

| <i>Course code. Course title</i>   |  |
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| <b>Cross-cultural research in Psychology</b>                                   |  |
| <i>Name of the lecturer</i><br><b>Assoc. Prof. Sonya Karabeliova, PhD, DSc</b> |  |
| <i>Type of course</i><br>Elective  | <i>Level of course</i><br><b>BACHELOR OF ARTS</b>  |
| <i>Year of study</i><br>3  | <i>Semester/trimester</i><br>5                     |
| <i>Number of ECTS credits allocate</i><br>3                                    | <i>Number of hours</i><br>30 lecture periods       |
| <i>Teaching methods</i><br><i>full time</i>                                    | <i>Language of instruction</i><br><i>Bulgarian</i> |
| <i>Assessment methods</i><br>course work                                       |  |

### **Prerequisites**

Students should attend lectures in Social Psychology and Personality Psychology.

### **Object**

This course is elective and aims to reveal the similarities and the differences in thinking, emotions, attitudes, value orientations, and motivation of people in different socio-cultural contexts.

### **Course content (annotation and u topics)**

The main aim of the course is to teach theoretical concepts and skills for understanding of culture, and questions related to conventional and specific knowledge of human behavior. It includes topics on development, personality, emotion, communication, and other aspects of human behavior in different cultural contexts. The course helps students to understand and accept the cultural differences and their influence on human behavior as well as to create research designs, and to conduct and report results from national and cross-cultural studies.

### **Course content**

#### **LECTURES**

**1. The definitions of the culture.** Why is important to define a culture? The Use of the Term *Culture* in Everyday Language. Pancultural Principles versus Culture-Specific Differences: Etics and Emics.

**2. Transforming Culture into a Measurable Construct.** Reducing Culture from an Abstract, Fuzzy Construct to Specific, Finite Elements. The Search for Meaningful Dimensions of Cultural Variability.

**3. Cross-cultural investigation.** The nature of the truth in psychology and the importance of the studies.

**4. Types of Cross-Cultural Research.** Special Issues Concerning Cross-Cultural Comparisons. Methodological Issues: definition of culture, sampling adequacy, noncultural demographic equivalence. The research environment, setting, and procedures.

**5. Culture and Gender.** Cross-Cultural Research on Gender. Culture, Gender Role Ideology, and Self-Concept.

**6. Similar and Different in the Framework of Bulgarian Culture.** Results from representative studies of values and cultural practices in Bulgaria, based on the theoretical and empirical Hofstede's model.

**7. Dominant value orientations and cultural practices in Bulgaria.** Results from national representative research based on the theoretical and empirical model of Trompenaars and Hamden-Turner.

**8. Cross-cultural communication.** The Role of Culture in the Communication Process. Intracultural and Intercultural Communication. Barriers to Effective Communication.

**9. Frame of the competition value orientation.** Characteristics and functions of culture in the organization: dimensions and types.

**10. The culture and the rules of the social games.** Profiles of the synthetic cultures.

**11. Knowledge of the synthetic cultures.** The dimensions identity, truth, virtue and gender.

**Total number of lecture periods – 30.**

### ***Recommended literature***

Андреева, Л. и Карабельова, С. (2009) *Стереотипи и сексуален тормоз в ранна зряла възраст*. София: Университетско издателство „Св. Кл. Охридски“.

Аргайл, М., Хендерсън, М. (1989) *Анатомия на човешките отношения*. София: Наука и изкуство.

Арънсън, Е. (1997). *Човекът–социално животно*. София: Наука и изкуство.

Бишъп, С. (2003) *Пълен наръчник на уменията за общуване с хората*, София: Наука и изкуство.

Карабельова, С. (2004) *Управление и развитие на човешкия потенциал*. София: Класика и стил.

Карабельова, С. (2011) *Ценности и културни практики в България*. София: Класика и стил.

Минков, М. (2002) *Защо сме различни. Межкултурни различия в семейството, обществото и бизнеса*. София: Класика и стил.

Михаил Минков (2007) *Европейци сме ний, ама... България върху културната карта на света*. София: Класика и стил.

