

Culture and Point of View

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Analytic Perception and Cognition

- Focus on object and its attributes
- Use attributes to categorize
- Use universal laws about categories to model and control events
- Laws are deterministic and linear
- Use formal logic in deriving laws and evaluating propositions

Holistic Perception and Cognition

- Focus on field in which the object is located
- Relationship between object and field used to predict and explain behavior
- Absence of universal laws means control is difficult
- No tradition of formal logic; Reliance on experiential knowledge
- Dialectical approach: the middle way

Social Structure and Practice Differences

- Both ancient China and modern Asian culture relatively collectivist or interdependent
- Both ancient Greece and modern Western culture relatively individualistic or independent
- Collectivistic patterns require attention to people; individualistic patterns allow attention to objects
- Direction of attention to social objects extends to context in general

- Chinese are situation-centered. They are obliged to be sensitive to their environment. Americans are individual-centered. They expect their environment to be sensitive to them. Thus, Chinese tend to assume a passive attitude while Americans tend to possess an active and conquering attitude in dealing with their environment.
- [The American] orientation may inhibit the development of a tendency to perceive objects in the environmental context in terms of relationships or interdependence. On the other hand, the Chinese child learns very early to view the world as based on a network of relationships: he is *socio-centered*, or *situation-centered*. L-H Chiu (1972)

Infant Attention

- Mothers and 5-19 month old infants observed at home
- American mothers encouraged attention to object and its properties
- Japanese mothers emphasized social routines
- Japanese mothers direct their children's attention to their own faces



with samsung,
it's not that hard to **imagine.**

RELAUNCH 

FLASH MX PLUG-IN REQUIRED.
RESOLUTION MIN. 1024X768

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Samsung Ad Prose For the U.S.

- I march to the beat of my own drum.
- Never settling for second best but always striving to do more and be more.
- I have a sense of individuality that is unique from others.

Samsung Ad Prose For Korea

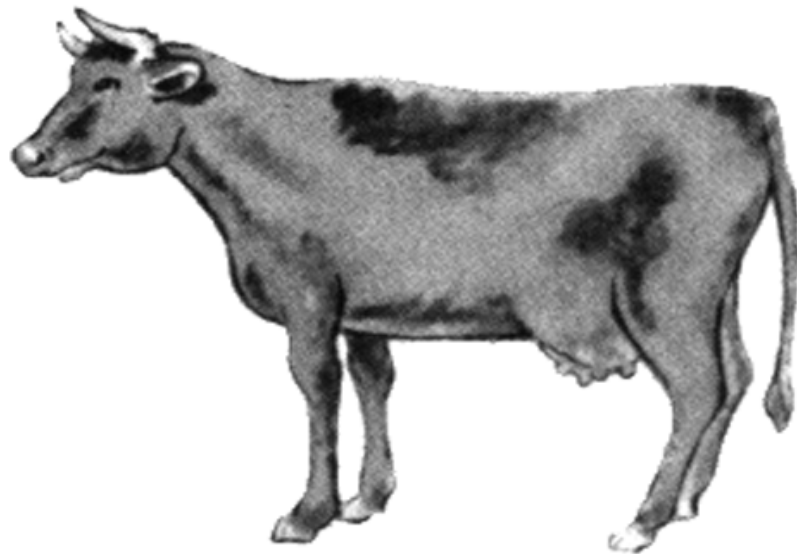
- Samsung is another family.
- Let's go together to hope.
- We depart for the hope of Korea with all Koreans.

Cognitive Differences

Explanation: Context vs. Object

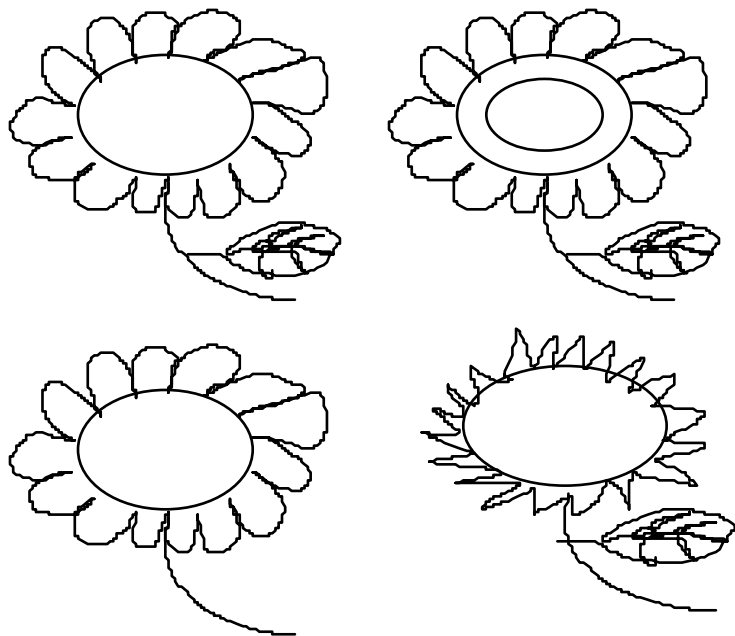
- Miller: dispositional vs. situational cause
- Morris and Peng: murderers
- Lee, et al.: sportwriters on soccer outcomes
- Morris and Peng: fish
- Peng, Knowles, Nisbett: physical events

Which Two Go Together?

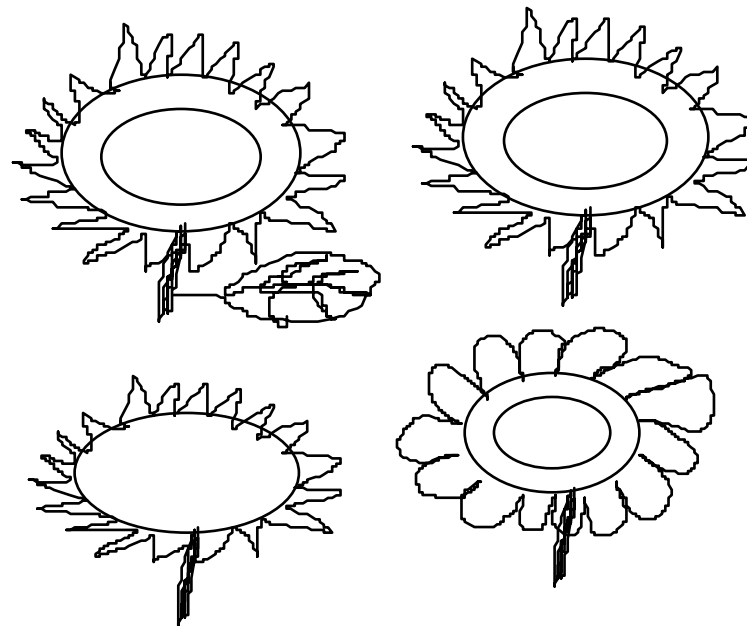


Which Group is the Target Most Similar To?

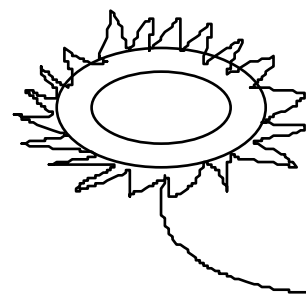
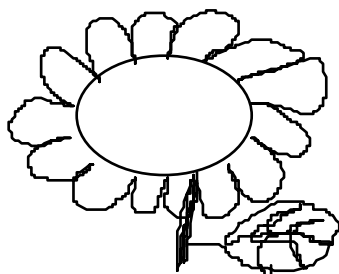
Group 1



