

Human Emotion

Culture and Emotion

Are emotions cross-cultural?



**Are emotions
culturally
shaped?**



Roadmap

Terminology

Social Constructivism

Cross-Cultural Studies

Nature or Nurture?

Take-Away Qs & Expert Interview

What is culture?



What is Culture?

Definition

Human phenomena that cannot be explained by, or attributed, to genetics or biology.

Systems of meaning to interpret world

Concepts transmitted through social participation

Examples: language, customs

What is Culture?

“Cultural models inform a person’s central values, goals, and concerns, and thus constitute the background against which appraisals are formed.”

How are emotions shaped by culture?

1. Elicitors of emotion

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1. Elicitors of emotion
2. Display rules

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2. Display rules
3. Affect valuation

How are emotions shaped by culture?

1. Elicitors of emotion
2. Display rules
3. Affect valuation
4. Emphasis on emotions
5. Language of emotion

**Do scientists think
culture shapes
emotion?**

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Social Constructivism



James Averill

*"Emotions are not just remnants of our phylogenetic past, nor can they be explained in strictly physiological terms. Rather, they are **social constructions**, and they can be fully understood only on a social level of analysis"*

(Averill, 1980; p. 309)

Evolutionary

Emotions are universal

Emotions are biologically rooted,
part of our evolutionary history.

Origin of emotion are in the EEA
(Environment of Evolutionary
Adaptedness)

Emotions serve specific functions

Social Constructivism

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Biology (brain, physiology) play
little to no role in emotions. Emotions seems as
interpretations of world, shaped by beliefs,
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Emotions serve specific functions

Emotions are open systems (not a single function), can be constructed in many different ways.

What do we know?

Roadmap

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Social Constructivism

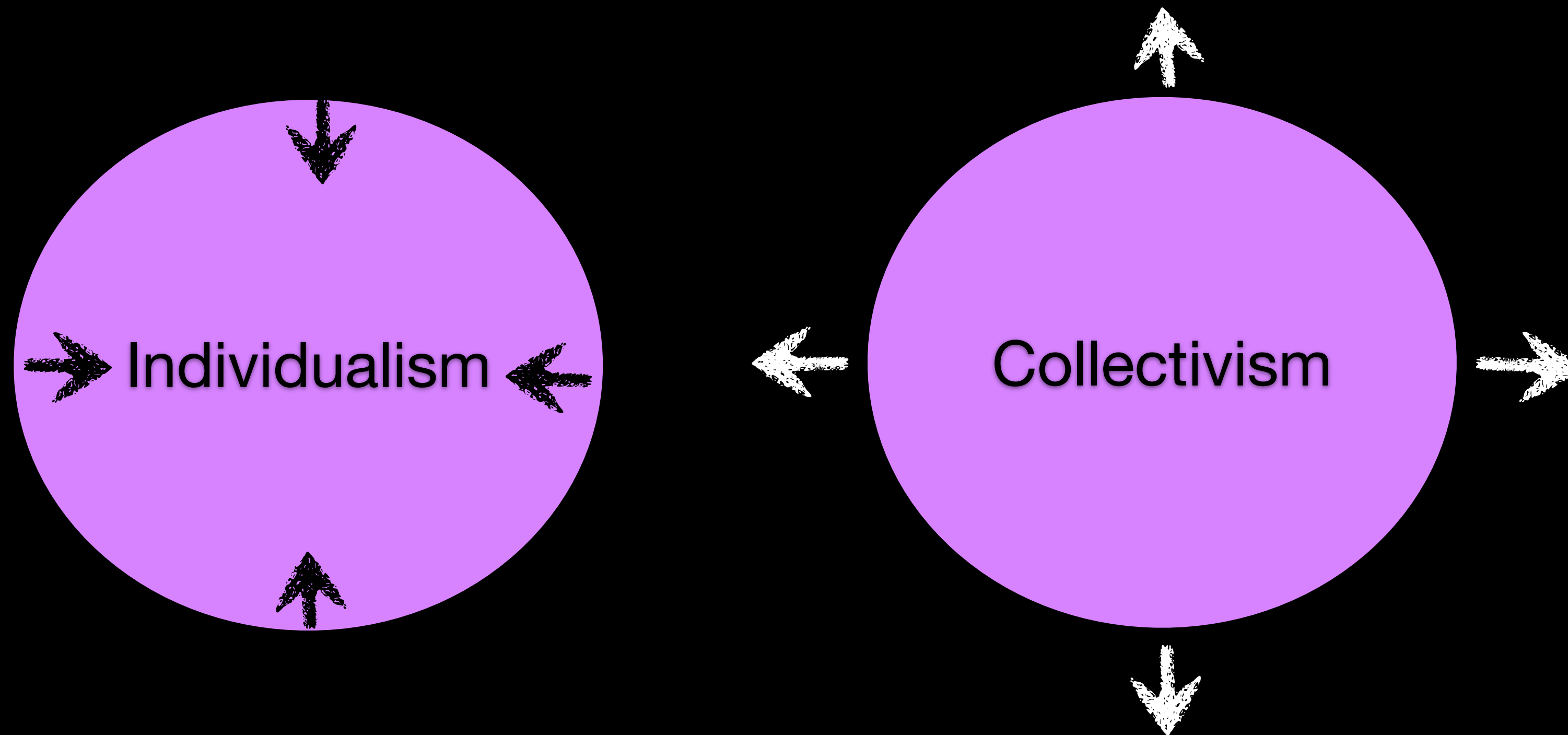
Cross-Cultural Studies

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Cross-Cultural Comparison

Comparing cultures that differ on particular values (e.g., self-construal) that could influence emotion



Cross-Cultural Comparison

INDIVIDUALIST cultures emphasize an independent self that is free from others, autonomous, unique, and focused on the maintenance of high self-esteem and the pursuit of one's own goals.

COLLECTIVIST cultures emphasize an interdependent self that is embedded in relationships, connected with others, and focused on maintaining harmony by adjusting to the demands of the social context or the larger group.

Cross-Cultural Comparison

	INDIVIDUALIST	COLLECTIVIST
CULTURES	USA, Europe	Asia, Latin America, Africa
SELF-CONSTRUAL	Independent	Interdependent
CORE VALUES	Personal achievement, free choice, goal pursuit, rights	Social harmony, duty to groups, adjustment & fitting in

How Does Culture Shape Emotion?

Example 1

Culture suggests what are appropriate elicitors (i.e., antecedent conditions) for an emotion

How Does Culture Shape Emotion?

