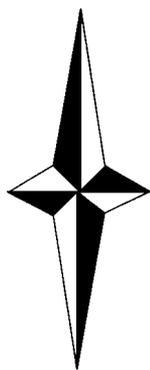


# *Bulletin*



**Volume 32  
Number 3  
September  
1998**

## **Cross-Cultural Psychology**



**Hilltribe Girl  
Northern Thailand**

# Cross-Cultural Psychology Bulletin

*A Publication of the  
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Cross-Cultural Psychology*

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Florida Institute of Technology, U.S.A.

*Cross-Cultural Psychology Bulletin* is an official publication of the International Association for Cross-Cultural Psychology (IACCP). Its aim is to provide a forum for the presentation and discussion of issues relevant to cross-cultural psychology and to IACCP. The contents of the *Bulletin* are intended to reflect the interests and concerns of all members of IACCP.

The *Bulletin* publishes theoretical and position articles, commentary from the membership, news, and statements from IACCP, book/media notices and reviews, and other announcements of interest to the membership of IACCP. Contributions from all areas of cross-cultural psychology are encouraged and should be submitted to:

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# Modernity and the Social Construction of Bad Vibes

## “Modernity”, whatever it means, is getting meaner. Yesterday the U.S.

Department of Defense rehabilitated the Stars Wars antiballistic missile defense system and ruined MAD<sup>1</sup>, but it was my breakfast oatmeal that set off another intimation of the coming Gibsonian<sup>2</sup> cyberfunk a few months ago. Microwave ovens are so common now that Quaker Oats can market oatmeal that we “MUST MICROWAVE”. Not long after my oatmeal epiphany, the DoD showed us how warfare could be rendered politically easy—no, actually transformed to a ghastly kind of entertainment—when it is played like a video game and no longer requires sacrificing our sons. Microwaves, cruise missiles, and integrated circuits all have roots in the U.S. space program and each of these elements of material culture, like Gauvain’s Hindi numbers and Medieval clocks (see her article in this issue), seems to have social and cognitive fallout beyond popcorn, easy war, and computer sex. It’s curious to see the world rushing along into something strange and weird (or am I just getting old and cranky?) while we (cross-)cultural psychologists take on the really important problems, like whether or not psychology is a cultural invention or if anything is real.



## Please return your constitutional change ballots

Jim Georgas asks that members who have not returned their constitutional change ballots, which were distributed with the previous issue of the *Bulletin*, please do so as soon as possible.

## Harry and Pola Triandis Doctoral Thesis Award

The Harry and Pola Triandis Doctoral Thesis Award was approved by the

*Two Logos: 21* ►

<sup>1</sup> William Gibson, pioneer of the “cyberpunk” literary genre

<sup>2</sup> Mutually Assured Destruction: the concept that a first-strike nuclear attack can only result in the complete destruction of both nations. Requires that the attacker not have effective antiballistic missile (ABM) defenses.

# Cross-Cultural Psychology Bulletin

## CONTENTS

### EDITORIAL

---

#### 1 **Modernity and the Social Construction of Bad Vibes**

*Modernity and cruise missiles; oatmeal; don't forget to vote; Walt reveals the real cost of the IACCP logo; "(cross-)cultural".*

**Bill Gabrenya**

#### 9 **Economic Factors: A Comment**

*Ype expands on his comment at the Millenium Prelude Symposium that economic factors would drive the development of the field.*

**Ype H. Poortinga**



### ARTICLES

---

#### 4 **Obituary: Durganand Sinha**

*IACCP celebrates the life of one of its founders.*

**Girishwar Misra**

#### 10 **Theory & Method: Historical Footprints of Psychological Activity**

*An historical approach to the mediation of psychological activity by material and symbolic artifacts.*

**Mary Gauvain**



#### 20 **What Happened? Series Introduction**

*A new series of short articles that examine the fate of seemingly forgotten interest areas in cross-cultural psychology.*

**Richard Brislin**



#### 22 **Whatever Happened to Cross-Cultural Studies of Attitudes?**

*Weak theory construction kills another social science research program.*

**Harry Triandis**



### IACCP AFFAIRS

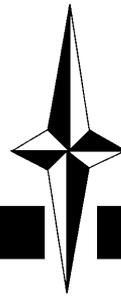
---

#### 16 **An End-of-the-Year Epilogue to IACCP-98**

*Reflections on the Jubilee Congress by its organizer; information about the Proceedings volume.*

**Walt Lonner**





**26 Minutes of the General Meeting of IACCP**

*Summary of the General Meeting held during the Jubilee Congress.*

**James Georgas**



**ANNOUNCEMENTS**

---

**25 Volunteers Needed for ARTS2000**

*To be coordinated with the XV IACCP Congress or the XXVII International Congress of Psychology in July, 2000*

**John G. Adair**

**31 Harry and Pola Triandis Doctoral Thesis Award**

*A new award offered by IACCP, funded by the Harry and Pola Triandis Fund, to encourage high quality predoctoral research.*

**36 New Books, Films and Journals**

**37 IACCP Announcements**

*JCCP Complimentary Subscriptions Program*

**38 Conferences**

**About the Cover Photo**

**Contributed by the editor**

We encountered this young member of the Lahu (or Lisu) hilltribe at their remote village in the mountains north of Chiang Mai, Thailand. The Lahu tribe migrated to Thailand earlier this Century from China and older members speak a Chinese dialect seemingly unrelated to Mandarin or Taiwanese dialects. The Lahu still practice some traditional subsistence customs but appear to be strongly linked to the tourist industry through their production of traditional handicrafts. This village is at the terminus of a tourist elephant ride and becomes a sort of tourist market twice each day as the tourist-laden elephant caravan arrives.

# Professor Durganand Sinha (1922-1998)

Girishwar Misra, Delhi, India

Professor Durganand Sinha, who died on 23rd March, 1998, was undoubtedly the most well known psychologist of the Indian continent and was internationally renowned for his contributions to the advancement of Cross-Cultural Psychology. He provided leadership to the development of psychology in India and has consistently voiced the concerns of developing societies at national and international platforms. Under his leadership, Allahabad University in India became a vibrant centre of psychological research and debate. He founded this Department and nurtured it as a centre for academic excellence. He identified talent and built an active group of scholars at Allahabad and created a centre for the study of social change and development. This Department has now become a Centre for Advanced Study in Psychology.



## Struggling for a Culturally Appropriate Psychology

Trained in the British educational system, he, unlike others, struggled to develop what he used to call a culturally appropriate psychology. His professional career as a teacher, researcher and administrator shows a steady evolution. In his role as a key figure in the academic and professional world of Indian social science in general, and psychology in particular, he fought the case for a relevant and responsive psychology. In a

***His analysis of motivational problems of villagers was an innovation in theory and methods of psychology.***

career spanning over nearly half a century, Prof. Sinha wrote about and researched a wide range of issues and themes covering a broad spectrum of academic and societal interests. In his early career, Prof. Sinha was interested in the experimental studies of memory and other cognitive processes (Davis & Sinha, 1950a, b) in the tradition of Sir Frederick Bartlett. He also became interested in manifest anxiety and its correlates (Sinha, 1962). His anxiety test became a classic (Sinha, 1963). While working on these traditional themes, he was disturbed by the hegemony of Western theories and models, and therefore, engaged in exploring the possibilities to evolve a meaningful and

productive interface of Euro-American psychology with the local cultural demands.

## **Incorporating Indian Tradition and Western Social Science**

Prof. Sinha's vision of psychology was informed by the intellectual and social roots of Indian tradition as well as the developments in Western social sciences. He was critically open to both. This flexibility was articulated in his presidential address to the Section of Psychology and Educational Sciences of Indian Science Congress Association in 1965. There he argued for expanding the role of Indian psychologists in the context of social change. From that period onward, he continued to respond to the diverse challenges of social change experienced in Indian society. His analysis of motivational problems of villagers was an innovation in theory and methods of psychology. The illiterate villagers, having no exposure to modern influences, had a different mind set and were not ready to respond to the prevalent tools of psychology. Prof. Sinha had the intellectual courage to develop new ways of looking at the psychological processes and concepts appropriate for the villagers. His analysis was published in *Indian Villages in Transition* (1969).