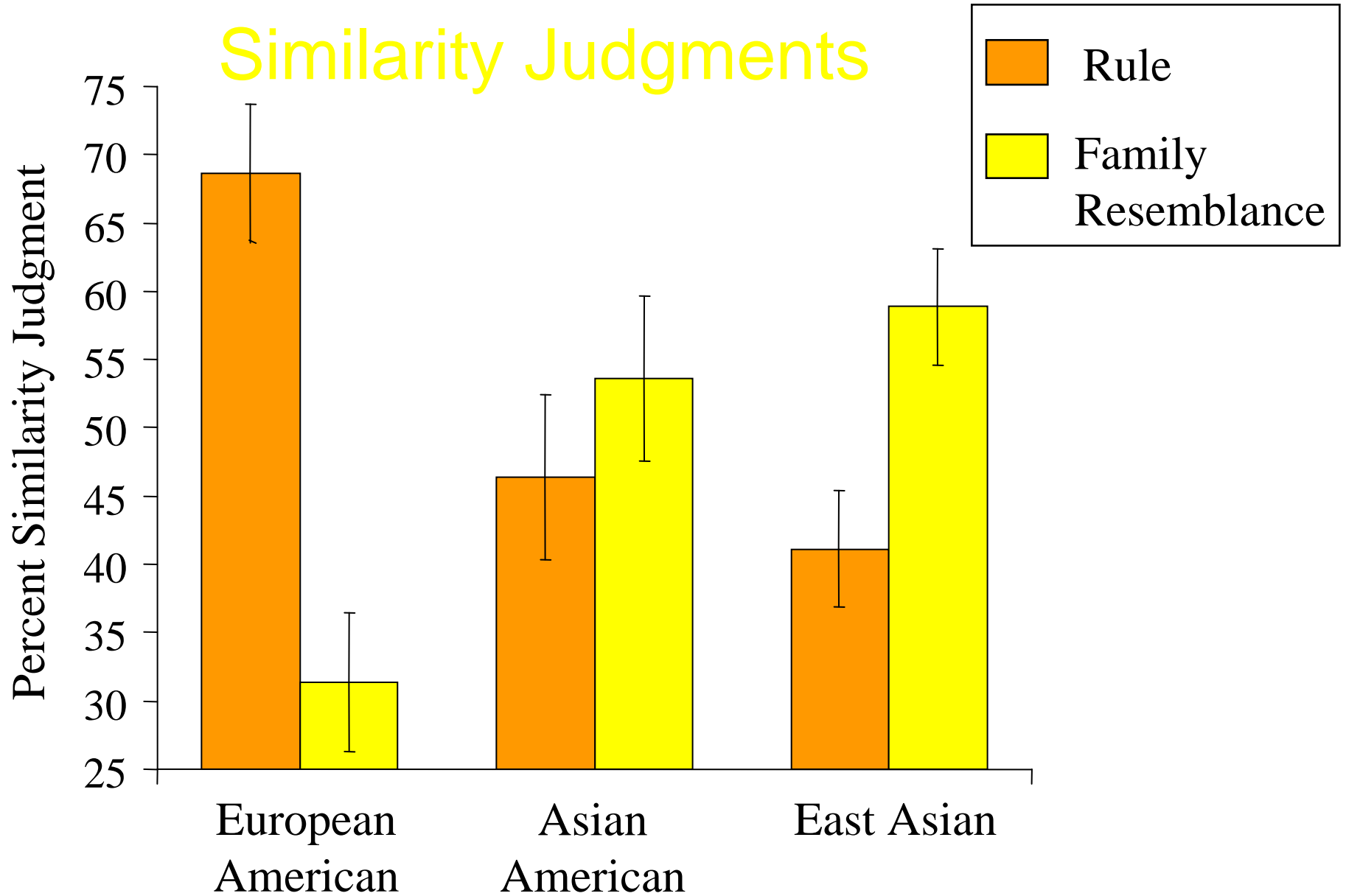
Group 2



Target Objects



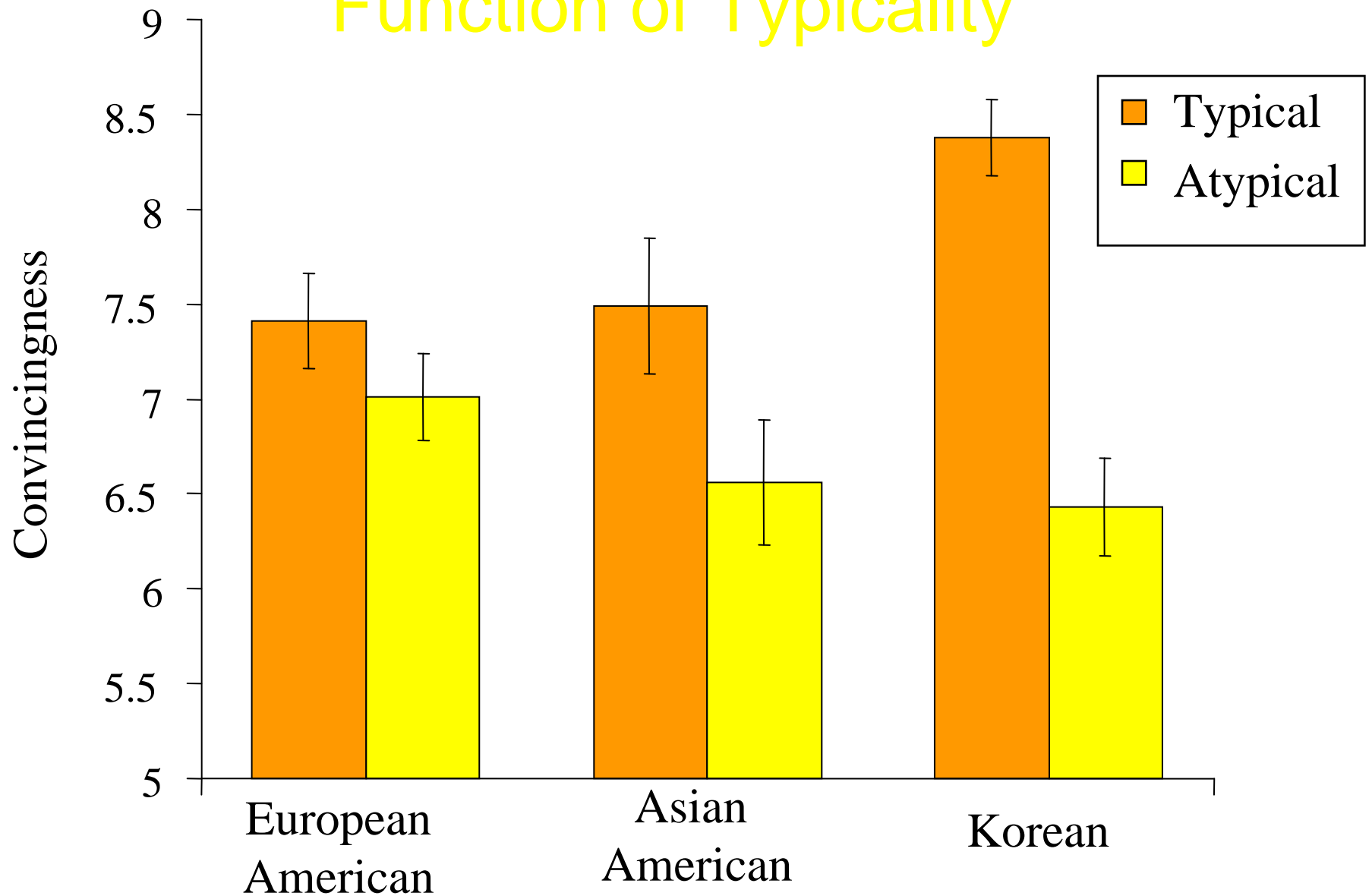
Free Classification Similarity Judgments