Example 2

Culture shapes appraisals of emotions

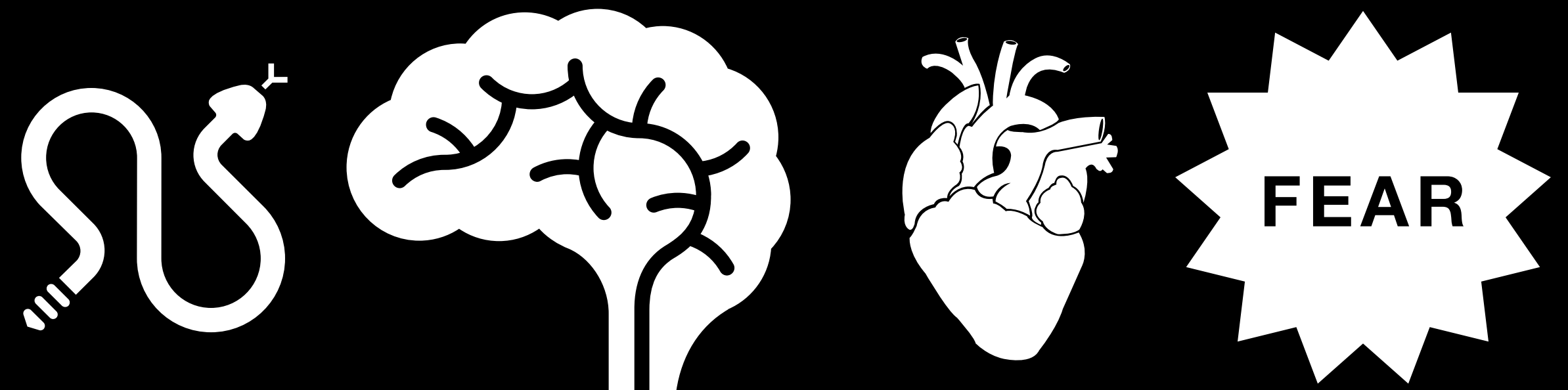
Theories of Emotion Timeline

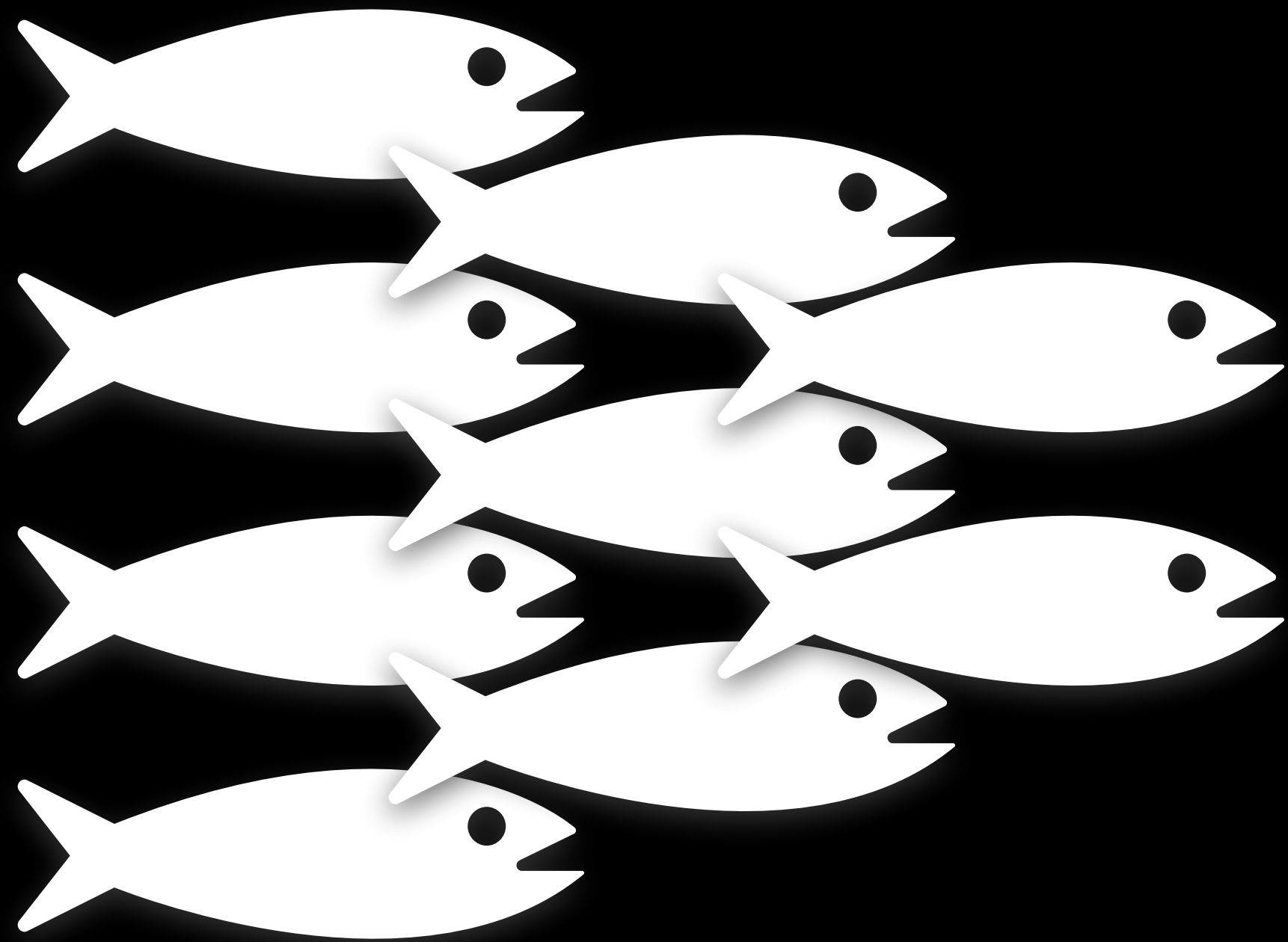
Lazarus



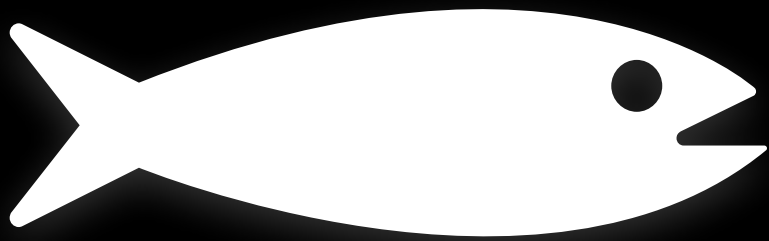
Cognitive Theory

Cognitions (judgments, evaluations, thoughts) necessary for emotions to occur





**Americans
ANGRY**



**Chinese
SAD**

How Does Culture Shape Emotion?

Example 3

Culture shapes emotional display rules.

