

Cultural Being and Wellbeing: A Research Outline

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“Just as people cannot live in a general way and must of necessity live in some set of culture-specific ways, a person [also] cannot just ‘be well’ in a general way.”

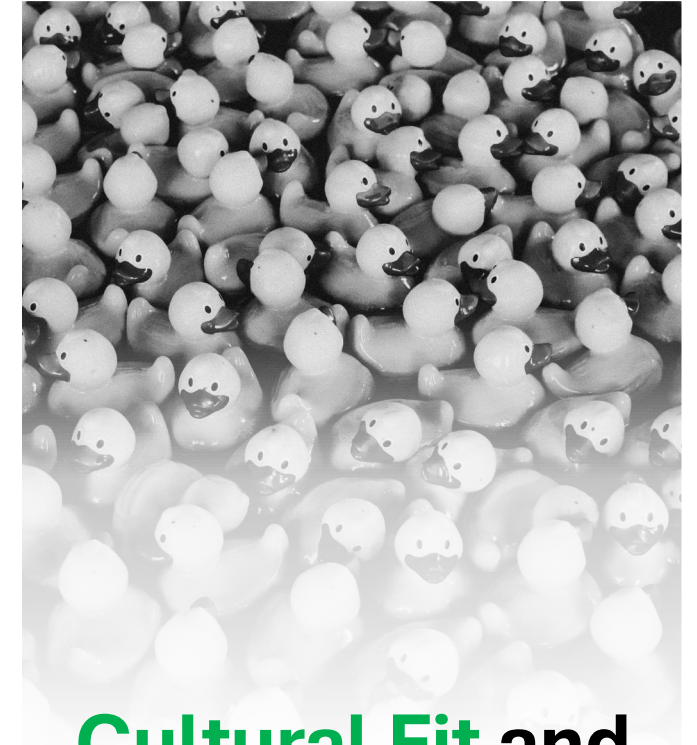
(Kitayama & Markus, 2000)



**Relationships
& Emotions**



**Diversity & the
Mediterranean**



**Cultural Fit and
Psychological
Outcomes**

ありがとう！



**A Relational
Perspective on
Cultural Differences
in Emotions**

Different emotional lives

Western individuals

tend to report

- more disengaging (individual oriented) feelings,
- more positive feelings, and
- less negative feelings

compared to
East-Asian individuals.

East-Asian individuals

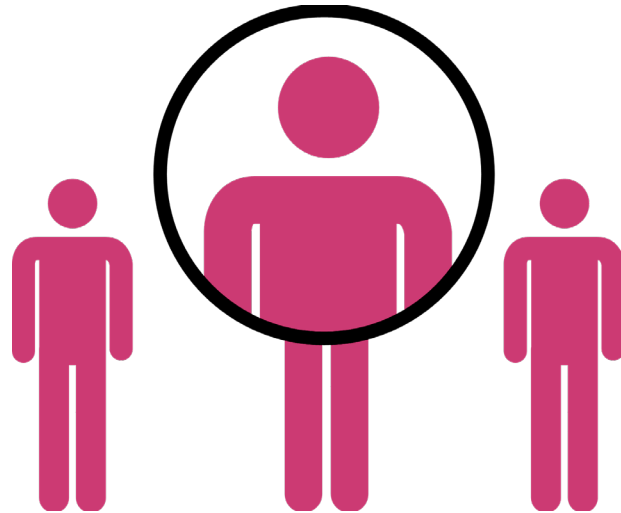
tend to report

- more engaging (relationship oriented) feelings,
- greater balance of positive and negative feelings, and
- more emotional moderation

compared to
Western individuals.

Relationship Models can differ

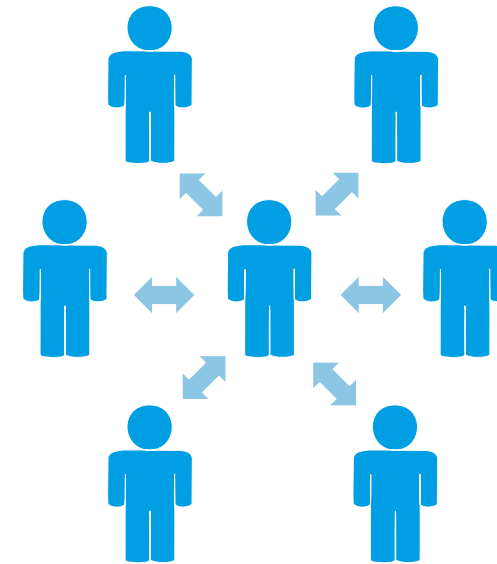
Western Cultures



Autonomy
Self-Worth

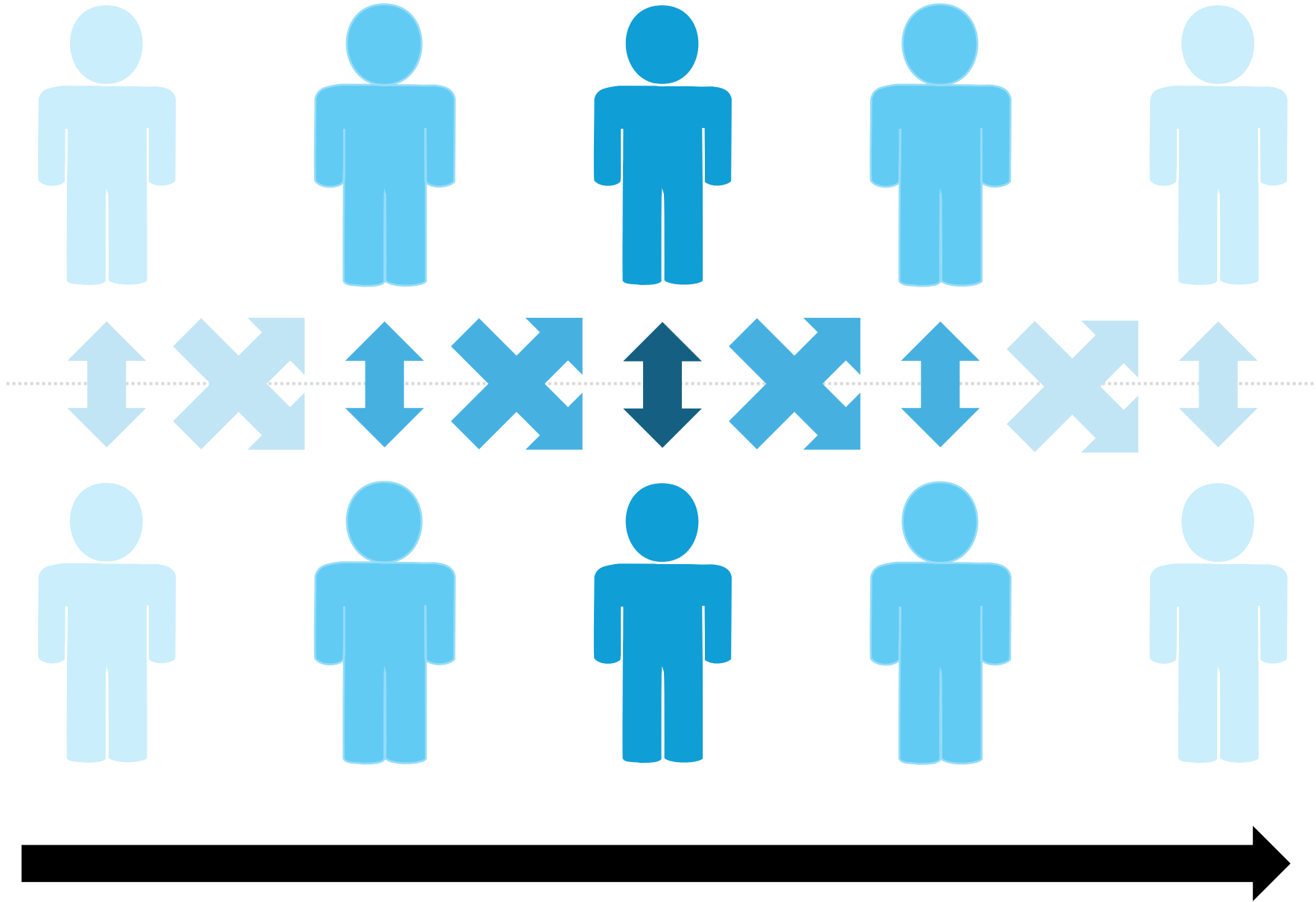
Self-Expression & Enhancement

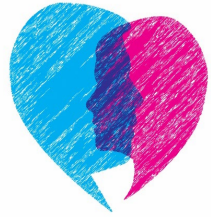
East-Asian Cultures



Relatedness
Social Harmony

Adjustment & Perspective Taking





The Couple Interaction Project

KU Leuven, Leuven, Belgium
58 heterosexual couples

KU LEUVEN

Kyoto University, Kyoto, Japan
80 heterosexual couples



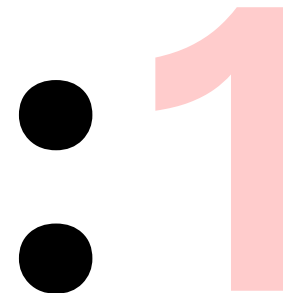
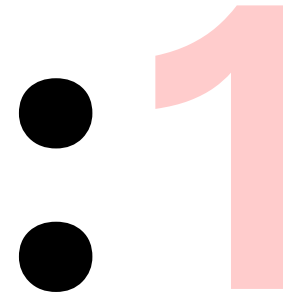
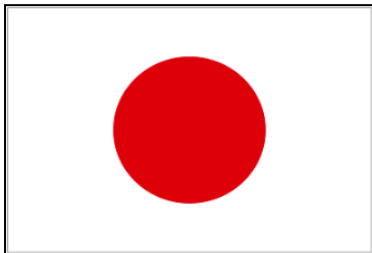
35 to 50 years old / at least 2 years together / cohabiting



