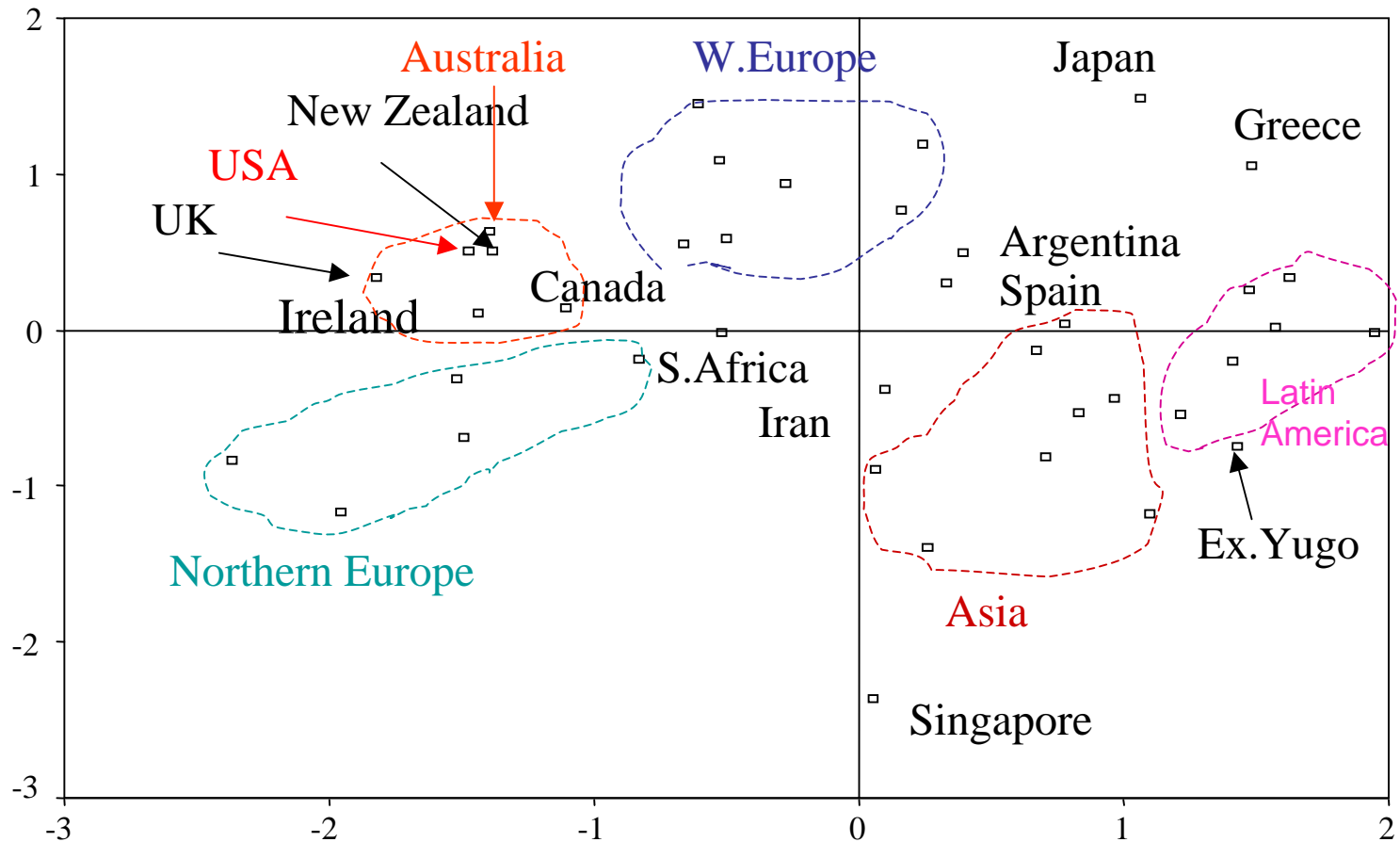


The Display of Happiness vs. Disgust: A comparison of emotion display rules between Australia and the USA

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MDS of the four value indices from Hofstede's (1980) 40 countries



The five Hofstede value indices in Australia and the USA

	Australia	USA
Power Distance	36	40
Uncertainty Avoidance	51	46
Individualism	90	91
Masculinity	61	62
Long-term perspective	31	29

A theoretical prediction

(Matsumoto et al., submitted)

	Australia	Emotional expression	USA
Power Distance	36	>	40
Uncertainty Avoidance	51		46
Individualism	90	<	91
Masculinity	61		62
Long-term perspective	31	<	29

Analysis of different expressive modes (Matsumoto et al.)