Display Rule

Cultural rules that dictate how emotions should be expressed and when and where their expression is appropriate

With Experimenter

Alone

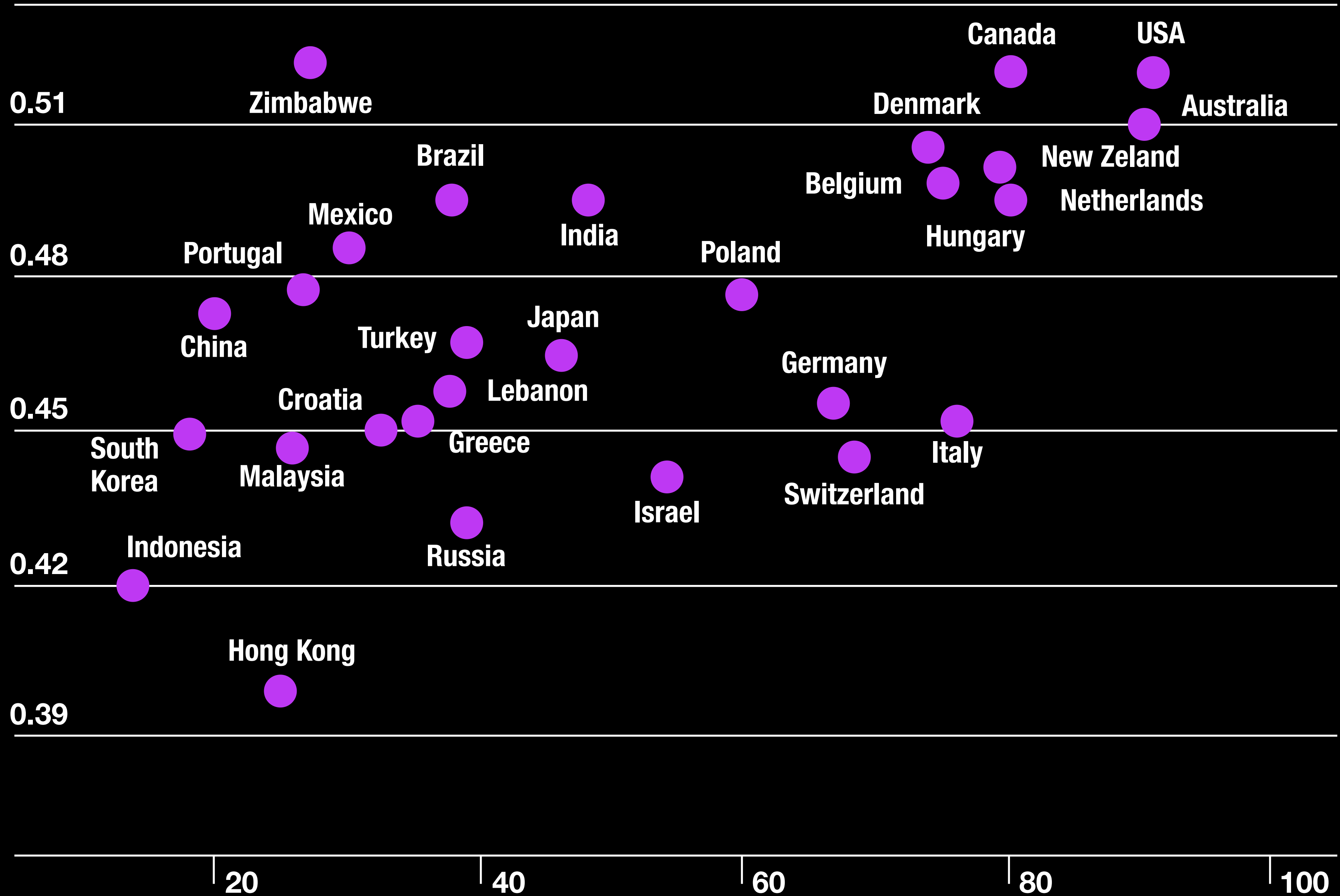
Japanese
Stone-Faced

Japanese
Showed Just as
Much Emotion

Americans
Displayed Emotional
Reaction

Americans
Displayed Emotional
Reaction

Overall Expressivity Endorsement



Individualism

Matsumoto (2008)

How Does Culture Shape Emotion?

Example 4

Culture gives shape to the value we place on emotion.

Affect Valuation



JEANNE TSAI
Stanford University

Affect Valuation and Culture

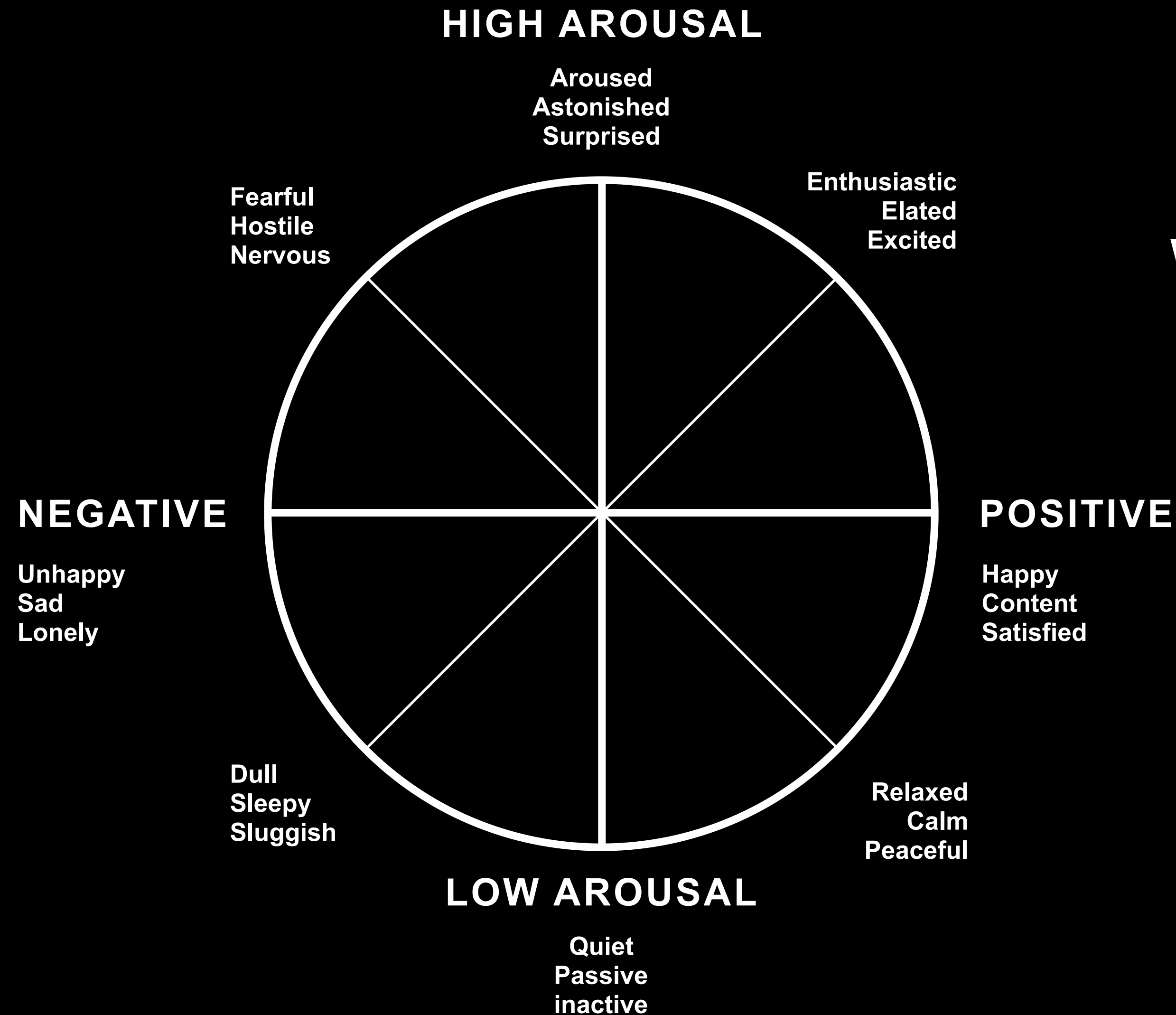


ACTUAL AFFECT
“How I actually feel”

