Lecture 20: Culture

Culture
- Distinguish and identify a group as different from another group.
- Differences are due to social environment and surrounding population.

WETRD
- Heath (1998): Majority of studies are carried out in Western, Educated, Industrialised, Rich and Democratic societies; actually a minority group so not representative of the whole population.
- Ashton (2001): 91% of subjects from Western Industrialised countries.
  - 63% specifically from USA.
  - 99% from Western universities.

Good and Smith (1993)
- Meta-analysis to see cultural variation on Arche's line test.
- Much variation found eg samples from Zimbabwe showed particularly low levels of conformity.
- Suggested variation could be extending individualism vs collectivism.
  - Prioritize group over self, Eastern.
  - Prioritize self over group, Western.
- Did appear to explain much of the cross-cultural variation in conformity.

Hollander (1988)
- Differences in individualism and collectivism across different social upbringing - eg city vs village society.
- Killgallon is a voluntary democratic community.
  - Participants assigned a diagram task that either had a team goal or was self orientated.
    - City dwellers more likely to ask for help when self orientated.
    - Village dwellers more likely to ask for help when group goal.

Allier (1986)
- Dispositional attributions may be less prevalent in more holistic/interdependent society than in an individualistic/interdependent society.
- Added to normative behaviors: Americans provided more dispositional explanations.
  - Indians provided more contextual explanations.