***The field experience during village studies was critical to the shaping of Prof. Sinha's concerns as a psychologist.***

## **Emphasizing a Problem Orientation**

While relating psychology to social change, Prof. Sinha also became interested in the analysis of value orientation across generations. He published results of his empirical study in *The Mughal Syndrome* (1974) and in a book chapter (Sinha, 1979). The field experience during village studies was critical to the shaping of Prof. Sinha's concerns as a psychologist. The issue of indigenisation, development of problem oriented psychology and capability to handle macro level variables loomed large in his subsequent academic agenda. In his writings, Prof. Sinha consistently emphasized these themes. The emphasis on problem orientation led him to undertake the study of poverty and deprivation from the perspective of human development. Extending Bronfenbrenner's model, Prof. Sinha constructed the ecology of poverty and deprivation in India and organized an interdisciplinary seminar to analyze the conceptual and methodological issues as well as psychological aspects of poverty. Its proceedings, titled *Deprivation: Its Social Roots and Psychological Consequences* (Sinha, Tripathi & Mishra, 1982), became a landmark in this area. He was instrumental in drawing a number of young scholars to pursue this area of research. Prof. Sinha's analysis of studies in this area published in *Review of Child Development*

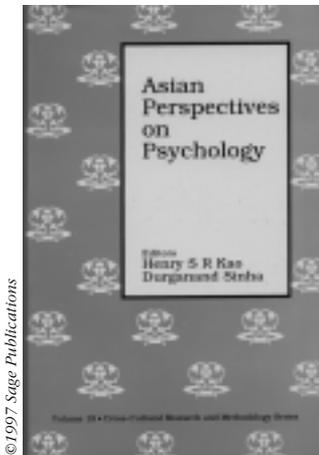
*Research* (1982) integrated the different streams of research. He was continuously engaged in developing a psychological framework outlining antecedents, processes and outcomes of poverty and deprivation. In Brislin's (1990) *Applied Cross-Cultural Psychology* he proposed a model for intervention to grow out of poverty in developing and underdeveloped parts of the world.

Prof. Sinha's interest in Cross-Cultural Psychology had its roots in his concerns with relationships between Eastern and Western thought systems. He argued for understanding the linkages between the two and addressing the problems of psychology in India (Sinha, 1965). His concerns were expressed in empirical work which he undertook with Witkin, Jahoda, Berry and Deregowsky in the areas of psychological differentiation, perceptual development and cultural adaptation. His recent book in collaboration with Ramesh C. Mishra and John Berry, *Ecology, Acculturation Psychological Adaptation*, shows the application of eco-cultural model to the tribal setting of Bihar in India.

## Decolonizing Psychology

While addressing disciplinary developments in India, Prof. Sinha voiced his preference for a culturally appropriate psychology. He had witnessed the colonial education and society and as a student had opportunity to participate and to have first hand information about the way psychology was done in Cambridge. Therefore, he could realistically appraise the tensions, dilemmas and traps. His *Psychology in a Third World Country: An Indian Experience* (Sinha, 1986) provides a vivid reconstruction of the conceptual and methodological struggles of modern Indian psychology to develop its identity. It shows the problems of decolonization. During the same period he, along with Holtzman, looked at the linkages across countries in terms of academic exchange and collaboration and edited a special issue of the *International Journal of Psychology* in 1984. Many of his papers on non-Western perspectives clearly reflected this trend. The case of indigenisation which he argued for in his contribution to *Indigenous Psychologies*, edited by Kim and Berry (1993), and a chapter in the second edition of the *Handbook of Cross-Cultural Psychology* (Berry, Poortinga & Pandey, 1997) presents a new ground for developing an authentic psychology by arguing for paradigmatic indigenization from within.

Prof. Sinha was extending his vision of a culturally informed psychology through collaborative work and publications across the globe. Engaged in



dialogue with colleagues from different cultural backgrounds he remained creative and to some extent proactive in his work. His collaboration with Henry S. R. Kao of the University of Hong Kong led to many publications including *Asian Perspectives on Psychology, Social Values and Development: Asian Perspectives* and *Effective Organizations and Social Values* and a volume in press, *Indigenous Management*. His interest and commitment to link psychological theory and practice in cultural context is amply illustrated in his work. In order to provide an academic forum for reflection and discourse for the psychologists in developing countries, Prof. Sinha founded *Psychology and Developing Societies*, a journal published by SAGE.

**More recently he became involved in analyzing the psychological dimensions of environmental degradation.**

## **Building the Relational Model of Man-Environment Transaction**

At a conceptual or paradigmatic level, Prof. Sinha was trying to build and extend the relational or symbiotic model of the man-environment transaction. He had applied this to the study of socialization (Sinha, 1980,1988), morality (Sinha, 1984c), health (Sinha, 1990, 1998) and self (Sinha & Naidu; 1994, Sinha & Tripathi, 1994). He was also concerned with methodological questions (Sinha, 1983) and developed many culturally appropriate measures, including *Story Pictorial EFT* (Sinha, 1984). More recently he became involved in analyzing the psychological dimensions of environmental degradation (Sinha, 1994) and collaborated with Kurt Pawlik in an international project on the problems of the human-environment interface. The developing countries have their own problems, particularly in the field of managing social change in the era of globalization. Realizing the significance of these issues, Prof. Sinha along with colleagues such as Diaz-Guerrero, Henry Kao, H. C. Kelman, Çigdem Kagitçibasi, Michel Duro Jayiye and V. G. Enriquez made special efforts to establish a division of national development at the International Association of Applied Psychology.

## **Searching for Alternatives to W.A.S.P.**

Prof. Sinha had a very large circle of friends, students and admirers in India and abroad. His interactive mind was open to enjoyable experiences and sharing them with others. Thus in Prof. Sinha, one finds a scholar with multifaceted interests in action in the professional as well as disciplinary domains. Recognizing the limitations and problems of Western Academic Scientific Psychology (W.A.S.P.) he was constantly searching for an alternative. Prof. Sinha, by his initiative, vision, and commitment was able to gauge the changes which were necessary to meet societal challenges. He

changed the priority of research by demonstrating and setting examples through the study of issues like rural leadership, student unrest, problems of first generation learners, familial pattern and psychological development, fears in children, change proneness in villagers and analysis of paintings by children. He changed the framework and climate of doing research by advocating a dialogue between the text and context, theory and practice and culture and psychology. Prof. Sinha's work will continue to inspire us in terms of ideas, methodological innovations and professional commitment.

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**Sinha Refer ences: 35 ►**



## Economic Factors: A Comment

**Ype H. Poortinga, Tilburg University, Netherlands & University of Leuven, Belgium**

During a meeting at the Jubilee IACCP Congress, labeled the “Millennium Pre-lude Symposium” by organizer Walt Lonner, various speakers presented their expectations for the future of cross-cultural psychology. In a two-sentence comment on a contribution by Zeynep Aycan, I ventured the idea that economic factors will become the most important focus of attention in cross-cultural psychology in the next 25 years. Editor Bill Gabrenya asked me for an elaboration of this viewpoint.

Perhaps the best way to clarify this position is by referring to the way in which some colleagues and I present the notion of culture in a training module on intercultural communication for officers of the Dutch armed forces preparing for international peace operations.

***We argue that the main factor in cross-cultural differences in behavior is economic or ecocultural.***

A distinction is made between culture as external context and culture as it becomes internalized (part of oneself) in the process of socialization and enculturation. In presenting culture as the environment people live in, we argue that aspects like political organization and religious dogma are relevant, but that the main factor in cross-cultural differences in behavior is economic (or ecocultural as John Berry would say). This is elucidated with rhetoric but evident examples showing consequences of financial wealth and formal education. We mention instances like the elaborate medical treatment of a seriously ill baby in the Netherlands, comparing this with the virtual absence of treatment in rural Africa. We describe the dismal prospects for initiating change when an Indian or Mexican worker is faced with bad treatment by a superior, compared to the range of alternatives for action (however difficult) available to someone in Holland. And we point to the role of schooling in all of this.

Looking at the literature, cross-culturalists appear to be concerned mainly with internal psychological characteristics (whether in the form of traits or meanings) and how these differ cross-culturally. The focus is mainly on the “O” in the old S-O-R scheme. I do not plead for a return to the S-R scheme of pure behaviorism, but poverty and illiteracy affect one’s life

*Economic Factors: 34* ➤

# Historical Footprints of Psychological Activity

Mary Gauvain, Riverside, California, USA

This essay discusses the use of historical examples for illustrating the linkage between cultural and psychological processes. It is argued that this perspective offers a unique way to examine the role of material and symbolic artifacts in the organization, development, and use of cognitive and other psychological processes. One of the main concepts of a sociocultural approach is the idea that psychological processes are mediated by the material and symbolic tools or artifacts devised by people to regulate their interactions with the world and one another (Cole, 1996). An historical perspective permits investigation of human activity prior to the introduction of a particular artifact and after the artifact was in use. It may also provide insight into the social psychology of cultural dynamics (Kashima, 1998). That is, a longer temporal view on psychological processes may suggest ways in which individuals' context-specific activities contribute to the context-general meaning system of a culture.