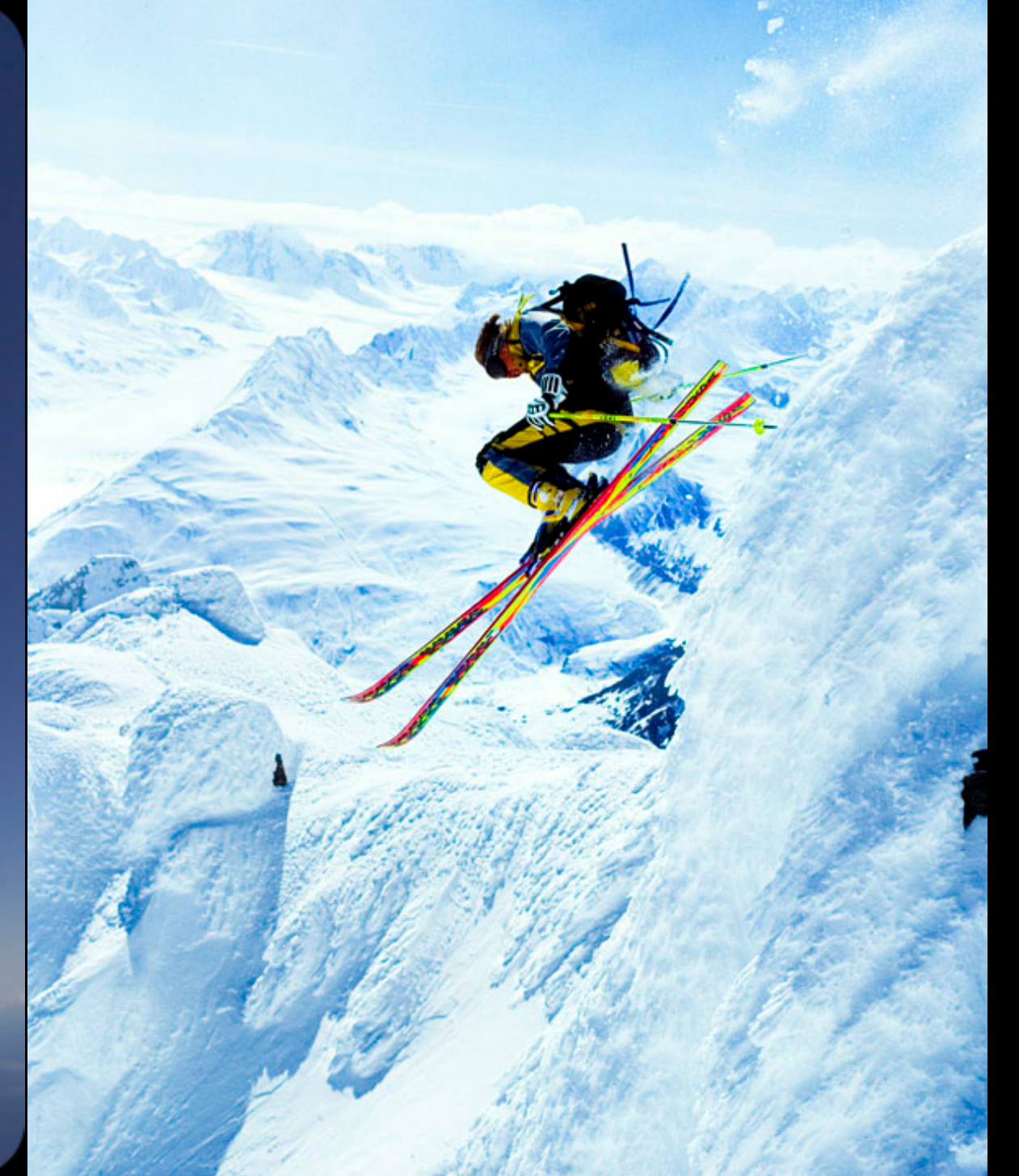


IDEAL AFFECT
“How I would like to feel”