Cognitive Differences: Logic vs. Experience

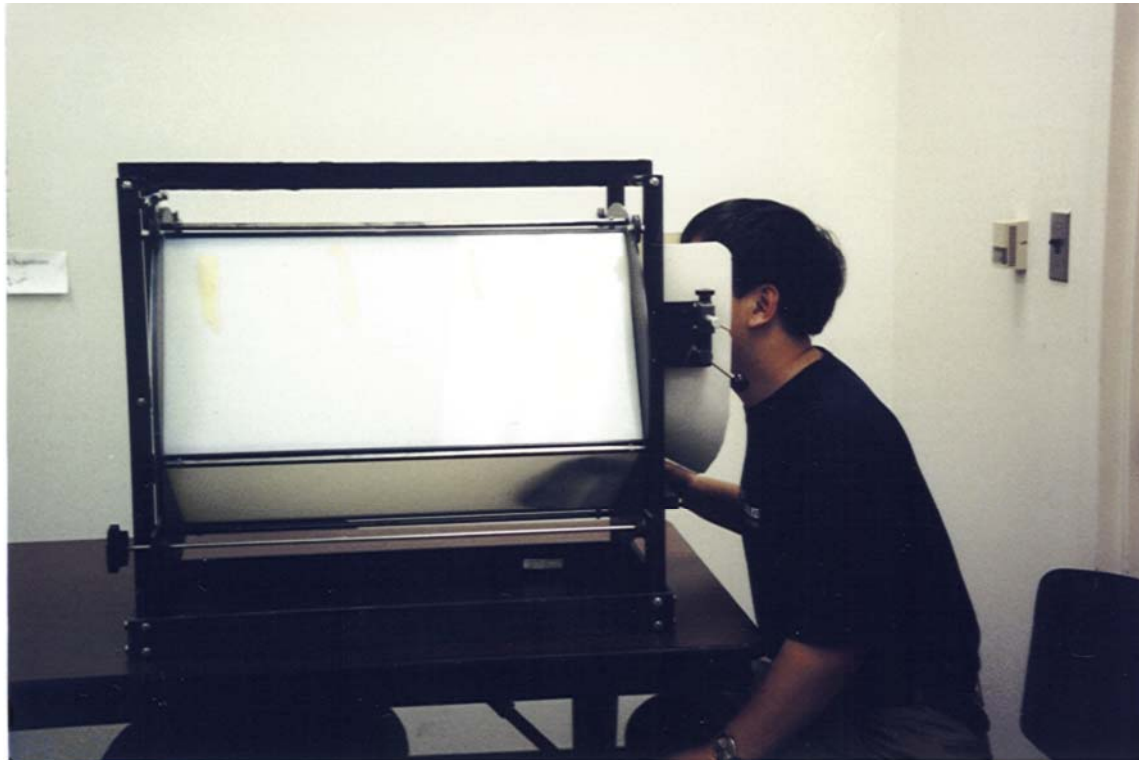
- Norenzayan, et al.: Typicality vs. logic
All birds have ulnar arteries
Do sparrows have ulnar arteries?
Do penguins have ulnar arteries?

