Measurement of Personal Characteristics Stereotype**

We used nine items of the SCM to measure personal characteristics stereotype of Hong Kong people, which contains ability such as efficiency, confidence, independence and competence with four items, another five items to measure the degree of enthusiasm, like friendly, sincere, enthusiastic, kind and reliable. It also used a 7-point scale ("1" = lower than Cantonese, "4" = same with Cantonese, "7" = higher than Cantonese). The internal reliability was 0.79.

### **Measurement of Value stereotype**

The Schwartz Value Survey (SVS) (Schwartz) [27] which has 19 items was applied to survey the value stereotype of Hong Kong people and still used a 7-point scale. The internal reliability was 0.84.

### **Measurement of Belief stereotype**

The Social Axioms Survey (SAS) (Kwok Leung et al) [19] was applied to access the belief stereotype of Hong Kong people, which contains 22 items. Similarly, using a 7-point scale to examine. The internal reliability was 0.89.

### **Social Complexity**

A survey, based on a combined sample of five factors analysis, was used to exam the social complexity(K. Leung et al) [19]. To avoid the effects of cultural differences in the means of variables, the scale follows the procedure recommended in a previous

article(G. Becker) [28], or the meta-analysis of factor structures. The items of social complexity display that there are no strict rules but rather multiple ways of achieving a given outcome and that inconsistency in human behavior is common. The Cronbach's alpha of social complexity was 0.70.

### **Procedure and Data Collection**

In the process of filling in the questionnaire, every participant needed to answer 5 questions about their basic personal information, which are made up of gender, age, hometown, whether have been to Hong Kong, and how long they have studied in Guangzhou.

## **RESULTS**

### **Preliminary Analyses: Descriptives**

Prior to conducting analyses, because of considering the missing data, we computed the major variables into mean scores instead of an overall score. Descriptive statistics and simple correlations among all variables included in the moderated mediation analysis were displayed in Table 1.

We conducted correlation analysis to assess the differences in age, gender and growing places, and major variables-status perception, personal characteristics stereotype, value stereotype, belief stereotype, social complexity. Results showed that only belief stereotype had a significant gender difference and there were no variables had an obvious age difference. And it showed that status perception and personal characteristics had a significant regional difference.

As the Table 1 showed, status perception, social complexity and value stereotype, one factor constituting the regional stereotype in Hong Kong, related to each other significantly. It was similar with belief stereotype. However, there didn't exist a correlation between personal characteristics and social complexity.

### **Mediation analyses**

Causal mediation analyses were conducted by using the authoritative models for mediation proposed by (Baron & Kenny) [29]. According to their conclusion, there were three different regression equations should be tested. At the first stage, the dependent variable was significantly regressed on the independent variable. At the second stage, the hypothesized mediator was significantly regressed on the independent variable. At the third stage, the dependent variable was significantly regressed on the mediator after controlling the independent variable. The above three requirements should be satisfied at the same time so that we could get a certain result of the mediation effect. If the coefficient of independent variable is substantially reduced at the third stage, but still significant, partial mediation is obtained. If the coefficient of independent variable becomes non-significant, a full mediation is obtained.





**Mediation analyses with social complexity, status perception and value stereotype**

The results of regression analyses testing mediation effect of status perception on the relationship between social complexity and value stereotype and mediation effect of social complexity on the relationship between status perception and value stereotype are presented in Table 2.

It is obvious that social complexity significantly explained variations in value stereotype at step one ( $\beta = .24, p < .01$ ) and variations in status perception at step two ( $\beta = .60, p < .01$ ). At step three, status perception significantly predicts value stereotype ( $\beta = .60, p < .01$ ), and social complexity was still significantly associated with value stereotype when social complexity was added ( $\beta = .12, p < .05$ ), indicating partial mediation.

Thus, the results supported that status perception partially mediated the relationship between social complexity and value stereotype. Moreover, status perception as a mediator accounted for 35.0% of the total effect of social complexity on value stereotype.

Then we also found that all regression coefficients were significant in three steps as considerate the mediating effect of social complexity between status perception and value stereotype ( $ps < .05$ ), however, as a mediator, social complexity only accounted for 1.4% of the total effect of status perception on value stereotype.

**Mediation analyses with social complexity, status perception, and belief stereotype**

The results of regression analyses testing mediation effect of social complexity on the relationship between status perception and belief stereotype and mediation effect of status perception on the relationship between social complexity and belief stereotype are presented in Table 3. Social complexity significantly accounted for variations in belief stereotype at step one ( $\beta = .18, p < .05$ ) and variations in status perception at step two ( $\beta = .20, p < .01$ ). At step three, status perception significantly predicts belief stereotype ( $\beta = .46, p < .01$ ), however, extraversion was no longer significantly associated with belief stereotype when social complexity was entered ( $\beta = .09, p > .05$ ), indicating total mediation. Thus, the results supported that status perception totally mediated the relationship between social complexity and belief stereotype. Furthermore, status perception as a mediator accounted for 23.0% of the total effect of social complexity on belief stereotype. But when it comes to explore the mediating effect of social complexity between status perception and belief stereotype, we found that the regression coefficient was only significant in the first two steps, which meant social complexity can not be regarded as a mediator of the relationship between status perception and belief stereotype and it could not account for anything of the total effect.