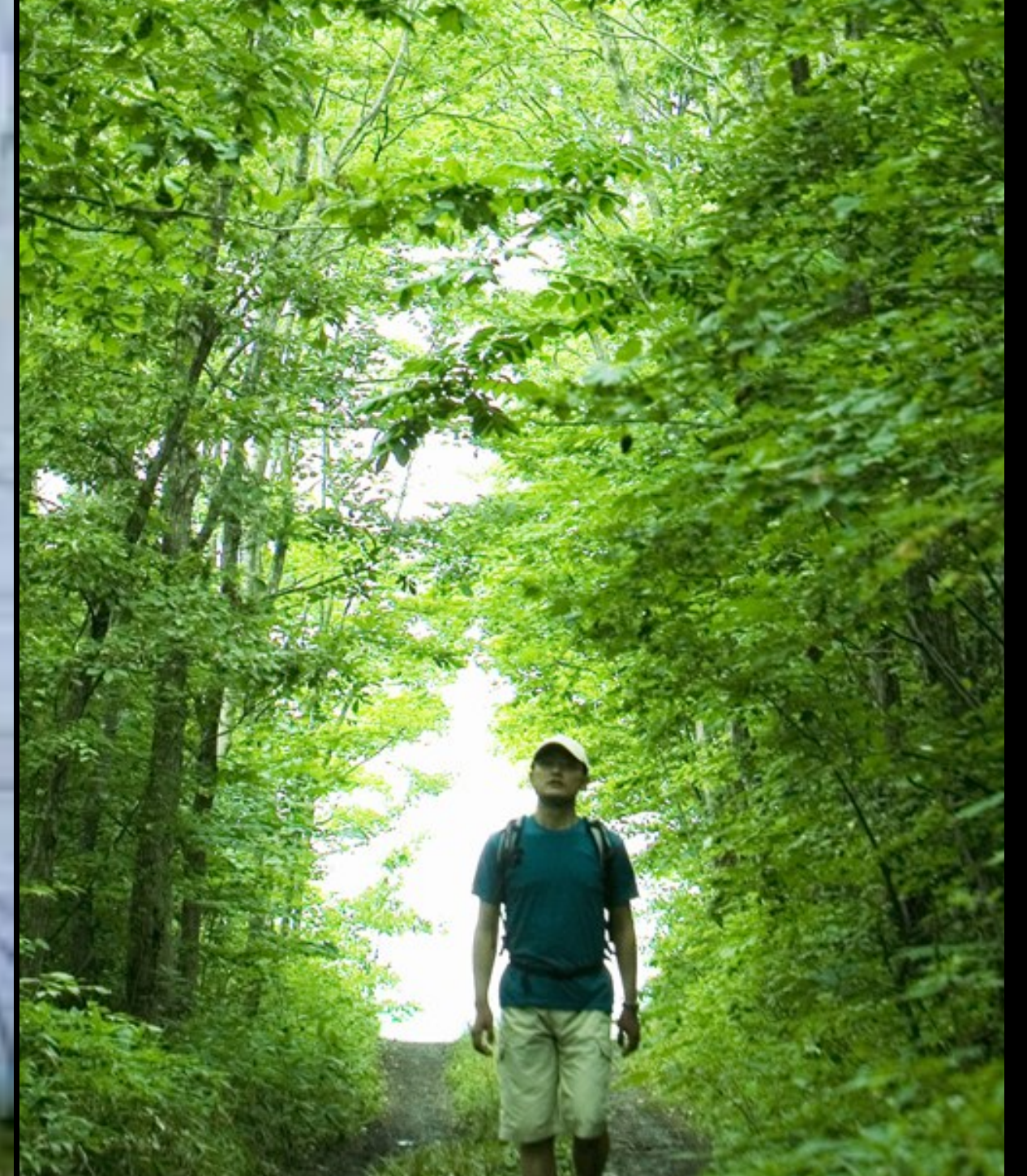
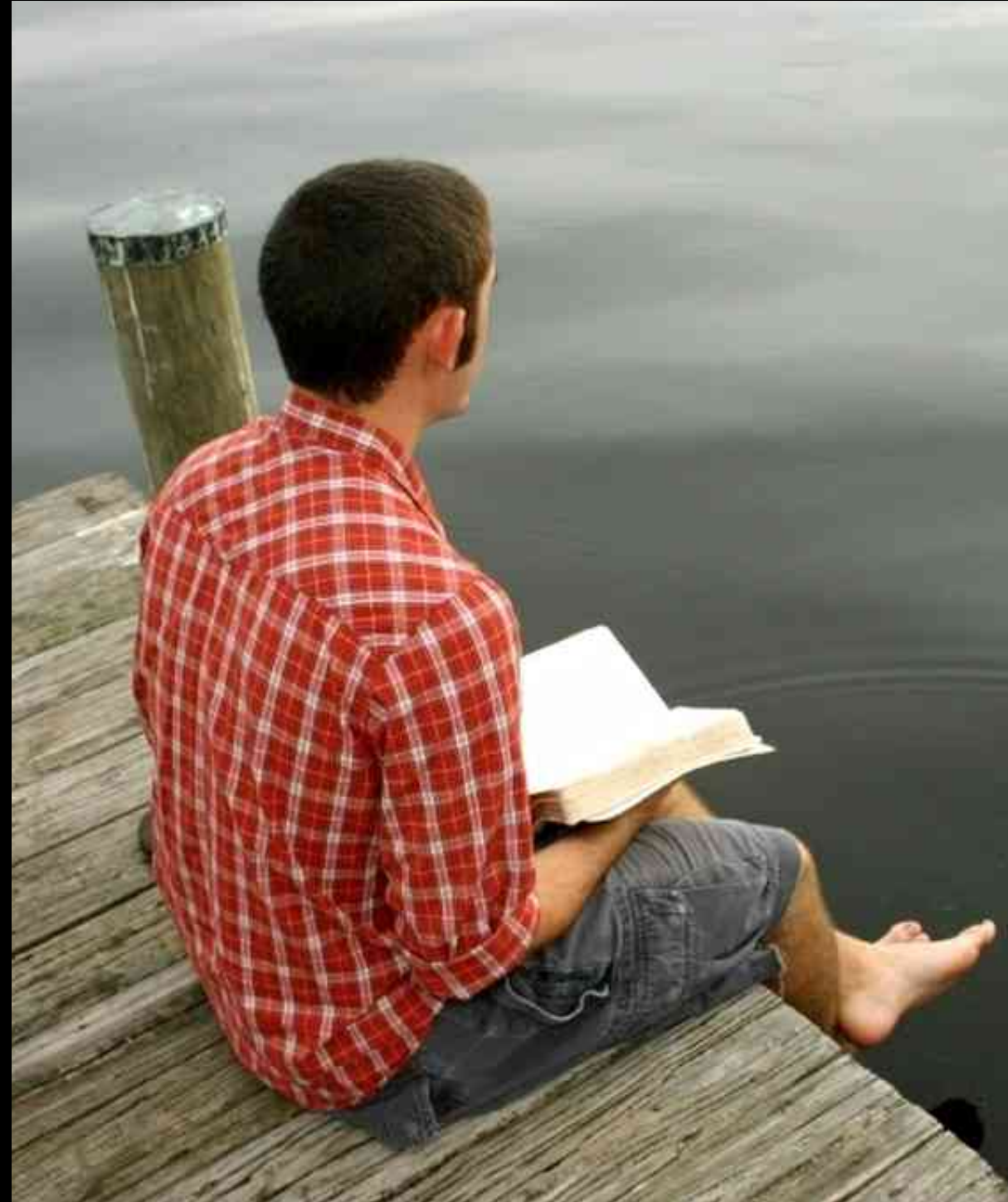
Affect Valuation and Culture



What is your
ideal
affect?