***An historical perspective permits investigation of human activity prior to the introduction of a particular artifact and after the artifact was in use.***

An historical approach cannot and should not supplant other ways to study this topic, however. Such approaches include cross-cultural comparison (Berry, Dasen, & Srawathi, 1997), the analysis of within cultural variation, particularly in relation to different practices in which individuals in a culture participate (Chaiklin &

Lave, 1996), and the adaptation of the experimental or quasi-experimental design in an attempt to create a culture and observe emergent processes (Cole, 1996). Rather, an historical analysis can complement these efforts, as well as provide a unique vantage. Its main advantage is that it can provide a long-range view of how certain psychological processes have been integrated with cultural artifacts over time. Its primary disadvantage is reliance on archival, and mostly secondary, records instead of firsthand, systematic observation.

To illustrate this point, two examples will be discussed. One pertains to the concept of time and the other to the practice of enumeration or counting.

# The Concept of Time Examined Through the Introduction and Common Use of the Mechanical Clock

Crosby (1997), an historian interested in the role of science and technology in Western Europe during the middle ages, has examined the invention of the mechanical clock and its widespread use in Europe in the 13<sup>th</sup> and 14<sup>th</sup> Centuries. Of interest for present purposes is how the introduction of this artifact led to changes in the way that people have behaved. The first “town clock” was installed on a bridge in Caen, France in 1314 (Landes, 1993). Within a short period of time, many public clocks appeared in towns throughout Europe, and, after this time, there are increasing references to clocks in literary and historical sources. What effect did this technological change have on everyday life and, in particular, everyday cognitive activity?

According to Crosby, the common presence of clocks during this time period led to a change in people’s conception of time. This shifted from a view of time as a “smooth continuum” in which the flow of time rather than precision was the focus. Prior to this period, descriptions of the passage of time were often dichotomous, that is, an event was described as having occurred before or after another event. Global, qualitative assessment of duration was also made (short, long, very long, etc.). With the widespread use of the mechanical clock, time began to be conceptualized in literary, political, and everyday usage as a succession of measurable quanta or units. Following from this, many practical changes occurred. For instance, the ability to measure or account for hours precisely was now possible.

## Theory & Method

*Series Editor:* Joan Miller

This series presents varied and contrasting views on the theoretical and methodological bases of cultural and cross-cultural psychology. Mary Gauvain’s article is the second in the series.

Crosby argues that the impact on scientific thinking was tremendous. It is likely that the impact on people’s everyday life was great. For instance, the common presence of clocks may have facilitated or reorganized many everyday activities, like planning. Planning involves imagining, in advance, actions oriented toward achieving a goal. The ability to estimate the time needed to do certain actions may have assisted people substantially in planning, especially when plans involved coordination with others or benefited from the ability to anticipate precise time frames for actions. Are changes in cognitive skills like planning a likely result of the introduction and widespread use of the mechanical clock?



We cannot know for sure, but some evidence from contemporary research suggests that this may be the case. In an examination of the introduction on industrialization in non-Western communities, Inkeles and Smith (1974) found that one behavioral change resulting from this shift was an increase in planning, especially in the establishment and use of schedules. These investigators do not discuss whether the nature of planning changed, but this would be an interesting topic to explore.

The important point for students of psychology is the idea that cognitive activity is integrated with material and symbolic tools available in a cultural community.

***The point for psychology is that cognitive activity is integrated with material and symbolic tools available in a cultural community.***

These observations do not suggest that the mechanical clock and the mental activities it supports act unidirectionally on the mind. After all, the clock is a creation of the human mind. Although the mind did not create time, it is capable of perceiving time (or at least a “local” or human scale version of time), and this perception supported the creation of an

instrument, the clock, to measure daily time in a precise and accurate way. These observations also do not indicate that understanding and use of the mechanical clock were established in the middle ages and have not changed. Artifacts of thought are dynamically incorporated with psychological activity and their use and meaning may change. In other words, there is a dynamic interplay over time between human biology, human culture, and the artifacts that humans create in relation to the physical properties of the world. Examination of these historical relations may provide insight into contemporary research findings, as illustrated by the next example.

## **The Practice of Counting Examined Through the Introduction of the Hindu-Arabic Numeral System**

A major shift in the organization of mathematic activity related to numbers and enumeration or counting was inspired in the late 1200s. At this time, Leonardo of Pisa, also known as Fibonacci, published a book on the Hindu-Arabic numeral system (Swetz, 1987). In the appendix of the book Leonardo noted the potential commercial applications of this notation system. In particular, he recognized that this system was easily adapted to the complicated bookkeeping procedures that were increasingly vital to the rapidly developing commerce in northern Italy at the time. Soon after this book appeared, the merchant houses of Italy replaced the Roman numerals they were using in their account books with Hindu-Arabic symbols and gradually eliminated the counting board (or computing table) and tally by abacus. The abacus was complicated and cumbersome to use and was mastered and passed on by a relatively small number of teachers, called

the Reckoning Masters, in a lengthy period of apprenticeship.

In contrast, the algorithms associated with the Hindu-Arabic numeral could be easily learned and were performed without elaborate equipment. They relied on the use of paper and ink, which is readily transportable, and had

**The change in notation and ciphering systems may have produced a reorganization of mental calculation.**

the additional benefit of making ciphering more public than it had been with the counting board system. Not surprisingly, because of the ease with which this system could be mastered and used, it posed a threat to the established

computing means of the time. Yet, despite attempts to suppress and sanction their use, Hindu-Arabic numerals rapidly replaced the established calculation system in Europe.

One cognitive consequence of the change in notation and ciphering systems introduced during the Renaissance may have been a reorganization of mental calculation. According to Swetz (1987), as use of the Hindu-Arabic system spread, skill at calculating mentally became less important and skill at manipulating numerals on paper became more important. Although this practice may have constrained the development of mental calculation skills, the Hindu-Arabic system may have helped lay the foundation for further developments in mathematics, especially in areas like Number Theory. Because this notation system relies on writing mathematic operations out on paper in representational form that is commonly understood, it is possible to reexamine calculations later for mathematical patterns and structure. This process was further aided by the development of printing, which expanded access to such information.

**The link between artifacts, social processes, and the mind is often difficult to see in local, contemporary circumstances.**

Can this historical information be useful for interpreting contemporary research finding on this topic? Studies of the relation between skill at using the abacus and the process of mental calculation (Hatano, Miyake, & Binks, 1977; Stigler, 1984) indicate that intermediate and expert

abacus users employ a “mental abacus” when they calculated solutions in their heads. Furthermore, comparison of errors made by abacus users and those made by students unfamiliar with the abacus and who relied on Arabic numerals showed patterns consistent with characteristic of the operators in the respective systems. Getting back to the historical points presented above, recall the one cognitive consequence of the change in notation and ciphering systems introduced during the Renaissance may have been a reorganization of mental calculation. In particular, with in-



creased use of the Hindu-Arabic system, skill at calculating mentally became less important and skill at manipulating numerals on paper became more important (Swetz, 1987). Thus, it appears that the differential skill of abacus and non-abacus users who rely on the Hindu-Arabic system found in contemporary research may have origins in the notation shift intruded in the 13<sup>th</sup> and 14<sup>th</sup> centuries. Abacus use improves the mathematical skill of experts in ways consistent with the requirements of the apparatus and the practice the abacus affords. The calculation skills of those who use the Hindu-Arabic system, in particular their reliance on pencil-and-paper calculations, is consistent with this notation system.

## Concluding Remarks

These examples suggest that many of the concepts considered fundamental to human cognition in the domains involving the artifacts discussed

***Religious rituals and symbols may have played an important role in organizing and guiding emotional regulation.***

here have not always been in place, at least not in the way they are conceptualized today. Certain tools of thought came into being at some point in human history and these influenced thinking in extraordinary ways. These types of historical “changes of mind” are interesting and, perhaps, illuminating processes for scholars inter-

ested in cognitive development in cultural context. Such examples demonstrate a link between artifacts, social processes, and the mind that is often difficult to see in local, contemporary circumstances—the places where we usually do our research.

This essay focuses on the historical connection between artifacts and cognitive processes. Such analysis can also be used to study other topics. Any

## About the Author

Mary Gauvain is Professor of Psychology at the University of California at Riverside. She received her Ph.D. in developmental psychology from the University of Utah. Her research focuses on social and cultural influences on cognitive development, in particular how children develop spatial understanding and planning skills. Her research has examined how social collaboration influences the development of thinking, as well as how the structure of a task or an experience relates to children’s understanding and its development. Her interest in cultural psychology concentrates on how the social, symbolic and material tools provided by culture are related to intellectual growth.



aspect of psychological functioning that involves the integration of human activity and cultural artifacts can potentially profit from this approach. For instance, religious rituals and symbols may have played an important role in organizing and guiding emotional regulation and its development in particular cultural communities. Other cultural features, like living arrangements and dwellings, may have helped people organize the expression of social processes, such as negotiation of the public and private self (Altman & Gauvain, 1981). The lesson for researchers who work locally is that historical experiences surrounding the introduction and adoption of artifacts of human action and thought, artifacts that are relevant to the psychological performance we observe, are worthwhile to explore. This does not imply that the meaning of artifacts is fixed at the time they are introduced, however. Artifacts proceed through history in the “ongoing production of meaning” (Modell, 1995), and help define individual activity as well as the larger cultural context of meaning they help create (Kashima, 1998). Thus, examining the introduction and use of artifacts may lead to better understanding of the social history of the tools of human activity and their relation to psychological functions and their development.

