

Cultural Display Rules of Emotional Expression Among Canadians

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Sample

- 123 Canadian-born university students
- 63 females & 60 males
- Mean age 19 (SD=1.5)



Hypothesis

- Hypothesis 1:
 - Canadian sample report that it is more acceptable to express positive emotions (i.e. happiness and surprise) in public than in private and negative emotions (i.e. anger, contempt, fear, sadness and disgust) in private than in public.
- Hypothesis 2:
 - Canadians will report that it is more acceptable to express positive emotions more overtly with family, friends, and casual acquaintances than negative emotions.



Hypothesis

- Hypothesis 3:
 - a) Males express negative emotions more overtly than females. Females will express positive emotions more overtly than males.
 - b) females express more emotions with family and close friends than males.



Instruments

- Display Rule Assessment Inventory-DRAI (21 questions)
 - Express
 - Amplify
 - Deamplify
 - Neutralize
 - Mask
 - Qualify

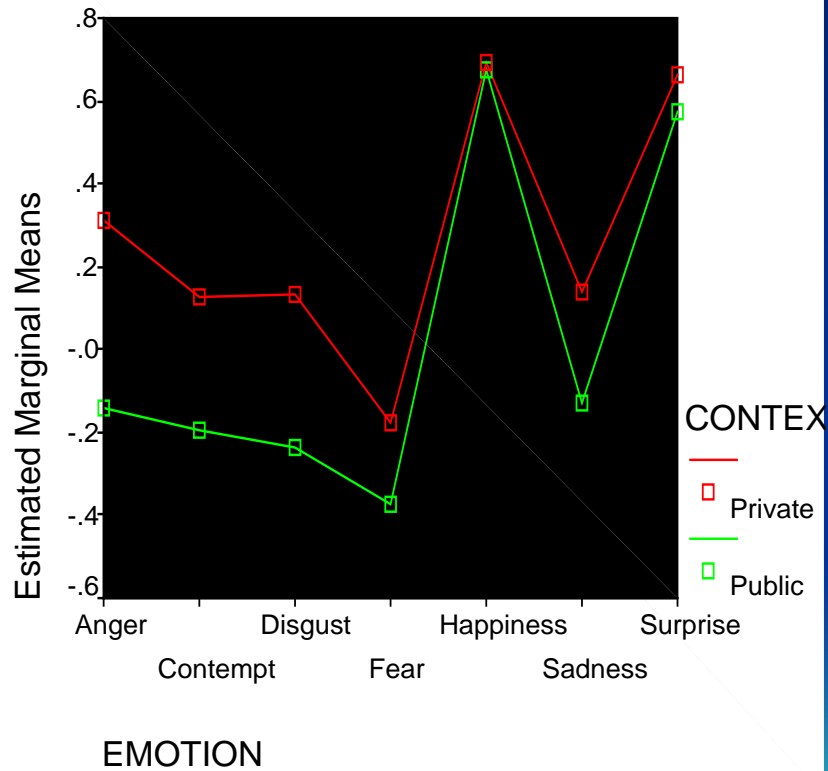


Results

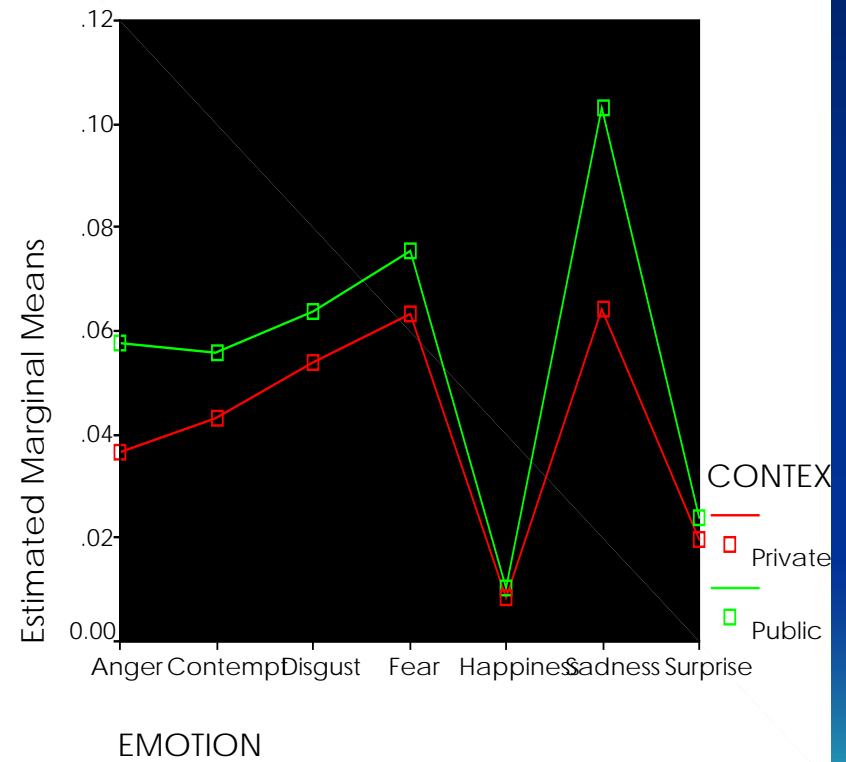
- Hypothesis 1: Context * Emotion
 - Express
 - Wilks Lambda $F(6, 116) = 36.13, p < .001$
 - Amplify
 - Wilks Lambda $F(6, 116) = 4.57, p < .001$
 - Deamplify
 - Wilks Lambda $F(6, 116) = 5.37, p < .001$
 - Masking
 - Wilks Lambda $F(6, 116) = 3.96, p < .001$
 - Qualify
 - NS