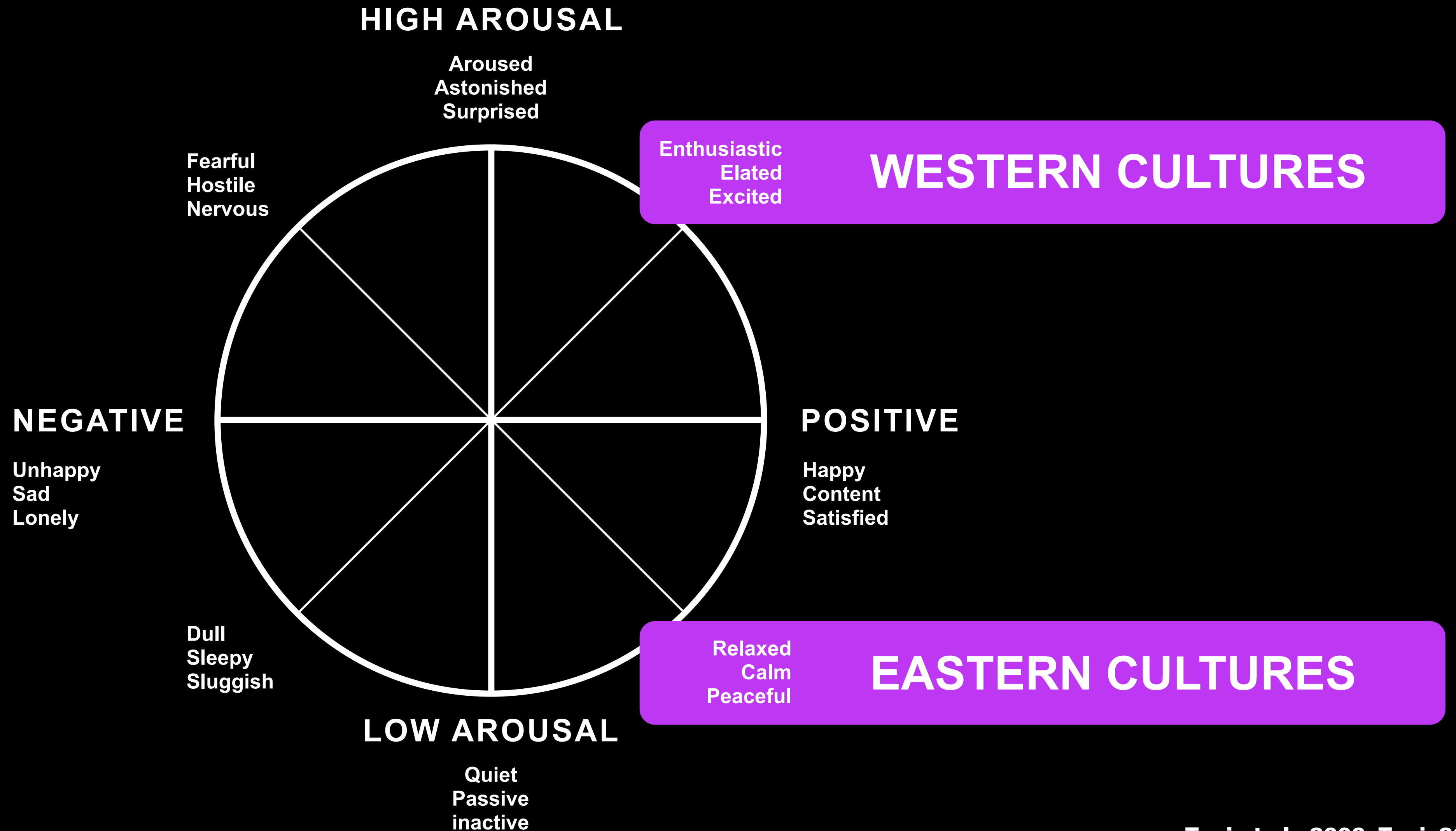


High Arousal Positive (HAP)



Low Arousal Positive (LAP)

Affect Valuation and Culture





http://www.youtube.com/watch?v=VEpc-Nzv_4c

How Does Culture Shape Emotion?

Example 5

Culture influences which emotions are emphasized and talked about

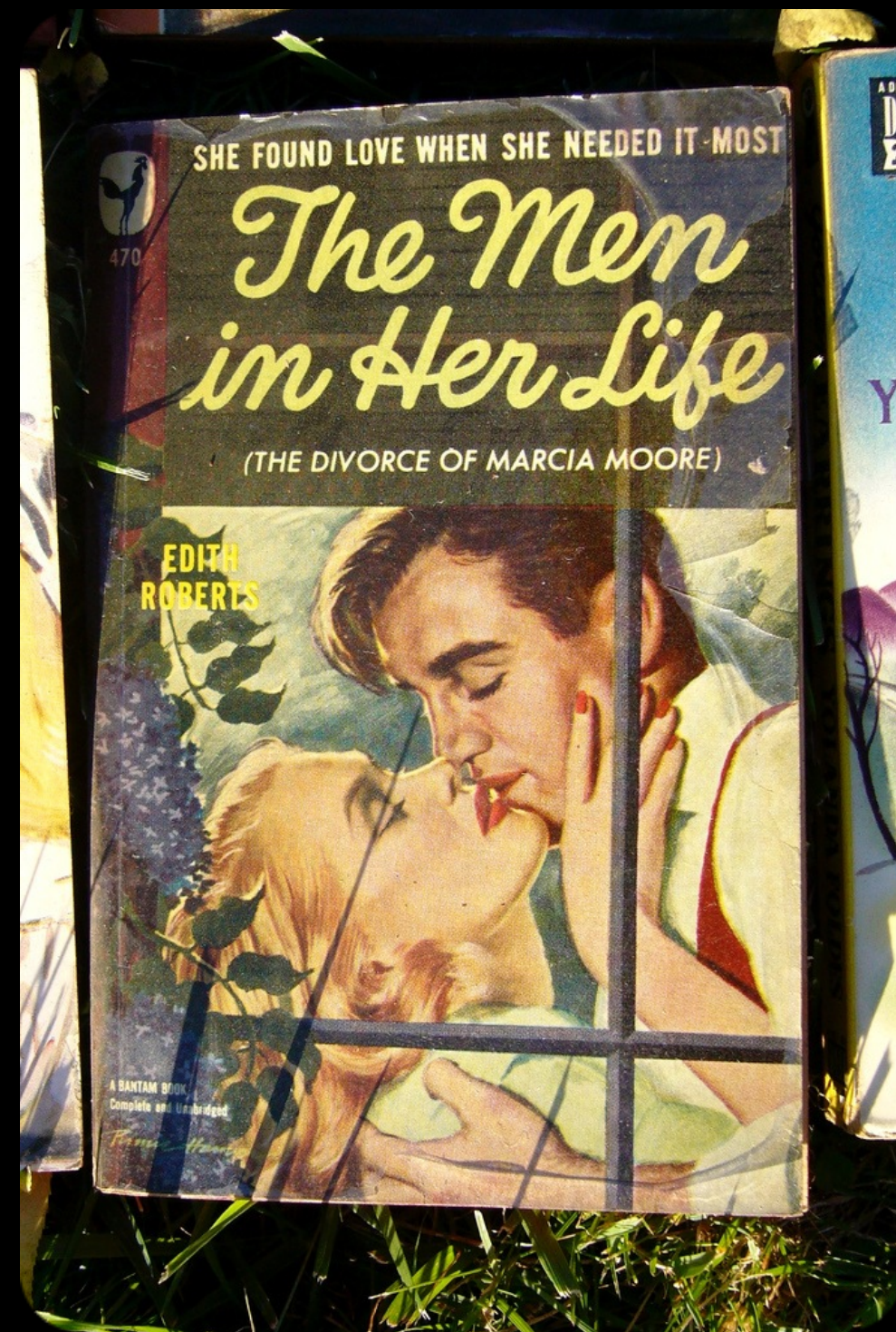
Hypercognized

Emphasized in a culture, become objects of discussion, has elaborate cognitive structure usually seen with rich vocabularies.

Hypocognized

Underemphasized in a society, limited cognitive structure (few words for).

Hypercognized Emotion



Hypocognized Emotion



How Does Culture Shape Emotion?

Example 6

Culture shapes our language for emotion

Culture Specific Emotion Words



Some emotions are not universal but are culturally specific.

Consider **Amae** in Japan

Culture Specific Emotion Words

Schadenfreude - Germany



Culture Specific Emotion Words

FOMO



Fear of Missing Out Quiz

How much do you suffer from FoMO? Take the test!