**Table 1. Correlation matrix of social complexity, status perception and regional stereotype**

Variables	M	SD	1	2	3	4	5	6	7
1 gender	1.70	.460	-						
2 age	21.04	.1324	-.205	-					
3 urban or rural	1.63	1.527	.097	-.137	-				
4 social complexity	3.70	.34	.001	-.102	.152	-			
5 status perception	5.46	.68	-.001	-.084	.167*	.199**	-		
6 personal characteristics	4.64	.59	.016	-.010	.179**	.147	.606**	-	
7 value stereotype	4.66	.47	-.023	-.005	.113	.242**	.628**	.806**	-
8 belief stereotype	4.52	.53	-.156*	.059	.049	.177**	.477*	.620**	.725**

Note: N = 170 for correlations; Gender and group were dummy coded such that 1 = boys, 2 = girls; from urban = 1, from rural = 2. \*  $p < .05$ , \*\*  $p < .01$  (two-tailed).

**Table 2. Hierarchical regression explaining value stereotype from social complexity and status perception**

Regression Models					
Dependent variable	Predictor	$\beta$	$t$	$\Delta R^2$	$\Delta F$
Model with status perception as a hypothesized mediator					
Step 1				.06	10.49 **
	Value stereotype	Social complexity	.24	3.24**	
Step 2				.04	6.89**
	Status perception	Social complexity	.20	2.63**	
Step 3					
	Value stereotype	Social complexity	.12	2.02*	
		Status Perception	.60	9.94**	.35
Model with social complexity as a hypothesized mediator					
Step 1				.39	109.2 **
	Value stereotype	Social complexity	.63	10.45**	
Step 3					
	Value stereotype	Status Perception	.60	9.94**	
		Social complexity	.12	2.02*	.01

\*  $p < .05$ ; \*\*  $p < .01$ ; Step 2 in model with status perception as a hypothesized mediator is the same as the model with social complexity being the hypothesized mediator.



## DISCUSSION

As have been mentioned, in order to promote the fusion between Guangdong and Hong Kong, it is of great importance to eliminate the regional stereotype. To achieve this goal, we conducted this research to explore the influence mechanism of social complexity and status perception on components of regional stereotype. Previous study has revealed the potential relationship between psychological and cultural factors and stereotype (Fiske) [30]. Considering the weight focused on the humanistic regional psychological and cultural fusion, we continued searching for more detailed factors significantly associating with regional stereotype.

As hypothesized, the social complexity and status perception made an effect on the influence mechanism accounting for the regional stereotype. This resulted from the early studies showed that there was a relationship between stereotype and social cognition, such as racial prejudice (Wheeler & Fiske) [17] and even some researchers put forward that stereotype was also a kind of implicit social cognition via neuroscience approach (Lieberman) [14] or associated closely with social beliefs (Banaji & Bhaskar) [31].

In terms of social cognition, there were lots of studies searching for the contents constituting it from brain mechanism (Adolphs) [32] and Fiske [33] published a book to make an integrated introduction about social cognition which also revealed the relationship with stereotype and described the performance of social complexity. As is noticeable to find that regional stereotype is easy to be effected by different mental and cultural components especially the cognition of the society, that is social complexity (Fiske) [30]. The conception, Social complexity, is created to interpret basic cognition of people on the current society, how people regard what they pay and achieve, how people regard difference in social justice, status and their common sense to this society. For example, a early research found that the group with high score in social complexity formulated a deep stereotype on another group (Linville) [18].

Therefore, we thought it was worthy discussing the effect of social complexity on regional stereotype. It is totally possible that Guangdong people with different social complexities result in a direct change of their regional stereotype on Hong Kong people. More interestingly, we once found the stereotype had an effect on interpersonal attraction and cognitive processes in impression formation (Delia) [34]. Therefore, we supposed that social complexity could influence stereotype obviously and we found many profound studies confirmed this view, for instance, the social-cognitive goals can affect the stereotypes (Wheeler & Fiske) [17] and the cognitive functions of social attitudes, like complexity had become a "challenge" for stereotype (Bodenhausen & Peery) [35]. So we had enough excuses to explore the relationship between social complexity of Guangdong people and regional stereotype of them on Hong Kong people. The thought

about the world they live in can also represent in their stereotype on other region people.