**Living arrangements and dwellings may have helped people organize the expression of social processes.**

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# An End-of-the-Year Epilogue to IACCP-98

**Walt Lonner, Bellingham, Washington, USA**

Nearly five months have gone by since the Silver Jubilee Congress of IACCP took place on the campus of Western Washington University. The excellent weather we had for our 14th International Congress has long since given way to much different weather patterns, including quite a lot of rain and high winds. We've even had a little snow recently.

## Thanks

On behalf of all of those at Western Washington University—administrators, faculty, students, and staff—who played a role in hosting the conference, I want again to thank those who were able to attend and contribute to a memorable gathering. This overview is intended for them as well as for all those who did not attend the 25th Anniversary Congress. According to the

many notes and letters that I and others at Western have received, everyone seems to have enjoyed the richness and diversity of the conference, the facilities and food at Fairhaven College, and the beauty of this part of the world. Although unforeseen circumstances meant a six-month handicap in planning the Congress, we were nevertheless willing and able to step forward and meet the challenge. The result was, we believe, a most successful gathering. One highly respected person told me that this was the best and most well-organized psychology conference of its size that she has ever attended. Such comments have made all our planning well worth while.



**Walt at the first IACCP Congress, Hong Kong, 1972.**

*Photo courtesy of Geoffrey Blowers and Dept of Psychology, University of Hong Kong.*

## Attendance Set a Record

Using the number of countries represented as the defining criterion (see below), we think it was the largest international gathering of psychologists ever held in the Pacific Northwest of the United States — an area that includes all of Oregon and Washington and perhaps part of Idaho as well as northern California. Even if we add the large city of Vancouver, British Columbia, just an hour to the north, our conference may have set a regional record for being the most international of all psychology congresses held in this part of the world.

While exact numbers are difficult to pin down, according to Conference Services (the office that handled registration and other matters), 469 people registered “officially.” But that figure does not include quite a number of people in special categories, nor does it include Western Washington University administrators, faculty, students, and staff or a number of people who



***Coffee Break at the Biology Building Venue.***

were able to attend only for a day or two. The figure also doesn't include approximately 50 guests who accompanied registrants. All things considered, my best guess is that somewhere between 575-600 people attended at least one of the sessions, and that on the peak days of August 4 and 5 there were about 525 people on campus who attended many of the sessions. These numbers make it by far the largest IACCP Congress ever, eclipsing the figure of approximately 400 who attended the memorable Istanbul Congress in 1986 which was organized by Çigdem Kagitçibasi and her many helpers. It is similarly difficult to get an exact count of the number of countries represented. My conservative estimate is that attendees came from at least 60 countries. If one takes dual citizenship into account, then perhaps as many as 75 countries were represented. The United States, of course, accounted for a good percentage of the attendance, followed by Canada, Germany, and a number of other Western

European countries. Australia, New Zealand, and India were well represented, as were China, Japan, and Korea.

## **Registration Fees Subsidized**

It is noteworthy that approximately, and somewhat surprisingly, 45% of those who attended registered at the lowest level offered by our multilevel schedule which was based on annual salary. These rates attracted many

students and a large number of junior faculty as well as many from countries in the developing world where finances for professional meetings are difficult to find. While one of our goals was to attract many people who may have been unable to register at higher levels, such affordable rates seriously affected our financial support base. For example, the lowest registration rate of \$165 was roughly \$10 below what we had to pay Conference Services for various expenses such as meals, the Congress banquet, the printed programs, postal expenses, media services, conference bags, and so on. This meant that nearly half the registrants not only didn't contribute financially to support the infrastructure but had to be



***Kwok Leung Speaks at the Millenium Prelude Symposium.***

partially supported by those who registered at higher rates. Also, various offices at Western Washington University made substantial contributions to the conference, both financial and in kind.

## **Scientific Program Large and Varied**

The scientific program was the largest and we believe the most varied of all the IACCP conferences. There were approximately 475 separate entries, and these were spread across invited speakers, special and regular symposia, paper sessions, a solid selection of poster presentations, conversation hours, and workshops. The Founders' Symposium featuring Rogelio Diaz-Guerrero, Gustav Jahoda, Douglass Price-Williams, and Harry Triandis (and chaired by John Berry) kicked off the conference and was quite well attended despite the fact that many people were still arriving on

that first full day of the conference. The other “bookend” symposium was titled “Millennium Prelude: The Present State and Future of Cross-Cultural Psychology”, and was convened and chaired by Çigdem Kagitçibasi and Ype Poortinga. Although it was held on the last full day of the conference, I counted about 280 people in the audience. Plans are underway to include the papers presented in that symposium in a special issue of the *Journal of Cross-Cultural Psychology* (the January issue of Volume 31, 2000 is the probable publication date). It is likely that other parts of the conference will be published in JCCP. However, no firm plans have been made.

## **Proceedings Book Purchased Separately**

It has been a tradition to publish selected papers from IACCP conferences, and the 1998 conference will be no exception. Substantial progress has been made toward the publication of the Bellingham Proceedings. The full title of the volume will be *Merging Past, Present, and Future: Selected Papers from the 14th International Congress of the International Association for Cross-Cultural Psychology*. It is being edited by Walter J. Lonner, Dale L. Dinnel, Deborah K. Forgays, and Susanna A. Hayes, all of Western Washington University and all members of the Scientific Program Advisory Committee. Unlike previous conferences, the cost of the volume was **not** included in the registration fees (to do so would have increased the registration rates to a level that many may not have been able to afford). Therefore, the volume will have to be purchased separately. It is likely that by the time you read this article you will have received notification about this arrangement in a special announcement. If you do not receive that announcement by about March 1, 1999, please let me know. The volume will contain a representation of everything that appeared on the program, including Marshall Segall’s presidential address, the various symposia and invited speakers, and approximately 40 papers and posters selected from about 80 which were submitted for consideration. As in the past, the publisher will be Swets and Zeitlinger of Lisse, the Netherlands.

**The cost of the volume was not included in the registration fees and the volume will have to be purchased separately.**

I wish to express my pleasure in the overall success of the conference. Everyone seemed to have had a wonderful time, and as mentioned above we have been thankful for the receipt of dozens of e-mailings, letters, and faxes that contained positive comments on various aspects of the program and what we were able to offer.

Our main goal was to put together a conference which would be worthy of the considerable effort that something like this takes. We think that we

*Epilogue: 34* ►

# Whatever Happened To...

## A Short Series of Articles

**Richard Brislin, Honolulu, Hawaii, USA**

The short paper by Dr. Harry Triandis on “Whatever happened to cross-cultural studies of attitudes?” is the first in a series that will appear in various issues of this *Bulletin*. The series was stimulated by discussions at the Silver Jubilee Congress (Bellingham, Washington, August, 1998). Different people were asked about research areas that once were active but now seem dormant. Would an exploration of such areas, under the general approach of asking, “whatever happened to . . .?”, be of help in sorting out the past, present, and future of cross-cultural psychology? For example, will such explorations help teachers in cross-cultural psychology courses, graduate students developing their research projects, and practitioners who communicate our research findings to the general public? Enough people answered “yes” to launch this series, and Bill Gabrenya agreed that the *Bulletin* would be a good outlet.

Contributors will identify research areas that, through personal experience or their reading, were far more frequently investigated years ago. For example, some areas received a great deal of attention in the first edition of the *Handbook of Cross-Cultural Psychology* (1980), but far less attention in the second edition (1997). Or, some topics received extensive coverage in the texts and professional books of the 1970s and earlier, but not in today’s books. What happened? Readers of the *Bulletin* are invited to identify areas and to present their ideas. At times, the reasons are theoretically important. For example, some older research areas become integrated with newer areas. The vocabulary changed, but the older ideas are still present to people who know the older terms. Other times, researchers feel that a certain point has been made (e.g., about the nature of perception, learn-

### About the Series Editor

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ing, or cognition), and it is now time to move beyond that point in today's research. Harry Triandis identifies other reasons in the first contribution to this series.