Context * Emotion

Express

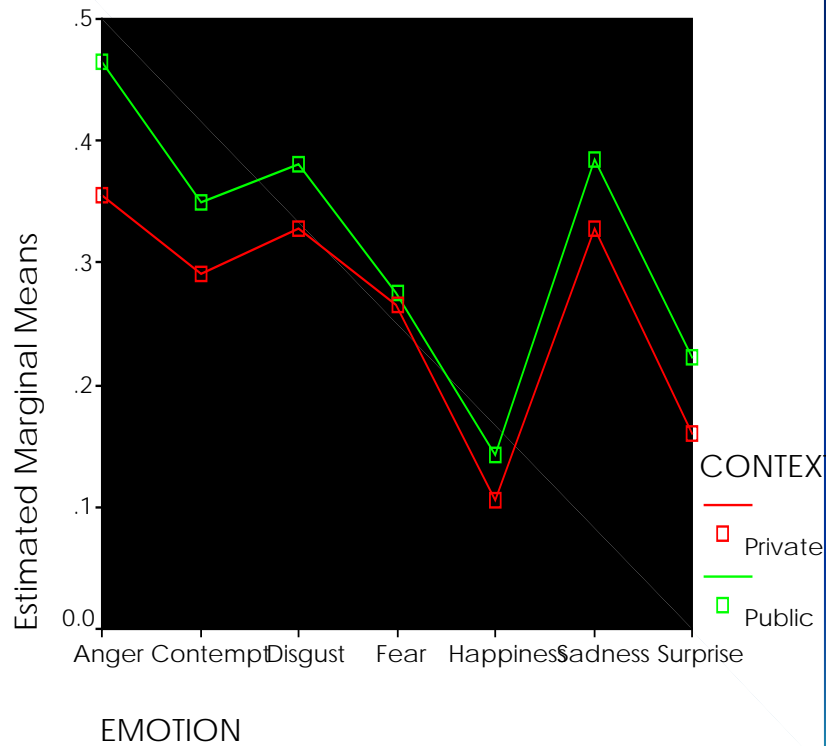


Masking

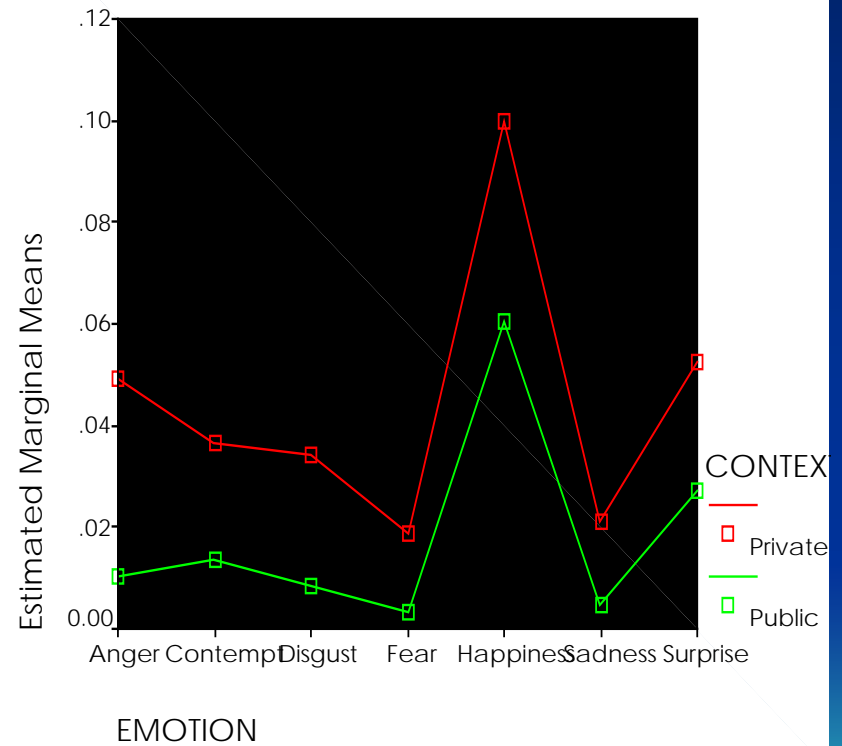


Context * Emotion

Deamplify



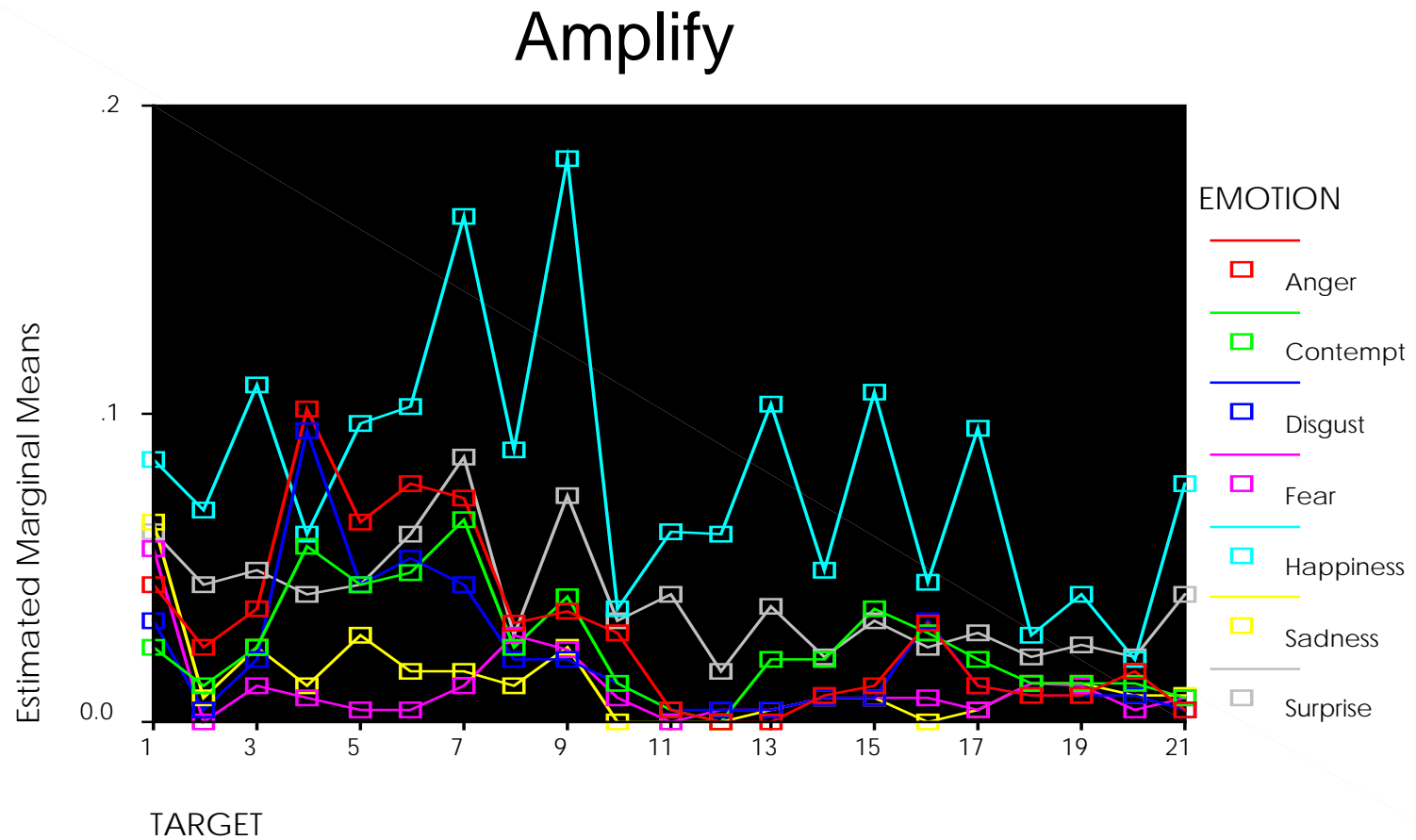
Amplify



Results

- Hypothesis 2: Target * Emotion
 - Express
 - NS
 - Amplify
 - Wilks Lambda $F(81, 41) = 5.41, p < .001$
 - Deamplify
 - NS
 - Masking
 - NS
 - Qualify
 - NS

