Admired Rich or Resented Rich
Cultural Variations in Envy

Sherry Wu, Xuechunzi Bai, Susan Fiske
March 31th. Lab Meeting
Hatred Against the Rich

Vandalized luxury automobiles

Comments on murders of wealthy Chinese

Either second generations of the rich or second generations of the politicians, they deserved to die.

...people become ignorant after being rich. No one will feel empathetic to their death...

Tencent Shandong Weibo user: "I wonder if 6 hours' work will lead to life?"

Upvote 3150
Outline

1. Background and Theoretical Framework
2. Methods and Results
3. Conclusions
Learning people’s perceptions of the rich

- Rising economic inequality\textsuperscript{1,2}
- Exacerbation of the social class divide\textsuperscript{2,3}

- “There has been an almost exclusive focus on those at the very lowest level of the SES spectrum.”\textsuperscript{4,5,6,7}


\textsuperscript{5} Task Force on Socioeconomic Status APA, 2007; 6. Durante et al., 2017; 7. Horwitz & Dovidio, 2014
Stereotype Content Model of the rich

• Rich are competent but cold\textsuperscript{5,8,9}.
• Rich are envied, admired but disliked
  - Across 37 cultures
  - Society’s views and individuals’ beliefs
  - Especially under inequality

• “To what extent do most Americans view members of this group as...”

Distinctive Cultures about Being Rich

American Dream\textsuperscript{10,11,12}
- Desirable to be rich.
- Admiring envy.

Chinese Middle-Way\textsuperscript{13,14,15}
- Hatred against the rich.
- Resentful envy.

**Distinctive Rich Cultures**

- **American Dream**
  - Desirable to be rich.
  - Admiring envy.

- **Chinese Middle-Way**
  - Hatred against the rich.
  - Resentful envy.

- Study 1. SCM in mainland China, with special attention to *the rich*.

---

Whole Part Puzzles

Overall reaction
to
Superordinate group the rich

Distinct reactions
to
Subordinate rich subtypes
Whole Part Puzzles

Overall reaction to Superordinate group the rich

Distinct reactions to Subordinate rich subtypes

• Study 2. Rich subgroups in the US and China.
Implicit vs. Explicit Stereotype Contents

Implicit, but not explicit,\textsuperscript{6,16,17}
- Favor the rich over the poor and middle-class

Explicit, rich are competent but cold
- Envy hard to admit?

16. Cunningham et al., 2004; 17. Rudman et al., 2002
Implicit vs. Explicit Stereotype Contents

Implicit, but not explicit,\textsuperscript{6,16,17}
- Favor the rich over the poor and middle-class

Explicit, rich are competent but cold
- Envy hard to admit?

• Study 3. *Implicit* rich SCM in the US and China.

16. Cunningham et al., 2004; 17. Rudman et al., 2002
Outline

1. Background and Theoretical Framework
2. Methods and Results
3. Conclusions
Current Studies

• Study 1. SCM in mainland China, with special attention to the rich.

• Study 2. Rich subgroups in the US and China.

• Study 3. Implicit rich SCM in the US and China.
Current Studies

• Study 1. SCM in mainland China, with special attention to *the rich*.


• Study 3. *Implicit* rich SCM in the US and China.
Study 1. Methods

- Participants. mainland China, n = 199, 40% women, age = 25±5
- Materials and procedure. Standard SCM.
Study 1. Six-cluster solution of China social groups

China Main SCM

- Children
- Rural residents
- Students
- Adolescents
- Migrant workers
- Women
- Workers
- Intellectuals
- Blue collars
- Urban residents
- White collars
- Employees
- Doctors
- Businessmen
- Men
- Rich
- Poor
- Disabled
- Unemployed
- Government workers
- Government officials/politicians

Competence vs. Warmth
Study 1. Six-cluster solution of China social groups

Table 1. Competence and warmth means for each cluster, mainland China overall SCM.