The suggested length for presentations is 1000-1200 words, including references. A "classic" reference where readers can find a discussion of the older research area should be given. Contributors can assume that readers will have access to that or other references and so should not devote large amounts of their word count to explanations of basic concepts. Given the proposed length, much correspondence on submissions can be done through e-mail. Readers contemplating a contribution should e-mail Dr. Richard Brislin to discuss the research area they want to review and to make sure that someone else has not already submitted a contribution about the area.

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## ► 1: Two Logos

EC at the Bellingham meeting (see meeting minutes, this issue) and is being announced in the *Bulletin*. Please encourage your students to apply if you feel they are eligible.

### A Tale of Two Logos

One of the probable beneficiaries of the Star Wars defense system is a local high-tech corporation that serves as the main business in this town, truly the mother's milk at the base of the local food chain. This company recently spent millions of dollars to change its corporate logo.<sup>3</sup> Upon learning of this new excess of monopoly capitalism, I asked Walt to describe the design team responsible for the IACCP logo and estimate how much the project cost the Association (see sidebar).

Here's the story about the "compass" or "star" logo. I designed it during Christmas break 29 years ago—almost exactly to the day, in 1969. Our one-and-a-half year old son was climbing all over me in front of a warm fireplace and our one-month old daughter was asleep in her room. Marilyn was reading. I had a little ruler, a pencil, and some draft paper. I decided to have something simple that represented the four cardinal compass positions. Simple as that. Cost? Maybe 5 cents. — *Walt Lonner*

### Does the Association Need a Name Change?

I don't want to engage this controversy right now, but you'll see a lot of "(cross-) cultural" in this issue. I hate it, but I use it more and more myself, except when I simply refer to myself as a cultural psychologist and the last logical positivist.

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<sup>3</sup> I have been forbidden by my wife to reveal the name of the corporation or to print the high-resolution digitized logo that I found on her computer.

# Whatever Happened to Cross-Cultural Studies of Attitudes?

Harry C. Triandis, Urbana-Champaign, Illinois, USA

Some topics that were quite prominent a quarter of a century ago are no longer in our journals. Why is that? An example of such a topic is the study of attitudes. It was rather important in the 1970s. For example, the Davidson and Thomson (1980) chapter had almost 200 references. The current literature includes very little work on attitudes, attitude change, the relations among opinions, attitudes, and values, the structure of attitudes, and so forth.

An examination of that chapter shows that the general theoretical framework was that life experiences (socialization, demographic factors, personality) resulted in some beliefs (categorizations, associations, stereotypes, cognitive structures) which had an evaluative component, and thus were

***Many cross-cultural researchers shifted from studies of attitudes to studies of attributions.***

attitudes, which resulted in behavioral intentions which influenced behavior. For example, some of the chapter was devoted to cue utilization. When a complex stimulus person (e.g., a Japanese, female, physician, who is 50 years old) is presented to people in different cultures,

which types of cues are given the most weight? Americans often paid more attention to race than to other attributes; Germans or Japanese gave more weight to the cue of social class, and so on. Davidson and Thomson argued that in all cultures a weighted linear process accounted for the reactions to the complex stimulus.

The attitude structure could be measured through semantic differentials, with the Evaluation, Potency, and Activity dimensions being universal yardsticks that can be measured by using emic concepts (Osgood, May, & Miron, 1975). The way different stimuli were integrated so that a single reaction could be given to the complex stimulus could be accounted by the congruity principle (Osgood, Suci & Tannenbaum, 1957), the summation principle (Lynn Anderson & Fishbein, 1965), or the weighted averaging principle (Norman Anderson, 1965). Cross-cultural studies examined which principle worked best in most cultures.

While this kind of work had great popularity in the 1970s, Davidson and Thomson provided some sobering conclusions: "...it is very difficult to

construct a methodologically defensible cross-cultural attitude study; without a reasonable theory it is impossible... The greatest hindrance to the development of an integrated and cumulative cross-cultural body of knowledge related to attitudes and beliefs ... is the lack of ... good theory."

Soon after this chapter was written, Miller (1984) presented her study of attributions across cultures. The study of attributions includes the analysis of perceived causes of behavior. Person A observes person B behaves in a certain way. Person A's conclusions about why Person B behaved as he or she did are called attributions. Person A can also make self-directed attributions about his or her own behavior. Many times, attributional analysis is stimulated by observed attitudes. Why does that person express certain political attitudes? Why do my attitudes seem so out of place in this social situation? Many cross-cultural researchers shifted from studies of attitudes to studies of attributions, which turned out to be more external in collectivist than in individualist cultures (Morris & Peng, 1994). Attribution theory assumed a central place in social psychology, and it continues to guide much research to this day.

***It could be argued that studies of individualism and collectivism replaced studies of attitudes as centers of attention.***

A theory capable of guiding the formation of testable hypotheses about attitudes and related concepts was beginning to emerge after Hofstede's (1980) book, and naturally it was given priority over the development of more empirical but non-theory guided studies of attitudes. In fact, it could be argued that studies of individualism and collectivism replaced studies of attitudes as centers of attention in cross-cultural social psychology. They structured the field in both cross-cultural organizational and social psychology (Smith & Bond, 1999).

It is also possible that by the early 1980s researchers became convinced that everything that was especially valuable had been learned already on the attitude topic. The topic was "old hat", no longer vital. Given that the search for academic credit is associated with "originality," pursuing a line of research that was not too exciting did not provide sufficient proof of originality. Scholars felt that they must jump on the current bandwagon in

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order to have their work accepted by the best journals. Some of the work on attitudes and beliefs dealt with stereotypes, and the study of stereotypes became very “hot” in social cognition. Some aspects of this work (e.g., under what conditions does an attribute of a person who is a member of a social category becomes attached to the category) proved to be highly complex, and the cross-cultural study of phenomena of great complexity is enormously difficult. This must also

**But above all, the lack of theory that characterized the earlier work on attitudes was its death nail.**

have discouraged further cross-cultural work on that topic.

Thus, some parts of the work on attitudes were absorbed by related topics that were of great current concern, such as attribution studies.

Much of the pre-1980 work on attitudes was done to establish the generality of psychological findings obtained in the West, but the Amir & Sharon (1987) findings on the difficulties of replication may also have dampened enthusiasm. But above all, the lack of theory that characterized the earlier work on attitudes was its death nail. After Hofstede’s work, the possibility that theories about culture could be developed that could account for psychological phenomena became so important that the previous atheoretical work was abandoned. The reader might have his or her own explanations for the phenomenon that some topics are popular during one era and are of little interest in another era. Hopefully this brief note will stimulate some further thinking.

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# **Volunteers Needed for ARTS2000**

**July, 2000 — Coordinated with XV IACCP Congress or XXVII International Congress of Psychology**

**John G. Adair, Winnipeg, MB, Canada**

Volunteers are needed to organize and conduct three Advanced Research and Training Seminars (ARTS) in July, 2000 before the XV International Congress of Cross-Cultural Psychology (taking place in Warsaw July 16-20) or before or after the XXVII International Congress of Psychology (July 23-28 in Stockholm).

ARTS have the dual purpose of bringing scholars from low-income countries to participate in advanced research and training experiences and to attend a major international congress. To facilitate participants' Congress attendance and to decrease travel costs, the locations of the ARTS should preferably be near Warsaw or Stockholm. Organizers may be from any country.

Although financial contributions from the international and national psychology organizations are generous, they may not be sufficient to cover all costs of running ARTS. Therefore, each organizer is asked to attempt to raise additional funds, as well as to organize and present the seminar. Funds can be solicited from international, national, or local institutions and agencies.

The choice of ARTS topics is open, but should be of relevance to scholars from low-income countries. Previous indications are that there would be particular interest in a seminar focused on work and organizational psychology, and possibly another on a basic science topic (given the nature and location of the International Congress). The third topic would be entirely open. Topics based on developments in the science of psychology, with emphasis on current research or with a scientist-practitioner perspective, are encouraged. Organizers could design an ARTS so that it would lead to a publication, develop the nucleus of an international network in a particular field, extend an existing collaborative international research project, or serve as a training program.

Those interested in interested in organizing an ARTS may contact:

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# Minutes of the General Meeting of IACCP

**August 6, 1998**

**Bellingham, Washington, USA (Provisional)**

**James Georgas, Secretary-General**

**1. Minutes.** The minutes of the previous General Meeting held in Montreal, Canada in August, 1996 were approved without amendments.

**2. President's Report.** Marshall H. Segall expressed his gratitude to Walter Lonner, President of the IACCP Fourteenth International and Silver Jubilee Congress, and to all who organized and implemented it, for one of the most successful congresses in our 25 year history. Thanks also were expressed for all the assistance in the past two years,

without the transmission of a single piece of paper, of the members of the EC and of the people who contributed to IACCP. He announced the recipients of the highest honor IACCP can bestow, the Honorary Fellowships, Ype Poortinga of the Netherlands, and Çigdem Kagitçibasi of Turkey (see citations elsewhere



***Singelis (Treasurer), Bond (Incoming President), Segall (Outgoing President), Georgas (Secretary-General) Preside over General Business Meeting.***

in this issue). He also thanked the Secretary-General for his assistance in carrying out the duties of IACCP.