Танен, Д. (1997). *Ти просто не разбираш: жените и мъжете в разговор*. София: Агата-А.

Тромпенаарс, Ф., Хемпдър-Търнър, Ч. (2004) *Да се насии по вълните на културата. Разбиране на културното разнообразие в бизнеса*. София: Класика и стил.

Фаст, Д. (1993). *Езикът на тялото*. София: Наука и изкуство.

Хемпдър-Търнър, Ч., Тромпенаарс, А. (1995) *Седемте култури на капитализма: Ценностни системи за забогатяване в САЩ, Япония, Германия, Франция, Великобритания, Швеция и Холандия*. Варна ИК ТеДИна.

- Хофстеде, Х. (2001) *Култури и организации. Софтуер на ума. Междукултурното сътрудничество и значението му за оцеляването*. София: Класика и стил.
- Хофстеде, Х., Я., Пидърсън, П., Б., Хофстеде, Х. (2003) *Изследване на културата. Упражнения, истории и синтетични култури*. София: Класика и стил.
- Allik, J., Massoudi, K., Realo, A., Rossier, J. (2012). Personality and culture: Cross-cultural psychology at the next crossroads. *Swiss Journal of Psychology*, 71(1), 5-12.
- Brislin, R. (2000) *Understanding Culture's Influence on Behavior*. New York: Wadsworth Thomson Learning.
- Berry, J.W., Poortinga, Y.H., Breugelmans, S.M., Chasiotis, A., Sa, D.L. (2011). *Cross-Cultural Psychology. Research and Applications*. Cambridge: Cambridge University Press.
- Costa, P. T., Terracciano, A., & McCrae, R. R. (2001). Gender differences in personality traits across cultures: Robust and surprising findings. *Journal of Personality and Social Psychology*, 81, 322-331.
- Deutscher, G. (2010). *Through the language glass: Why the world looks different in other languages*. London, UK: Arrow.
- Ferguson, N. (2011). *Civilization: The West and the rest*. London, UK: Penguin.
- Heine, S., J. (2011). *Cultural Psychology*. New York: W. W. Norton & Company.
- Hofstede, G. (2001). *Culture's Consequences: Comparing values, behaviors, institutions and organizations across nations* Beverly Hills, Calif.: Sage.
- Kitayama, S., Cohen, D. (Eds.) (2007). *Handbook of Cultural Psychology*. New York: The Guilford Press.
- Markus, H. R., & Kitayama, S. (1998). The cultural psychology of personality. *Journal of Cross-Cultural Psychology*, 29, 63-87.
- Matsumoto, D., Van de Vijver, F. (2010) *Cross-Cultural Research Methods in Psychology*.
- Matsumoto, D., Juang, L. (2004) *Culture and Psychology*. New York: Wadsworth. Thomson Learning.
- Matsumoto, D. (2001) *Culture and Psychology. People around the World*. New York: Wadsworth. Thomson Learning.
- Matsumoto, D., & Kudoh, T. (1993). American-Japanese cultural differences in attributions of personality based on smiles. *Journal of Nonverbal Behavior*, 17 (4), 231-243.
- Minkov, M. (2007) *What Makes Us Different and Similar; A New Interpretation of The World Values Survey*. Sofia: Klasika i stil.
- Pittu, D., L. (2007) *Understanding Cross-Cultural Psychology: Eastern and Western Perspectives*. London: Sage Publications.
- Ratner, C & Hui, L (2003) Theoretical and methodological problems in Cross-Cultural Psychology. *Journal for the Theory of Social Behaviour*, 33(1), 67-94.
- Samovar, L., A., Porter, R., E., McDaniel, E., R. (2006) *Intercultural Communication*. New York: Wadsworth. Thomson Learning.

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- Smith, P. B. (2010). Cross-cultural psychology: Some accomplishments and challenges. *Psychological Studies*, 55(2), 89-95.
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- Triandis, H. C. (1995). *Individualism and collectivism*. Boulder, CO: Westview Press.
- Van de Vijver, F., Chasiotis, A., Breugelmans, S. (2011) *Fundamental Questions in Cross-Cultural Psychology*.