



**STEREOTYPE TOWARD MACAO PEOPLE: A MEDIATION MODEL
OF SOCIAL COMPLEXITY, PERSONAL CHARACTERISTICS, AND
VALUE/BELIEF STEREOTYPE**

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<p>Article Info <i>Received 15/06/2015</i> <i>Revised 27/06/2015</i> <i>Accepted 02/07/2015</i></p> <p>Key words: National identity, Stereotype, Regional communication.</p>	<p>ABSTRACT The purpose of this study is to explore the national identity of the Cantonese and way of structure between intergroup cognition for Macao people stereotype effect mechanism, providing psychological basis for a good way to make the fusion development strategy. This research adopts the questionnaire investigation method, which investigates 170 college students. Descriptive and mediation analyses are used to analyze the data. It turns out that westernized fully mediated the relationship between social complexity and personal characteristics, social complexity and value stereotype, and partially mediated the relationship between social complexity and belief stereotype.</p>
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INTRODUCTION

The stereotype is a phenomenon that can be seen everywhere in our daily life. Regional stereotype is one of them which makes a great difference to us. But it's always easily ignored by us when we communicate with others. Having a good knowledge of stereotype can help us who from different areas communicate more easily. With the approach that Macao and Guangdong province is fusing and benefit each other, they both are searching a suitable way to fuse in every aspect. The stereotype plays an important role on the way to achieve the fusion of Macao and Guangdong province. What are the factors that influence their stereotypes between each other? We are to discuss this question around the topic of the fusion of Macao and Guangdong province to promote the communication and fusion of them.

Before we discuss the research, I think it is necessary to explain what stereotyped image is the

stereotyped image, which is also called "A standard effect", is the individual's stable perspective affected by society about someone or something. For example, people in Shanghai are selfish, smart, peacockish, modern and so on. All of these are stereotyped images. This project mainly discuss the culture integration between Guangdong and Macao regions under the background of a country. Study has shown that the Hong Kong people has formed some stereotyped images about the mainlanders and they consider themselves different from the mainlanders. For example, Hong [1] found that people in Hong Kong consider themselves economically equivalent to those group (e.g., Americans) in social status, appearance, the belief of freedom, social awareness and motivation, while the mainlanders belong to other group. Bond and Mak [2] also found that the Hong Kong teenagers consider themselves more a westerner than a Chinese. Recently,



Guan [3] found that the mainlanders had also formed some stereotyped images on the Hong Kong people. They think the Hong Kong people are more westernized. So, based on the above researches, what would the Macanese and the mainlanders consider to each other? Guangdong province is the large province of economy and it is located closed to Macao. So the economic interaction and the population mobility are very frequent and intimate. We started the research which has the important guiding significance to communication between Guangdong and Macao.

This study focuses on the The Cantonese social perception and effects on Macao people stereotype from the intergroup cognition structure between Guangdong and Macao. We adopt the method of questionnaire investigation, use 170 subjects the collected data to make a structural equation modeling analysis. The questionnaire includes social perception, structure of intergroup relations (relative position, the degree of westernization, and competition), as well as to the Macao people's stereotype (including personal characteristics, values and beliefs). All scales are translated by a proficient in English and Chinese first, followed by a bilingual translate Chinese into English, and compared with the original English version, and the revision of Chinese version is revised for a certain scale based on it. Among them, we used the Stereotype Content Model created by Fiske [4] to survey the intergroup structural relation. Also, according to the characteristics of the individual, we have designed stereotyped image measurement of capacity and enthusiasm, and used four items of the Stereotype Content Model Scale to measure the capacities of the Macanese (e.g., efficiency, confidence, independence and ability), and the other five items was to measure the enthusiasm of the Macanese (e.g., friendly, sincere, kind and reliable). In the way of measuring value Stereotypes, we convert Schwartz [5], such as establishment of Schwartz Value Survey scale established by measuring the Value of the Macao people stereotype, and using exploratory factor analysis to investigate the values structure of stereotypes. In terms of belief stereotype measurement, we use Social Axion Survey scale established by Leung [6] for measuring the Macao people belief stereotype, as well as using exploratory factor analysis to explore stereotypes of belief structure.

The purpose of this study is to explore the social perception of the Cantonese and way of structure between intergroup cognition for Macao people stereotype effect mechanism, thus provide psychological basis for a good way to make the fusion development strategy.