Belgian Lab

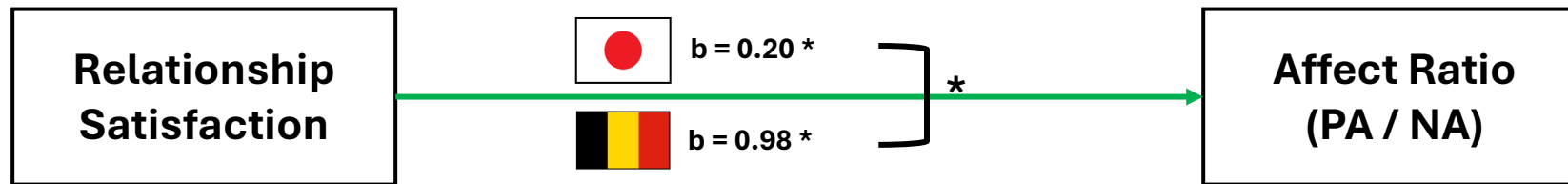


Japanese Lab



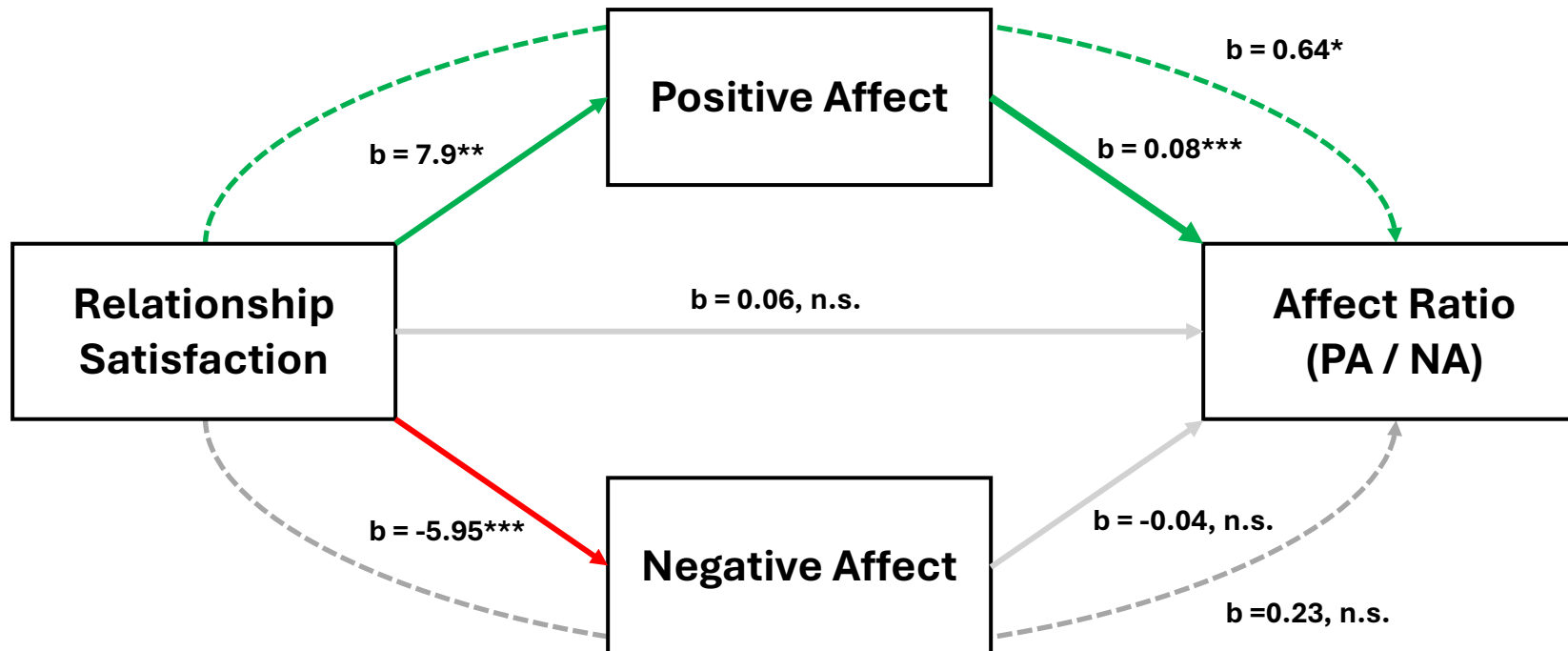


More satisfied couples show more positive affect ratios, but more so in Belgium than in Japan



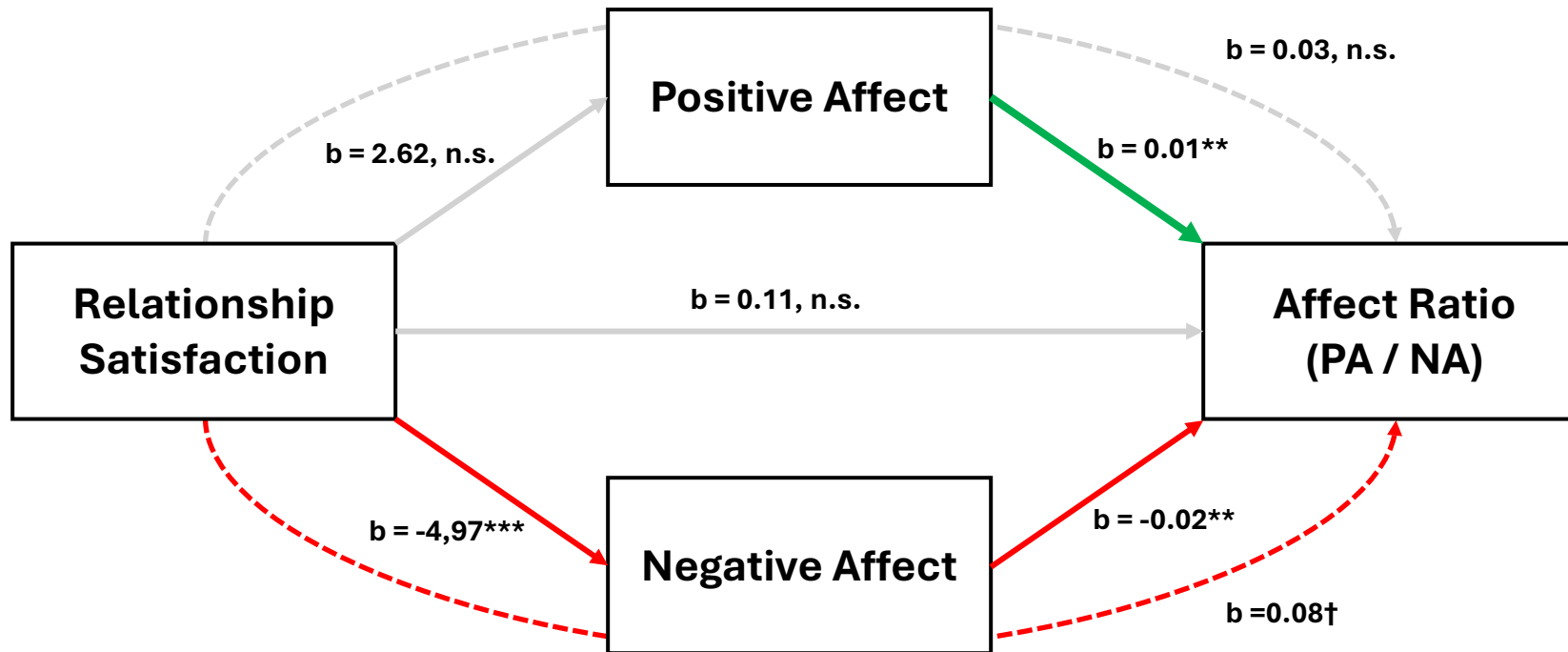
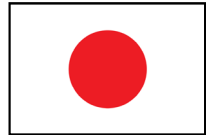


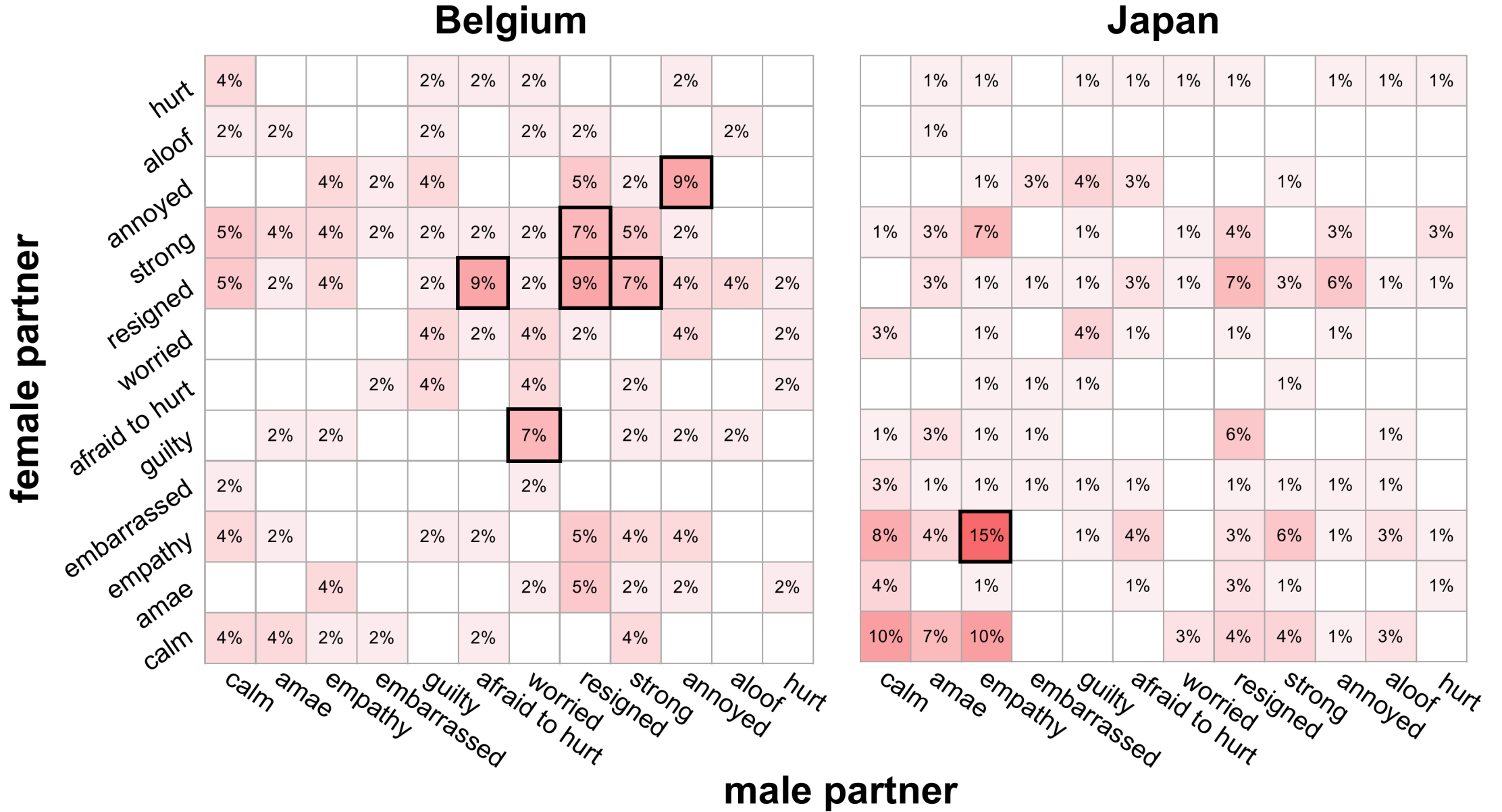
More satisfied Belgian couples show higher affect ratios due to more positive (and partly less negative) affect





