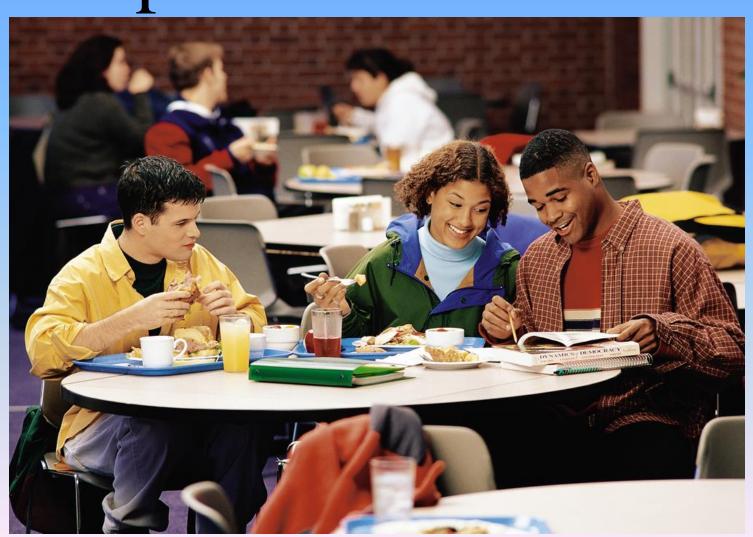
Thinking About Psychology: The Science of Mind and Behavior 2e PSYCHOLOGY

Charles T. Blair-Broeker Randal M. Ernst

Variations in Individual and Group Behavior Domain



Social Psychology Chapter



Module 36

Cross-Cultural Psychology

Culture

Culture

- System of subtle and obvious rules (shared beliefs, attitudes, and behaviors) established to ensure a group's survival
- The rules are passed from one generation to the next.
- The "software of our minds"
- Different from nationality, race, and ethnicity

David Matsumoto (1959-

 Psychologist and internationally known expert on the study of cross-cultural psychology



Factors Influencing Culture

- Matsumoto suggests four factors influence culture
 - Population density
 - -Climate
 - -Resources
 - Technology

Population Density

 Societies with higher population densities require more rules for maintaining social order.

Climate

• Climate has profound influence on lifestyles.

Resources

 Abundance or lack of resources has an influence on how the people of the culture behave.

Technology

• Inventions influence the interactions of people.

Individualism and Collectivism

Individualism

 Cultural style that places personal goals or needs ahead of group goals or needs

Collectivism

 Cultural style that places group goals or needs ahead of personal goals or needs

Individualism and Collectivism: Self-Concept

Self-Concept

- One's sense of self
- Individualist cultures have an independent understanding of self
 - Are separate from others
- Collectivist cultures have an interdependent understanding of self
 - -Are connected with others

Individualism and Collectivism: Motivation and Emotion

Achievement Motivation

- The desire to excel
- A product of one's culture and cultural influences

Motivation and Culture

- Individualist cultures view motivation as an internal push and achievement as an individual triumph.
- Collectivist cultures view the desire to achieve as emerging from a sense of indebtedness or obligation to the group.

Cross-Cultural Research

Cross-Cultural Research

 Research that tests hypotheses on many groups of people to understand whether principles apply across cultures

Culture-Specific

- Principles that are true only for people of a certain culture
- Called culture-bound
- Opposite of universal principles which are true of people of all cultures

Cross-Cultural Research: Culture and Personality

Locus of Control

- Person's perception of the source of control over fate or what happens in life
- Two types:
 - -Internal locus of control
 - -External locus of control

Internal Locus of Control

- Person's perception that they control their fate through their behavior
- Western cultures tend to have an internal locus of control.

External Locus of Control

- Person's perception that their fate is controlled by external circumstances
- Non-Western cultures tend to have an external locus of control.

Cross-Cultural Research: Developmental Psychology

Socialization

 Learning to become a member of a culture including behaviors the individual expects, and what is expected of the individual

Cross-Cultural Research: Attachment

Secure Attachment

- Parents in the United States value secure attachment with their children.
- Some other cultures consider such attachment as spoiling the child.

Ethnocentrism

Ethnocentrism

 Tendency to view the world through your own cultural filters

Goals of Flexible Ethnocentrism

- Accepting that everyone is ethnocentric
- Realizing that culture filters can distort reality
- Realizing people of other cultures produce their own distortions of reality
- Learning to deal with our emotions, and our judgments of morality and personality as a result of ethnocentrism

The End