METHODS

Participants

There were 170 participants by random sampling in South China Normal University, which composed of 119 women and 51 men ($SD = .460$) ranging from 17 to 25 years old ($M = 21.04$, $SD = 1.324$). The majority of the group was Cantonese with a figure of 136 while the rest in Macao.

was from other provinces. There were 85 people came from cities as same as the number of people from rural areas. People who had not been to Macao were 137.

Measures

We adopted different scales to examine the social complexity, westernized and regional stereotype. The factors we wanted to investigate were just a little part of the scales. All scales were translated into Chinese at first by a bilingual who was more proficient at Chinese, then there was a bilingual better in English translated the issue into English again and comparing them with the original English scales. The process was conducted in order to make the questionnaires clear 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.

Westernized

The Stereotype Content Model (SCM) (Fiske, Cuddy, Glick, & Xu) [4] was designed to assess the westernized contained in regional structure relationship between Guangdong and Macao defined as the quality of affect toward regional stereotype. The SCM constitutes of 19 items and need participants to compare Macao 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 westernized was 0.677 in Macao.

Measurement of Personal Characteristics Stereotype

We used nine items of the SCM to measure personal characteristics stereotype of Macao 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 0.700 in Macao.

Measurement of Value stereotype

The Schwartz Value Survey (SVS) (Schwartz) [5] which has 19 items was applied to survey the value stereotype of Macao people and still used a 7-point scale. The internal reliability was 0.739 in Macao.

Measurement of Belief stereotype

The Social Axioms Survey (SAS) (Kwok Leung et al) [6] was applied to access the belief stereotype of Macao people, which contains 22 items. Similarly, using a 7-point scale to examine. The internal reliability was 0.852



Social complexity

A survey, based on a combined sample of five factors analysis, was used to exam the social complexity (K. Leung et al) [6]. To avoid the effects of cultural differences in the means of variables, the scale follows the procedure recommended in a previous article (G. Becker) [7], 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 0.704 in Guangdong people.

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 Macao, and how long they have studied in Guangzhou. Data was processed and analyzed in SPSS 18.0 Windows.

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 for the whole sample.

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

As the Table 1 showed, westernized, social complexity and personal characteristics, one factor constituting the regional stereotype in Macao, related to each other significantly. It was similar with value stereotype and belief stereotype.

Mediation analyses

The results of regression analyses testing mediation effect of westernized on the relationship between social complexity and personal characteristics and mediation effect of social complexity on the relationship between westernized and personal characteristics are presented in Table 2. It is obvious that social complexity significantly explained variations in personal characteristics at step one ($\beta = .32, p < .05$) and variations in westernized at step two ($\beta = .29, p < .05$). At step three, westernized significantly predicts personal characteristics ($\beta = .40, p < .01$), but social complexity was no longer significantly associated with personal characteristics when social complexity was added ($\beta = .20, p > .05$), indicating total mediation. Thus, the results supported that

westernized totally mediated the relationship between social complexity and personal characteristics. Moreover, westernized as a mediator accounted for 19.0% of the total effect of social complexity on value stereotype.

Causal mediation analyses were conducted by using the authoritative models for mediation proposed by (Baron & Kenny) [8]. 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, westernized and personal characteristics

The results of regression analyses testing mediation effect of westernized on the relationship between social complexity and personal characteristics and mediation effect of social complexity on the relationship between westernized and personal characteristics are presented in Table 2. It is obvious that social complexity significantly explained variations in personal characteristics at step one ($\beta = .32, p < .05$) and variations in westernized at step two ($\beta = .29, p < .05$). At step three, westernized significantly predicts personal characteristics ($\beta = .40, p < .01$), but social complexity was no longer significantly associated with personal characteristics when social complexity was added ($\beta = .20, p > .05$), indicating total mediation. Thus, the results supported that westernized totally mediated the relationship between social complexity and personal characteristics. Moreover, westernized as a mediator accounted for 19.0% of the total effect of social complexity on value stereotype.

But when it comes to explore the mediating effect of social complexity between westernized and personal characteristics, 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 westernized and personal characteristics and it could not account for anything of the total effect.