Target * Emotion

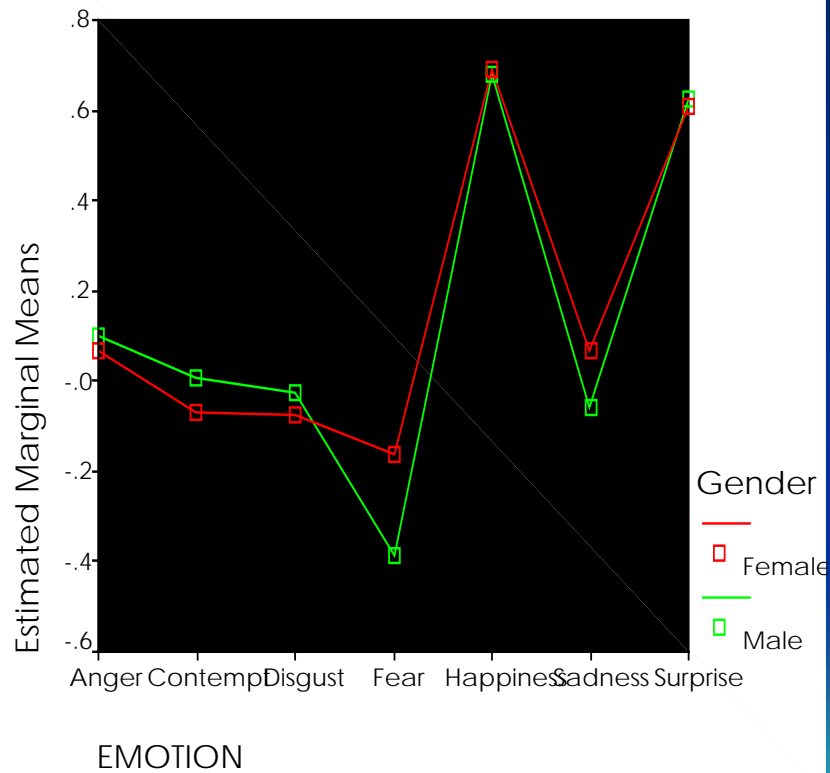


Results

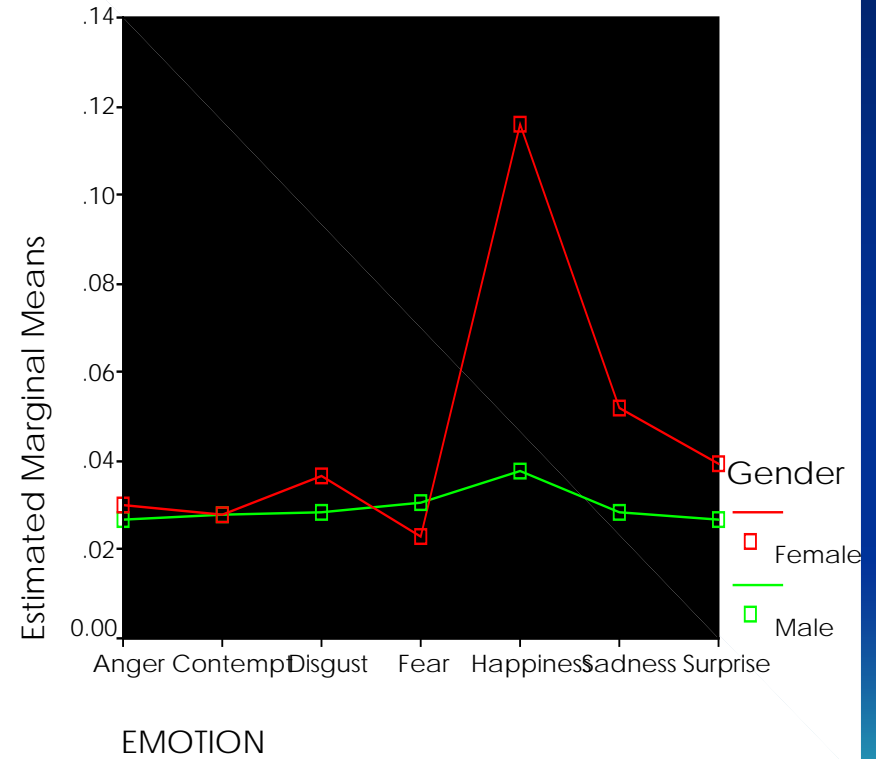
- Hypothesis 3a): Gender * Emotion
 - Express
 - Wilks Lambda $F(6, 116) = 2.40, p < .05$
 - Amplify
 - Wilks Lambda $F(6, 116) = 3.25, p < .01$
 - Deamplify
 - Wilks Lambda $F(6, 116) = 2.20, p < .05$
 - Masking
 - NS
 - Qualify
 - Wilks Lambda $F(6, 116) = 2.29, p < .05$