Mean Scores for each Expressive Mode in Australia and the USA are very similar, but suggests USA to amplify more and Australians to deamplify more

	Express	Deamplify	Amplify	Qualify	Mask
Australia	0.12	0.27	0.01	0.03	0.05
USA	0.12	0.25	0.03	0.04	0.04

The Present Study

- To observe the relative size of similarities and differences in display rules in Australian vs. the USA
- To explore Australia - US difference in display rules by taking account of gender, target, and other variables.

Summary of samples

The USA

- N=398
276 women, 122 men
- Age M=24.3, SD=6.2
- Ethnic composition

Caucasian	27%
Asian	32%
Hispanic	13%
Mixture	14%
Other	14%
- Native born 72%
- English 1st language 72%
- N used in analyses =188
125 women, 63 men

Australia

- N=142
117 women, 25 men
- Age M=22.7, SD=7.9
- Ethnic composition

Caucasian	39%
Asian	3%
Hispanic	0%
Mixture	19%
Other	39%
- Native born 94%
- English 1st language 99%
- N used in analyses =75
61 women, 14 men

Design and DV

Between-subject factors

- Country (Australia vs. USA)
- Gender (male vs. female)

Within-subject factors

- Emotion (Disgust vs. Happiness)
- Target (intimate friend vs. acquaintance vs. 50-year old professor)
- Target gender (male vs. female)
- Context (private vs. public)

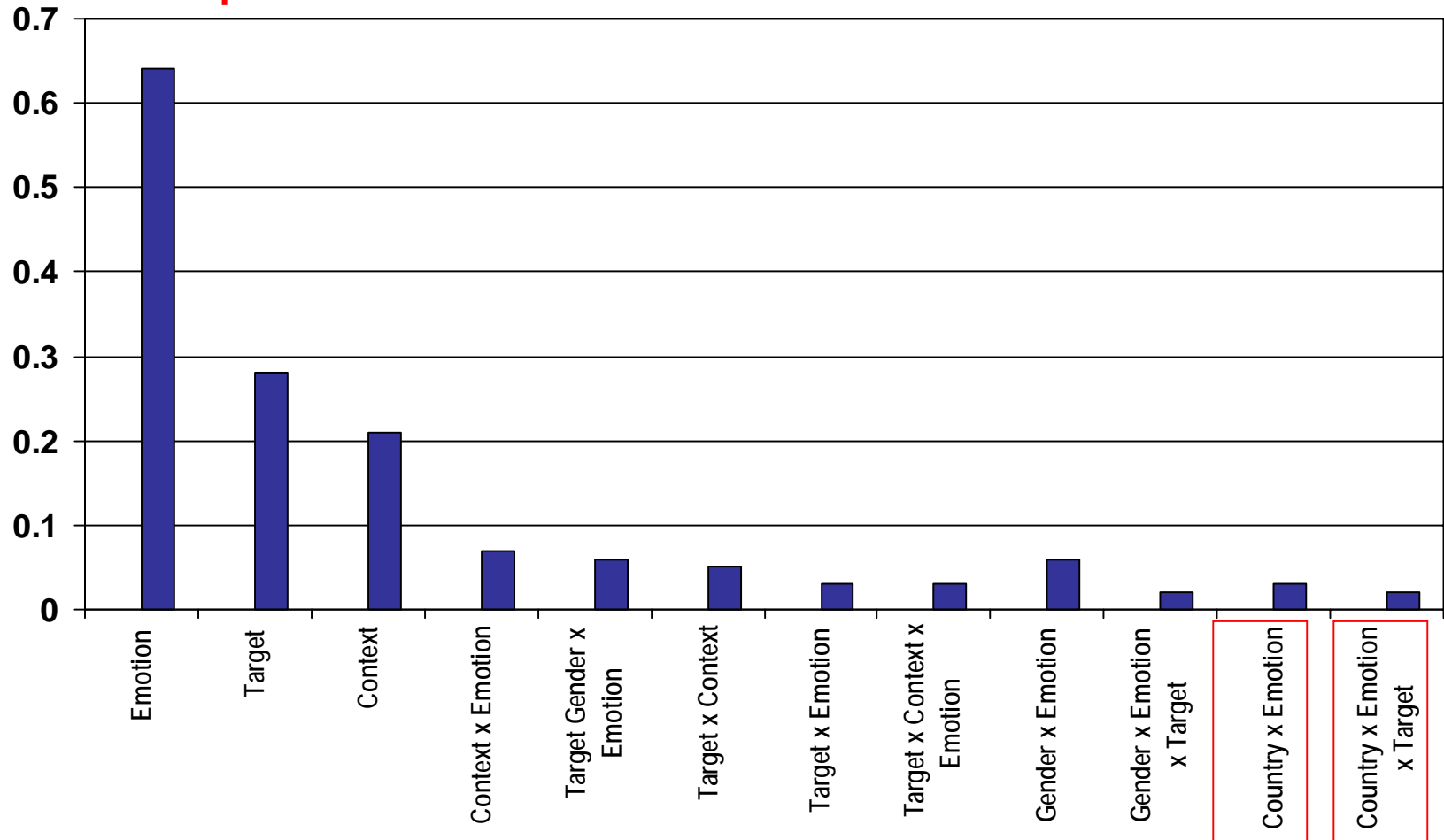
Dependent measure: The degree to which each emotion should be expressed –

