

Abstract

The present study compared people's use of verbal retaliation as reaction to harmful acts from others in Japan, Hong Kong, Germany and the United States. A universal additive model using social and motivational variables to predict verbal retaliation was proposed, tested and generally confirmed by using the data from four cultures. Hierarchical regression analysis shown that social and motivational predictors had distinctive contribution towards predicting individual's verbal retaliation after being hurt with the "motivation to retaliate" being the major predictor. It was found that, across cultures, people verbally retaliate more if they are more motivated to retaliate, know the perpetrator better, and if the perpetrator is a male. The study was able to partly "unpack" the cultural difference by using the universal model tested.