Mediation analyses with social complexity, westernized and value stereotype

The results of regression analyses testing mediation effect of westernized on the relationship between social complexity and value stereotype and mediation effect of social complexity on the relationship between westernized and value stereotype are presented in



Table 3. It is obvious that social complexity significantly explained variations in value stereotype at step one ($\beta = .17, p < .05$) and variations in westernized at step two ($\beta = .29, p < .05$). At step three, westernized significantly predicts value stereotype ($\beta = .42, p < .01$), nevertheless, social complexity was not significantly associated with value stereotype when westernized was added ($\beta = .12, p < .05$), indicating total mediation. Thus, the results supported that westernized totally mediated the relationship between social complexity and value stereotype. Moreover, westernized as a mediator accounted for 20.0% of the total effect of social complexity on value stereotype. But when it comes to explore the mediating effect of social complexity between westernized and value 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 westernized and value stereotype and it could not account for anything of the total effect.

Mediation analyses with social complexity, westernized, and belief stereotype: The results of regression analyses testing mediation effect of social complexity on the

relationship between westernized and belief stereotype and mediation effect of westernized on the relationship between social complexity and belief stereotype are presented in Table 4. Social complexity significantly accounted for variations in belief stereotype at step one ($\beta = .24, p < .01$) and variations in westernized at step two ($\beta = .29, p < .05$). At step three, westernized significantly predicts belief stereotype ($\beta = .31, p < .01$), moreover, westernized was significantly associated with belief stereotype when social complexity was entered ($\beta = .29, p < .05$), indicating partial mediation. Thus, the results supported that westernized partially mediated the relationship between social complexity and belief stereotype. Furthermore, westernized as a mediator accounted for 15.0% of the total effect of social complexity on belief stereotype. But when it comes to explore the mediating effect of social complexity between westernized 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 westernized 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	.132	-.205	-					
3 Urban or rural	1.63	1.527	.097	-.137	-				
4 Social complexity	3.70	.34	.001	-.102	.152	-			
5 Westernized	5.83	.59	-.137	-.037	-.039	.170*	-		
6 Personal characteristics	4.62	.59	-.065	.015	-.023	.187*	.418**	-	
7 Value stereotype	4.60	.48	-.126	.047	-.060	.169*	.440**	.808**	-
8 Belief stereotype	4.45	.39	.008	-.012	.082	.240**	.340*	.516**	.570**

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 personal characteristics from social complexity and westernized

Regression Models							
Dependent variable	Predictor	β	t	ΔR^2	ΔF		
Model with westernized as a hypothesized mediator							
Step 1				.04	6.06 *		
	Personal characteristics	Social complexity	.32	2.46*			
Step 2				.03	4.97*		
	Westernized	Social complexity	.29	2.23*			
Step 3							
	Personal characteristics	Social complexity	.20	1.68			
		Westernized	.40	5.62**	.15	31.62**	
Model with social complexity as a hypothesized mediator							
Step 1				.18	35.56 **		
	Personal characteristics	Westernized	.42	5.96**			
Step 3							
	Personal characteristics	Westernized	.40	5.62**			
		Social complexity	.20	1.68	.01	2.83	

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



Table 3. Hierarchical regression explaining value stereotype from social complexity and status perception

Regression Models						
	Dependent variable	Predictor	β	t	ΔR^2	ΔF
Model with westernized as a hypothesized mediator						
Step 1					.03	4.94 *
	Value stereotype	Social complexity	.17	2.22*		
Step 2					.03	4.97*
	Westernized	Social complexity	.29	2.23*		
Step 3						
	Value stereotype	Social complexity	.10	1.39		
		Westernized	.42	6.04**	.17	36.46**
Model with social complexity as a hypothesized mediator						
Step 1					.39	109.2 **
	Value stereotype	Social complexity	.44	6.35**		
Step 3						
	Value stereotype	Westernized	.42	6.04**		
		Social complexity	.10	1.39	.01	1.92
* $p < .05$; ** $p < .01$; Step 2 in model with westernized as a hypothesized mediator is the same as the model with social complexity being the hypothesized mediator.						