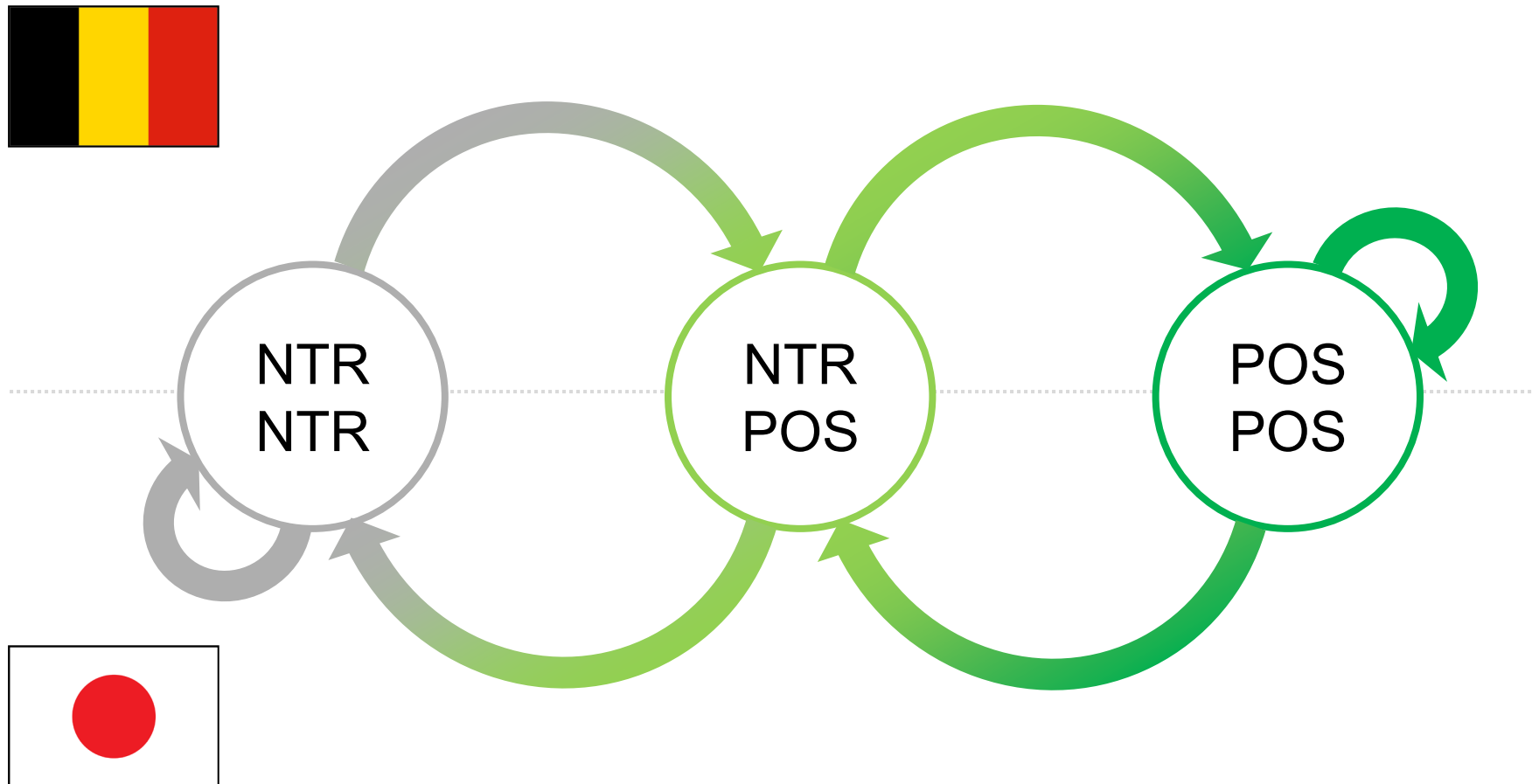
More satisfied Japanese couples show higher affect ratios due to less negative, but not more positive affect







Interpersonal patterns are more frequent if they fit culturally valued affect states





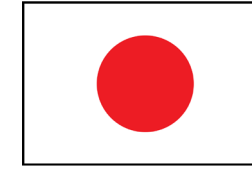
Relationship satisfaction



Less stability and transitions of negative affect states



More transitions into, and more stability of, shared positive affect



Less stability and transitions of negative affect states



More transitions out of negative affect into shared neutral affect

1

Relationships show **emotions that fit** cultural relationship practices.

2

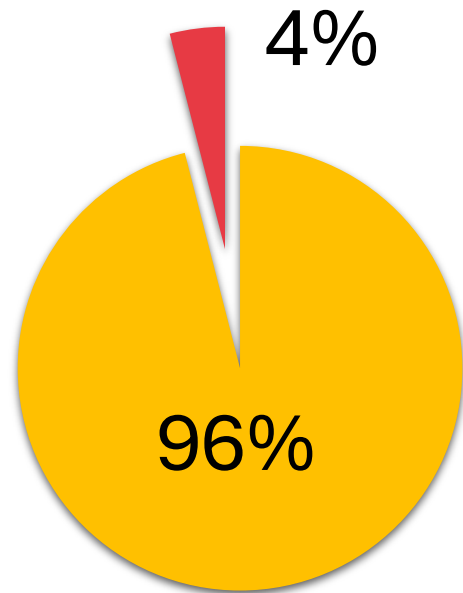
These differences emerge partly **between partners and over time.**

3

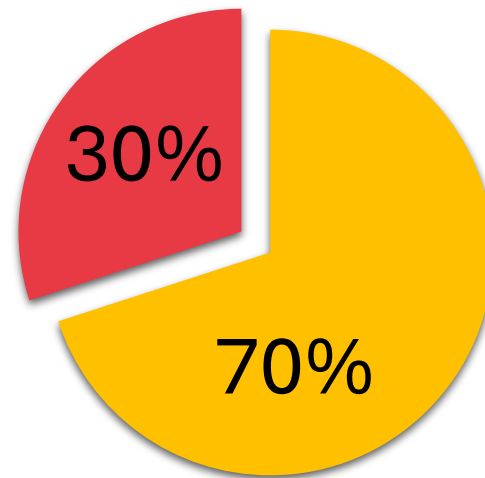
Having more fitting emotions is related to **better relationships.**

**Diversifying
Psychology by
Studying
Mediterranean
Societies**

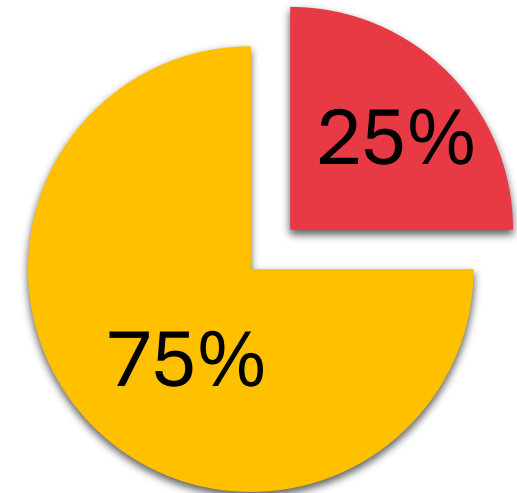
Psychology Participants



■ WEIRD ■ Rest of world



■ Undergraduates ■ Other



■ No Sample Description
■ Has Sample Description

Table 3

Distribution of samples in studies from JPSP, PSPB and SPPS

Journal	Year	Studies	USA	Asia	English-speaking	Europe	Africa	Latin America	Middle East	Israel	No information
JPSP	2018	551	270 (49%)	17 (3.1%)	26 (4.72%)	40 (7.3%)	2 (0.4%)	-	-	4 (0.7%)	181 (32.8%)
JPSP	2022	451	200 (44.3%)	62 (13.7%)	52 (11.5%)	157 (34.8%)	8 (1.7%)	33 (7.3%)	17 (3.8%)	4 (0.9%)	171 (37.9%)
PSPB	2018	390	195 (50%)	46 (11.8%)	45 (11.5%)	41 (10.5%)	4 (1%)	19 (4.9%)	4 (1%)	7 (1.8%)	110 (28.2%)
PSPB	2022	322	144 (44.7%)	33 (10.2%)	52 (16.1%)	65 (20.2%)	5 (1.5%)	6 (1.9%)	2 (0.6%)	6 (1.9%)	79 (24.5%)
SPPS	2018	247	150 (60.7%)	32 (13%)	32 (12.9%)	30 (12.1%)	2 (0.8%)	18 (7.3%)	-	6 (2.4%)	42 (17%)
SPPS	2022	231	103 (44.6%)	17 (7.4%)	43 (18.6%)	62 (26.8%)	5 (2.1%)	5 (2.2%)	6 (2.6%)	3 (1.3%)	77 (33.3%)

Scale 1:4 000 000

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12.10.1982



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Reference

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Miles 0 100 200 300 400 500 600