Gender * Emotion

Express

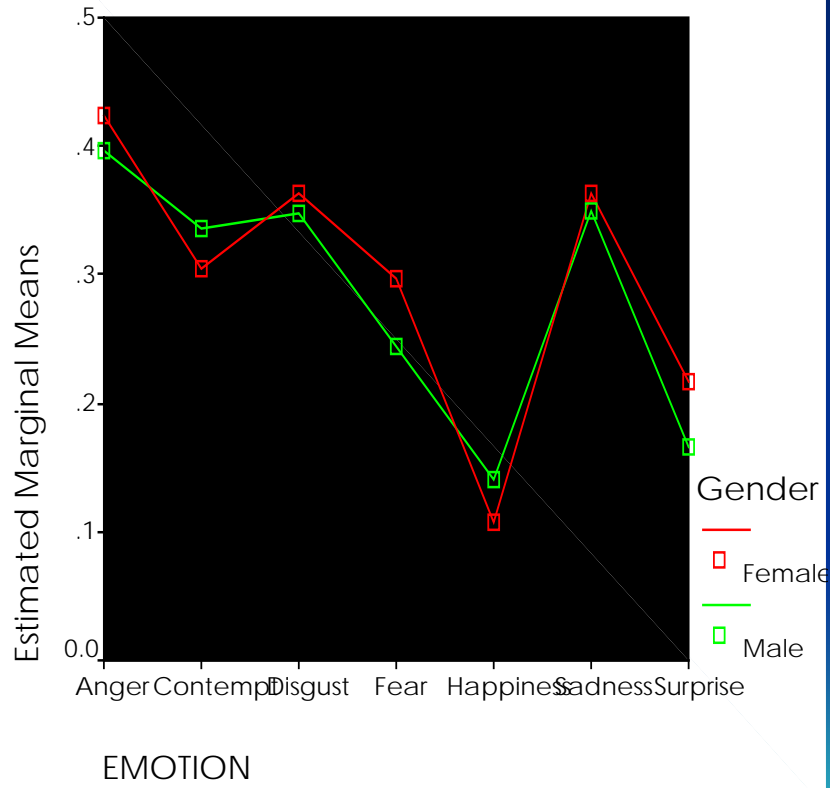


Qualify

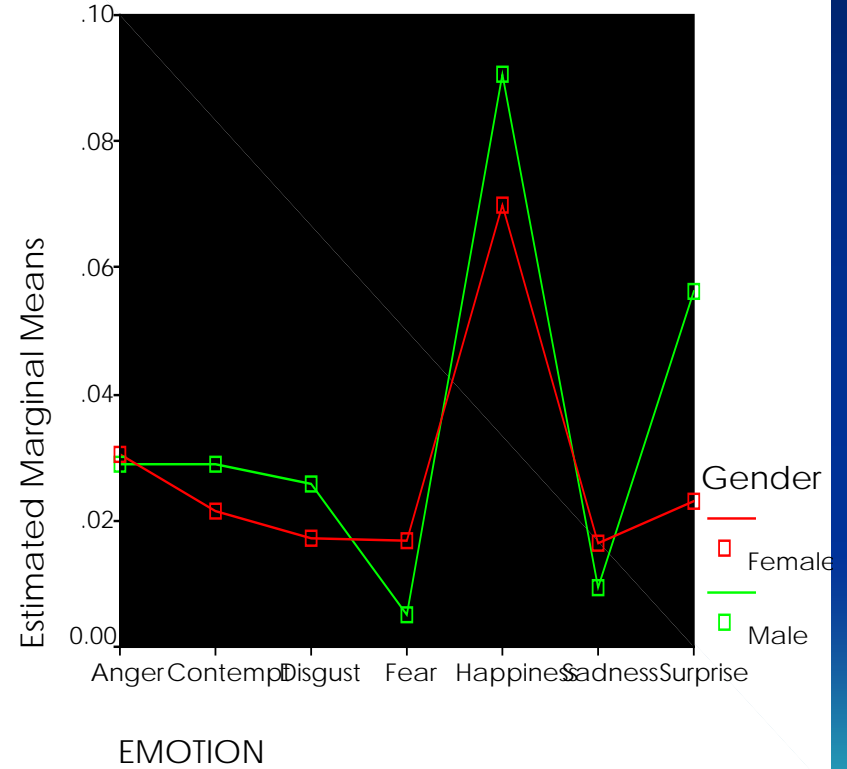


Gender * Emotion

Deamplify



Amplify

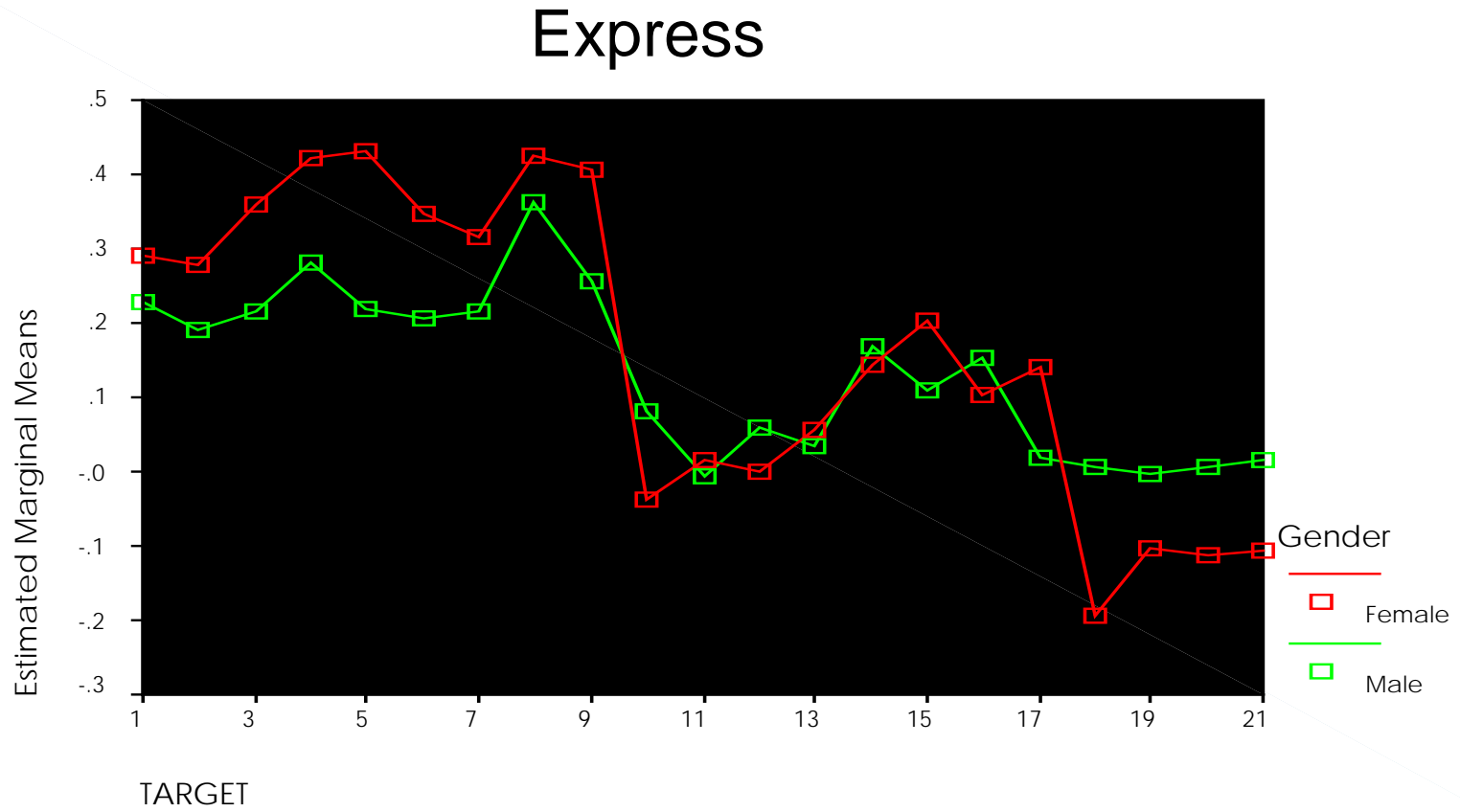


Results

- Hypothesis 3b): Gender * Target
 - Express
 - Wilks Lambda $F(20, 102) = 2.86, p < .001$



Gender * Target



Conclusion

- Negative emotions are Expressed more in private than in public.
- Negative emotions are Masked more in public than in private.
- Happiness is Amplified more with female targets than with male targets.
- No gender difference in Expressing positive emotions and anger.
- Women Expressed more emotions alone, with family, and close friends. Men Expressed more emotions with male acquaintance.



Future Research

- Examining display rules of emotional expression among immigrants.

