

# **Handbook of Research on Cultural and Cross-Cultural Psychology**

Edited by

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**Cognitive Science and Psychology**



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# Preface

Chandan Maheshkar

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A significant proportion of behavioral attributes and values in a human system are determined by respective cultures and interactions with other cultures. Cultural and cross-cultural psychology has emerged as an interdisciplinary area that explores how a culture regulates society and its business, how cross-cultural interactions affect the psychology of individuals and societies, behavioral variability under various cultural conditions, and how to harmonize the cultural diversities. Organizationally and philosophically, cultural and cross-cultural psychology differs from other areas of social sciences. It is a common phenomenon that as people engage with cultural practices, their thoughts, feelings, and behaviors come to reflect their cultural values and beliefs. As a process, people formulate, replicate, transform and/or transmit their cultural practices in their daily social and/or business interactions.

This '*Handbook of Research on Cultural and Cross-cultural Psychology*' starts with the essentials of culture, its relationship with human psychology, and the origin of cultural and cross-cultural psychology. The book is focused on dynamics that amplify knowledge, skills, and behaviors relevant to deal with different cultural and cross-cultural issues. It considers the relationships between the cultural theory and practices, explaining what the character of these relationships might be?

This book seeks to discuss why and how cultural/cross-cultural psychology should be focused on and help to deal with the behavioral/psychological challenges caused by a culture in diverse settings to diverse groups of people.

Chapter 1, by the editors of this book, introduces cultural and cross-cultural psychology and enlightens how culture is a significant dimension of human beings. This chapter explores culture-driven behavior involving individual, national and international perspectives. Authors have attempted to discover

the paradigm shift due to globalization that considerably encouraged cross-cultural interaction and promoted a multicultural society and organizations.

Chapter 2, by Arti Sharma and Sushant Bhargava, examines emotions based on their socio-cultural roots. This chapter proposed a conceptual model emphasizing the missing link of emotions in mainstream cultural diversity research. This model intends that “the historical and ecological understanding of emotions embedded within a culture constructs the perception of inclusion and exclusion within individuals.” Also, the chapter enlightened the theoretical and practical implications of holding emotions as an indispensable element of cultural diversity.

Chapter 3, by Namrata Chatterjee and Alankrita Kumar, focuses on *moral development in cultural/cross-cultural psychology*. The chapter explores the psychological impact of culture on approaches toward morality and ethics, the prominent theories of moral development, and diverse aspects of morality.

Chapter 4, by Roshan Lal Dewangan, Hari Narayanan V. and Rajib Ghosh, describes the wisdom in a cross-cultural context. They explored two databases (APA PsycArticles® and PubMed) with a mixed methodology to comprehend the notion of *wisdom*. They inform that there is overlap in wisdom conception from one culture to another, and cultural uniqueness lies in prioritizing some features of wisdom over others.

Chapter 5, by Eisha Rahman, Mubashir Gull and Akbar Husain, concentrates on human values. The chapter is based on the sociological perspective that values are critically linked with society and its people and reflect in almost functions. It discusses the nature of values and elements related to human values, including valence, attitude, life patterns, understanding behavior, enduring belief, and societal norm.

Chapter 6, by Cserkits Michael, highlights the anthropological view of space, place, and scape. In this chapter, the author underlines social constructivism concerning functionalism and historicism. This chapter will help understand the relationship between culture and constructed scapes. It clarified that the ‘cultural scape’ model could be applied in cross- or intercultural social interactions to mitigate perceptions of what is often called ‘reality’.

Chapter 7, by Salman A. Cheema, Irene L. Hudson, and colleagues, deals with social desirability bias while studying socially stigmatized behaviors. The study deals with the situation where data have already been collected, and an initial analysis reveals the patterns pointing towards the existence of *social desirability bias*. Authors have demonstrated the applicability of the proposed model by studying the contraceptive behaviors and their deriving factors in a multi-linguistic, culturally diverse and relatively more rigid society.

Chapter 8, by Ezgi Gül CEYHAN and Chandan Maheshkar, advocates the use of psychodrama as a research method in cultural and intercultural psychology. This chapter claims psychodrama is a convenient methodology for psychological analysis of self-reflection, creativity, social emotions and role-based psychological revitalization.

Chapter 9, by Tuan, V. V. and Anh, H. B., presents a cross-cultural collectivistic and individualistic comparison between Vietnamese and Western cultures. The chapter voiced that long-lost or imperiled cultural entities have to be preserved and developed before they disappeared. In this way, the chapter is advocating that knowing well the nature of cultural differences between Vietnamese and Western cultures can avoid such issues.

Chapter 10, Janelle Christine Simmons discusses acculturation, a process of cultural assimilation, where the dominant culture of the society typically adapts. The chapter addresses mainly how a person acculturates without losing themselves, and becoming a citizen of another country does require rejecting one's religious/cultural beliefs.