Scale 1:8 000 000 or 1:8M
Kilometres 0 100 200 300 400 500 600



PSM 1-2 3

AUSTRALIAN NATIONAL UNIVERSITY
MAP COLLECTION
17894

318



**“[Greek] Sarakatsani were deeply concerned about three things:
sheep, children, [...] and *honour*”**
- Campbell, 1964

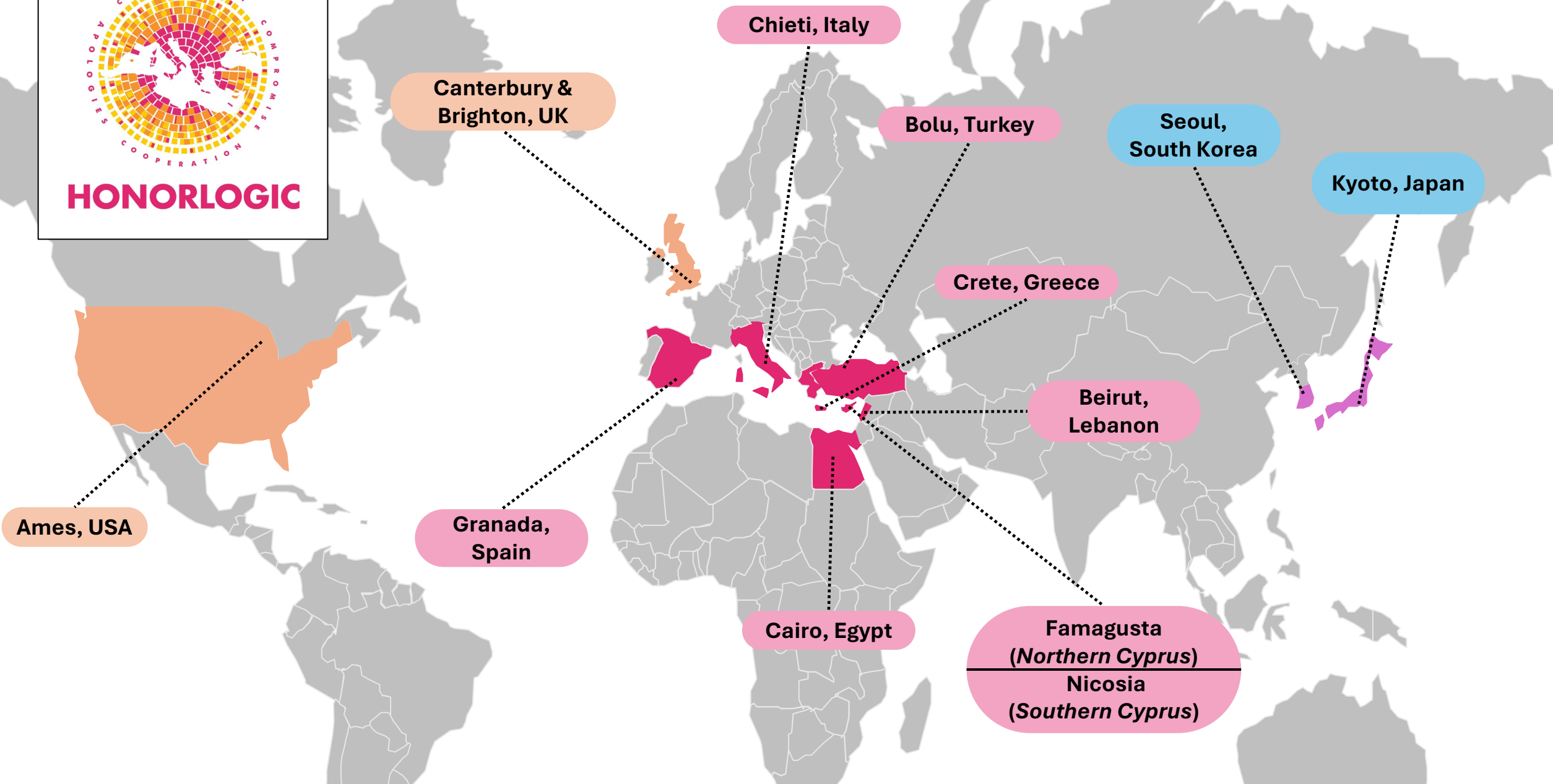
Mediterranean societies have long been assumed to
emphasize **honor** as a core social value
(e.g., Peristiany, 1965; Pitt-Rivers, 1968; Herzfeld, 1980...)

Honor represents “[...] one’s own self-worth, but
also one’s worth through the eyes of others.”

Combines **individual focus**
(achievement, autonomy, strength, self-reliance)

and **relationship focus**
*(positive relationships, family reputation,
respect, community)*

- ❖ **San Martin et al. (2018):** Arab participants showed as much interdependent orientation as Japanese, but also as much self-assertion as US - Americans.
- ❖ **Salvador et al. (2020):** Colombians were similar to Americans in self-assertion and emotional self-expression, but more similar to Japanese in relationship-focused emotions.
- ❖ **Vignoles et al. (2016):** Middle-Eastern countries emphasized both independent dimensions (**self-reliance** and **consistency**) and interdependent dimensions of self (**connection with others** and **harmony**).





Social Orientation
Cognitive Style

TASKS	REGIONS					
	East Asia	West	East Asia	Medit.	West	Medit.
Ingroup Bias	Stronger Interdependence	Stronger Interdependence	Stronger Interdependence	Stronger Interdependence	No difference	No difference
Self Inflation	No difference	No difference	No difference	No difference	Stronger Interdependence	Stronger Independence
Emotional Experience	Stronger Interdependence	Stronger Independence	Stronger Interdependence	Stronger Independence	Stronger Interdependence	Stronger Independence
Predictors of Happiness	Stronger Interdependence	Stronger Independence	Stronger Interdependence	Stronger Independence	Stronger Interdependence	Stronger Independence
Inclusion of Information	Stronger Interdependence	Stronger Independence	Stronger Interdependence	Stronger Independence	No difference	No difference
Attribution	Stronger Interdependence	Stronger Independence	Stronger Interdependence	Stronger Independence	No difference	No difference
Categorization	Stronger Interdependence	Stronger Independence	Stronger Independence	Stronger Interdependence	Stronger Independence	Stronger Interdependence
Outside-in Perspective	Stronger Interdependence	Stronger Independence	No difference	No difference	No difference	No difference

Stronger Interdependence

Stronger Independence

No difference



Social Orientation
Cognitive Style

TASKS			REGIONS			
	East Asia	West	East Asia	Medit.	West	Medit.
Ingroup Bias	Blue	Orange	Blue	Orange	Grey	Grey
Self Inflation	Grey	Grey	Grey	Grey	Orange	Blue
Emotional Experience	Orange	Blue	Orange	Blue	Orange	Blue
Predictors of Happiness	Orange	Blue	Orange	Blue	Orange	Blue
Inclusion of Information	Orange	Blue	Orange	Blue	Grey	Grey
Attribution	Orange	Blue	Orange	Blue	Grey	Grey
Categorization	Orange	Blue	Blue	Orange	Blue	Orange
Outside-in Perspective	Orange	Blue	Grey	Grey	Grey	Grey

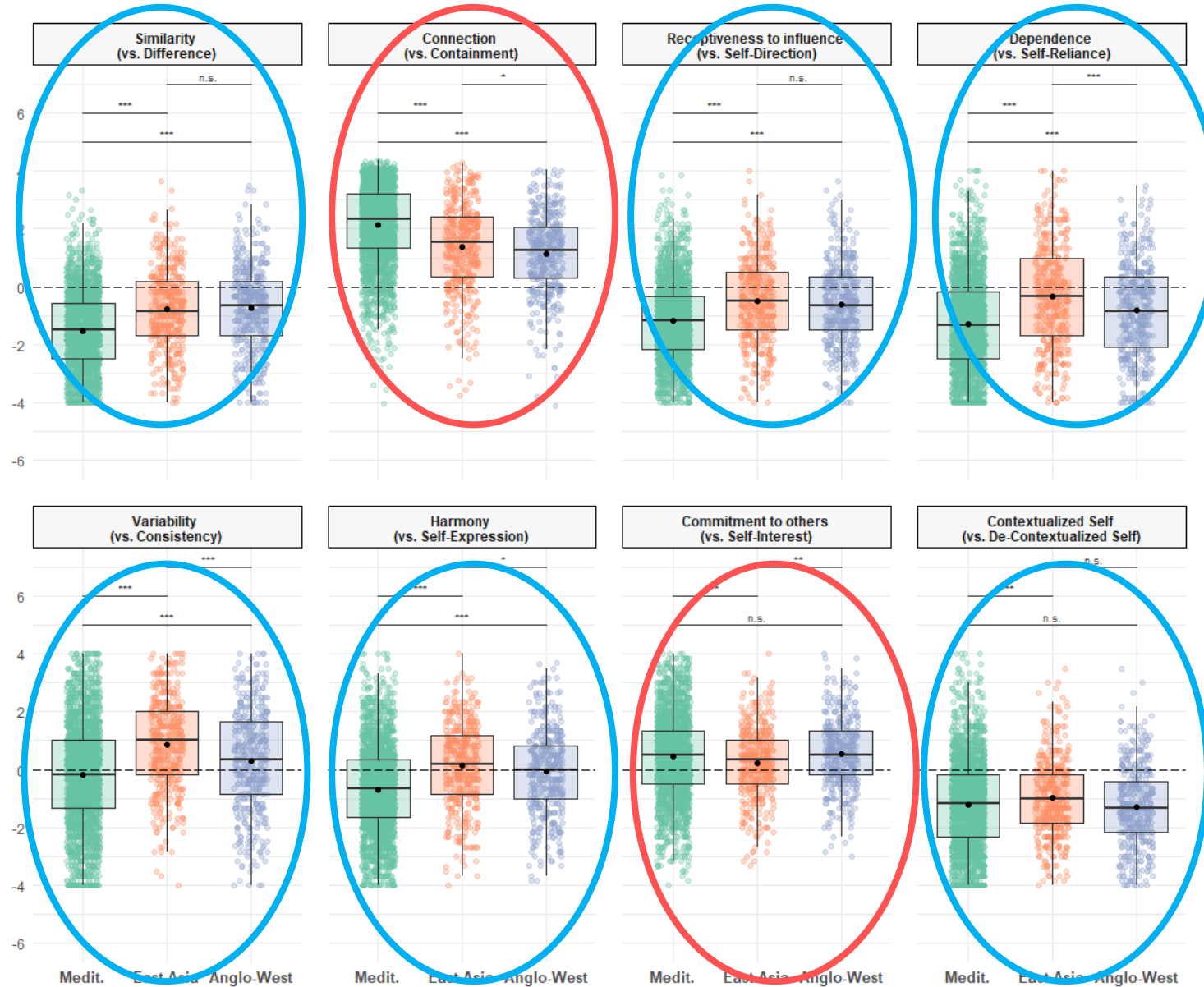
Stronger Interdependence

Stronger Independence

No difference



Self-Construal





Social Wellbeing

Mediterranean

East Asia

Anglo-West

Ingroup Closeness

Ingroup Closeness

Ingroup Closeness

Containment vs. **Connection**

Containment vs. **Connection**

Containment vs. **Connection**

Self-Reliance vs. **Dependence**

Self-Reliance vs. **Dependence**

Self-Reliance vs. **Dependence**

Consistency vs. Variability

Consistency vs. Variability

Consistency vs. Variability

Self-Interest vs. **Commitment**

Self-Interest vs. **Commitment**

-

Self-Expression vs. Harmony

-

-

Self-Direction vs. Receptiveness to Influence

-

-

Self-Inflation

-

-



Mediterranean honor cultures appear to be generally independent, often more than Western cultures,

but also show a focus on interdependence in certain, sensible dimensions.

