Psychology is a Science

Science is _______________: it is based on data that has been collected through precise measurement under carefully controlled conditions.

What are the pros and cons of basing decisions on science versus personal experience?

The Art of Human Relations

Humans relations:
- Is a process
- Is an ___________________

How do you think you should balance scientific knowledge with your personal experience in your relationships?

Culture

is a set of ________, shared by a group of people, which shape and influence the norms, attitudes, beliefs, expectations, perceptions, and behaviors of the group members.

Values Identification: Begin Activity 1.2.

Values

Values: the _______________ that guide us

Would your values be different if you were:
- Born in a different family?
- Born with a different race?
- Born in a different country?
- Born in a different time?

Why do we often believe that our own personal values are “right”??
Cultural Origins

Most cross-cultural researchers believe that a culture’s values grow out of whatever behavior patterns are necessary to survive and thrive in that culture. E.g.:

- Few ____________: more collaboration: harmony and interdependence
- More ____________: more access to resources: independence
- Population density: crowding: more structure: stricter hierarchies
- Sex ______________: more males than females: sexual conservatism: more females than males: sexual liberalism
- Difficult climates: more ______________: harmony and interdependence
- Difficult climates: technological needs: greater wealth: more ______________

Dimensions of Culture

- Individualism-Collectivism
- Power Distance
- Uncertainty Avoidance
- Masculinity-Femininity

Individualism-Collectivism

the relative importance of the individual versus the group or family, or in other words, how closely connected an individual is to his or her social groups.

Briefly, write down your answer to the question: Who are you?

Individualism-Collectivism

- Mainstream US culture is the most ______________ culture ever
- Emphasis on independence rather than dependence
- Individual goals often take precedence over group goals
- Individualism: ________ choice, privacy; _________ belongingness and loyalty

Individualism-Collectivism: Begin Activity 1.3

Where do you belong on this continuum?

Individualism--------------------------I--------------------------Collectivism
Power Distance

How a culture deals with the basic issue of human ________________.

• High power-distance cultures have ______________ hierarchies with greater distance between each level.
• Low power-distance cultures de-emphasize hierarchies and strive to reduce distance between the various levels.

Power Distance

Where do you belong?

High PD I---------------------------------------------------------I Low PD

Power Distance

Can you think of teachers you have had that seemed to be “high PD” or “low PD”? How did their expectations fit with your own, and how did any discrepancy between your style and your teacher’s style impact your experience in their classroom?

Uncertainty Avoidance

the extent to which the members of a culture feel threatened by uncertain or unknown situations.
• High uncertainty avoidance cultures see uncertainty as an ongoing threat to be _________________.
• Low uncertainty avoidance cultures are more comfortable with uncertainty, and thus don’t feel anxiety about it nor the need to avoid it threat to be resisted

High Uncertainty Avoidance Cultures
• Generally older countries/cultures with a long history.
• Homogeneous population.
• Risk is avoided in business (i.e. Germany)
• Low tolerance for innovation, prefer to stick to traditional routines.
• Citizens are often critical of own nation.
• High rate of motor vehicle accidents.
• Xenophobia is common and foreigners/minorities tend to be ostracized.
• Examples: Greece, Portugal, Japan, Israel, Spain, Latin America

From Wikipedia
Low Uncertainty Avoidance Cultures

- Newer or recently settled countries.
- Diverse population.
- Risk is valued in business (i.e. U.S.A.)
- Frequent innovations.
- Citizens are proud of nation.
- Foreigners or minorities are encouraged to assimilate.
- Examples: U.S.A., Singapore, Jamaica, Ireland, Sweden

From Wikipedia

Uncertainty Avoidance

**Where do you belong?**

![High UA](#) ![Low UA](#)

**Masculinity-Femininity**: the degree of differentiation between the roles of men and women in a culture.

Traditionally masculine characteristics:
- Emotionally tough
- Independent
- Competitive
- Achievement-oriented

Traditionally feminine characteristics:
- Cooperative
- Nurturing
- Emotionally sensitive
- Relationship-oriented

Masculinity-Femininity

Some cultures expect men to fulfill the masculine role, and women to fulfill the feminine role, without either of them crossing over into the territory of the other. This high degree of __________ is what defines a **masculine culture**. Other cultures prefer more flexibility, and encourage both men and women to fulfill both roles; this lack of separation is what defines a **feminine culture**.
Masculinity-Femininity

Historical development related to agriculture?

Do you tend to prefer/value:

Money I---------------------------------------------------------------I Life Quality

Achievements I-------------------------------------------------------I Relationships

Grades I---------------------------------------------------------------I Social Skills

Earn More I------------------------------------------------------------I Work Less

“Sell Yourself” I------------------------------------------------------I Be Modest