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Competence</th>
<th>Warmth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich, Businessmen, Doctors, Employees, Adults, Urban residents, White collars, Men</td>
<td>3.55</td>
<td>&gt;</td>
</tr>
<tr>
<td>Government officials/politicians, Government workers</td>
<td>2.80</td>
<td>&gt;</td>
</tr>
<tr>
<td>Children, Students, Adolescents, Rural residents</td>
<td>3.03</td>
<td>&lt;</td>
</tr>
<tr>
<td>Poor, Disabled</td>
<td>2.73</td>
<td>&lt;</td>
</tr>
<tr>
<td>Blue collars, Intellectuals, Women, Workers, Migrant workers</td>
<td>3.56</td>
<td>=</td>
</tr>
<tr>
<td>Unemployed</td>
<td>1.83</td>
<td>=</td>
</tr>
</tbody>
</table>

Note. Within each row, > or < indicate means differ (p < .05).
Study 1. Perceptions of the rich in general

Table 2. Descriptive summaries of general rich group in mainland China.

<table>
<thead>
<tr>
<th>Competence</th>
<th>Warmth</th>
<th>Envy</th>
<th>Contempt</th>
<th>Admiration</th>
<th>Pity</th>
<th>Passive harm</th>
<th>Active harm</th>
<th>Passive facilitation</th>
<th>Active facilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.50</td>
<td>2.46</td>
<td>4.41</td>
<td>3.27</td>
<td>3.26</td>
<td>1.74</td>
<td>2.99</td>
<td>2.58</td>
<td>3.54</td>
<td>2.37</td>
</tr>
</tbody>
</table>

Note. Numbers in boldface indicate statistically higher items, $df = 105$, see text for details.
Study 1. Perceptions of the rich in general

Table 2. Descriptive summaries of general rich group in mainland China.

<table>
<thead>
<tr>
<th>Competence</th>
<th>Warmth</th>
<th>Envy</th>
<th>Contempt</th>
<th>Admiration</th>
<th>Pity</th>
<th>Passive harm</th>
<th>Active harm</th>
<th>Passive facilitation</th>
<th>Active facilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.50</td>
<td>2.46</td>
<td><strong>4.41</strong></td>
<td>3.27</td>
<td><strong>3.26</strong></td>
<td>1.74</td>
<td>2.99</td>
<td>2.58</td>
<td><strong>3.54</strong></td>
<td>2.37</td>
</tr>
</tbody>
</table>

Note. Numbers in boldface indicate statistically higher items, $df = 105$, see text for details.
### Study 1. Perceptions of the rich in general

Table 2. Descriptive summaries of general rich group in mainland China.

<table>
<thead>
<tr>
<th>Competence</th>
<th>Warmth</th>
<th>Envy</th>
<th>Contempt</th>
<th>Admiration</th>
<th>Pity</th>
<th>Passive harm</th>
<th>Active harm</th>
<th>Passive facilitation</th>
<th>Active facilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.50</td>
<td>2.46</td>
<td>4.41</td>
<td>3.27</td>
<td>3.26</td>
<td>1.74</td>
<td>2.99</td>
<td>2.58</td>
<td>3.54</td>
<td>2.37</td>
</tr>
</tbody>
</table>

Note. Numbers in boldface indicate statistically higher items, \( df = 105 \), see text for details.
Current Studies

• Study 1. SCM in mainland China, with special attention to the rich.

• Study 2. Rich subgroups in the US and China.

• Study 3. Implicit rich SCM in the US and China.
Study 2. Methods

• Participants.
- US n = 86, 55% women, age = 37±11, 84% European Americans
- China n = 142, 44% women, age = 25±4, 97% Han

• Materials and procedure.
- Standard SCM with pretested rich subgroups.
Study 2. US. Univalent rich subtypes

Table 5. Competence and warmth means for each cluster, US sample rich subgroup.

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Competence</th>
<th>Warmth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politicians, Young money, Celebrities</td>
<td>2.32</td>
<td>&gt; 2.16</td>
</tr>
<tr>
<td>CEOs, Stock brokers, Bankers, Lawyers, Oil tycoons, Businessmen, Old money</td>
<td>3.43</td>
<td>&gt; 2.11</td>
</tr>
<tr>
<td>Entrepreneurs, Men, IT workers, Actors/actresses, Professional athletes, Musicians/singers, Doctors</td>
<td>3.84</td>
<td>&gt; 3.12</td>
</tr>
</tbody>
</table>

Note. Within each row, > or < indicate means differ (p < .05).
### Study 2. US. Envy-Contempt or Envy-Admire