Convincingness Judgments as a Function of Typicality

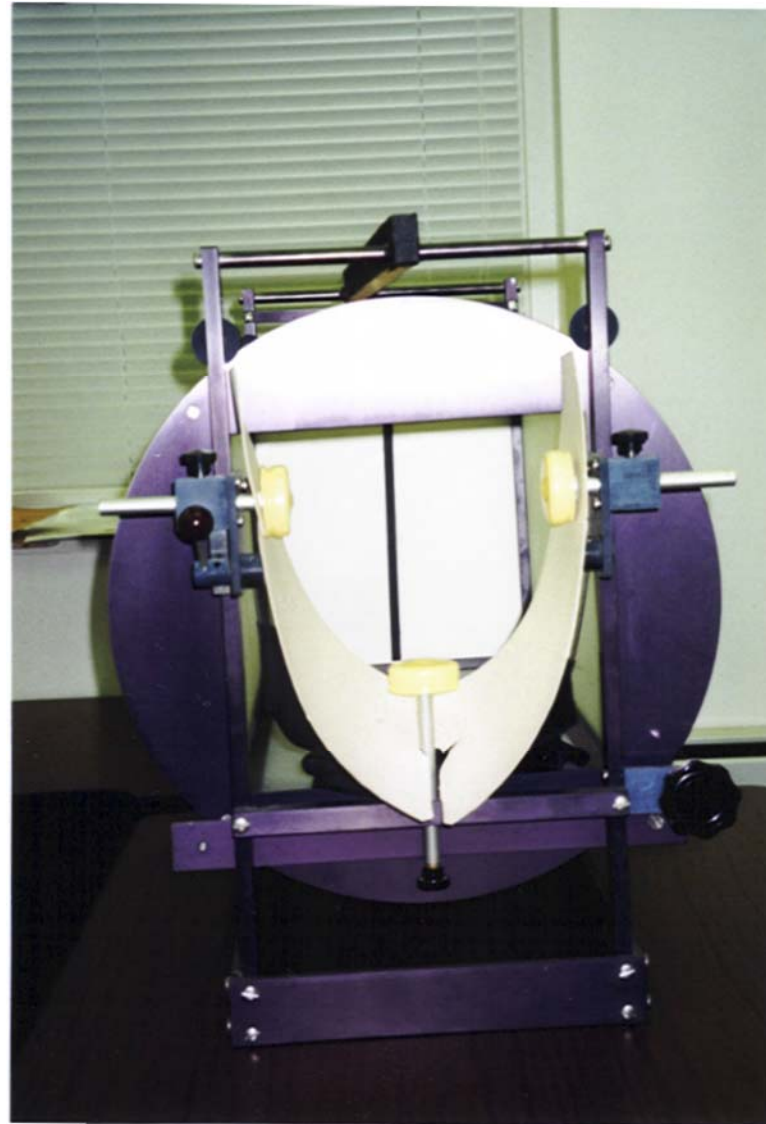


Perception of Object vs. Context

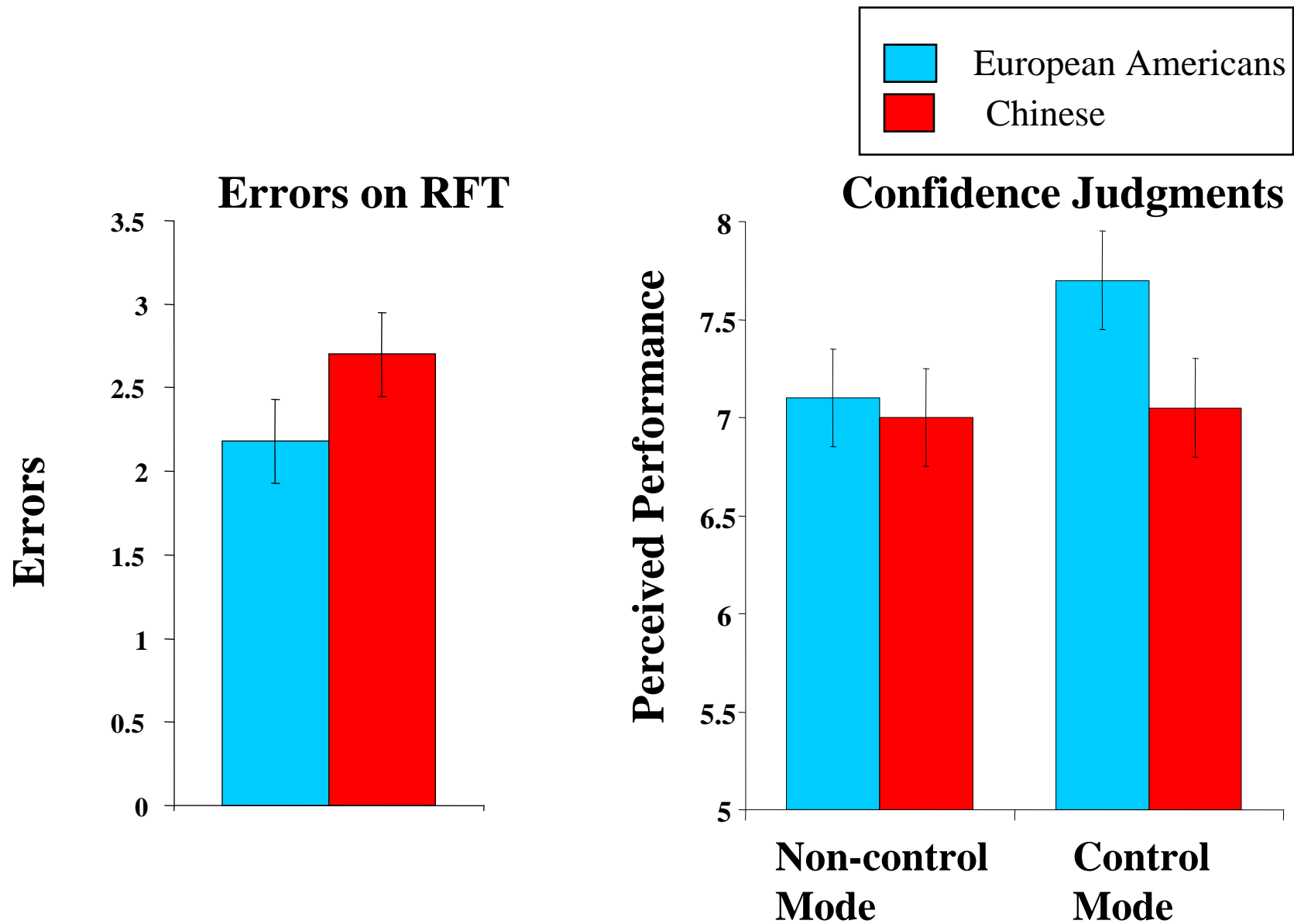
Rod and Frame – Side View



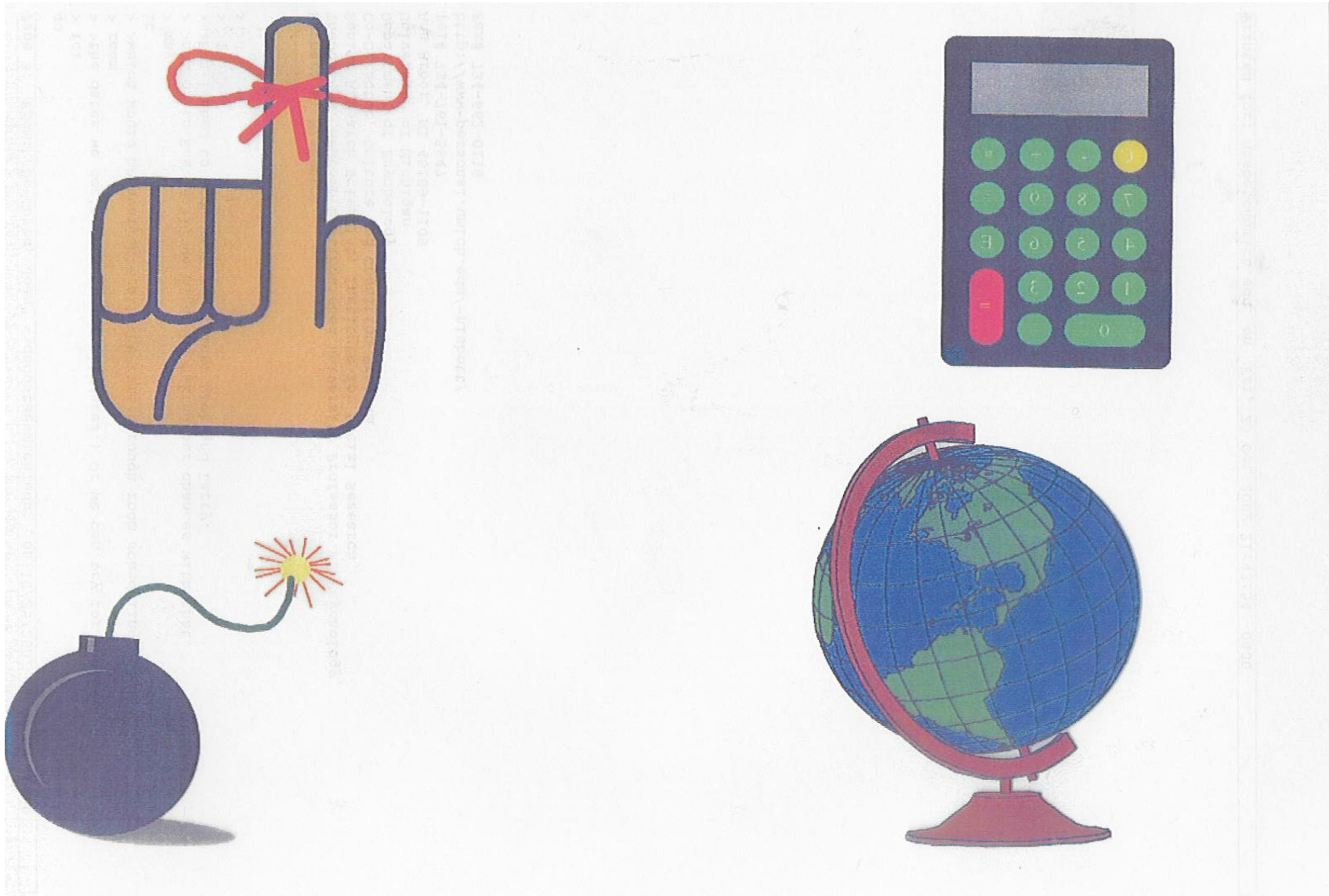
Rod and Frame – Subject's View



RFT: Errors and Confidence



