examined the presence and nature of relationship rules in UK, Italy, Honk Kong, and Japan. Found different rules were seen to be relevant to relationships across the four cultures (rules for close friendships), but there were also important similarities. All cultures acknowledged the importance of relationship rules such as showing courtesy and respect, and avoiding intimacy.

A02: Argyles cross-cultural comparison of relationship rules in different cultures, didn't find support for some predictions but failed to support others. A problem with this research is that the list of rules was formulated in the UK and may have failed to include rules that are specific to a particular culture.

Research:
Spontaneous expression of love, sex isn’t considered appropriate in Chinese culture. Moore and Leung tested this predicted cultural difference in an Australian study. They compared 212 Anglo-Australian students and 106 Chinese-Australian students. To see if the ‘romantic conservatism’ of Chinese students would manifest itself in different romantic styles. Of the two groups, 61% of the Anglo-Australian students were in a romantic relationship, compared to just 38% of Chinese students. Chinese students reported significantly more loneliness than Anglo-Austrian Students. Anglo-Austrian males were less romantic than were females. In contrast, Chinese males were as romantic as Chinese females. Contrary to the stereotypical view that romance is a characterised only of Western cultures, positive attitudes to romantic love were endorsed by both.

Gupta and Singh – compare love and liking in arranged marriages. Studied 100 professional, degree-educated couples living in Jaipur, India, 50 of whom had arranged marriages and 50 of whom had ‘chosen’ or ‘love’ marriages. Asked to use like/love scales after one, five and 10 years of marriage to indicate how much they like/love their partner. They found that in love marriages, both love and like were high at the start but decreased during the course of marriage. In contrast whilst both like/love were low at the start of an arranged marriage, love and like grew, after 10 years exceeded that in love marriages. Xiaohe and Whyte carried out a study in China a rapidly modernising country and indicated that women in love marriages were more satisfied than those in arranged marriages.