Chapter 11, by Odirin Omiegbe, presents the culture and its influence on people's behavior, in particular reference to the education of persons with disabilities in Nigeria. The chapter introduces various cultural terminologies of Nigerian Culture and reveals different cultural practices with shocking examples and cases. The chapter reveals barbaric cultural and religious practices that impede the education of persons with disabilities and emphasizes making citizens aware to stop such practices. This chapter is a unique contribution to help Nigerian society and others, in general, remove deeply rooted superstitions in cultural practices.

Chapter 12, by Feba Thomas, reveals the native country and its influence on social support and culture shock among students studying abroad. The chapter emphasizes social support as a coping strategy for reducing the cultural shock that international students face in the assimilation process from their home country to the host country. This chapter indicates that cultural shock can be reduced significantly if social support is received from the families.

Chapter 13, by Wandile Fundo Tsabedze, Siboniso Collin Gumedze, Mpho Maotoana and Mokoena Maepa, presents African Culture and traditions towards its role in maintaining psychological well-being during and after turbulent times. It is a case about how Eswatini, an African nation, has been culturally affected due to the Covid-19 pandemic. The chapter presents different cultural aspects (such as, "*kufukama*" and "*Ubuntu*") used in Eswatini/Africa, which communicate its cultural philosophy, social beliefs, and richness of values.

Chapter 14, by Bhawna Tushir, Garima Joshi and Vatsal Priyadarshini Pandey, reviews the cultural influence on Motivation Theories. In this chapter, the authors discuss major motivation theories and the role of motivation in different developmental aspects, such as ethics, motivational imbalance, and innovative motivation. The measures of examination that have been made from achievement motivation speculations are examined in this chapter, emphasizing recent advancements.

# Acknowledgements

## **In the Name of God, Most Gracious, Most Merciful**

This book is a collection of numerous research works by authors and researchers from different countries related to cultural and cross-cultural behavior/psychology and its contribution to cultural psychology. We want to thank all the researchers, reviewers, and individuals whose sincere efforts have helped us complete this multi-author volume in the best possible manner.

Special thanks to all the reviewers who gave their precious time and made sincere efforts to review all the manuscripts. Their honest suggestions and advice helped us enrich the quality of the chapters of the book.

We are grateful to all the researchers and authors who have contributed their work to this handbook. Also, we thank the people who permitted our researchers and authors to carry out research and develop it through their state-of-the-art descriptions of situations of all times to make this book a significant contribution to the field.

We are immensely thankful to our family members, friends and colleagues for encouraging us to publish this research work. Their love, sacrifice and support helped us focus and continue in this direction. Their confidence in us helped us rise above the times of self-doubt and uncertainty throughout the journey.

In the end, we wish to pray to the Almighty for his kindness and eternal grace on us at all times to help us accomplish our goals.





Chapter 1

# **Culture-Driven Behaviors: A Perspective on Cultural and Cross-Cultural Psychology**

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**Abstract:** Culture is the dynamic frame of reference that offers almost every context of human endeavors. It strongly influences cognitive, affective and psycho-motor domains of human behavior. This chapter has presented how cultural and cross-cultural contexts regulate human behavior at different levels (i.e., individual, intra-societal, and inter-societal). From the anthropological, psychological, and sociological basis, cultures can be compared and contrasted based on some specific dimensions of cultural variability, such as individualism-collectivism, high-low context, masculinity-femininity, power distance, and uncertainty avoidance. Value orientation is the most influential attribute of any culture, which guides and reflects in people's behaviors; however, it varies across cultures. Significantly, the chapter offers a sense of cultural elements and their role in the fabrication of different behaviors in different cultural and cross-cultural contexts. Thus, critical thinking, perception, intelligence, and emotions were discussed particularly. The chapter establishes that people cannot be separated from their cultures.

**Keywords:** Behavior, Cross-Cultural Psychology, Multiculturalism, Diversity, Cultural Beliefs, Societal Competence, Human Development, Collectivism, Individualism

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## **Introduction**

A major proportion of behavioral attributes and values in a human system are determined by respective cultures and interactions with other cultures. Cultural and cross-cultural psychology has emerged as an interdisciplinary area that explores how a culture regulates society and its businesses, how cross-cultural interactions affect psychologies of individuals as well as societies, behavioral variability under various cultural conditions, and how to harmonize cultural diversities. Organizationally and philosophically, cultural and cross-cultural psychology differs from other areas of social sciences. It is a common phenomenon that as people engage with cultural practices, their thoughts, feelings, and behaviors come to reflect their cultural values and beliefs. As a process, people formulate, replicate, transform and/or transmit their cultural practices in their daily social and/or business interactions.

