

## Culture



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## Definition

The enduring behaviors, ideas, attitudes, and traditions shared by a large group of people and transmitted from one generation to the next



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## Goals of

## Psychology



- Discover principles underlying cultural diversity
- Discover how human psychology shapes culture
- Discover how cultural understandings shape our psychology

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## Approaches to Culture



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## Geographic Climate & Subsistence



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- Are regional animals cooperative?
- Are there enough natural resources for them?



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- Is the soil fertile?
- Are crops based on domesticated plants or wild ones?
- Who is around to help?

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**Rules for**

- Are ways of living constrained by the environment?

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**Subsistence and Culture**

Hunter/Gatherers = egalitarian	Agricultural = stratified
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Cultural differences created by differing physical and social environments

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### Evoked



- Typical in **high-variance conditions**
  - he who benefits, shares
- Common among hunter-gatherers
- Comes out of us in times of disaster

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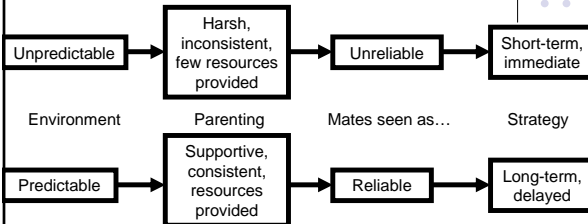
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### Evoked



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## Evoked



- **Culture of honor**
  - Insults are viewed as highly offensive
- Origins in cultures with animal herding histories

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## Cross-Cultural Research



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## Individualism and Collectivism



- **Individualism**
  - Western cultures
  - Self is autonomous and independent
  - Emphasis on personal goals
- **Collectivism**
  - Eastern cultures
  - Self is connected with others and interdependent
  - Emphasis on in-group harmony

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## Laws



- **law of identity**
  - A is A, it is not anything else
  - Internal source of identity
- **law of contradiction**
  - A cannot be both true and false
  - Concern with consistency

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- An object can be both 'A' and 'not A'
- People should strive toward their potential
- Emphasis on social obligations
- Emphasis on finding the "middle way"



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## East Asian Populations



- Adapt behavior to fit social roles
- Focused on the malleability of a person rather than rigidity
- Describe others in terms of traits, but are less likely to use them to explain behavior
- Not bothered by inconsistencies
- Self-descriptions are highly contextualized
- Self-descriptions contain positive and negative traits

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## Methodological Setbacks



- Translation
- Response Sets
  - the middle way vs. to the extreme
- **Biculturalism** and **Frame-switching**

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- Social class
- Historical era, or cohort
- Gender roles



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## Universals?



- Underlying processes that manifest themselves differently across cultures
- Recognition of emotional expression
- Dominance and warmth common descriptors of others
- People strive to be the cultural ideal
  - the paradox of individualism
- Sex differences

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