Leung & Cohen, 2011	<h2>Dignity</h2> <p>e.g., Northern US, Western Europe</p>	<h2>Honor</h2> <p>e.g., Mediterranean, South America</p>	<h2>Face</h2> <p>e.g., South-East Asia</p>
Self-Worth	Internal	External/Both	Mostly External
Belongs to	Everyone	Some	You have it, unless you lose it
Can it be lost?	No	Yes	Yes
Context	Autonomous, independent people	Competitive environment of rough equals	Hierarchy
Interactions & Exchanges	Contract among equals, moderate tit-for-tat	Strong reciprocity norms, competitive	Guided by status within hierarchy, reciprocity
“Good” behavior	Internal guilt and external system of law	Shame and direct retribution	Shame, loss of face, and ingroup punishment
“Bad” people	No internal compass or sense of dignity	No concerns for honor or opinion of others	No concern for face or opinion of others

Perceptions of Society

Own Personal Endorsement

Study 1: Student Samples

Study 2: General Population

Dignity	0.37 _a	0.12 _{bc}	0.16 _b	-0.12 _c	-0.51 _d
Face	-0.21 _a	-0.1 _a	-0.16 _a	0.07 _{ab}	0.43 _b
Honor	-0.38 _a	-0.18 _a	0.01 _b	0.62 _c	-0.48 _a
	Anglo-West	Latin Europe	South-Eastern Europe	Middle East	East Asia

Honor	-0.35 _a	-0.16 _{ab}	-0.01 _b	0.39 _c	-0.28 _a
	Anglo-West	Latin Europe	South-Eastern Europe	Middle East	East Asia

Perceptions of Society

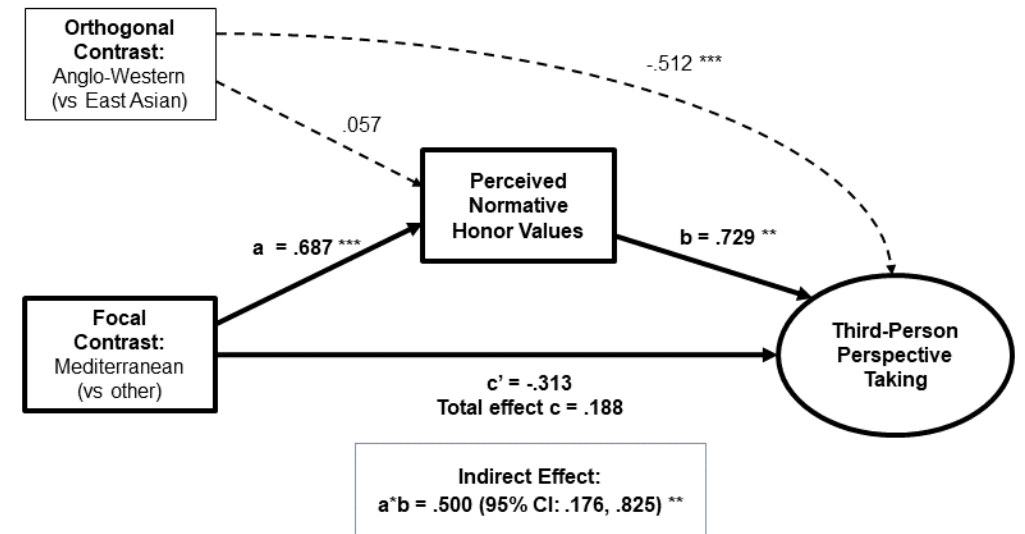
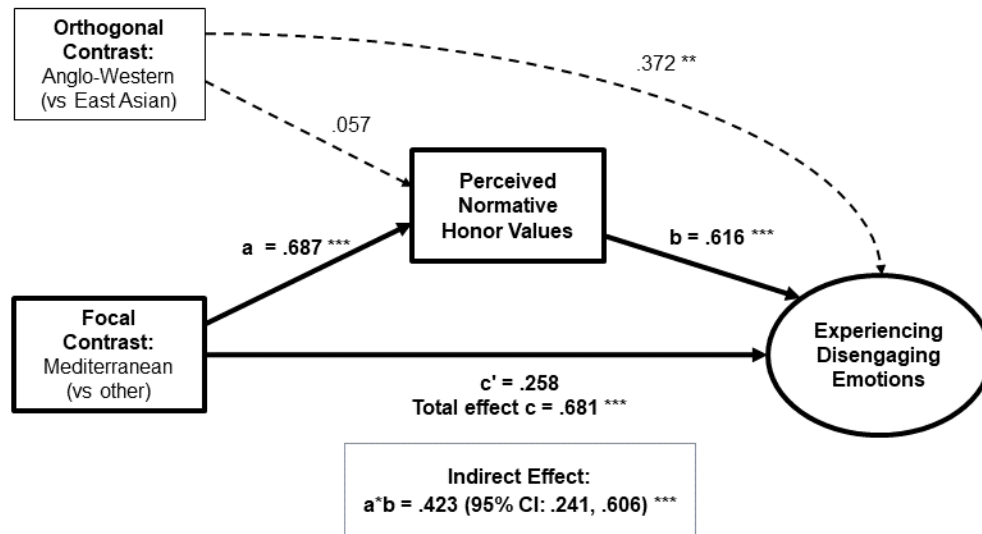
Own Personal Endorsement

Study 1: Student Samples

Study 2: General Population

Dignity	0.45 _a	-0.08 _b	0.19 _b	0.09 _b	-0.78 _c						
Face	-0.11 _a	-0.14 _a	-0.48 _a	0.53 _b	-0.24 _a						
Honor	-0.2 _a	-0.53 _b	-0.39 _{ab}	0.58 _c	0.00 _a	Honor	-0.37 _a	-0.17 _{ab}	-0.31 _{ab}	0.46 _c	-0.1 _b
	Anglo-West	Latin Europe	South-Eastern Europe	Middle East	East Asia		Anglo-West	Latin Europe	South-Eastern Europe	Middle East	East Asia

Perceived honor norms help explain cultural differences in social orientation and cognitive style

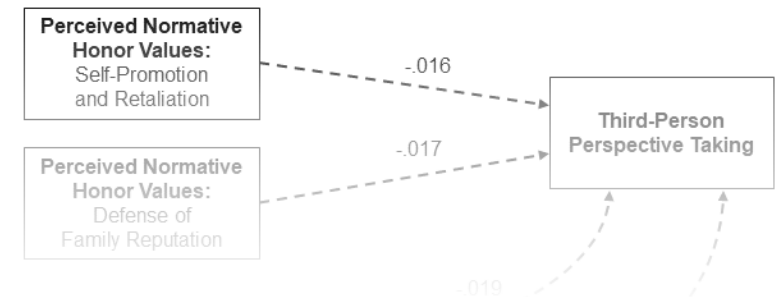
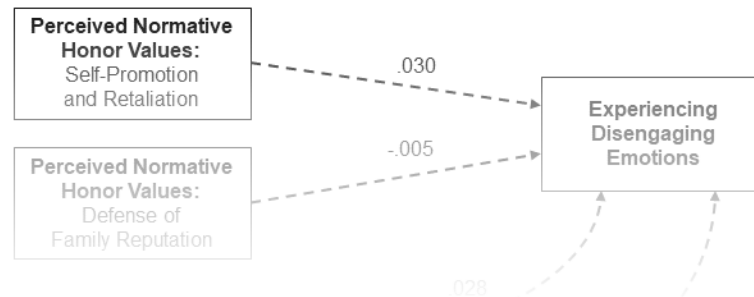


Between-Samples Level

Between-Samples Level

Within-Samples Level

Within-Samples Level



Cultural values predict transitional justice attitudes post-conflict



The Link

between

Cultural Fit and

Psychological

Outcomes

Our psychological tendencies are attuned to our socio-cultural context

Stronger fit between individual and socio-cultural environment (“cultural fit**”) has been linked to better outcomes**

- └ Emotions
- └ Personality
- └ Internalized Cultural Norms
- └ Lifestyles and Social Support Behaviors...





Honor Values

(12 items from Yao et al., 2017; Smith et al., 2017)

Held **values and normative beliefs** about how people should behave (with regard to honor-relevant behaviors)

Example Items:

“If a person gets insulted and they don’t respond, he or she will look weak. ”
“Men need to protect their women’s reputation at all costs. ”

Asked for both

- **self-endorsement**
(How much do **you** agree or disagree...?)
- **perceived-societal endorsement**
(How much would **most people in your society** agree or disagree...)

Honor Concerns

(16 items from Guerra et al., 2013)

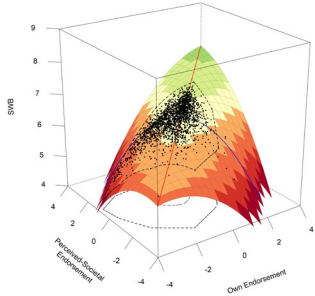
Negative feelings after goals or concerns have been obstructed or reputation threatened

Example Items:

“How bad would you feel if you did something to damage your family’s reputation?”
“How bad would you feel if you had the reputation of being dishonest with others?”

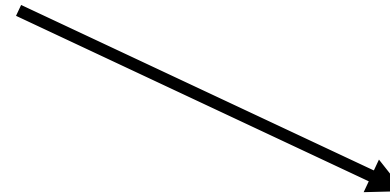
Asked for both

- **self-endorsement**
(How bad would **you** feel...?)
- **perceived-societal endorsement**
(How bad would **most people in your society** feel ...)