- 1 'show nothing'
- 2 'show less than you feel it'
- 3 'express it as you feel it'
- 4 'show more than you feel it'

Results

Overall, effects involving Country are few in numbers and small in size. Out of 12 significant ($p < .01$) effects only two involved Country.

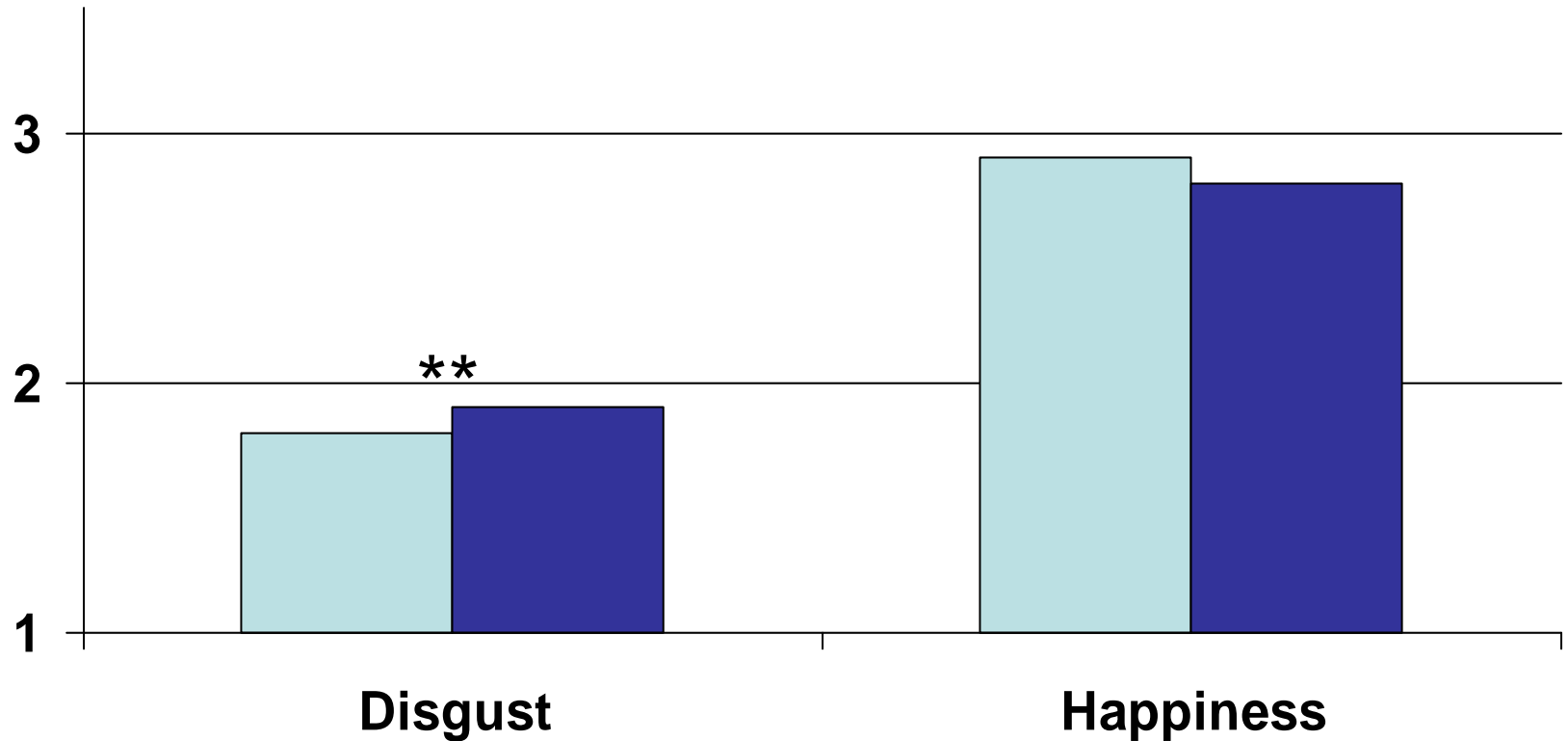
Partial Eta Squared



Country x Emotion

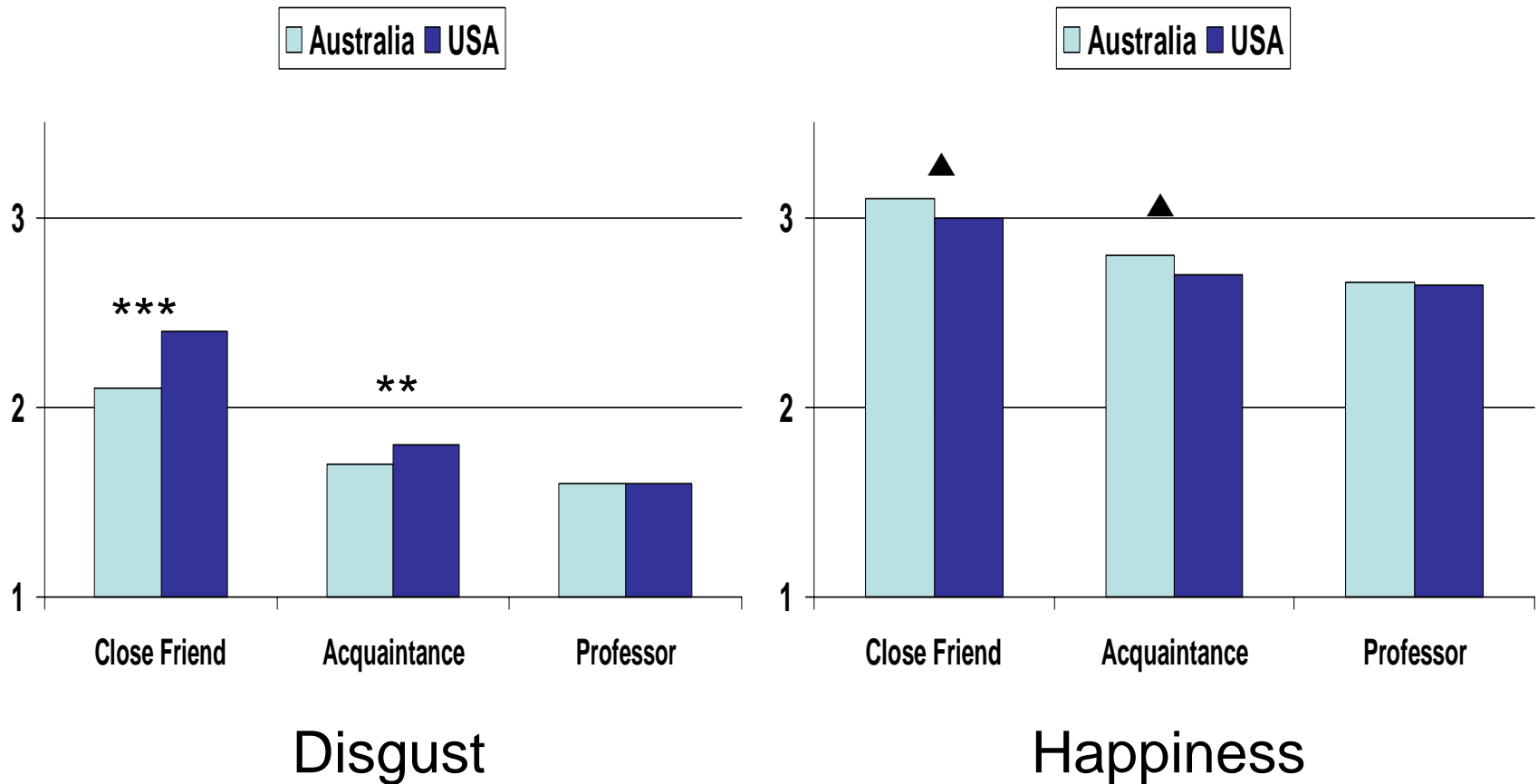
$F(1, 259)=7.93, p = .005, \text{partial } \eta^2 = .03$