<table>
<thead>
<tr>
<th></th>
<th>Envy</th>
<th>Contempt</th>
<th>Admire</th>
<th>Pity</th>
<th>Passive harm</th>
<th>Active harm</th>
<th>Passive facilitation</th>
<th>Active facilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incompetent cold rich (politicians, young money, celebrities)</td>
<td>3.46</td>
<td>3.35</td>
<td>2.32</td>
<td>1.63</td>
<td>2.94</td>
<td>2.95</td>
<td>2.68</td>
<td>2.26</td>
</tr>
<tr>
<td>Competent but cold rich (CEOs, stock brokers, lawyers, oil tycoons, businessmen, old money)</td>
<td>3.25</td>
<td>3.30</td>
<td>2.20</td>
<td>1.49</td>
<td>2.67</td>
<td>2.89</td>
<td>2.53</td>
<td>1.93</td>
</tr>
<tr>
<td>Competent warm rich (entrepreneurs, men, IT workers, actors/actresses, professional athletes, musicians/singers, doctors)</td>
<td>3.22</td>
<td>2.00</td>
<td>3.40</td>
<td>1.92</td>
<td>1.94</td>
<td>2.00</td>
<td>3.23</td>
<td>2.75</td>
</tr>
</tbody>
</table>
Study 2. China. Univalent rich subtypes

Table 8. Competence and warmth means for each cluster, China sample rich subgroup.

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Competence</th>
<th>Warmth</th>
</tr>
</thead>
<tbody>
<tr>
<td>GuanErDai, FuErDai</td>
<td>2.02</td>
<td>1.99</td>
</tr>
<tr>
<td>Politicians, Coal Tycoons, Real estate tycoons, Sudden rich</td>
<td>2.71</td>
<td>2.24</td>
</tr>
<tr>
<td>Actors/actresses, Shanghaiers, Beijingers, Managers, Stock brokers, Investors, Telecommunication workers</td>
<td>3.30</td>
<td>2.95</td>
</tr>
<tr>
<td>CEOs, Businessmen, Bankers, Entrepreneurs, IT workers/engineers</td>
<td>3.90</td>
<td>3.12</td>
</tr>
</tbody>
</table>

Note. Within each row, > or < indicate means differ (p < .05). GuanErDai means second generations of government officials; FuErDai means second generations of the rich.


### Study 2. China. Envy-Contempt or Envy-Admire

Table 10. Emotions and behaviors expressed for 4-clusters, China sample rich subgroup.

<table>
<thead>
<tr>
<th></th>
<th>Envy</th>
<th>Contempt</th>
<th>Admire</th>
<th>Pity</th>
<th>Passive harm</th>
<th>Active harm</th>
<th>Passive facilitation</th>
<th>Active facilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>the Most incompetent cold rich (second generations: GuanErDai and FuErDai)</td>
<td><strong>3.87</strong></td>
<td><strong>3.55</strong></td>
<td>1.94</td>
<td>1.75</td>
<td><strong>3.59</strong></td>
<td><strong>3.45</strong></td>
<td><strong>3.29</strong></td>
<td>1.62</td>
</tr>
<tr>
<td>the penultimate incompetent cold rich (politicians, coal tycoons, real estate tycoons, sudden rich)</td>
<td><strong>3.70</strong></td>
<td><strong>3.42</strong></td>
<td>2.32</td>
<td>1.63</td>
<td><strong>3.32</strong></td>
<td><strong>3.21</strong></td>
<td><strong>3.29</strong></td>
<td>1.72</td>
</tr>
<tr>
<td>Competent but cold rich (actors/actresses, Shanghaiers, Beiinger, managers, stock brokers, investors, telecommunication workers)</td>
<td><strong>2.95</strong></td>
<td>2.08</td>
<td><strong>2.82</strong></td>
<td>2.01</td>
<td>2.15</td>
<td>2.12</td>
<td><strong>3.27</strong></td>
<td><strong>2.42</strong></td>
</tr>
<tr>
<td>Competent warm rich (CEOs, businessmen, bankers, entrepreneurs, IT workers/engineers)</td>
<td><strong>3.37</strong></td>
<td>2.03</td>
<td><strong>3.45</strong></td>
<td>1.97</td>
<td>1.98</td>
<td>1.97</td>
<td><strong>3.77</strong></td>
<td><strong>2.54</strong></td>
</tr>
</tbody>
</table>
## Study 2. China. Envy-Contempt or Envy-Admire

Table 10. Emotions and behaviors expressed for 4-clusters, China sample rich subgroup.

