Lecture Series: **Chapter 13  Cultural and Ethnic Differences**

**Principal Features**

**Group Influence**

Question: What is meant by the following statement?

"The poet John Donne told us that 'No man is an island'"

**Cultural Effects**

“Beyond … direct social influences are the pressures of societal institutions.”

Complete the following:

“… **cultural effects** (are) the shared …"
History of Research on Personality and Culture

Complete the following:

“A … problem challenges our knowledge of culture: it is difficult to see the peculiarities of our culture without an …

Question: What are the cultural and religious influences on the biological sex drive?

Contributions from Cultural Anthropology

Question: What were Margaret Mead’s contributions to cultural anthropology?

Evidence: Contributions to the study of personality from cultural anthropology.
Lewin’s Experiments on Political Culture

“Kurt Lewin conducted a series of studies of different styles of leadership effectiveness.”

Evidence: Contributions of Kurt Lewin to the study of political culture. (448)

Emic versus Etic Approaches

Question: What is meant by the following statement?

"Cross-cultural personality psychologists distinguish between emic and etic approaches."
Emic versus Etic Approaches
(Continued)

“Carl Gustav Jung, the Swiss psychoanalyst, searched mythology, religion, ancient rituals, and dreams for the roots of personality.”

“Jung described a collective unconscious, which is the depository of memories of human evolution.”

Examples: Collective unconscious.

Complete the following:

“Archetypes are the universal …”

Collectivist versus Individualistic

Question: What are the differences between collectivist and individualistic cultures?
Collectivist versus Individualistic
(Continued)

Examples: Collectivist and individualistic cultures

Errors of Scientific Inference: The Case of Race

“… an ignorance of social and cultural influences leads even the most brilliant scientists to errors of judgment.”

Race as an Approach to Grouping People

**Question:** How has race become an approach to grouping people? (451)

The American Dilemma

**Question:** What is the **American dilemma**? (453)

**Examples:** The American dilemma.
Socioeconomic Influences on Personality

“There is a fascinating phenomenon in public health called the SES gradient.”

Examples: The SES gradient.

Karl Marx and Alienation

“… some scholars emphasize the effects of the economic system on individual behavior. This type of approach took formal shape with the work of the German social philosopher Karl Marx (1818-1883).”

Contribution: The relevance of Marxist thought to personality.
Language as a Cultural Influence

“Language is one of the most central and influential features of any culture.”

**Question:** What are “linguistic universals?”

Language and Identity: Idiolects and Dialects

“Language is one of the defining features of a person’s identity—you are what you speak.”

Complete the following:

“To speak means to be in a position to use a certain syntax, to grasp the morphology of that or that language, but it means above all to assume a …

**Question:** What is an idiolect?

Illustrations: Idiolects.
Language and Identity: Idiolects and Dialects
(Continued)

Question: What are dialects?

Illustrations: dialects.

“… language allows people to maintain a strong identification with their group …”

Illustrations: Language and group identification.
Creating a Culture through Shared Language: The Deaf Community

“There is a “culture of the Deaf … ”

Language as Politics: The “English Only” Movement

“The ‘English Only’ movement in the United States provides striking evidence of the psychological importance that most people attach to the idea of their mother tongue as part of who they are.”
Language as Thought

“… language also functions an influence on how people communicate and, to some extent, as an expression of the world view of their culture.”

Illustrations: Language as thought.

Question: What is the Whorfian (linguistic relativity) language hypothesis?

Examples: Whorfian (linguistic relativity) language hypothesis.
Language and Social Interaction

Question: What is meant by the following statement?

“If you determine you are lower in the “pecking order,” you will speak differently …” (459)

Examples: Language and social interaction. (459-460)

Gender and Language

“Gender is a very important domain where many issues of status, power, and identity profoundly influence how we use language.”

Examples: Gender and language. (460-462)
**Culture and Testing**

“Like any intellectual endeavor, psychological testing rests on a number of assumptions.”

“One assumption of much psychological testing is that certain (high) scores are somewhat better than other (low) scores; that is, they indicate better psychological adjustment or better intellectual understanding or better abilities to deal with other people.”

**Culture-Free Tests**

**Question:** What are culture-free tests? (462-463)

**Culture-Fair Tests**

**Question:** What are culture-fair tests? (463)

**Examples:** Culture-fair tests. (463-464)
Stereotype Threat

Question: What is **stereotype threat**?

Evidence: Stereotype threat.

Question: What is cultural imperialism?

A More General Model of Personality and Culture

“Some of the saddest examples of the results of failures to understand the role of culture in personality arose from relations between representatives of the U. S. government and Native Americans.”

Example: Misinformation about Indian cultural assumptions.
Incorporating Culture into Personality Theory

“One solution to the problems of cultural ignorance in approaches to personality is … to bring culture into key consideration as a basic element of personality.”

“When Gordon Allport studied prejudice, he saw that it was a mistake to locate prejudice totally inside an individual’s personality.”

Examples: Sociocultural conditions that foster prejudice. (467)

Culture and Humanity

“It has been noted that culture provides the individual, with basic information about what it means to be a human being, even though the specific content may vary.”

Table 13.1 Culture and the Eight Aspects of Personality (Page 468)
“Some of the most modern approaches to personality and culture focus on roles and cognitive sets.”

Examples: Personality, culture, and cognitive sets. (467-468)

“Culture is also important for understanding personality’s effects on applied fields such as physical health.”

Example: Personality, culture, and physical health. (468-469)
Culture and Theory

“An understanding of cultures also affects how we develop theories.”

Example: Personality, culture, and theory. (469-471)

Some Current Research Developments

“One interesting focus of current research on cultural aspects of personality involves the nature of self.”

Examples: Personality, culture, and the nature of self. (472)
The Situation May Elicit Cultural Differences

“… there are times when ethnic identity must be elicited from the social situation.”

Illustration: Personality and the situation eliciting cultural differences. (472-473)

Ethnic Socialization

“In diverse societies, parents face the dilemmas of instilling pride in their children without encouraging feelings or superiority, and preparing their children for prejudice without instilling anxiety.”

Examples: Ethnic socialization. (473)

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