**3. Secretary-General's Report.** The Secretary-General reported that at the present time IACCP has 687 active members from 70 countries, the 66 new members representing an increase of 10.6% in membership. The 687 active members are composed of 591 current members in good standing, an increase of 23% since 1996, and 96 probationary

members, a decrease from 141 in 1996. There are 52 student members. These figures represent a significant gain in membership during the past two years, and are indicative of the current growing interest in cross-cultural research in psychology apparent in the increasing number of papers with cross-cultural content at international and national congresses.

Special thanks were extended to the Treasurer, Ted Singelis, for his excellent work and for printing the current membership directory which are available during the meetings to members in good standing, separated in listings by alphabetical order of the members, and listings by country. The directory also includes information about member interest and expertise, geographical expertise, and geographical interest.



The IACCP brochure was printed once again by Western Washington University and thanks are due to the university for this contribution and to Walt Lonner for the supervision of the brochure' production. The brochure was mailed to potential members and was disseminated to persons at various international congresses with which IACCP is associated. Information about IACCP is also available in the IACCP Web page at <http://www.fit.edu/CampusLife/clubs-org/iaccp/> through the efforts of Bill Gabrenya who deserves our congratulations, not only for this, but for his outstanding work with the *Cross-Cultural Psychology Bulletin*. In addition, inquiries to the Secretary-General for membership are responded to by sending the IACCP brochure through e-mail, which leads to more rapid response by potential members.

The Secretary-General reported on efforts in recruiting new members. Analyses of the percent of papers given by cross-cultural psychologists or papers with cross-cultural relevance, but not given by members of IACCP, at recent international congresses of psychology indicate the increasing number of presentations with cross-cultural content. The observation by Roy Malpass, also made by others, that psychology has discovered cross-cultural research while not being aware of the insights that IACCP has provided, is very appropriate. Which leads to the question, not the least rhetorical, about what steps IACCP must take to respond to this trend, which will inevitably increase in the future. He suggested that we must formulate a comprehensive strategy

to approach international and national associations to promote the salience of IACCP, with the ultimate goal of recruiting new members. One tactic which we are already pursuing is increasing our prominence at international congresses, with lectures, symposia, and papers, which as shown in Dublin, Mexico City and Montreal, we have already achieved. Another has been the publication of an article in the 1998 *American Psychologist* authored by John Berry, Marshall Segall, and Walter Lonner regarding cross-cultural psychology, and another describing IACCP in the 1998 *European Psychologist* by authors Marshall Segall and James Georgas.

The Secretary-General reported on the conferences of IACCP and those with which it was associated during the past two years. That the XIV International Congress is being held with great success in Bellingham at this time is due to the willingness and

sacrifice of Walt Lonner, who undertook this awesome task, to the members of the organizing committee and the scientific committee, and to Western Washington University which generously supported the congress. The EC would like to express its thanks to all of them for this historic IACCP Congress. The second Latin-American Reunion of IACCP was held in Hermosillo, Sonora, Mexico, October 23-26, 1996 under the auspices of IACCP, the Mexican Association of Social Psychology, the National Autonomous University of Mexico, the University of Sonora, and the Center for Development and Nutrition, organized by Rolando Diaz-Loving. IACCP was a Participating Association in the Fifth European Congress of Psychology which took place in Dublin, Ireland, July 6-11, 1997. The I Regional Congress of Psychology for Professionals in the Americas was held in Mexico City, July 27-August 2, 1997 under the auspices of IAAP and in collaboration with IACCP, IUPsyS, and SIP. The XV International Congress of IACCP, to be organized by Pawel Boski, will be held in Poland from July 18-21, 2000. Pawel's report indicated that this congress promises to be vital and interesting in a geographical area which will attract many people from countries of Eastern Europe. In addition, the following congresses are planned in the future. The 1999 Regional Congress of IACCP on Cultural Diversity and European Integration, jointly organized with the International Test Commission, will be held at the University of Graz, Austria, from



**Congress Banquet on WWU Campus.**

30

Cross-Cultural Psychology Bulletin

June 29 to July 2, 1999, with conference organizer Norbert Tanzer, who reported on the Congress. IACCP will be a Participating Association in the Sixth European Congress of Psychology to be held in Rome, July 4 to 9, 1999. The First African Regional Conference of Psychology, organized by the Psychological Society of South Africa, under the auspices of IUPsyS and in association with IAAP and IACCP, will be held in Durban, South Africa, July 18-23, 1999. IACCP, ARIC and ISSBD will cosponsor a meeting in March, 2000 in Kampala, Uganda. The XXXVII International Congress of Psychology will be held in Stockholm from July 23-28, 2000 and IACCP has been invited to propose keynote speakers and symposia. The EC approved the organization of XVI International Congress of IACCP for the year 2002 in India, to be held in conjunction with the XXV Congress of IAAP to be held in Singapore. The President of the Organizing Committee, Girishwar Misra, reported on the proposed organization of the Congress. A conclusion that can be drawn from the above is that IACCP not only organizes its International Congress every two years, a regional congress during alternate years, but is actively associated with regional conferences organized by IAAP and IUPsyS, and is a participating association in the biannual European Congress of Psychology. In each of these latter participations, invitations for keynote speeches and for the organization of symposia are made to the EC of IACCP. Thus, IACCP is very visible in the most important international congresses, its members are prominent in the organization of many of these conferences, and we should continue to expand our associations with other international and national congresses.

Marshall Segall's term of office as President will be remembered as a period of continued growth of IACCP. His wise decisions during the past two years have been of great benefit to IACCP. Janak Pandey has greatly aided us in solving many issues that have arisen during this period and completes his term of six years as President-Elect, President, and



***Trust us: Pres. Bond, Pres.-Elect Best, Publications Chair Adamopolous, JCCP Editor Smith.***

Past-President. Michael Bond has demonstrated that he will be a fine President of IACCP. Many thanks to the counsel of Josie Naidoo whose advice was very welcome during this period, as well as to Debbie Best whose vast experience enabled me and Ted Singelis to solve a number of problems. Ted Singelis has been a marvelous Tre-

surer and should continue in this office for many years. My thanks also to John Adamopoulos, to Peter Smith, and to Bill Gabrenya for their contributions to IACCP, and to all the Regional Representatives for their aid and advice. Finally, my thanks to Walter Lonner for his aid during these past two years and for organizing this marvelous congress.

In closing, IACCP has lost this past year two of its most distinguished members, Ruth Monroe and Durganand Sinha. Their theoretical and research contributions to cross-cultural psychology and to IACCP are inestimable. The Secretary-General expressed on behalf of all the members of IACCP our condolences to their families.



**4. The Treasurer's Report.** Ted Singelis reported on the current financial status of IACCP. The Treasurer reported that the EC has decided that the Harry and Pola Fund will be named the "Harry and Pola Triandis Doctoral Thesis Award" with the purpose of recognizing and rewarding high quality (cross-) cultural psychology research at the doctoral level. This was initially the proposal of Bill Gabrenya. The motion to approve the Treasurer's report was accepted unanimously.

**5. ARTS.** John Adair reported on the three ARTS organized this year, one by Robert Serpell in Baltimore, the second, by Marty Fishbein, in Bellingham, and the third in San Francisco. He

emphasized that IACCP is an equal partner with IAAP and IUPsyS in ARTS. IACCP contributed \$2,500 toward the ARTS program this year, which has become an integral part of the international congresses of IUPsyS, IAAP, and IACCP. The report was accepted unanimously.

**6. The Publications Committee.** John Adamopoulos, chair, reported that JCCP and the *Bulletin* are doing extremely well, thanks to the efforts of Peter Smith and Bill Gabrenya, and the continued assistance of Walter Lonner. Publication of the Montreal Proceedings was delayed and publication is expected within the next few months. He announced that the Senior Editor of the Bellingham Proceedings will be Walter Lonner. Motion to accept the report was unanimous.

**7. Report of the Bellingham Congress.** Walter Lonner reported on the Congress, stating that he hoped it would set a standard for people to shoot for, and thanked all the members of his staff and of Western Washington University for their hard work. He reported that there were between 475 and 485 registrants, and together with students and guests, 650 people attended this landmark Congress. Marshall Segall thanked Walter Lonner and the organizing committee for organizing a landmark congress.

