

Abstract

Past research demonstrated that when transmitting stereotype-relevant information, people of European descent sometimes shows a bias toward communicating stereotype-inconsistent (SI) information in an initial transmission. In this paper, we argue that people of Asian descent should instead be more inclined to communicate stereotype-consistent (SC) information in the initial transmission. Two studies were conducted using single reproduction, where firsthand information is communicated from one person to another. In Study 1, Australians of European and Asian descent were asked to communicate a story about a fictitious individual who performed SC and SI behaviors to a purported communication partner. Results showed that Asian-Australians communicated slightly more SC information, but European-Australians an equal amount of SC and SI information, replicating the past research finding (Lyons & Kashima, 2001). Study 2 replicated Study 1 but allowed participants to interact with a real communication partner. Results showed that, as expected, Asian-Australians communicated significantly more SC information, while European-Australians significantly more SI information. The possible underlying mechanisms for the cultural differences were discussed.