Table 4. Hierarchical regression explaining belief stereotype from social complexity and westernized

Regression Models						
	Dependent variable	Predictor	β	t	ΔR^2	ΔF
Model with westernized as a hypothesized mediator						
Step 1					.01	1.92 **
	Belief stereotype	Social complexity	.24	3.21**		
Step 2					.03	4.97*
	Westernized	Social complexity	.29	2.23*		
Step 3						
	Belief stereotype	Social complexity	.19	2.59**		
		Westernized	.31	4.26**	.09	18.17**
Model with social complexity as a hypothesized mediator						
Step 1					.03	4.97*
	Belief stereotype	Social complexity	.17	2.23*		
Step 3						
	Belief stereotype	Westernized	.30	4.01**		
		Social complexity	.13	1.72	.02	2.97
* $p < .05$; ** $p < .01$; Step 2 in model with westernized as a hypothesized mediator is the same as the model with social complexity being the hypothesized mediator.						

DISCUSSION

As can be obviously found, it is a valid approach to improve the fusion between Macao and Guangdong province by doing research on the regional stereotype. Apart from those usual factors influencing values and beliefs as well as the more member traits of regional stereotype, this study focused on the regional structure relationship and some aspects of social perception, which provided an more integrated view of Guangdong Chinese’s stereotype towards Macao Chinese. By analyzing the distribution from regional structure relationship on stereotype, it can be easier to get access the Stereotype Content Model. In the earlier article, we have assumed that there is a close relationship between social complexity and westernize-one trait of regional structure

relationship. Besides, this study provided more extensive evidence to identify the relation between these three concepts when they are applied to fuse Macao and Guangdong province.

Personal characteristic

In earlier studies, a lot of professional researchers in this field had endeavored in finding more outsider factors connecting with stereotype as possible as they can. But it seemed they neglected the function of social perception in affecting the regional relationship. Regional stereotype can be accounted for a part by culture, living condition and economy development even the country’s status in the world structure. Just because of this, it is social perception, the derivative product, decide how



people regard other people and their impression. Buchstaller [9] found some relations between social stereotype, personal traits and regional perception. But there was no further research attempt to make it clearer and specific.

The current study found that Guangdong Chinese regarded Macao Chinese almost as same as them in degree of ability and kindness. Macao Chinese were perceived as more likely to cope with matters efficiently and have confidence at the most of time. Only in sincerity, Guangdong Chinese had a relative low mark in stereotype on Macao. From the first mediation model, it was considerable to find that social complexity made a significant contribution to regression coefficient in order to interpret the contact with personal characteristic. Also, there was a significant correlation between social complexity and westernize, which proved our conjecture further.

Nevertheless, when westernize acting as the mediated variable took part in the regression equation, the direct influence from independent variable on dependent variable totally disappeared. These a series of changes all confirmed that the factor making the greatest function in the mediation model was the mediated variable-westernize. Theoretically, personal ability and kindness belong to one part of personal quality and their generation and development are mainly influence by genetic factors and living environment. The latter contains a large amount of content, such as culture, religious faith, education approach, life style and so on. Macao has an important role in Chinese history due to its vital geographical location, which also made it as a colony controlled by western countries in a quite long time. Because of this special reason, it is easier to understand why the more distribution came from the mediated variable.

However, we cannot deny the crucial status of social complexity in the mediation model. As the respond results from the participants, it was noticeable that Guangdong Chinese perceived them both as the similar kind people and there was an interesting point that participants' average score in sincerity of Macao Chinese was lower than other items. By comprehending from social complexity, Macao Chinese almost live in a speed life pace and they have to face with more chances and competitions under the capitalist system. Maybe Guangdong Chinese had generated a stereotype that Macao was a more complicated society so that they both have differences in these aspects.

In this mediation model what can be said to be certain was westernize functioned as the mediated variable on the relationship between social complexity and personal characteristic stereotype.

Stereotypes of value and belief towards Macanese

Stereotypes is the primary barrier to spread some area's culture, economical, political around the world propitiously. Different group's prejudice produced by

perceive, motivation, social culture form stereotypes. And stereotypes protect prejudice and create prejudice in turn. In today's huge culture communication current situation, obvious stereotypes still exist, but a large of stereotypes is unobvious (e.g., value and belief). Unobvious stereotypes are relate to psychological activities and the strategy of express, nuances, and as well is closely connection to ideology and right, which influence people's perception and attitude in the potential consciousness. Previous research revealed that value and belief served as important components in people' stereotypes towards their in-groups and out-groups (Guan, Deng, & Bond) [3]. Value and belief were originally proposed to explain the cultural difference of human behavior (e.g., Bond et al, Schwartz & Rubel) [10,11].