*Minutes: 32* ➤

## **Announcement and Application Instructions**

### **Harry and Pola Triandis Doctoral Thesis Award**

#### **Description**

The purpose of the International Association for Cross-Cultural Psychology is to promote and facilitate research in the areas of culture and psychology. The IACCP believes that it is important to encourage high quality intercultural research at the predoctoral level. The Harry and Pola Triandis Doctoral Thesis Award is intended to honor and reward good research and to advance the early careers of dedicated researchers. Support for the award is provided by the Harry and Pola Triandis Fund that was established in 1997 (see *Bulletin*, June, 1997).

#### **Prize**

US\$300, one year membership in IACCP, free registration at the next IACCP biennial Congress. The winner will be asked to give a presentation of his or her research at the Congress.

#### **Criteria for Submission and Deadlines**

Your doctoral thesis (dissertation) must be relevant to the study to cross-cultural/cultural psychology, with particular emphasis on important and emerging trends in the field; scholarly excellence; innovation and implications for theory and research; and methodological appropriateness. Doctoral theses eligible for an award must have been completed (as defined by your university) during the two calendar years ending on December 31 of the year prior to the Congress year. Submissions must be received by the IACCP Deputy Secretary/General by December 31 of the year before the Congress year.

<u>Congress Year</u>	<u>Dissertation Completed</u>	<u>Submission Deadline</u>
2000	Jan 1, 1998 - Dec 31, 1999	Dec 31, 1999
2002	Jan 1, 2000 - Dec. 31, 2001	Dec. 31, 2001

#### **Application Procedure**

Please submit a 1500-word abstract of the doctoral thesis in English. The abstract must contain no information that identifies the applicant, thesis supervisor, or institution. The abstract must include complete details of theory, method, results, and implications for the field. The abstract must be submitted double spaced on paper *and* on a 3.5-inch computer disk using a common word processing file format such as Microsoft Word, Wordperfect, RTF, or html.

*Continued* ►

### ► *Thesis Award*

A letter from the thesis advisor certifying the university acceptance date of the thesis must be included.

The application cover letter must include complete applicant contact information, including an address or addresses through which the applicant can be contacted during the evaluation process, including telephone numbers, fax number, and e-mail address if available.

Following a preliminary evaluation, finalists will be asked to send copies of their complete doctoral thesis, in the language in which it was written, to the evaluation committee.

**Send application materials to:**

Marta Young  
Deputy Secretary/General, IACCP  
Department of Psychology  
University of Ottawa  
Centre for Psych. Services  
11 Marie Curie Drive  
Ottawa ON K1N 6N5 Canada

+1 (613) 562-5800 ext 4823  
myoung@uottawa.ca

## ► 30: Minutes

**8. Results of the Elections for the EC.** The President announced the results of the Elections for the EC. They are: President-Elect Deborah Best, Deputy Secretary-General Marta Young, Regional Representatives: North Africa and Middle East: Omar Khaled, South Asia: Girishwar Mishra, Europe: Lotty Elderling, Central and South America: Isabel Reyes Lagunes, North America: Kimberly A. Noels, South East Asia: Kusdiratri Setiano.

Marshall Segall thanked the members of the EC and all the members of IACCP for their cooperation during his term of office, and introduced the incoming President Michael H. Bond.

**9. New Business.** The new President stated that he would begin his presidency the Chinese way, by apologizing for any offence caused, because in such a culturally diverse organization as IACCP, it is almost impossible not to cause offence at some time. He stated that one of his goals as president would be to search for ways to make IACCP more unified as a group.

Ted Singelis indicated the interest in IACCP having a List Server. Roy Malpass indicated that he would aid in developing this for IACCP.

Peter Drenth raised an issue, not restricted to IACCP, regarding the “no-shows” at the Congress. He strongly advised those members who cannot attend to send letters of apology.

The meeting was adjourned at 6:30 P.M.

# **SPSSI-Sponsored International Conference on Immigrants and Immigration**

August 12 - 15, Toronto, Canada

This international conference will bring psychologists and other relevant researchers together to discuss all aspects of research on immigrants and immigration, including responses of members of host countries to immigrants and immigration, and the experiences of immigrant groups. Possible topics include: determinants of policy support, intergroup attitudes and relations, multiculturalism, ethnic identity, and acculturation.

We invite proposals from all researchers examining issues relevant to immigrants and immigration. The program will include symposia, posters, and round-table discussions. Graduate students are encouraged to participate.

For further information and to obtain copies of the call for proposals, contact:

Victoria Esses  
Department of Psychology  
University of Western Ontario  
London, Ontario  
Canada N6A 5C2

Phone: +1 (519) 679-2111  
E-mail: vesses@julian.uwo.ca

The deadline for receipt of proposals is Monday March 15, 1999

For additional information and updates on the conference, visit our web page:  
[www.spssi.immigrantcnf.html](http://www.spssi.immigrantcnf.html)

*Program Committee:*

Victoria Esses  
University of Western Ontario  
Canada

James Jackson  
University of Michigan  
USA

Thomas Pettigrew  
Univ of California at Santa Cruz  
USA

Walter Stephan  
New Mexico State University  
USA

Kenneth Dion, University of Toronto, Canada

## ► 9: Economic Factors

pretty directly. GNP is the best predictor of a wide array of overt behaviors, and it does not require much intricate theory to imagine why this is so. Similarly, the need for school education, as argued, for example, by Çigdem Kagitçibasi, seems quite convincing to me.

Such a line of reasoning does not discredit the importance of culture-as-internalized. In the course we also elaborate on internalizations, both at a general level (e.g., value dimensions) and at the level of conventions (e.g. Harry Triandis' non-isomorphic attributions). At the same time we warn the course participants to be extremely careful with general judgments, demonstrating with data from these participants themselves the sometimes blatant ethnocentrism in the opinions of the Dutch about their own national character and that of some other nations.

It is a matter of balance but my expectation is that during the next 25 years there will be a shift in emphasis towards the direct impact on behavior repertoire of the actual circumstances in which people are living in what we have come to refer to as the majority world.

---

## ► 19: Epilogue

succeeded in doing that, and in so doing we believe that we have established worthy standards for future IACCP conferences. The cross-cultural perspective in psychology is important. We believe that its importance should be symbolized by well-organized and scientifically rich conferences that are sponsored by IACCP. One of my favorite quotes, which guided my work on the conference, was one that is attributed to the late Canadian psychologist Donald O. Hebb: "Anything not worth doing is not worth doing well." I suggest that future conference organizers adopt that as their guiding slogan.

I hope that everyone will give Pawel Boski and his associates all the help, courtesy, and cooperation that they will need as they prepare for the 15th IACCP Congress in Pultusk, Poland in the year 2000.

May 1999 be healthy and successful for all.

*Walt Lonner*

P.S. Although we do not have surplus copies of the scientific program, we do have a limited number of high quality conference bags, a fair number of high quality t-shirts of various sizes in three colors (red, black, and silver), and thermo (insulated) coffee cups. All have the Congress logo. We also have about 100 Congress posters containing the logo. Measuring about 11 inches by 17 inches, these posters are suitable for framing. Any and all of these items are good souvenirs of the Silver Jubilee Congress of IACCP and are available at cost plus mailing expenses. If interested, please contact me at lonner@cc.wvu.edu.

## ► 8: Sinha References

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# New Books, Films and Journals

A list of books published since 1990 by IACCP members can be found on the IACCP Web page. A cumulative list of books that have appeared in this column is also on the Web.

Milton J. Bennett (Eds.) (1998). *Basic concepts of intercultural communication*. Intercultural Press (270 pp.) ISBN 1-877864-62-5 US\$22.95 (pb)

This book contains an assortment of essays that addresses the building blocks which are needed to understand and communicate with various cultures.

John C. Condon (1998). *Good neighbors: Communicating with the Mexicans* (2nd Ed.). Intercultural Press (104 pp.) ISBN 1-877864-53-6 US\$13.95

“With penetrating insight, Condon examines how Mexicans and Americans perceive themselves and each other, and how their behavior, based on these perceptions, often leads to cross-cultural misunderstanding.”

David Fetterman (1998). *Ethnography* (2nd ed.). Sage Publications (168 pp.) ISBN 0-7619-1384-X (hc) 0-7619-1385-8 (pb) US\$21.95 (pb) 49.95 (hc)

“The book now provides insights into the uses of the internet, including conducting searches about topics or sites, collecting census data, conducting interviews by “chatting” and video-conferencing, sharing notes and pictures about research sites, debating issues with colleagues on listservs and in online journals, and downloading useful data collection and analysis software.

Glen Fisher (1998). *The mindsets factor in ethnic conflict*. Intercultural Press (123 pp.)

