

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING
DEPARTMENTAL RESEARCH SEMINAR

**Straddling yet being Coherent: Identity Focus
and Identity Coherence in the Hong Kong
Film Industry, 1970-1997**

By

Dr Yi TANG

Date: Monday, 12 April 2010

Time: 2:30 p.m. - 4:00 p.m.

Venue: M802

All interested are welcome

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ABSTRACT

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Building on recent developments concerning social categories and identities in market contexts, this study extends our knowledge about the mechanisms and the circumstances under which spanning categories penalizes the social actor's offering. The findings, obtained from a large sample of Hong Kong multi-genre movies during the period 1970-1997, suggest that whether spanning categories brings social penalties (i.e., decrease film performance) depends on the level of coherence exhibited by the categories involved. When straddling involves coherent categories, market audiences do not react negatively and allow the social actor to benefit from the synergies stemming from multi-category membership. Conversely, multi-category membership appears penalized in presence of a limited coherence. By reconciling the seeming-divergent findings on category spanning, this research contributes to the burgeoning research on social identities.