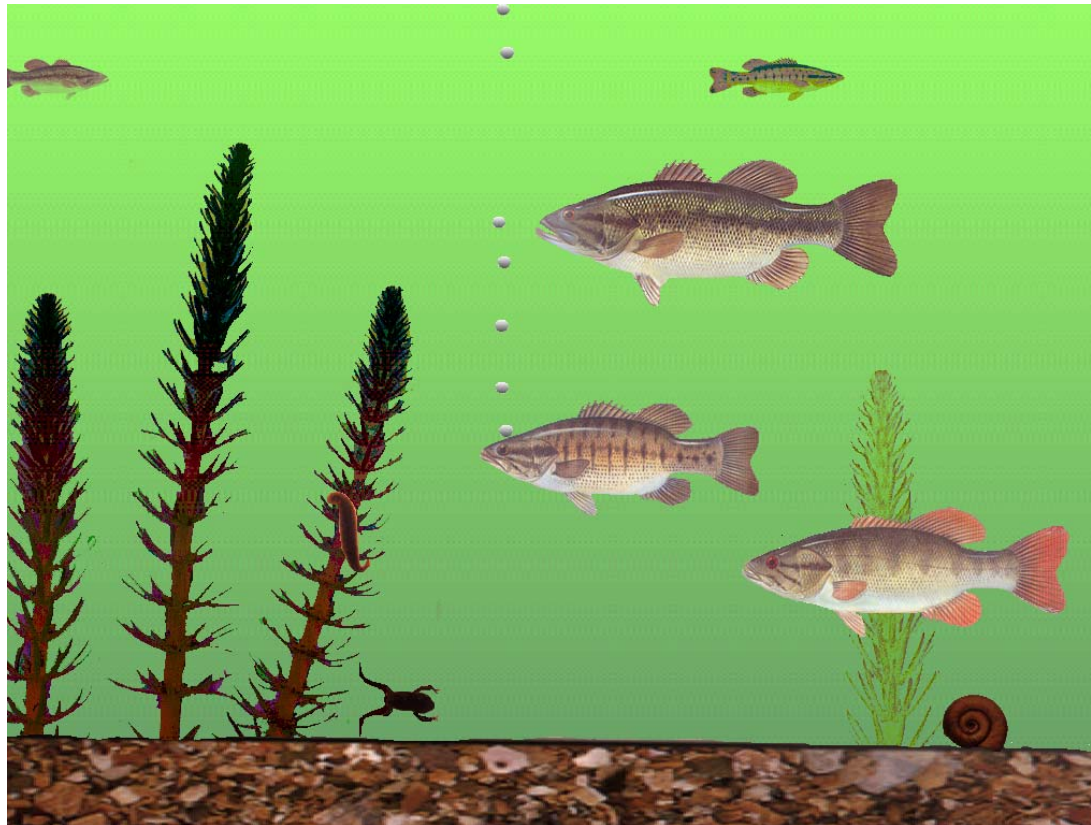
Arbitrary figures



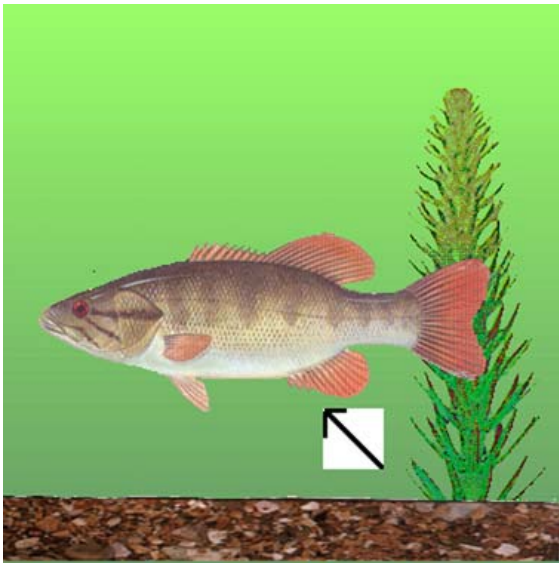
Seeing the Object and the Field (Masuda & Nisbett, 2001) Phase 1: Recall Task

Participants

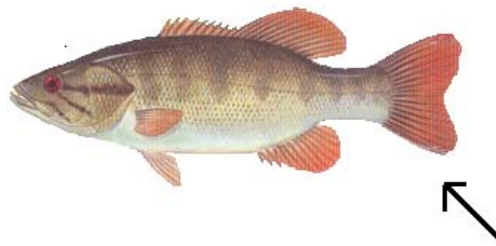
American participants at the University of Michigan
Japanese participants at Kyoto University, Japan.