<http://www.ratemyfomo.com/>

	Not at all true of me	Slightly true of me	Moderately true of me	Very true of me	Extremely true of me
When I miss out on a planned get-together it bothers me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get anxious when I don't know what my friends are up to. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It bothers me when I miss an opportunity to meet up with friends. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get worried when I find out my friends are having fun without me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important that I understand my friends "in jokes". *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not at all true of me	Slightly true of me	Moderately true of me	Very true of me	Extremely true of me
Sometimes, I wonder if I spend too much time keeping up with what is going on. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I go on vacation, I continue to keep tabs on what my friends are doing. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fear others have more rewarding experiences than me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I have a good time it is important for me to share the details online (e.g. updating status). *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fear my friends have more rewarding experiences than me. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Culture Specific Absences



James Russell

Disgust? - Polish

Sadness? Guilt? - Tahitian

Emotion? - Tibetan

Embarrassment? - Indonesian

Anger? - Inuit Culture

Language \neq Experience

How Does Culture Shape Emotion?

Example 7

Culture influences how we read other's emotions

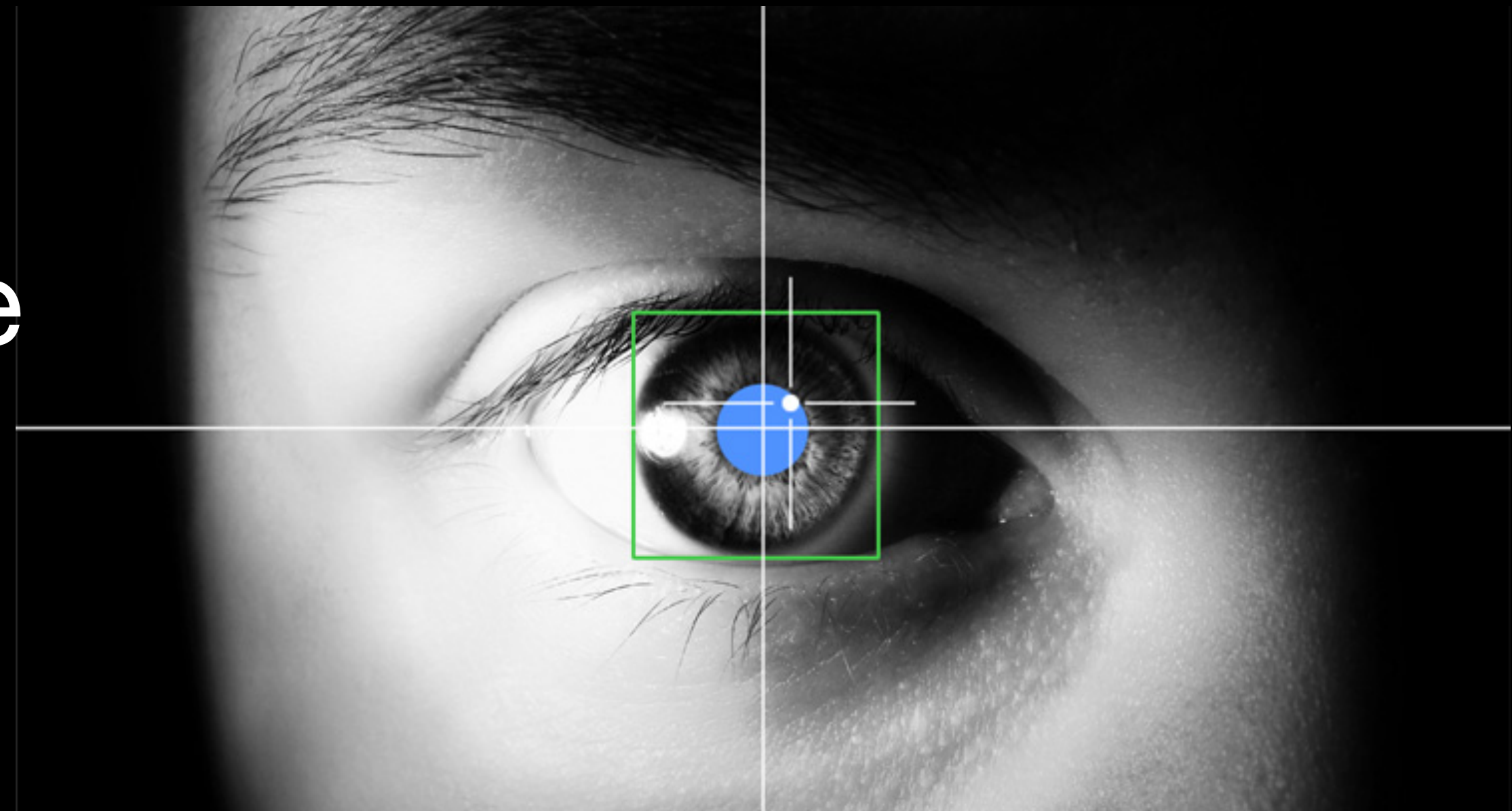
How do you read other's emotions?

Yuki et al., 2007

- Japanese participants paid more attention to the eyes.
- American participants paid more attention to the mouth.



- American participants paid attention to the target individual
- Japanese participants paid more attention to the social context (i.e., emotions of others)
- Confirmed using eye tracking methods



How Does Culture Shape Emotion?

Example 8

Culture influences whether we can experience several emotions at the same time

Can you be happy *and* sad?

- Dialecticism: Opposites are not seen as contradictory
- Tested 38 nations that varied from individualist-collectivist, and also varied in dialectic beliefs.



Can you be happy *and* sad?

	DIALECTIC	NON-DIALECTIC
COUNTRIES	Asia	USA, Africa, Latin America
CONCEPTUALIZATION	“Opposite valence” emotions seen as compatible	“Opposite valence” emotions seen as incompatible
EXPERIENCE	More frequent experiences of mixed positive and negative affect	Less frequent experiences of mixed positive and negative affect