As for the hypothesis about regarding status perception as a mediator of the relationship between social complexity and regional stereotype, there were many related studies started early on. Guan et al [36] has proposed that inter-group structural relation associated with Mainland Chinese's stereotype towards Hong Kong. To develop the idea further, we found status perception, one of components composing of inter-group structural relationship between Guangdong and Hong Kong, has stronger connection with regional stereotype. Bobo and Zubrinsky [37] 's research was an evidence of this view. Status represents the impression of people on a man, race and even a region or country. People who have different status perception may form some kind of the former things in their subconsciouses. Previous researches not only revealed a conclusion that different status of gender could partially account for the stereotype on people (Diekmann, Diekmann & Eagly) [38,39], but also supposed that status of different regions influenced the regional perception, then caused the difference on social stereotypes (Buchstaller) [40], just as Jost, Kivetz, Rubini, Guermandi, and Mosso [41] had proposed.

Having ensured there was a relationship between social complexity, status perception and regional stereotype, we supposed social complexity or status perception would be the mediator of the relationship between the rest two ones. The correlation analyses at first revealed that personal characteristics, one component of regional stereotype, had no correlation with social complexity. The possible cause was Guangdong people's social complexity could not account for or predict their stereotypes on Hong Kong people's personal traits. Because personal characteristics are mostly related with people's innate nature or internal emotion, which could not be integrated by how Guangdong people regard the society well. In the next mediation analyses, we held social complexity or status perception as the mediator in two models respectively.

As a result, it was significant in the first model that status perception mediated the relationship between social complexity and value stereotype, which meant status perception could promote the explanation of independent variable on dependent variable. And this was a partial mediation that represented there were two approaches predicting the value stereotype, one was the direct effect of social complexity on value and another was with the partial mediation of status perception.

Our findings, proved a partial effect of status perception, which is proficient enough to explain the part change of regional stereotype. This result is consistent with a large body of research suggesting the regional structure relationship has a characteristic developmental influence on the effect of social complexity on regional stereotype.

As for the second model, status perception still took the responsibility as the mediator of relationship



between social complexity and belief stereotype. While compared with the first model, the direct effect of social complexity on belief stereotype disappeared when status perception was entered. That meant this was a total mediation. The stronger influence of status perception in the second model may account for this different result. Although both value stereotype and belief stereotype belonged to regional stereotype, the mediating effect existed in different extent. On the one hand, social complexity was proposed having a close association with values of people (Leung & Bond) [42], more than that with beliefs of people. So even there was a mediator the direct effect still appeared. We emphasize that caution is needed in interpreting the results of total mediation. In our correlation analysis, status perception was highly correlated with regional stereotype and certainly to some extent with social complexity, but the correlation between social complexity and value stereotype, one of independent variables, was a little lower than belief stereotype. On the other hand, it was noticeable to find the status perception could be regarded as a relatively close concept to social beliefs in prevent researches (Banaji & Bhaskar, Nosek, Banaji, & Greenwald) [31, 43]. As a signal of identity, Status perception of Guangdong people on Hong Kong people influenced what degree they thought the beliefs Hong Kong people had when it came to a difficult condition. As Fiske et al [26] found, the group with high status had a stronger competence and belief in the experiment. The internal relationship between status perception and beliefs can be thought as the major cause of the totally powerful mediation.

In term of this study, there still existing some points worthy exploring in order to make a further improvement, for example, the all participants were undergraduates and studying in universities, so their response could just represent a part of the whole group. Considering our purpose is to promote the research about the fusion between Guangdong and Hong Kong via exploring the influence mechanism of Guangdong-Hong Kong regional stereotype, it is of great importance to widen the range of participants, which can give us a more realistic and practical result. In order to offer more psychology evidence for the fusion policy between

Guangdong and Hong Kong, we need think more possible factors that may make a effect on formulating the regional stereotype on Hong Kong people, for example, the other aspects of social cognition, like westernize, competence perception, social culture and so on. And there are also some other factors can be taken into account, when people have a experience of living in Hong Kong over a period of time, whether they will change their stereotype on Hong Kong or not. What is the possible cause of the great gap in these two regions resulting in a difficult fusion may be the cold relationship between people living in different places and they both know too little about each other. Maybe when Guangdong people get more opportunities to get along with Hong Kong people, they will choose abandon their old fixed stereotypes. A further study on these possible factors influencing the stereotype is necessary to be conducted to formulate a practical plan to promote the regions' fusion and communication.

Future work should investigate the relationship between other aspects of social cognition and regional structure relationship and regional stereotype. One goal is modifying the mediation model to be more practical and accurate, in order to explore the connection between Guangdong and Hong Kong more deeply, which is useful to facilitate the fusion between the two areas.

## CONCLUSIONS

The current study examined the mediation of status perception contributed to the effect of social complexity on regional stereotype. In the first mediation model of value stereotype, it appeared a partial mediation of status perception. In the second model of belief stereotype, the direct effect of social complexity on belief stereotype was replaced by the total mediation of status perception.

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