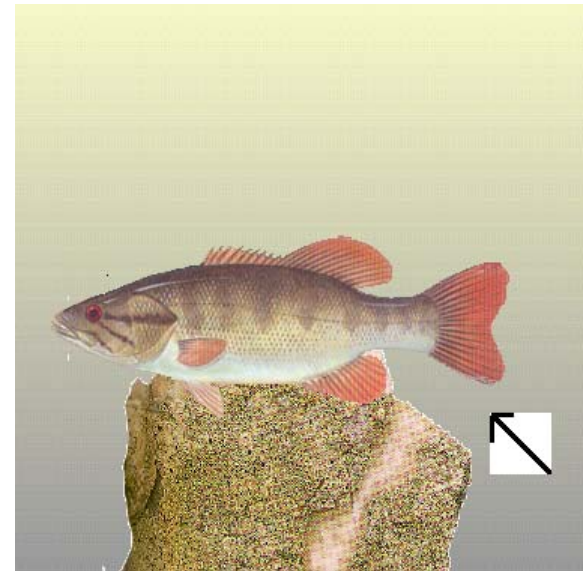
Phase 2: Recognition Task



Fish with Original
Background

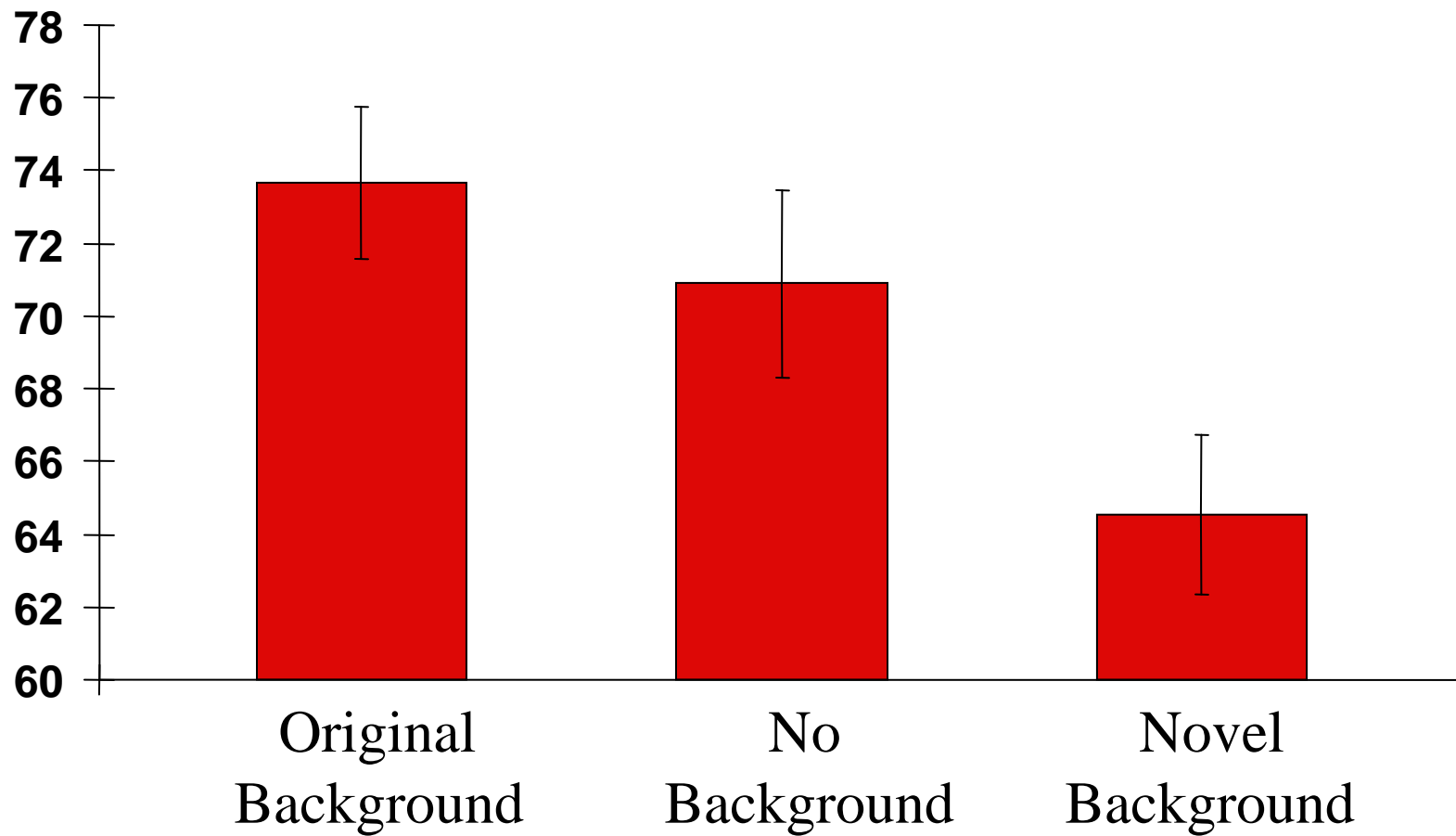


Fish with
No Background

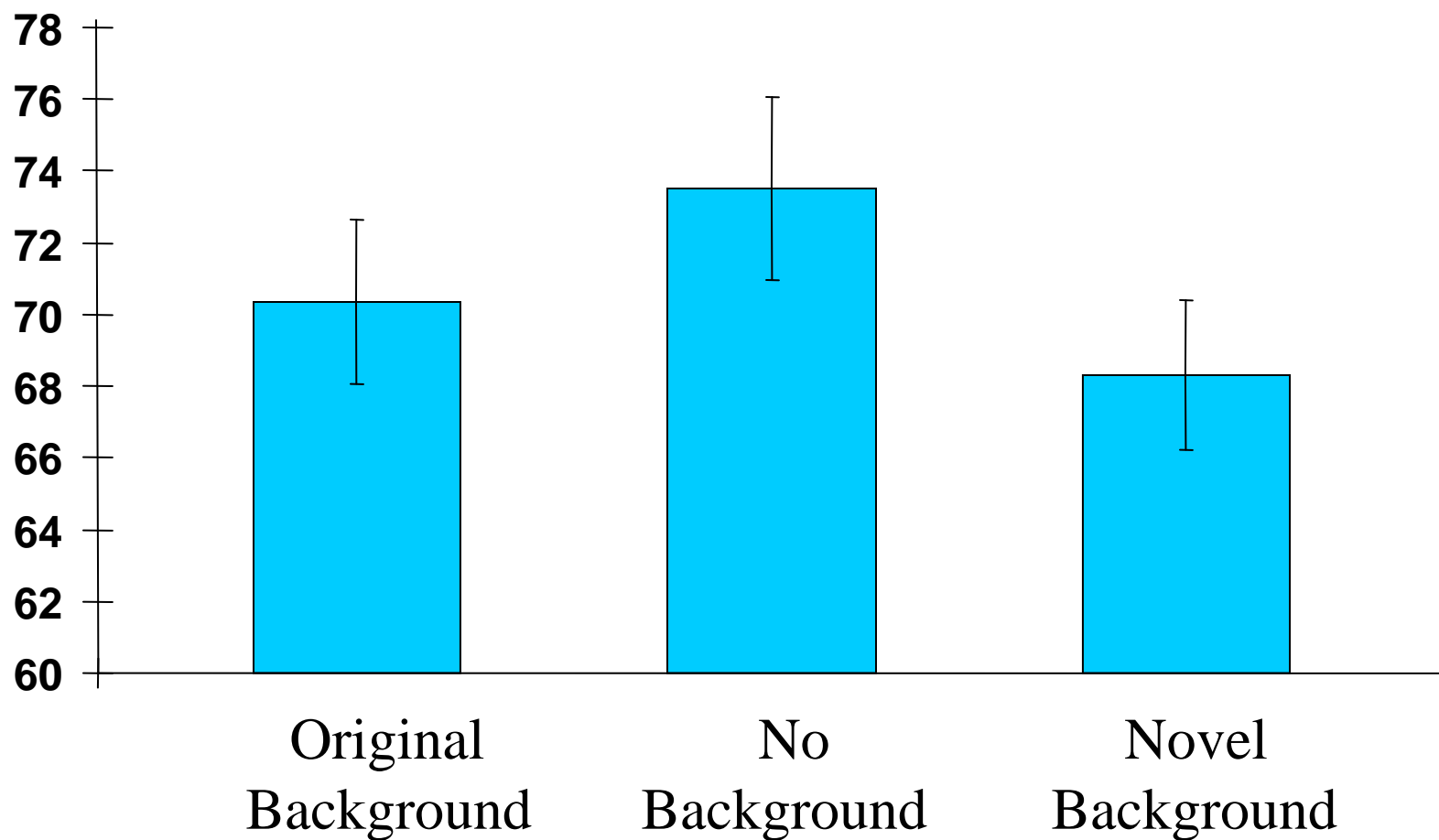


Fish with Novel
Background

Previously Seen Objects (Japan)



Previously Seen Objects (USA)



Change Detection

- Japanese and American Ss
- Shown pairs of animated vignettes
- Asked to report differences across pair
- Do Japanese see more contextual (background and relational) changes?
- Do Americans see more focal object changes?

Construction still 1



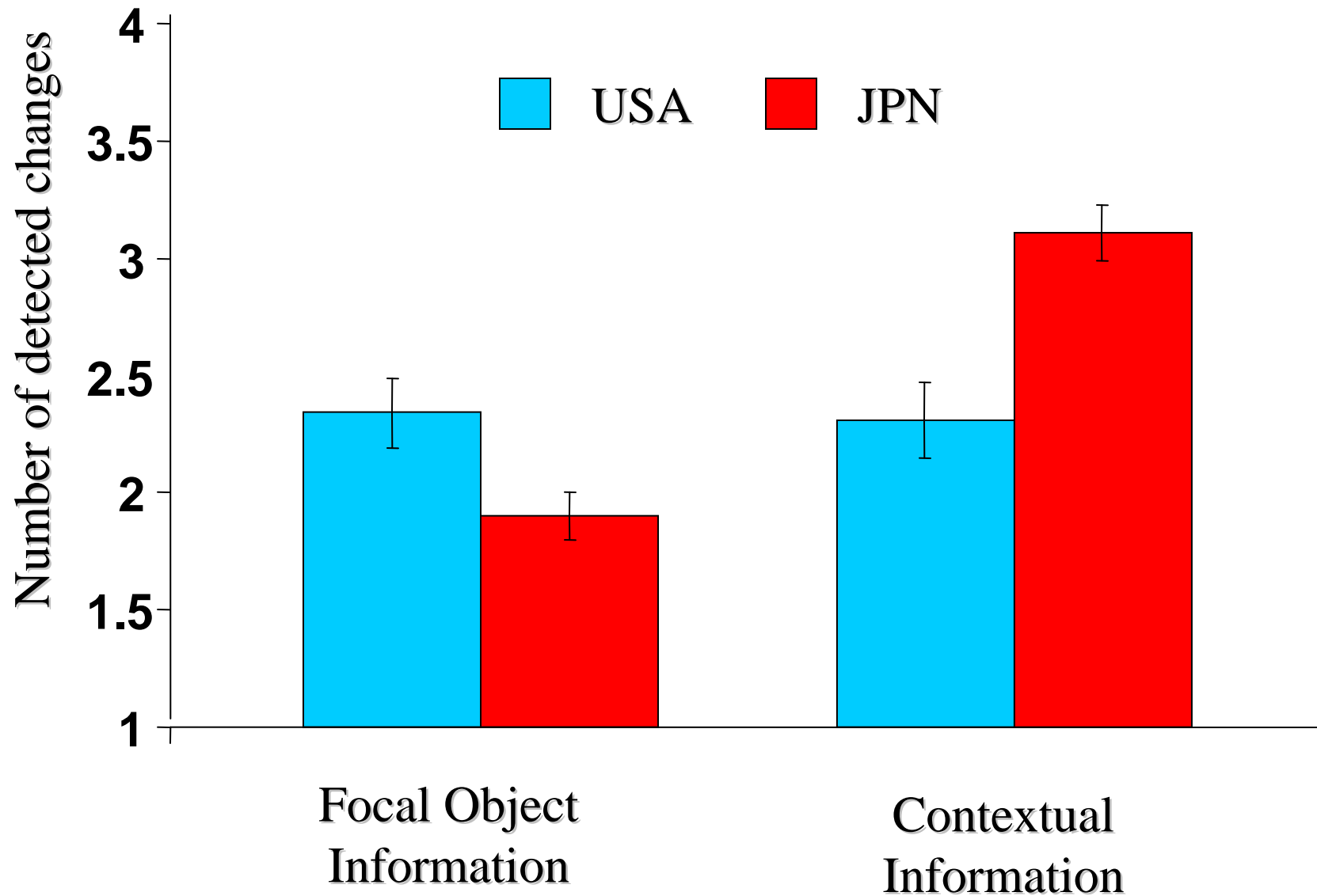
Construction still 2



Changes in Scene Across Two Vignettes



Changes Detected in Objects and Context



Eyetracking (Chua, Boland & Nisbett, 2005)

