CULTURE AND IMPRESSION FORMATION

Impression Formation
- Physical attractiveness influences judgments of personality
  - North American research suggests that people ascribe desirable personality traits to those who are good looking
- Attractive people are judged to be more competent and intelligent
- Other aspects of appearance also influence perceptions of others

Culture and Attractiveness
- There is a universal standard for what is considered attractive
  - Individual differences exist
  - Some cultural differences in psychological meaning derived from attractive faces

Culture and Face Recognition
- Same-race bias in the ability to recognize faces
  - This bias may be due to attitudes toward people of same and other races, social orientation, task difficulty, experience, orienting strategies, different self-schemas, and different perception and classification of faces
Culture and Mate Selection

- According to Buss (1989), mate selection preferences are universal (due to different evolutionary selection pressures on males and females)
  - Females prefer
    - Financial prospects, Industriousness, Ambition, Older age
  - Males prefer
    - Youth, good looks, chastity

Other studies find similar results

There are also cultural differences

- Compared to Americans and Russia, Japanese rated being kind, understanding, good conversationalist, physical attractiveness, and status as being less important in marital partner
- Compared to Israelis, American students rated status of partner, closeness, and similarity to important in partner

Culture and Love

- Love is a universal, and uniquely human emotion
- It is valued differently in different cultures
- Not all cultures value romantic value to the same degree

Culture and Sex

- Universality in norms regarding incest and adultery
- Cultural differences in importance of chastity in potential mates and homosexuality
- Cultures affect sex within marriage
  - Cultures with fewer resources and stress have more insecure romantic attachments and higher fertility rates
- Jealousy is a universal response to infidelity
Culture and Marriage
- The need and want to form romantic attachments is universal
  - Study of 62 cultures found 79% had secure romantic attachments
- Cultural differences in the way people form romantic attachments and view the role of love in marriage
- In some cultures, there are norms about women’s age for marriage

Intercultural Marriages
- Areas of potential conflict because of culture:
  - Expression of love and intimacy
  - Nature of commitment and attitudes toward marriage
  - Child rearing
  - Attitudes toward sex roles
  - Money management
  - Attitudes toward relationships with extended family
  - Differences in definitions of marriage

Intercultural Marriages
- How intercultural couples can overcome obstacles
  - Communication
  - Capitulation
  - Compromise
  - Coexistence
    - Alternating way, mixing way, and creative adjustment
    - Context constructionistic way
    - Flexible, compromising, and committed to the relationship

CULTURE AND CONFORMITY, COMPLIANCE, AND OBEDIENCE

Conformity: yielding to real or imagined social pressure

Compliance: yielding to social pressure in one’s public behavior, even though one’s private beliefs may not have changed

Obedience: form of compliance that occurs when people follow direct commands, usually from someone in a position of authority

Cross-cultural studies show that people of other cultures view conformity, obedience, and compliance differently than Americans
- In Asian and collectivistic cultures, value conformity and obedience
- In these cultures, conformity is seen as positive, and necessary for successful functioning of the culture, its groups, and the interpersonal relationships of its members
CULTURE AND COOPERATION

- Cooperation: people's ability to work together toward common goals
- Human trust and cooperation are based on unique human cognitive abilities (e.g. empathy and concern for others)
- Cultural differences in cooperation
  - Most likely due to specific situational constraints that individuals are in at the time when a behavior occurs

CULTURE AND INTERGROUP RELATIONS

Ingroups and Outgroups

- Individuals in all cultures make distinctions among the individuals with whom they interact
- One type of meaningful social relationship that people of all societies make are ingroups and outgroups
- Ingroups:
  - Characterized by history of shared experiences and anticipated future
  - Produce sense of intimacy, familiarity, and trust

Ingroups and Outgroups

- All cultures make ingroup-outgroup differentiation, which leads to psychological consequences
- People expect greater similarities between themselves and ingroup and attribute more uniquely human emotions
- Cultures ascribe different meanings to ingroup and outgroup relationships

