

**Cross-Cultural Social Psychology (Psychology C14H3)**  
**Department of Psychology**  
**University of Toronto at Scarborough**  
**Fall, 2003**

**Course Director:**

Mirella L. Stroink  
Office: S514 (ext. 7416)  
Email: [mstroink@yorku.ca](mailto:mstroink@yorku.ca)  
Office Hours: Wednesdays 2:00 to 3:00pm, or by appointment

**Course Times and Location:**

Wednesdays 3:00 to 5:00pm  
Location: SW143

**Teaching Assistant:** Diana Jovanovski, Email: [diana@psych.utoronto.ca](mailto:diana@psych.utoronto.ca)

Only direct questions about the grading of the assignment to Diana.

**Course Description:**

The focus is on research and theory that illustrate ways in which culture influences behaviour and cognition about the self and others, emotion and motivation. Differences in individualism and collectivism, independence and interdependence as well as other important orientations that differ between cultures will be discussed. Social identity and its impact on acculturation in the context of immigration will also be explored.

Prerequisites: PSYB07H & PSYB10H plus one additional B-level half course in Psychology

**Required Text:**

Matsumoto, D. & Juang, L. (2004). *Culture and Psychology*, 3<sup>rd</sup> Edition. Belmont, CA: Thomson Wadsworth.

**Marking Scheme:**

**Midterm and Final Exams (40% Each):**

Both exams will consist of a combination of multiple choice and short answer questions and will cover material from lectures, films, and textbook readings. The final exam will be non-cumulative, including only material covered since the midterm exam.

**Assignment (20%):**

The purpose of this assignment is to provide you with a deeper understanding of one aspect of cross-cultural psychology, and to allow you to observe how it manifests in daily life. The text of the paper should be **5 to (max.) 6 pages long**, plus references and appendices; and must be written in APA format and be typed (double spaced, 1" margins, 12 point font). The due date will be strictly enforced, late papers will be penalized at a rate of 10% per day.

There are two options for the assignment. **Choose one of the options (a) or (b) below.**

### **a) Interview Option**

Choose one of the topics listed below. Write a 1 to 2 page summary of the current literature on how this aspect of psychology is shaped by culture. Discuss how the process differs across cultures, and any underlying factors that contribute to the cultural differences. Cite your textbook and any other sources using APA style.

Based on your understanding of this literature, prepare approximately 5 interview questions relating to your chosen topic and interview an adult (over age 18) you know who has first-hand experience with a culture different from your own. Be mindful of cultural differences in social etiquette and avoid questions that may be considered rude or inappropriate in your respondent's culture!

Following your summary of the literature, provide some information on the cultural background of your participant, as well as some general demographic information to provide some context for your summary:

- Which culture(s) do they have experience with?
- What is the nature of their experience?
- What is their age and gender?

Include the interview questions you used and summarize the responses of your participant. You may compare and contrast your participant's answers with the answers you would have given based on your own cultural background. Discuss how what you learned from the interview does or does not reflect what you expected based on your review of the literature.

#### List of Topics for Interview Option:

1. Humour
2. Aesthetics (perceptions of beauty)
3. Parenting
4. Education
5. Gender and Gender Roles
6. Interpersonal Relationships and Marriage
7. Acculturation

### **b) Media Study Option**

Select 3 to 5 magazine ads or images from North American publications and another 3 to 5 from publications reflecting a non North American culture. You can find magazines and newspapers from other cultures in large bookstores and newsstands as well as in smaller shops in Toronto's unique ethnic and cultural communities.

As you look through these magazines, observe the different ways in which the ads and images reflect aspects of each culture. You may also notice some ways in which different cultures influence each other. Based on your observations, choose one particular topic that was discussed in the course or text. Relevant examples include: culture and aesthetics, culture and health, parenting, gender roles, and interpersonal relationships; but you are free to choose any topic from the course that appears relevant to the magazine ads and images you found. Choose 3 to 5 ads or images from each culture's publications that best demonstrate cultural differences and similarities in your chosen topic. Include these ads or images as an appendix to your assignment.

Write a 1 to 2 page summary of the current literature on how the topic you chose is shaped by culture. Discuss how the process differs across cultures, and any underlying factors that contribute to the cultural differences. Cite your textbook and any other sources using APA style. Following this summary, describe the relevant aspects of your ads or images and discuss how they do or do not reflect the cultural differences you expected based on your review of the literature.

**Course Outline:**

<b><u>Date</u></b>	<b><u>Topics and Readings</u></b>	<b><u>Chapter</u></b>
Sept. 10	Introduction to course and subject matter	1
Sept. 17	Research Methods in Cross-Cultural Psychology	2
Sept. 24	Basic Psychological Processes	4
Oct. 1	Enculturation	5
Oct. 8	Immigration, Acculturation and Biculturalism Social Behaviour	14
Oct. 15	Culture and Development	6
<b>Oct. 22</b>	<b>Midterm Exam</b>	<b>n/a</b>
Oct. 29	Culture, Self and Personality	11
Nov. 5	Culture and Language	10
<b>Nov. 12</b>	Culture and Gender <b>Assignments Due in Class</b>	7
Nov. 19	Culture and Health	8
Nov. 26	Culture and Abnormal Psychology	12 & 13

\* The Final Exam will be held in the Examination Period, Dec. 8 to 19

Note: The last day to drop fall term courses is November 3, 2003.