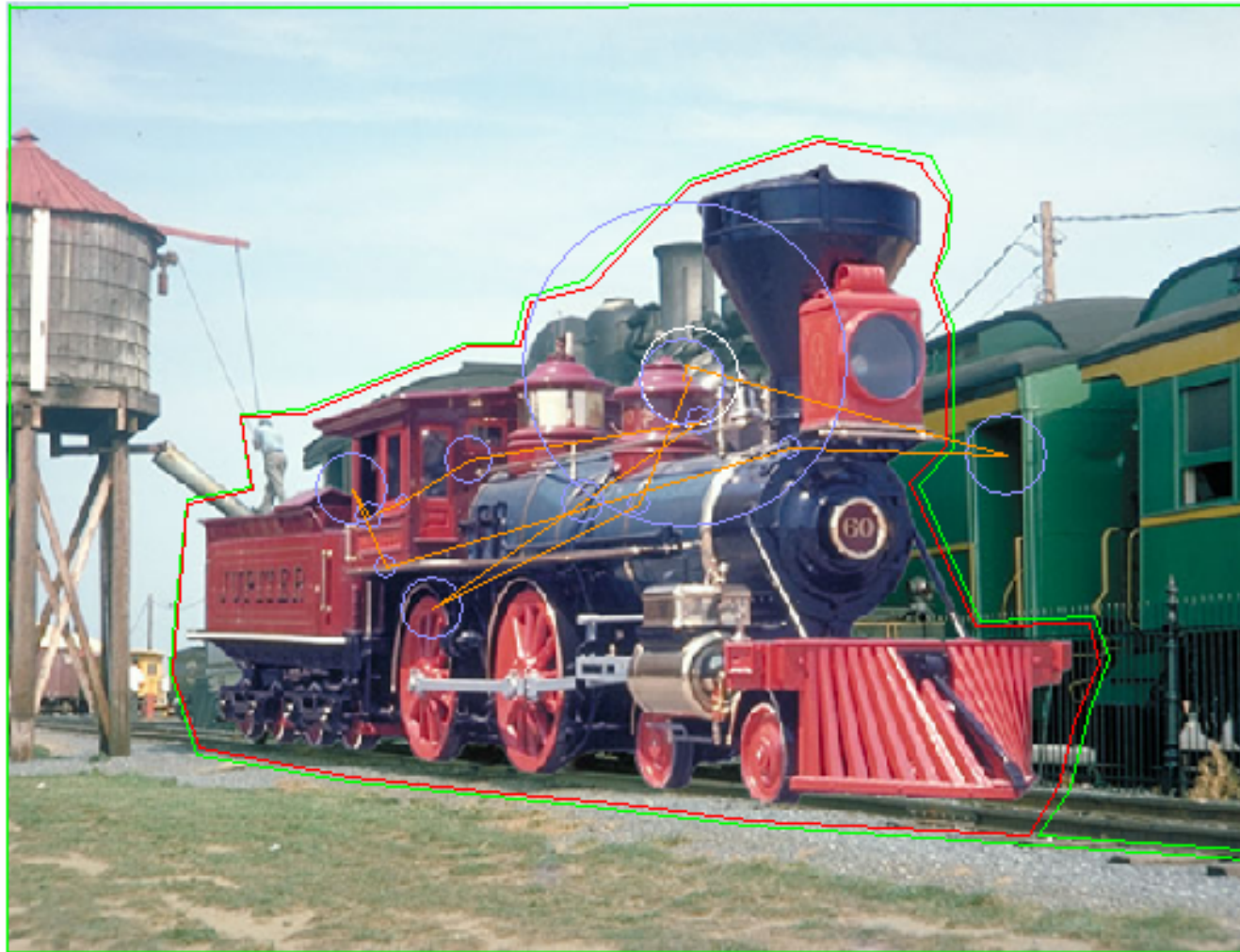
Study Phase



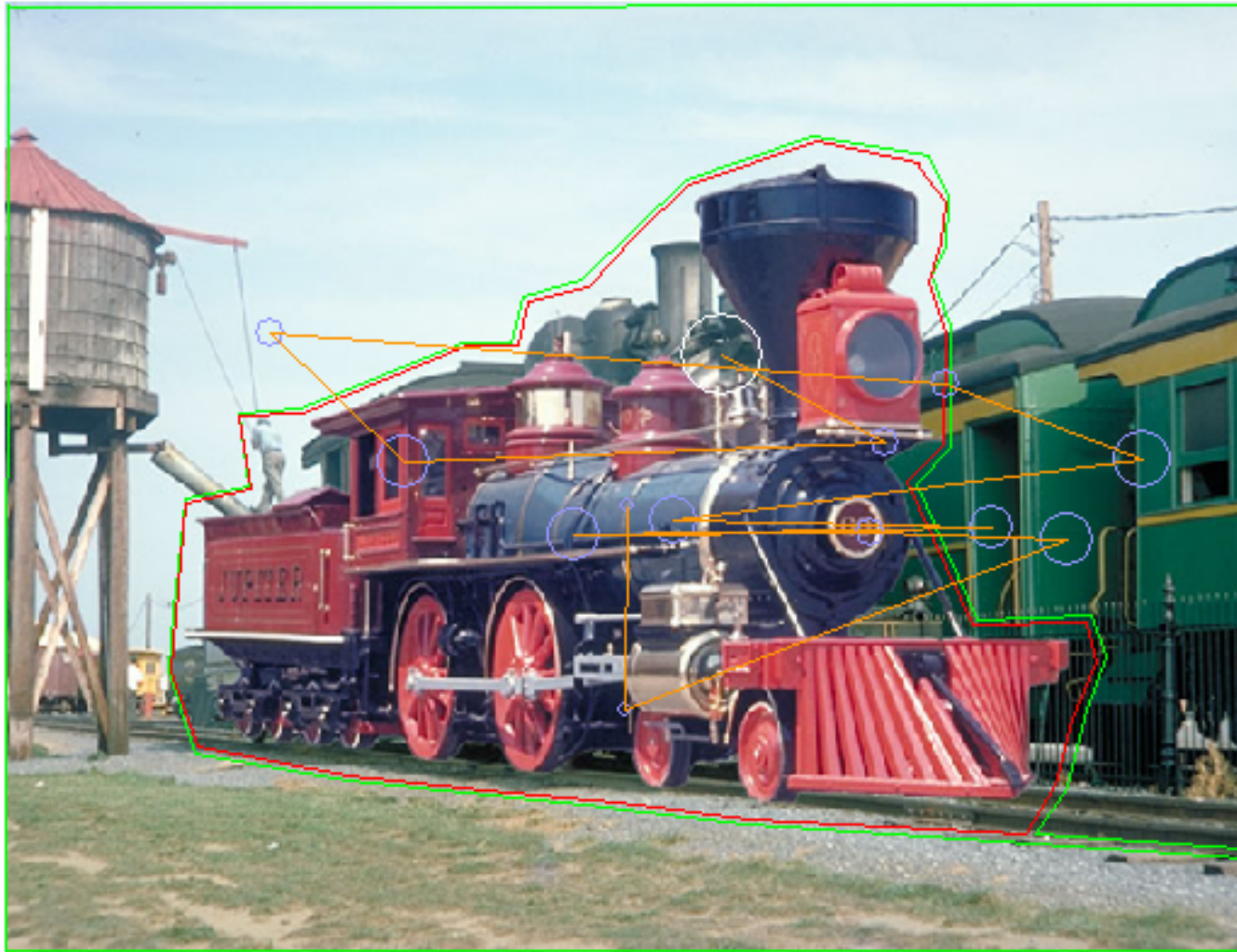
Scene Perception - Eyetracking



Sample American Data



Sample Chinese Data







Narrative Accounts of Events

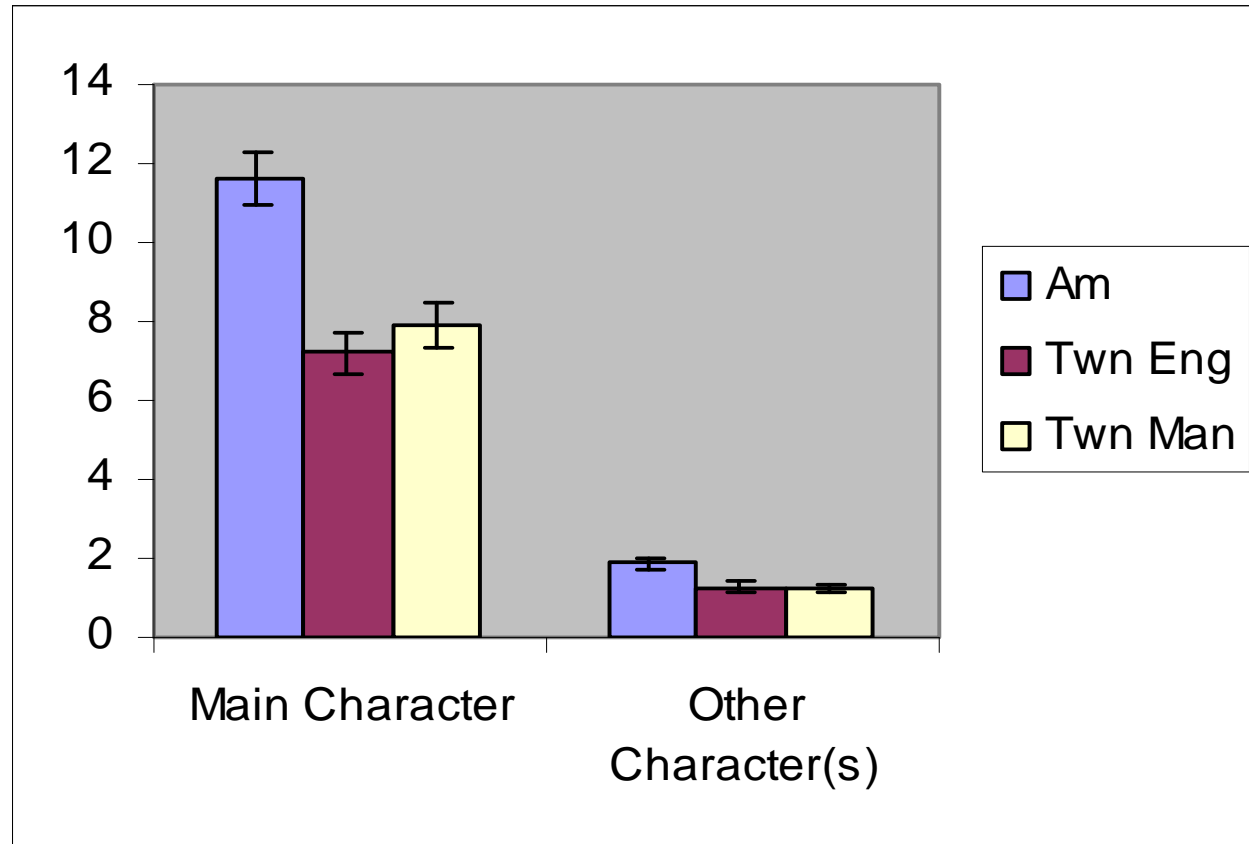
Chua and Nisbett (2005)