Australia USA

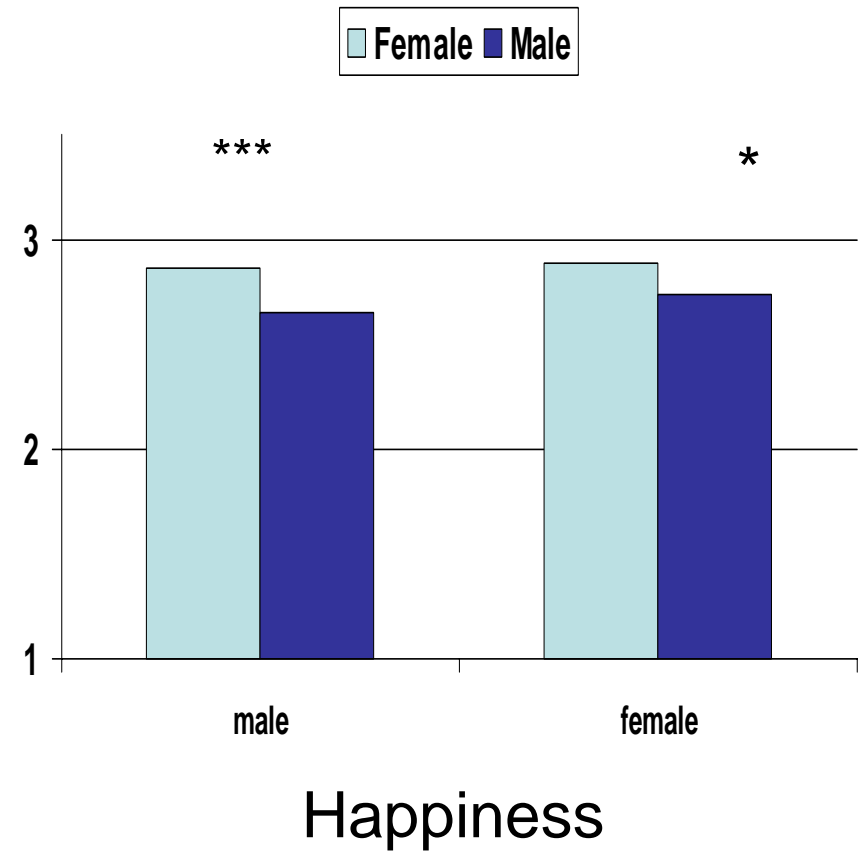
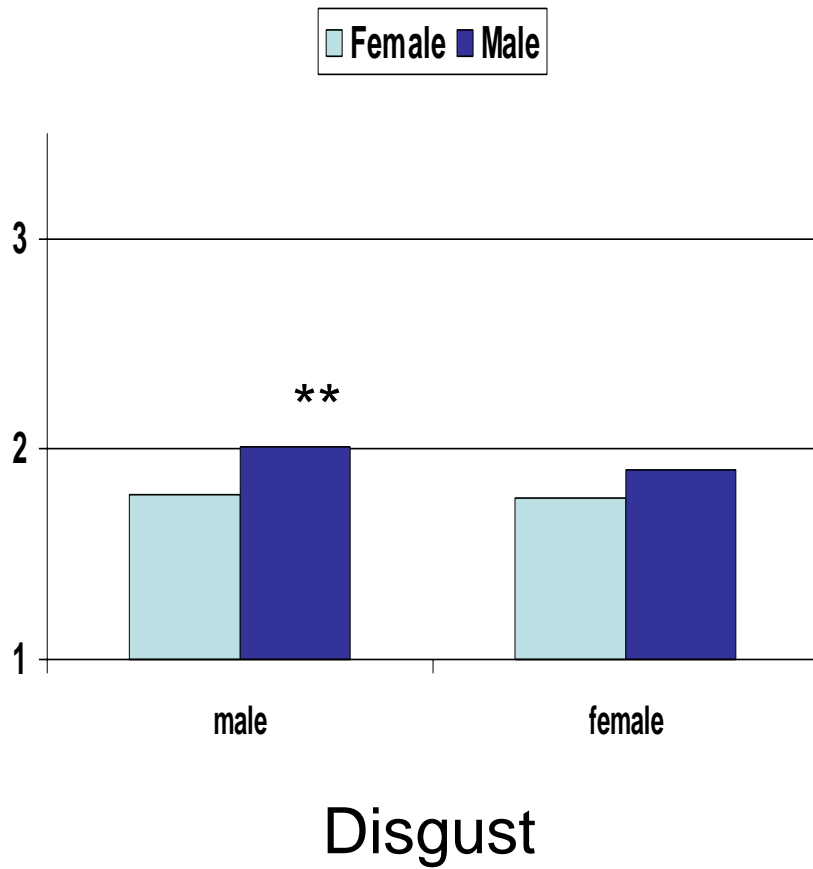