Roadmap

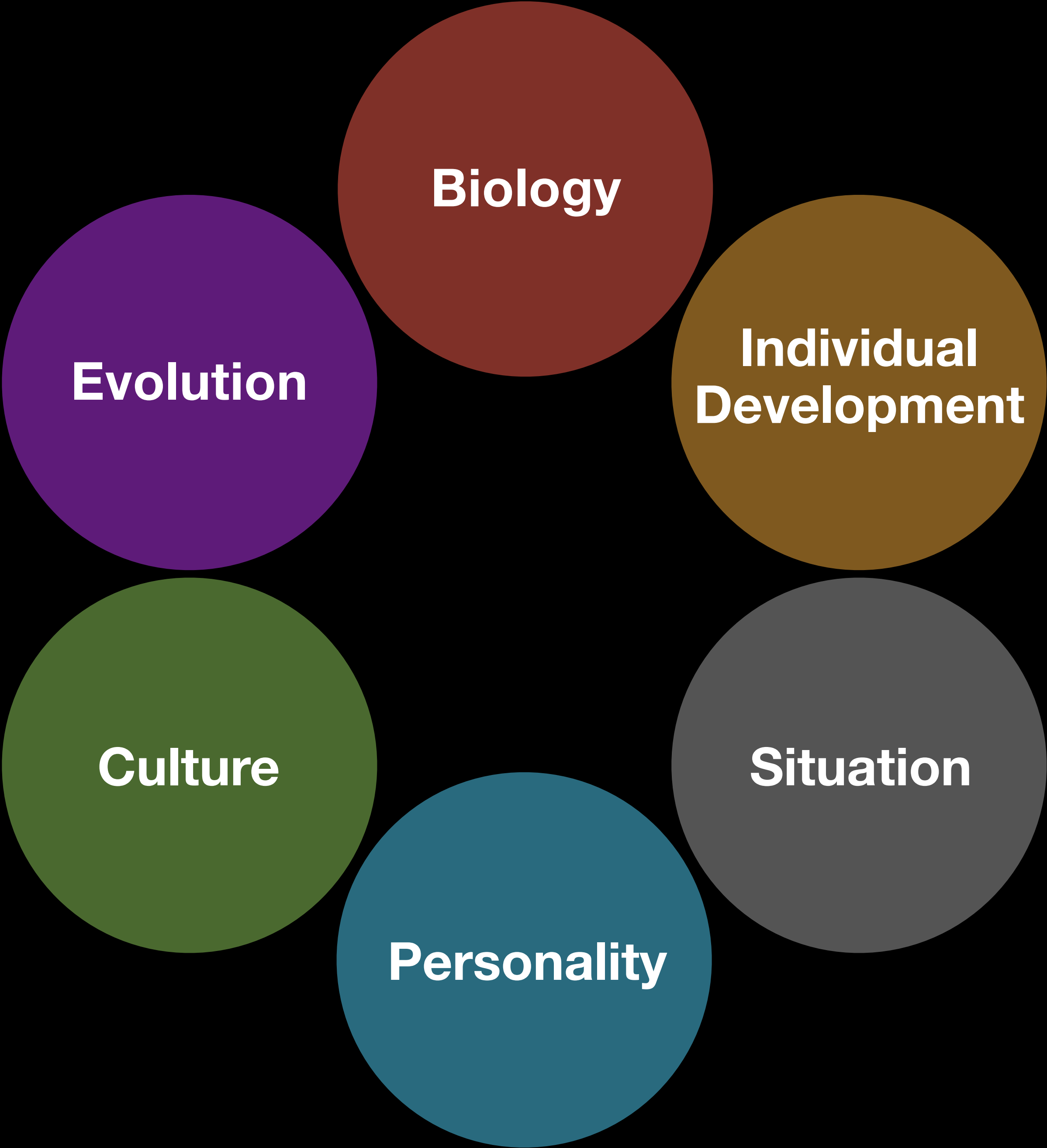
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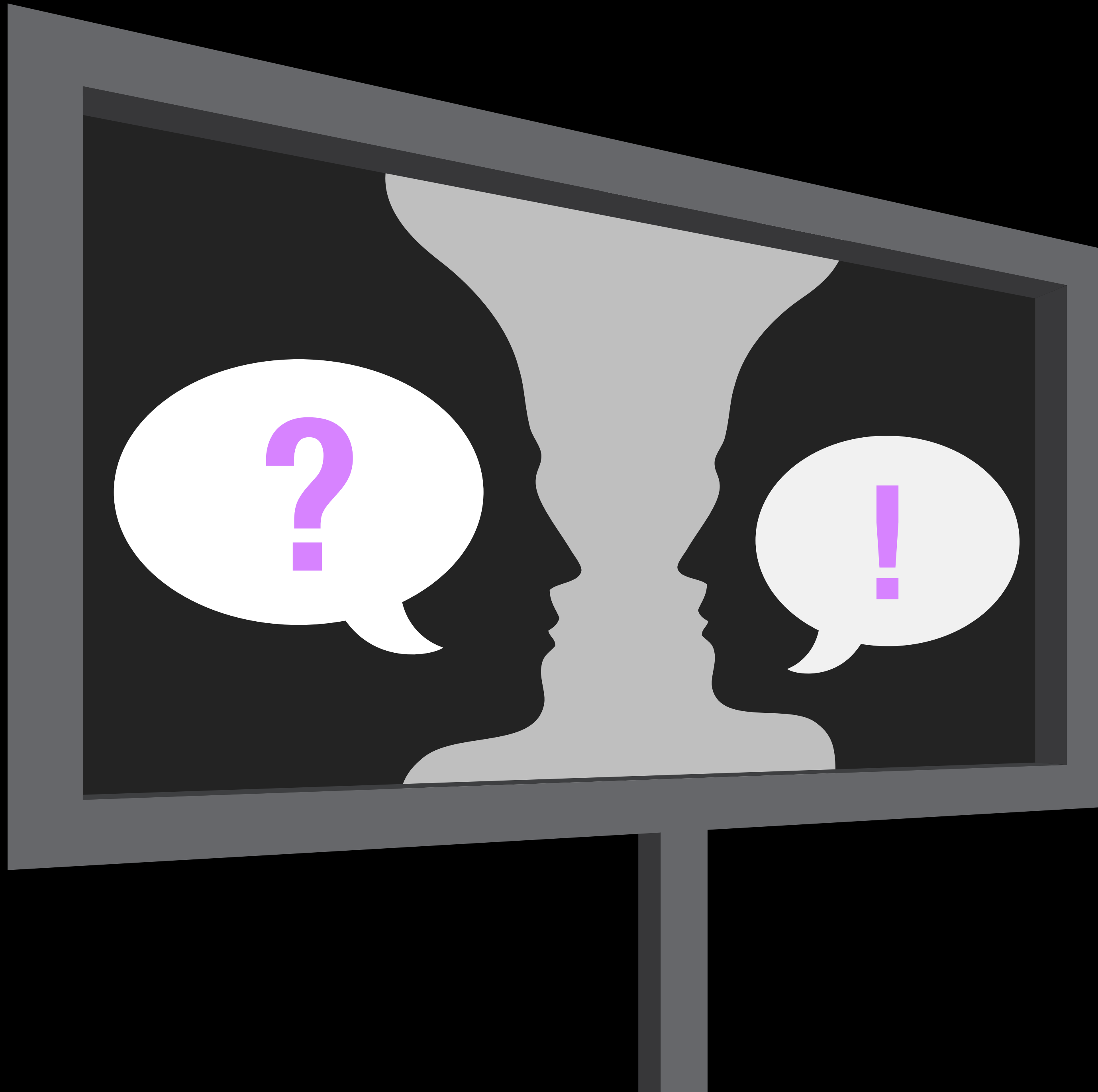
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Experts In Emotion

***EXTRA CREDIT
OPPORTUNITY***

Experts In Emotion Interview

Dr. Jeanne Tsai

Associate Professor of Psychology
Stanford University

Culture and Emotion



Thank You!

Psychology 3131
Professor June Gruber

