

ABSTRACT

In the recent decade, many studies have examined the adverse effects of self-stigmatization on the well-being of minorities. However, few studies had investigated the effect of culture on the internalization process of stigma. The present study strived to shed light on how two culturally salient values of face concern, specifically social face (*mianzi*) and moral face (*lian*), would impact the internalization of stigma among the Chinese. The mediating roles of moral emotions (guilt and shame) and rumination were also highlighted as underlying psychological process in the formation of self-stigma. In addition, the study examined how rumination and self-stigma would affect the well-being of individuals. A hundred and fifty-six Chinese with drug dependence were recruited at the Society of Rehabilitation and Crime Prevention in Hong Kong from January 2011 to February 2012. Test of the proposed model using structural equation modeling showed excellent fit to the data (NNFI=.945, CFI=.954, RMSEA=.053). Findings confirmed the possible mechanism of internalization of stigma among the Chinese and suggested the importance of consideration of cultural factors in formation of stigma. Theoretical and practical implications of this cultural model of self-stigma are further discussed.