- Personal stories (e.g., my first day in school this term)
- Stories they read (e.g., bad day in the life of a single mother)
- Videos they watch (no-audio vignettes from British comedies)

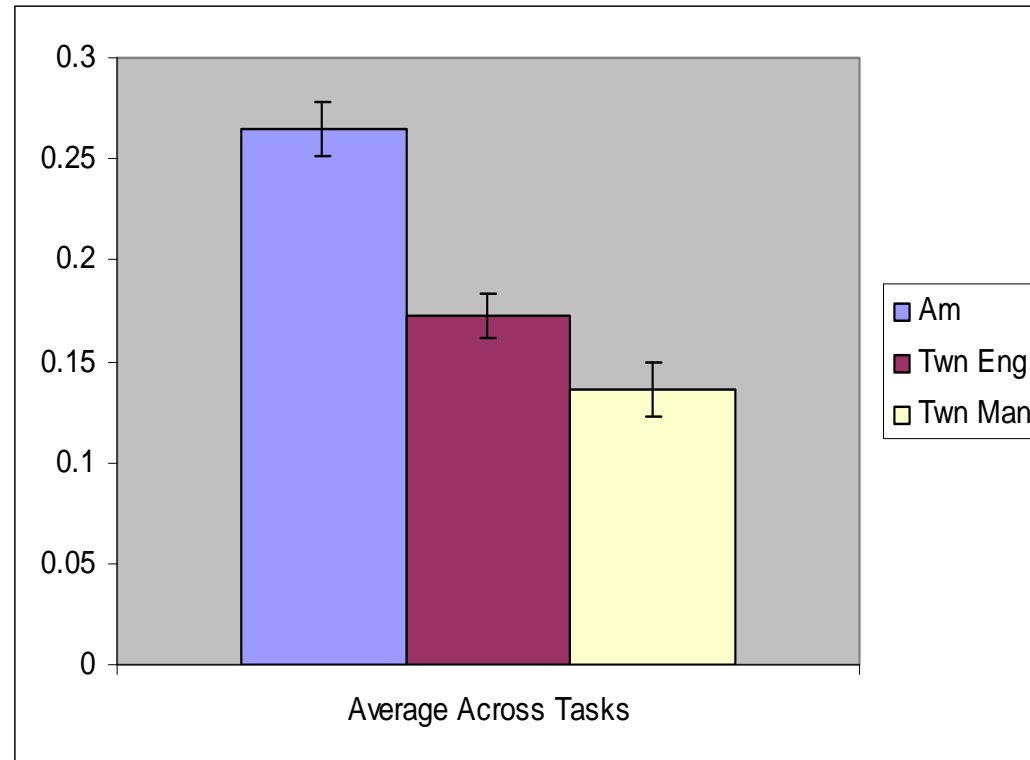
Anticipations

- Americans would report more information about the central figure
- Americans would report seeing more intentionality (attempt to control events)
- Taiwanese would report more emotion
- ? Language effects for the bilingual Taiwanese?

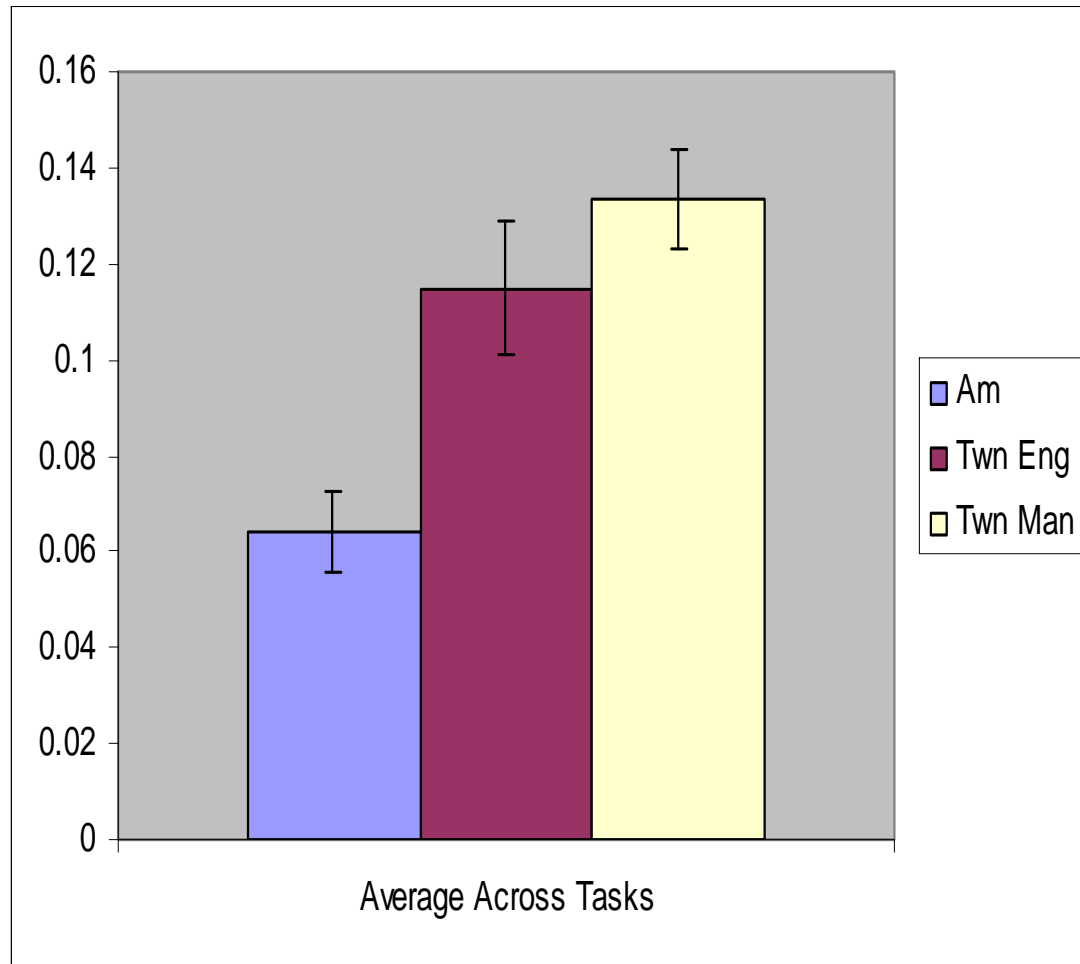
Americans made more references to main character



Americans produced more intention statements



Taiwanese made more statements with emotional content



Does It Matter?

- Medicine
 - Dissection, surgery
 - vs. holistic practice
- Law and Negotiation
 - (lawyer/engineer ratio)
 - Conflict
 - Contracts
- Emphasis on social relations
 - Working alone or together
 - How to make an enemy
 - Debate and rhetoric
- Science: In 90s
 - 44 U.S. Nobels
 - 1 Japanese Nobel
- International relations
 - (spy plane incident)
- Human rights
- Religion
 - Blend in East
 - Religious wars rare in East
 - Cycles vs. utopias
- Education & IQ tests