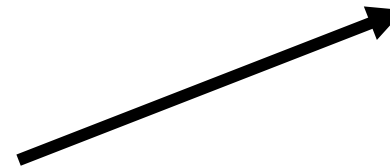
1. Distal Fit (RSA)

Fit between participants' **own endorsement** and **perceived-societal endorsement** scores (for each of the 6 facets)



2. Proximal Fit (Profile Fit)

Fit between participants' **own profile across all 6 facets** and the **average profile** of all same-gender university students



Subjective Wellbeing

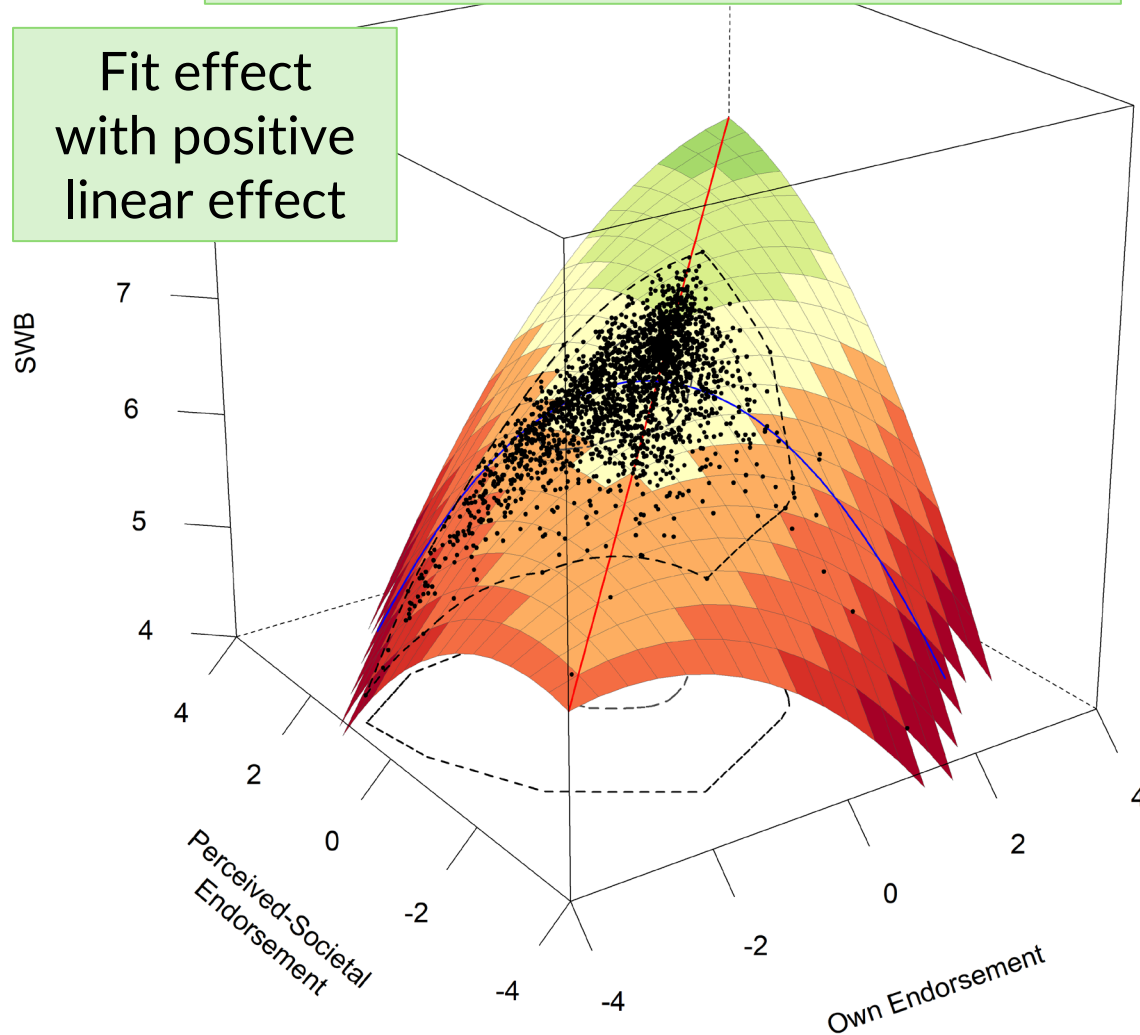
(OECD, 2014)

Satisfaction across 9 life domains



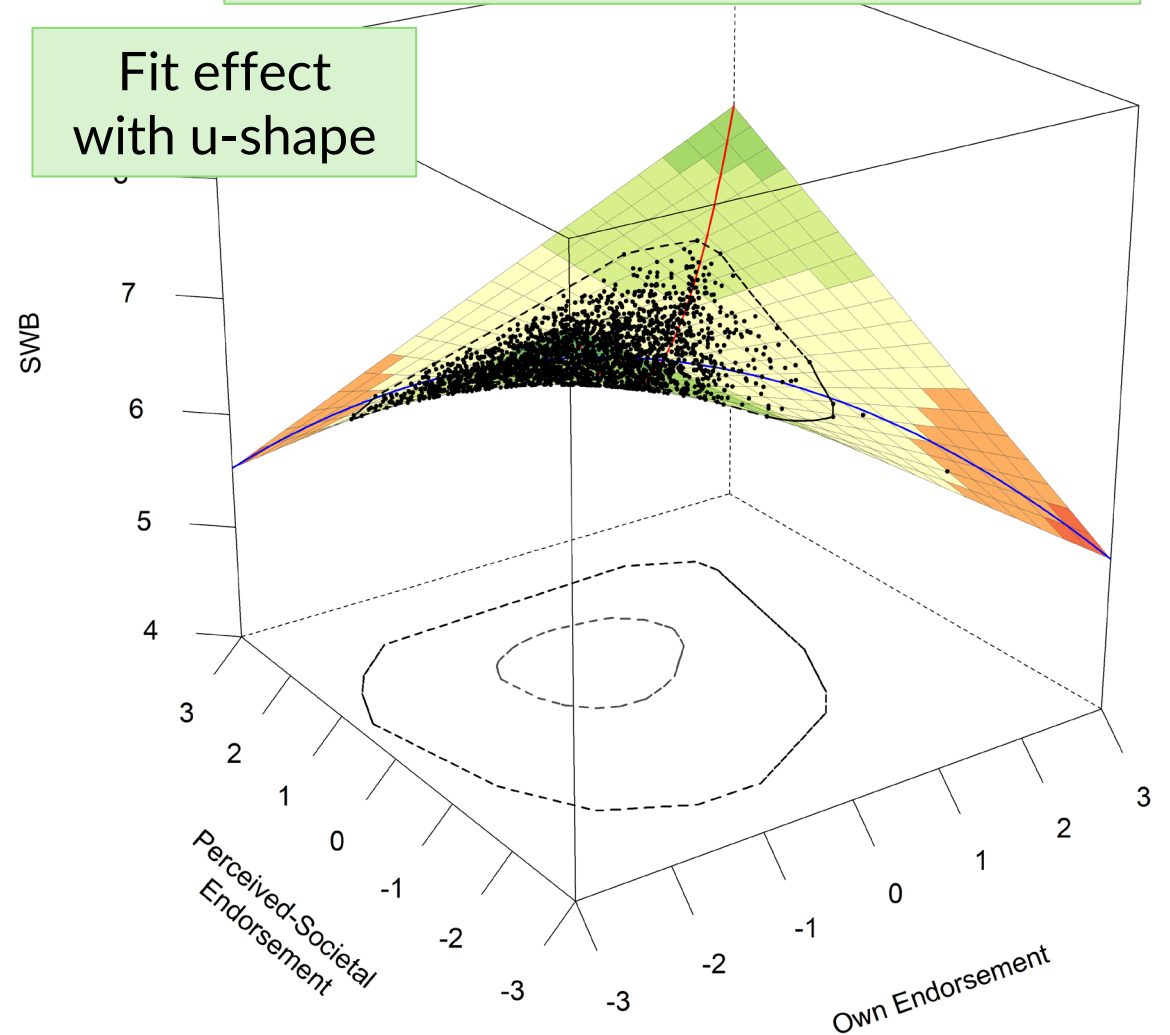
Family Reputation

Fit effect with positive linear effect



Strong Self-Image

Fit effect with u-shape





Higher proximal fit in honor (at the university-level) also tendentially predicted **better well-being**

Variable	Estimate	SE	t	p	95%-CI	
					LL	UL
Fixed Effects						
Intercept	6.08	0.14	42.1	<.001*	5.78	6.38
Proximal Honor Fit	0.17	0.08	2.26	.02†	0.02	0.32
Error Terms						
Intercept Variance (Lvl-2)	0.14					
Residual Variance (Lvl-1)	2.85					

Note. Shown are parameter coefficients for the multi-level regression model for proximal fit across all six honor facets. Fit was computed was the ICC-Double Entry with one's same-gender university group.