Country x Emotion x Target

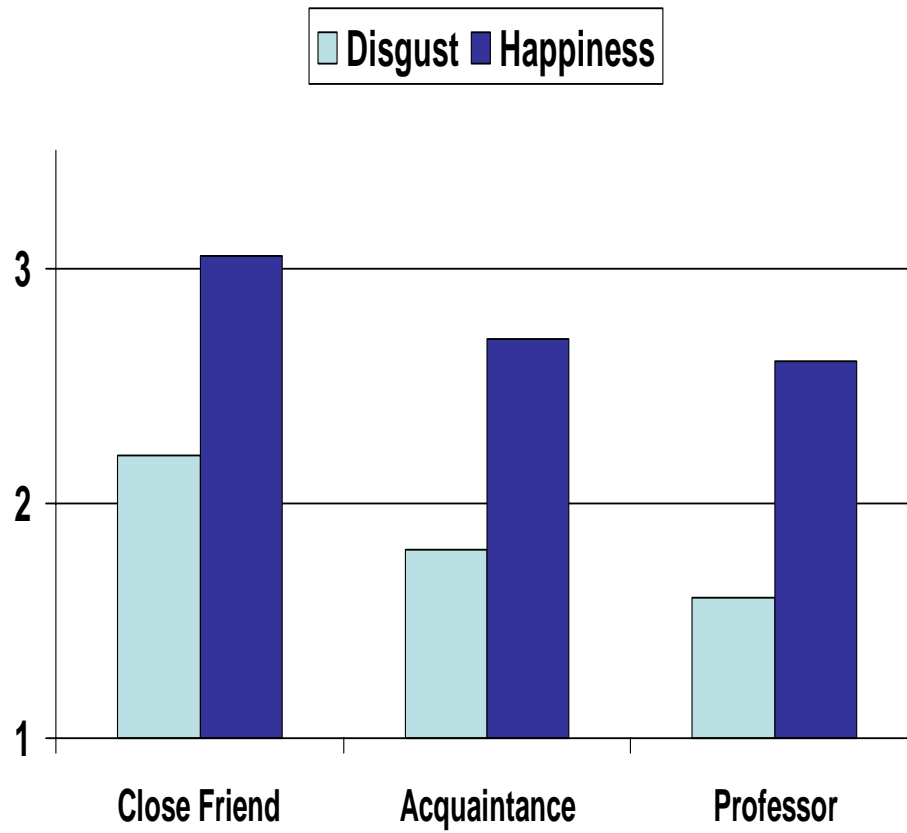
$F(2,518)=4.52, p = .01, \text{partial } \eta^2 = .02$



Gender x Emotion x Target Gender



Emotion x Target



Conclusion

- Australia-USA difference is subtle.
- Australian display rules allow less expression of disgust than American's, especially toward friends and acquaintances