Through the study, we came to the conclusion that value and belief were components of the stereotypes from Cantonese towards Macanese, in addition, westernize totally mediated the value stereotype and belief stereotype. Although Cantonese and Macanese are both called "Chinese", these two groups are distinguishable due to their different histories. Up to 1999, Macao had been a Portugal colony for 156 years, and during this lengthy period the Portugal introduced westernized social-economical-political systems into Macao society, making it a place where eastern culture meets western culture (Lau & Kuan) [12]. In addition, after it was returned to China in 1999, the "one country, two systems" policy has ensured Macao's relative independence from the mainland during the past 15 years. In view of the fact that Macao's economy is much higher than Guangdong, though being adjacent to Guangdong province, the level of westernize of Macao is higher than Guangdong. Consequently, Cantonese are apt to regard that Macanese are closer to westerners. We think that among Cantonese, the westernized political, economical, social, as well as educational systems of Macanese society may be regarded as an important factor that distinguishes Macanese from Cantonese. Specifically, we also think that Macanese may perceive Macao society share more similarity with western societies (e.g., western festivals, westernized education, cultural pluralism, and diversity of religions) than Guangdong society. Moreover, we further think that this perception of "westernize" may predict stereotypes of more western value and belief held by Cantonese.

In this study, we create that westernize totally mediated the value stereotype and belief stereotype. It is because of the existence of the mediator variable "westernize" that Cantonese believe Macanese own free and democratic value and belief just like westerners. And it is because of the existence of westernized society in Macao that Macao's culture is different from Guangdong's culture. For instance, Macanese celebrate more western festivals. The greater westernize of Guangdong society to the competence, westernized value and belief held by Macanese, results confirming that stereotypes often contain a "kernel of truth". Similarly, value and social belief are



deemed by social actors to develop in Macao as a result of personal experience and socialization by the institutions of their society. Difference in value, belief and norms may elicit the perception of “symbolic threats”, which in turn serve as the basis for negative inter-group attitude (e.g., Guan et al) [13]. It’s obvious differently between the belief and value. The imbalance development between value and belief has caused stereotypes between Guangdong and Macao obviously. Facing with westernization, the constitution of stereotypes is changing. So the westernization influences the belief and value.

Stereotypes is the combination of people’s perception to their own area and to other areas (for example the Guangdong and Macao). In some way, the higher that is western in Macao, the more that we may be think the people will be success. But in fact, some people may think the Macanese social cynicism. It just because the exist of belief and value, so that Cantonese stereotypes is difficult to change. And therefore, it makes Cantonese form stereotypes towards Macanese in terms of value and belief of the nature westernization.

In brief, as a mediator variable, westernization has significant influence with respect to the stereotypes of value and belief, the concepts and principles as well as the value system from Cantonese towards Macanese. We consider that westernization totally mediated the value stereotype and belief stereotype.

LIMITATIONS AND FUTURE DIRECTIONS

Although this study related the content of stereotypes to the perceptions of social systems, it could not reveal a pretty causal relation between perceptions of regional structure relationship and regional stereotype. On the one hand, it is also possible that Guangdong Chinese formed their stereotypes towards Macao Chinese first, which then result in their perceptions of the regional

structure relationship between these two Chinese groups. On the other hand, this study just considered one trait of social perception into the stereotype model. Although social complexity reflected Guangdong Chinese’s knowledge about this society and individual views, it is necessary to learn more about the differences. As Guan, Deng, and Bond [14] referred that there were many traits of inter-group structural relation can be added to the stereotype model, more research needs to be done in the future to examine the dimensions along which other regional structure items are perceived and the consequences of each perceived societal dimension for the stereotypes included in the model.

Secondly, this study only examined the mediated effect from perceptions of regional structure relationship to stereotype contents. Actually, diverse mediators have been found that could influence the formation of such stereotypes, such as firm prejudice (Devine) [15], status (Conway, Pizzamiglio, & Mount) [16] and so on. The role of these individual differences needs to be introduced into any complete model of the dynamic interactions of these two Chinese groups, indeed any two groups.

Thirdly, the representative trait, social complexity interpreted all three traits of regional stereotype on Macao Chinese. But it was still a little non-concrete when concentrate on the details of the fusion between Guangdong and Macao. The latter study should focus on the specific content of social complexity.

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