Implicit Social Orientation Questionnaire (Kitayama & Park, 2007)

Individual (Raw Ratings)

Country (Person-excluded averages)

Disengaging

Engaging

Ashamed



Guilty



Friendly Feelings



Feelings of closeness



Frustration



Angry



Self-esteem

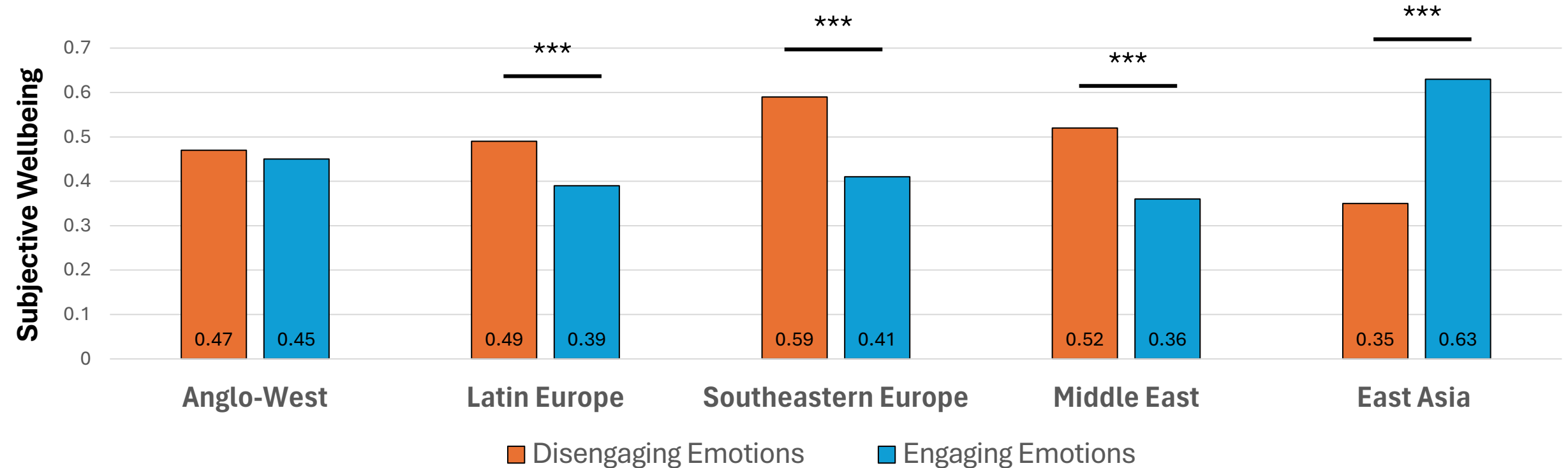


Proud





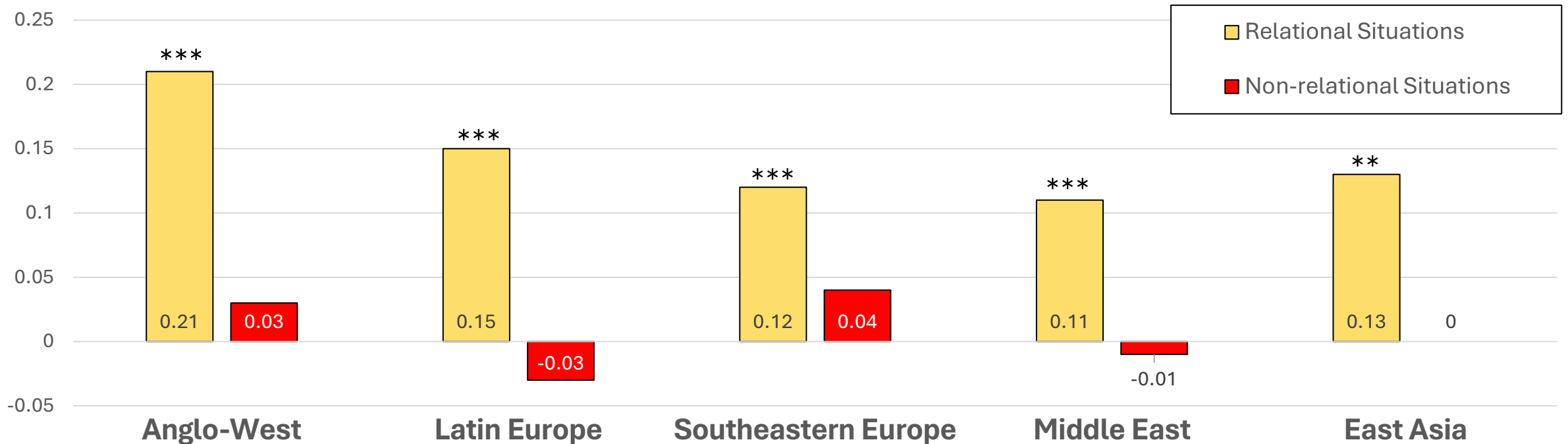
Successful **East-West replication**, while **Mediterranean regions appear more independent than Anglo-West**



Standardized regression estimates for positive engaging and positive disengaging emotions, obtained from the multilevel regression models at the situation-level.



Greater emotional fit in relational situations universally predicts **better relational wellbeing**



Standardized regression estimates for positive engaging and positive disengaging emotions, obtained from the multilevel regression models at the situation-level.

Cultural fit (across different countries and psychological facets) appears to be linked to better wellbeing in the Mediterranean region.

Meso-Level
Application
Cultural Fit
Methods
Time

Research Avenue



Understanding cultural fit at the meso-level

- 1 **Conduct a cross-domain **systematic review** on cultural fit & test fit assumptions in **open, large-scale datasets****
- 2 **A Case Study on Cultural (Mis)fit: **Minimalists****
 - » Cross-sectional survey of self-identified Minimalists
 - » Study intracultural variation from cultural norm and its consequences for well-being at the meso-level
 - » Examine how individuals experience and navigate intentional misfit at various levels (dyad, group, society)
- 3 **Cultural Fit in Context: **Community Networks****
 - » Sample one or more small community networks
 - » Explore how cultural ideas (e.g., happiness) are shaped and constrained in social networks (see Fowler & Christakis, 2008)
 - » Map how actual and perceived fit with others is linked to relational structures, network position, & subclusters

Research Avenue



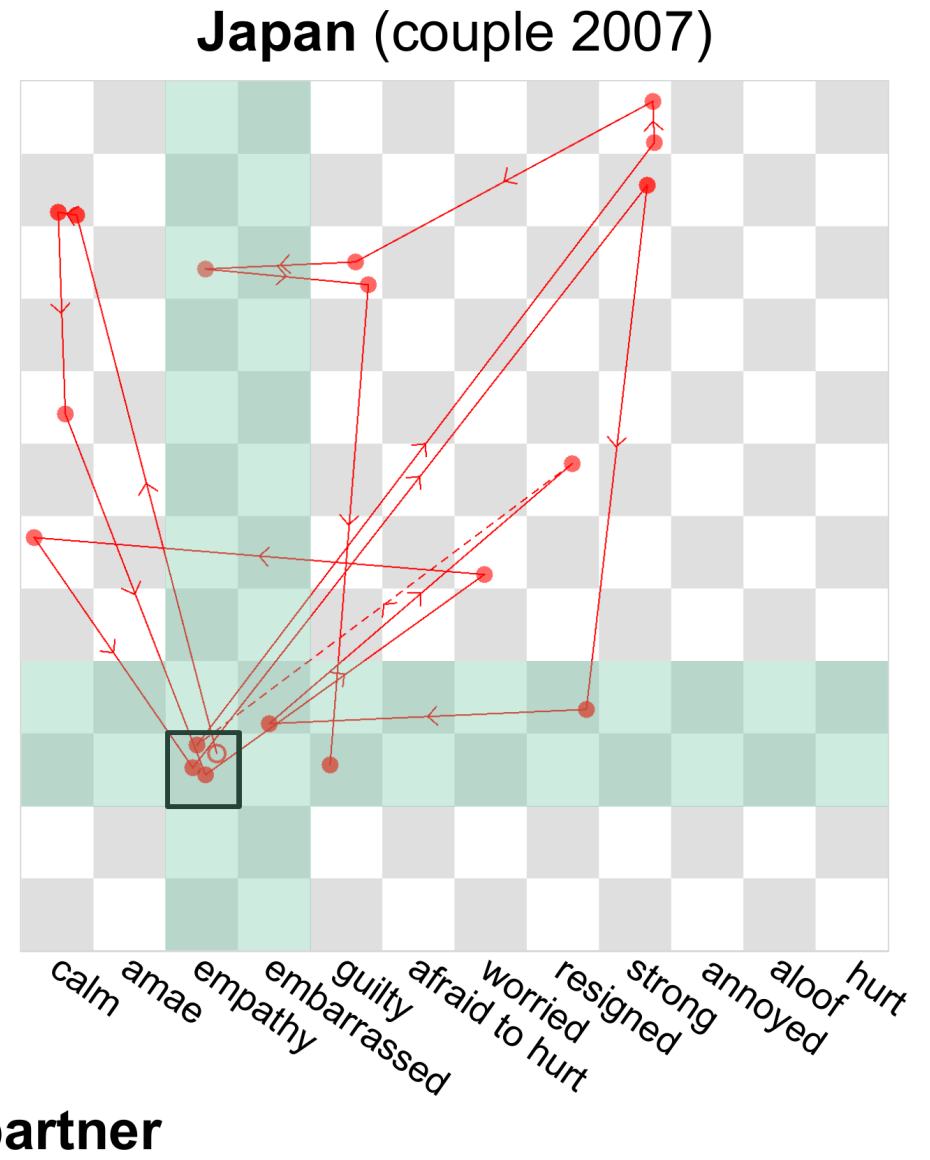
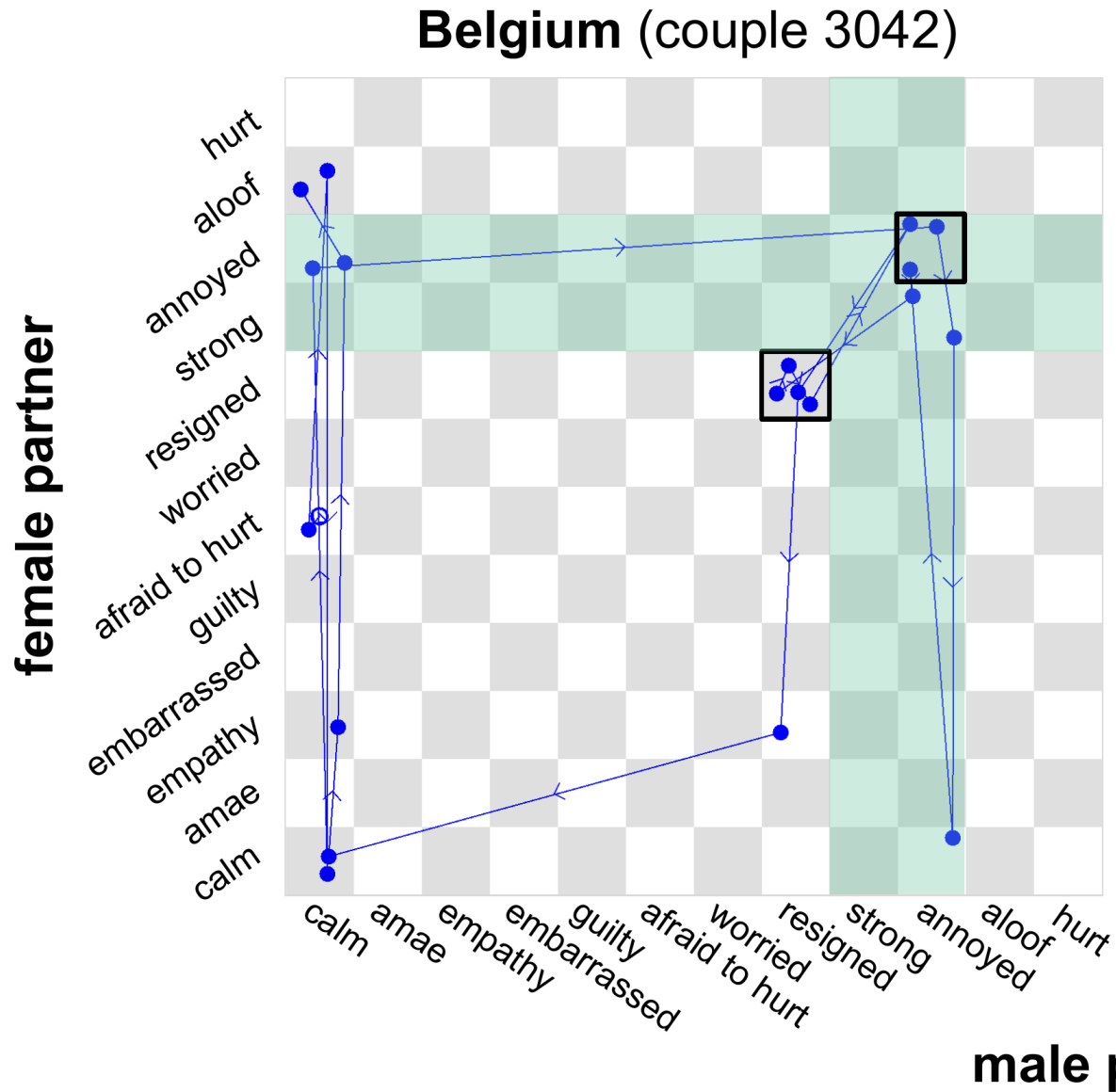
A Cultural Fit Perspective on Science Communication

