

## Abstract

The first part of the present study examined the influence of individual-level factors on communication style of the Hong Kong student sample. Values and self-construals were proved to be the individual-level factors mediating influences on communication styles in Gudykunst et al's (1996) cross-cultural study. The present findings suggested that personality traits, a more fundamental construct, also had strong predictive power on communication style. Both Extraversion of the Five Factor Inventory (McCrae & Costa, 1992) and Extraversion of the Sino-American Person Perception Scale (Yik & Bond, 1993) predicted Communication Action (Openness, Direct, Dramatic & Precise) of Communication Style Scale (Gudykunst et al, 1996). On the other hand, Agreeableness and Conscientiousness of the FFI and Helpfulness and Restraint of the SAPPs had strong predictive power on Attentiveness (Sensitivity & Inferring) of CSS. Interestingly, Chinese Tradition showed additive effect to the FFI in predicting Sensitivity and Silence of CSS in our Hong Kong respondents. In the second part of the study, examination went beyond the self-assessment of one's own communication style to peer ratings of variables, an objective measurement, providing a wider window for us to look into interpersonal communication. Inter-judge agreement was found to be strong, in particular for dimensions of observable personality traits (e.g. Extraversion of SAPPs) and of communication styles (e.g. Openness and Dramatic). This implied that highly transparent measurement tool for constructing both personality assessment and communication style scale should be devised. In comparison to self-perception in the first part of this study, peer-rated personality traits were found to have more comprehensive predictive power on peer-rated communication style. In fact, self-perception and other-perception indicated two separate communication phenomena, which complemented one another in

understanding our communication styles. Finally, respondents being rated high on Sensitivity and Inferring of the CSS were those being liked, suggesting that communication style mediates important interpersonal outcomes.