Cultural psychology and cross-cultural psychology differ in a few aspects. Cross-cultural psychology studies cultural effects on human behavior by comparing the components of at least two cultures. Cultural psychology revolves around the relationships between culture and human psychology within that culture and the resultant behaviors. Broadly, it deals with behavioral tendencies such as identity, emotions, social behaviors, and relationship dynamics (like friendship, love, and affection). As an academic discipline, it is an interdisciplinary area of study that covers psychology, anthropology, philosophy and languages to comprehend how a culture, its practices and institutions regulate the thoughts, beliefs, and actions of both an individual and a group of individuals. Very specific in nature, cross-cultural psychology explores patterns between two or more cultures based on their underlying differences and similarities. Objectively, cultural psychology functions intra-culturally and cross-cultural psychology functions inter-culturally; however, both study the influence of cultural norms on individuals' psychology and behavioral patterns (e.g., thinking, attitudes).

Exploring the many roles of culture and its interaction with other cultures is particularly significant because globalization and the rise of extreme manifestation affect the perceptions of culture and seriously damage societies. An in-depth exploration of a culture and its practices on an individual's behavior and collectively on society will lead to an increased awareness of culture-driven behaviors of people and society.

## **Theoretical Underpinnings**

Theoretically, a socio-psychological perspective suggests behavior as a function of the people and their environment. However, the environment, or context wherein behavior originates, is very complicated to conceptualize

and assess. It is difficult to segregate people from their environment (i.e., a fabrication of content and contexts) and/or isolate the cultural aspects that they always experience in their entirety. In the case of cross-culture, segregating oneself from his/her socio-cultural environment is not so difficult when he/she works in other cultures (Maynard & Barney, 2018, Maheshkar & Sharma, 2018). It can be observed that the socio-cultural content and contexts of other cultural environments may influence people's behavior, possibly because they contrast sharply with content and contexts familiar to their own socio-cultural environment.

### **Epistemology of Cultural Psychology**

Cultural psychology studies how cultural traditions and social practices regulate, express, and transform the human psyche, resulting in deviations in human personality and emotions. It is settled on human existential uncertainty (the search for meaning and purpose) and the intended creation of the 'own worlds' (Shweder, 1999). According to the principle of existential uncertainty, humans are greatly inclined to acquire and use meanings, patterns, and resources from their socio-cultural environment. This socio-cultural environment is also organized and attributed in a way to make meanings, patterns, and resources available to acquire and use. The core of cultural psychology is that a socio-cultural environment has no existence without people acquiring meanings, patterns, and resources out of it. In contrast, people hold their subjectivity and mental state changing through the process of acquiring and using meanings, patterns, and resources from their socio-cultural environment (Shweder, 2008, 1999).

Mainly, cultural psychology believes that the socio-cultural contexts make human behavior meaningful wherein it happens (Segal et al., 1999). As Shiraev and Leavy (2010) mentioned, "cultural psychology advocates the idea that mental processes are essentially the products of an interaction between culture and the individual."

Cultural psychology attempts to understand the influence of cultural content and context on people's inherent central processing mechanism and the resultant behaviors. It offers interpretations of the central processing mechanism of the mind. According to cultural psychology, the mind is content-driven, context-specific, and stimulus-bound. As a result, it interprets observed patterns dependent on context, content, stimuli strength, and comprehension modes. It combines some of the attributes of general psychology, cross-cultural psychology, ethno-psychology, and psychological anthropology. Based on the content and contexts, culture can be identified and studied into two major types – traditional, nontraditional, or contemporary. Traditional culture is deep-rooted in customs, principles, and rules established

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## About the Contributors

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**Alankrita Kumar**, Co-Director of mental healthcare organisation Sulhaa, is a dynamic entrepreneur who has brought mental health awareness to the forefront in India. With a psychology degree from Delhi University, she swiftly scaled her business and excelled academically through research work. Her commitment to destigmatizing mental health and providing accessible solutions has made her a prominent figure in the field. Alankrita continues to inspire and empower individuals through her incredible work in academia and commitment toward promoting psychological literacy.

**Anh Hoai Be** is a devoted teacher at Hanoi Law University, Vietnam. She has been a qualified teacher and has earned her reputation for teaching Marriage and Family Law for over 10 years so far. She is also interested in arming herself with profound knowledge of cross-cultural communication as this field has a great impact on her current position. She is actively contributing to many activities relating to Anti-violence Against Women and Their Children Act as well as the Mothers and Child Protection Law. Until now, she has conducted many research papers and attended international conferences on Marriage and Family Law.

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**Chandan Maheshkar** is one of the founders of the East Nimar Society for Education (2019), dedicated to quality improvement in higher education and the development of educator competencies. As a Senior Consultant, he has served the Centre for Internal Quality Assurance (CIQA), Madhya Pradesh Bhoj (Open) University, Bhopal, India. He is associated with several management institutes in central India, including the University of Indore, India, in various academic roles. Dr. Maheshkar earned his MBA and Ph.D. from the University of Indore, India. In 2014, the University of Indore awarded him *Golden Jubilee Research Scholarship* on the occasion of the completion of its successful 50 years. Business education, HRD, Cross-Culture Business, and organizational behavior are his core areas of research interests. His research papers and book chapters have been published in journals of international repute and edited collections by Sage, Emerald, Taylor & Francis, IGI Global, Vernon Press and others, respectively.

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