Making our work more impactful: Putting Science Communication in a cultural context

- » Use a mix of surveys and experiments in politics, education, and companies and general population samples
- » **Goals:**
 - a) map characteristics of implementation targets and understand unique features (see e.g., Caprara et al., 2003; “Queen Bee Phenomenon”, Derks et al., 2016)
 - b) experimentally test different framings for interventions and institute findings (see e.g., Uskul et al., 2009)
- » Assess relevant characteristics (e.g., ideas about the self & happiness, focus on promotion or prevention) and offer a pathway for qualitative feedback

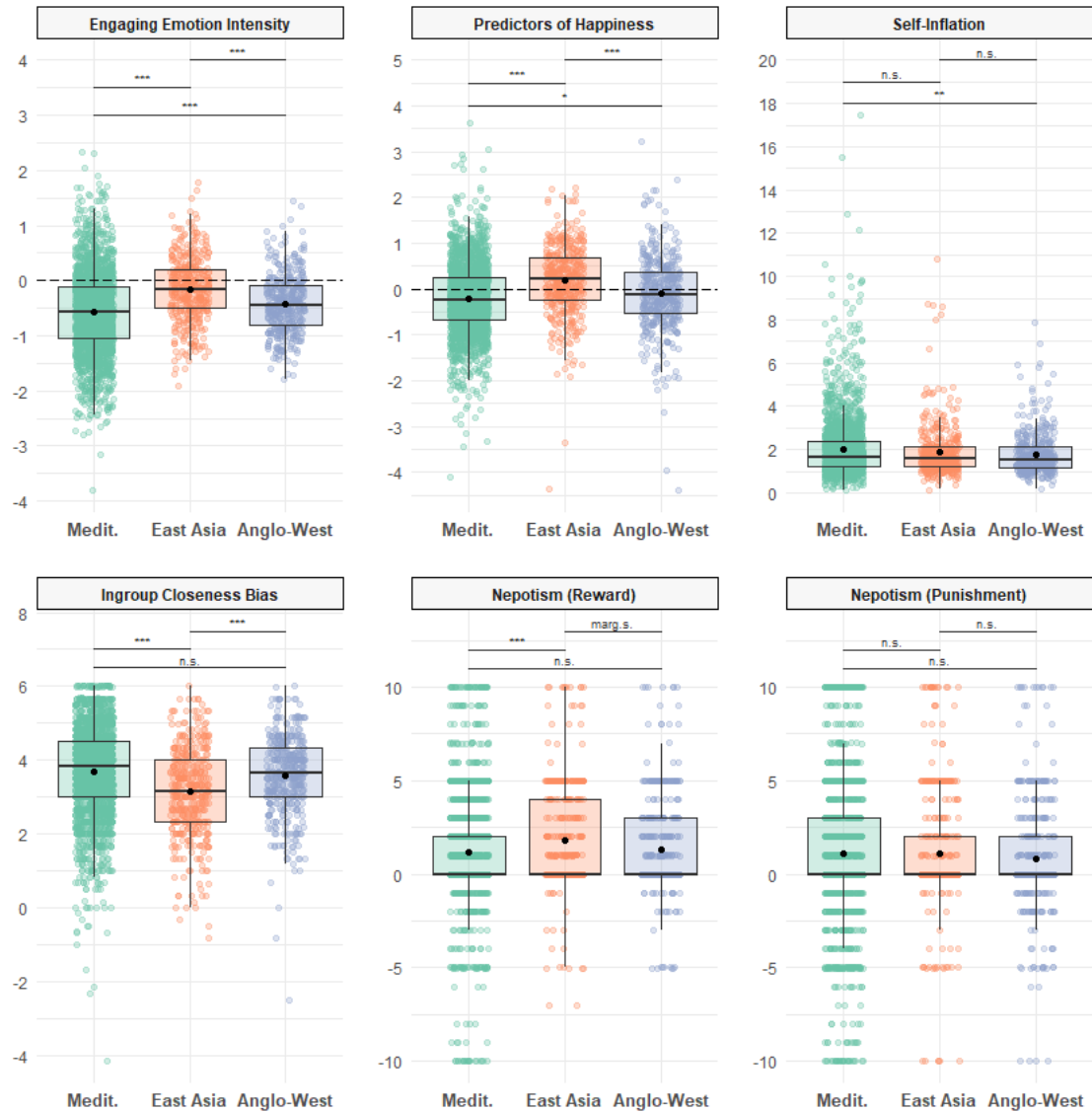
Thank you for your attention!

ご清聴ありがとうございました。

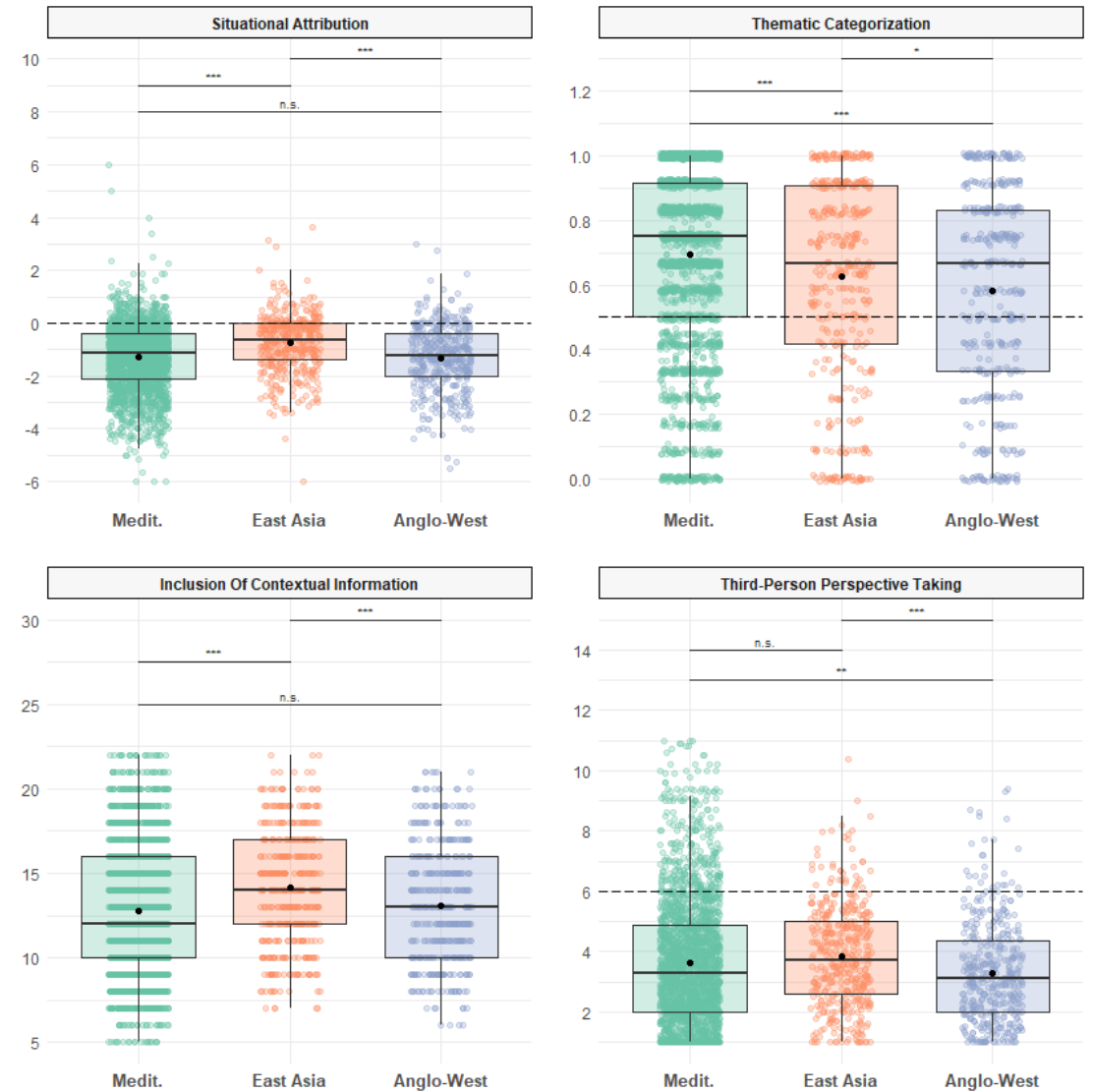




Social Orientation



Cognitive Style





Self-Construal