Ingroups and Outgroups

Structure and Formation of Ingroup/Outgroup Relationships

- Cultures differ in formation and structure of self-ingroup and self-outgroup relationships
- In North American culture, ingroup and outgroup membership is stable, where not true for other cultures (e.g. Zimbabwe)
Ingroups and Outgroups
The meaning of Ingroup/Outgroup Relationships

- In Individualistic cultures, people
  - Have more ingroups
  - Are not attached to any single group
  - Survival of individual and society more dependent on individual
  - Make less distinctions between in- and outgroups

- In Collectivistic cultures, people
  - Have fewer ingroups
  - Are very attached to the ingroups to which they belong
  - Survival of individual and society more dependent on individual
  - Make large distinctions between in- and outgroups

Ethnocentrism and Prejudice

- Ethnocentrism: tendency to view the world through one's own cultural filters
  - Everyone is ethnocentric
  - Ethnocentrism per se is neither bad or good

- Prejudice: tendency to prejudge others on the basis of their group membership
  - Cognitive component: Stereotypes
  - Affective component: personal feelings toward other groups of people

Ethnocentrism and Prejudice
Origins of and Factors Contributing to Prejudice

- Outcomes of social biology and evolution
- Intergroup conflict and power
- Social and cultural factors
  - Society may promote ideological prejudice and institutional discrimination to impose inferior status among some groups
- Authoritarian personality
- Contact with outgroup members

Ethnocentrism and Prejudice

- Explicit prejudice: prejudice that is verbalized and thus made public
  - Decreasing

- Implicit prejudice: prejudicial attitudes, values, or beliefs that are unspoken and outside conscious awareness
  - Implicit prejudice toward blacks

Stereotypes

- Stereotypes: generalized images we have about groups of people, particularly about their underlying psychological characteristics or personality traits
  - Can be positive or negative; true (sociotypes) or false
  - Autostereotypes: stereotypes about one's own group
  - Heterostereotypes: stereotypes about other groups
  - Considerable overlap exists between these two stereotypes
**Stereotypes**

The content of stereotypes

- Princeton University studies
- People of all cultures have stereotypes of others; many commonalities across cultures
- Having stereotypes and many content of stereotypes are universal

**Stereotypes**

The Origins of Stereotypes

- Products of normal, everyday psychological processes
  - Selective attention
  - Attribution
  - Concept Formation
  - Memory
  - Emotions (mood congruent bias)

**Stereotypes**

The Origins of Stereotypes

- Stereotypes are easily reinforced
  - Selective attention
  - Media
  - Stereotypes can change depending on context

**Stereotypes**

The Impact of Stereotypes

- Collective threat: fear that ingroup member's behavior can reinforce negative stereotypes about one's group
- Model minority stereotypes of Asian Americans have drawbacks
  - This stereotype has two components: excessive competence coupled with deficient sociality

**Discrimination**

- Discrimination: unfair treatment of others based on their group membership
  - Not necessarily linked with prejudice
  - "-isms" (e.g. racism, classism, and sexism)
  - Institutional discrimination
    - Affirmative action

**CULTURE AND AGGRESSION**
- **Aggression**: any act or behavior that intentionally hurts another person, either physically or psychologically

- Culture influences group-level tendencies toward aggression
  - Levels of stress, social support systems, climate

- Universal aspects to aggression across cultures
  - Form of coercive control that occur in all cultures

- **Cultures of honor**: norms place a strong emphasis on status and reputation

- Social facilitation effects in many cases of culturally driving violence

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**ACCULTURATION**

- **Acculturation**: process by which people adopt a different cultural system

  - Intercultural adaptation
  - Intercultural adjustment

  - Berry's model
    - Integrators, Assimilators, Separators, Marginalizers

- Psychological factors predicting intercultural adaptation: knowledge of culture's norms, beliefs, attitudes and values

- Psychological factors predicting intercultural adjustment: cultural fit, high emotion regulation, low need for cognitive closure

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**CONCLUSION**
• Despite great differences across cultures in people's social behaviors, there are considerable underlying similarities

• There are many psychological processes

• Culture produces differences in how we define goals to address universal needs and motives, and in their behavioral manifestations

• Cross-cultural psychology and research should seek similarities as well as differences at various levels of our psychological lives