<table>
<thead>
<tr>
<th>Cluster Description</th>
<th>Envy</th>
<th>Contempt</th>
<th>Admire</th>
<th>Pity</th>
<th>Passive harm</th>
<th>Active harm</th>
<th>Passive facilitation</th>
<th>Active facilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most incompetent cold rich (second generations: GuanErDai and FuErDai)</td>
<td>3.87</td>
<td>3.55</td>
<td>1.94</td>
<td>1.75</td>
<td>3.59</td>
<td>3.45</td>
<td>3.29</td>
<td>1.62</td>
</tr>
<tr>
<td>Penultimate incompetent cold rich (politicians, coal tycoons, real estate tycoons,</td>
<td>3.70</td>
<td>3.42</td>
<td>2.32</td>
<td>1.63</td>
<td>3.32</td>
<td>3.21</td>
<td>3.29</td>
<td>1.72</td>
</tr>
<tr>
<td>sudden rich)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competent but cold rich (actors/actresses, Shanghaiers, Beijingers, managers, stock</td>
<td>2.95</td>
<td>2.08</td>
<td>2.82</td>
<td>2.01</td>
<td>2.15</td>
<td>2.12</td>
<td>3.27</td>
<td>2.42</td>
</tr>
<tr>
<td>brokers, investors, telecommunication workers)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competent warm rich (CEOs, businessmen, bankers, entrepreneurs, IT workers/engineers)</td>
<td>3.37</td>
<td>2.03</td>
<td>3.45</td>
<td>1.97</td>
<td>1.98</td>
<td>1.97</td>
<td>3.77</td>
<td>2.54</td>
</tr>
</tbody>
</table>
Study 2. Univalent rich subtypes
Current Studies

• Study 1. SCM in mainland China, with special attention to the rich.

• Study 2. Rich subgroups in the US and China.

• Study 3. Implicit rich SCM in the US and China.
Study 3. Methods

• Participants.
  - US n = 90, 41% women, age = 35±12, 88% European Americans
  - China n = 106, 48% women, age = 30±7, 94% Han

• Materials and procedure. BriefIAT
Upper-Class
Upper class, Top one percent, Rich, Wealthy
or
Competence
Competent Capable Skilled Intelligent Confident

Put a right finger on the ' T ' key for items that belong to ' Competence ' or ' Upper-Class '.

Put a left finger on the ' E ' key for items that belong to anything else.

If you make a mistake, a red X will appear. Press any key on the keyboard to continue.

GO AS QUICKLY AND ACCURATELY AS YOU CAN.

When you are ready to start, press the spacebar.
Ordinary people

Press 'E' for Anything Else

Press 'I' for Upper-Class or Competence
Upper-Class
Upper class, Top one percent, Rich, Wealthy
or
Warm
Warm Friendly Sincere Likable Trustworthy

Put a right finger on the 'I' key for items that belong to 'Warm' or 'Upper-Class'.

Put a left finger on the 'E' key for items that belong to anything else.

If you make a mistake, a red X will appear. Press any key on the keyboard to continue.

GO AS QUICKLY AND ACCURATELY AS YOU CAN.

When you are ready to start, press the spacebar.
Press 'E' for Anything Else

Press 'I' for Upper-Class or Warm

Plain folks
Study 3. Explicitly Cold Rich

Explicit Stereotype Content
Study 3. Implicitly Competent Rich

Implicit Stereotype Content

![Graph showing IAT effect for Competence and Warmth BIAT for American and Chinese Rich participants.](image)
Study 3. Explicitly cold, but Implicitly competent

Explicit Stereotype Content

Implicit Stereotype Content
Outline

1. Background and Theoretical Framework
2. Methods and Results
3. Conclusions
Conclusions: *Admired* rich or *Resented* rich

1. Societal perception on the rich subgroups are relatively univalent.

2. Envy-admire toward good rich; envy-contempt toward bad rich.

3. Divergent behavioral tendencies, passive facilitation with all rich subgroups in China.

4. Implicitly associate high competence, while explicitly associate low warmth to the rich.