ISBN 1-877864-60-9 US\$15.95 (pb)

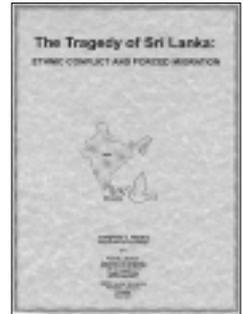
“Fisher demonstrates vividly...the specific ways in which culture complicates conflict...”

Jim McGuigan (Eds.) (1998). *Cultural methodologies*. Sage Publications (216 pp.) ISBN 0-7619-7484-1 (hc) 0-7619-7485-X (pb) US\$24.95 (pb) 74.50 (hc)

“Cultural Methodologies illustrates the distinctiveness and coherence of cultural studies as a site of interaction between humanities and the social sciences.”

Josephine C. Naidoo & Pamela J. Schaus (1998). *The tragedy of Sri Lanka: Ethnic conflict and forced migration*. Wilfrid Laurier University Printing Services (124 pp.) ISBN 0-921821-26-3

This monograph summarizes the history of ethnic conflict in Sri Lanka (Ceylon) from 1911 to the present and analyzes the political and military situation in recent years. Extended coverage is devoted to the experience of refugees and their relief.



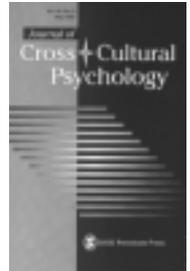
Ronald J. Samuda, Reuven Feuerstein, Alan S. Kaufman, John E. Lewis & Robert J. Sternberg (1998). *Advances in cross-cultural assessment*. (412 pp.) ISBN 0-7619-1212-6 (hc) US\$52 (hc) \$25 (pb)

“Presenting the major trends, theories, and practices in assessing culturally diverse clients... Authors contend that classic IQ tests and traditional standardized tests of cognitive ability are only appropriate for middle-class mainstream individuals...”

## Complimentary Subscriptions of the Journal of Cross-Cultural Psychology to Selected Libraries Throughout the World

The editorial board of the *Journal of Cross-Cultural Psychology* intends to donate a limited number of free subscriptions to the *Journal*, to last for one or more years, to selected university libraries. The libraries selected will be located in parts of the world where there is interest in cross-cultural psychology. Of course things are scarce everywhere, but we mean *really* scarce.

Individuals are not eligible to take up this offer, only libraries. That is, the recipients of the complimentary subscriptions must be institutional libraries, and not individuals (even if individuals express a willingness to deliver the issue to a specific library). *Bulletin* readers are cordially invited to make suggestions as to suitable libraries, giving the name and address of the library and the university, together with a brief one-paragraph statement as to the nature of local interest in cross-cultural psychology. In addition, a statement from the librarian that receiving JCCP over a sustained period will a welcome addition to their resources should be included. Please inform others with whom you are in touch, but who are not *Bulletin* readers about this offer.



Suggestions should be sent to:

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School of Social Sciences  
University of Sussex  
Falmer, Brighton BN19SN  
FAX +44 1273 673563  
e-mail: psmith@susx.ac.uk

To be considered for a 1999 subscription nominations must be received by March 31 1999. Applications received later than the end of March will be considered for subsequent years.

This offer is made possible by the generosity of certain members of JCCP's editorial board, who have foregone the free copies to which their work as reviewers entitles them. It is also made possible by the cooperation of Sage Publications.

Peter B. Smith  
Walter J. Lonner

## CONFERENCES

### Planned Scientific Activities of the IACCP

*June 29 June - 2 July, 1999*  
*Joint conference of the IACCP and the International Test Commission (ITC).*  
*Graz, Austria*

Deadline for early registration is March 15, 1999. For further information regarding the conference (including registration and accommodation), please contact the conference chair,

Dr. Norbert K. Tanzer  
Department of Psychology  
University of Graz  
Universitaetsplatz 2, A-8010  
Graz, Austria, Europe  
Phone: +43 (316) 380-5131  
Fax: +43 (316) 380-9808  
congress99.psychology@kfunigraz.ac.at

In any e-mail correspondence, please use only the e-mail address dedicated to the conference, and indicate your family name in the subject line. Effective from August 1, 1998, abstract submission and registration forms as well as further information on the conference will be available at the congress Web site:

<http://www.kfunigraz.ac.at/psywww/congress99/>

*August, 2000*  
*The XV International Congress of IACCP*  
*Warsaw, Poland*

**Contact:**

Pawel Boski  
Institute of Psychology  
Polish Academy of Sciences  
Podlensna 61  
01-673 Warsaw/UL  
Poland  
FAX: 48 22 34 0907

BOSKIP@ATOS.PSYCHPAN.WAW.PL

*First African Regional Conference of Psychology. "Psychology in Society: Challenges beyond 2000".*  
*Durban, South Africa*  
*18 - 23 July, 1999.*

Under the auspices of the International Union of Psychological Science, with the collaboration of the International Association of Applied Psychology and the International Association for Cross-Cultural Psychology.

Deadline for Paper submissions: February 1st., 1999.

**Contact:**

Dr. Saths Cooper, President,  
Psychological Society of South Africa,  
P.O. Box 74119,  
Lynnwood Ridge,  
0040 SOUTH AFRICA  
Tel: +27 (12) 807-1740  
Fax: +27 (12) 807-1776  
E-mail: [psysa@cis.co.za](mailto:psysa@cis.co.za)

*2002*  
*XVI International Congress of IACCP for the year*  
*India*

To be held in conjunction with the XXV Congress of IAAP, Singapore.

Organizer: Girishwar Misra

### Other Conferences of Interest

*23-24 April, 1999*  
*Conference on South Asian Popular Culture*  
*University of Victoria, British Columbia, Canada*

Dance, art, film, music, literature, comics, television, theatre, fashion, food, sports, leisure, politics, history, technology, culture/gender issues.

**Contact:**

Tim Craig [tcraig@business.uvic.ca](mailto:tcraig@business.uvic.ca)  
Margot Wilson-Moore [mwmoore@uvic.ca](mailto:mwmoore@uvic.ca)

**29 April - 1 May, 1999**  
**International Academy of Inter -  
cultural Research**  
**Kent State University, Ohio, USA**

Deadline for submissions: November 1, 1998

**Contact:**

Kenneth Cushner, IAIR Conference Chair  
202 White Hall  
Kent State University  
Kent, Ohio, USA 44242  
Tel. +1 (330) 672-2828  
[http://www.watervalley.net/  
users/academy/index.html](http://www.watervalley.net/users/academy/index.html)

**2 - 5 June, 1999**  
**29th Annual Symposium of the**  
**Jean Piaget Society**  
**México City, Mexico**

Theme: Explaining knowledge development: Reductionist mirages.

**Contact:**

The Jean Piaget Society  
Educational Psychology  
University of Toledo, Toledo, OH 43606-3390.  
<http://WWW.Piaget.org>

**June 27 to July 2, 1999**  
**XXVII Interamerican Congress of**  
**Psychology**  
**Caracas, Venezuela**

Proposals due: December 31, 1998

**Contact:**

SIP-99  
Apdo. 47018. Los Chaguaramos  
Caracas, 1041-A. Venezuela  
Tel.: +58 (2) 959.12.05 - 959.24.05 -  
959.12.15

Fax: 959.79.21.  
[event@eldish.net](mailto:event@eldish.net)  
Centro Ciudad Comercial Tamanaco  
Torre D, Piso 2, Ofic. 213.  
Caracas 1060, Venezuela  
<http://www.sip-99.org.ve>

**July 4 - 9, 1999**  
**VI European Congress of Psychology**  
**Rome, Italy**

Theme: European metamorphosis: The task of psychology.

Presentation submissions were due February 28, 1998.

IACCP will be a Participating Association in the Congress.

**Contact:**

VI European Congress of Psychology  
Scientific Committee  
Dipartimento di Psicologia  
Loc. Sa Dichessa  
09123 Cagliari  
Italy  
Tel., Fax: +39 (70) 291204  
[psicolit@tin.it](mailto:psicolit@tin.it)

**4-7 August, 1999**  
**3rd Conference of the Asian Association of Social Psychology**  
**Taipei, Taiwan**

Format: Plenary addresses, symposia, paper sessions, workshops, presidential address.

Plenary addresses: John Berry, Queen's University, Canada; Gustav Jahoda, University of Strathclyde; Richard Shweder, University of Chicago, USA; Harry Triandis, University of Illinois, USA; Kuo-Shu Yang, Academia Sinica, Taiwan.

**Contact:**

Heidi Fung  
Institute of Ethnology, Academia Sinica  
Nankang, Taipei, Taiwan  
[hfung@gate.sinica.edu.tw](mailto:hfung@gate.sinica.edu.tw)

**2-5 November , 1999**  
**III Inter national Workshop**  
**on Latin America and Car-**  
**ibbean Psychology**  
**[III taller Inter nacional de**  
**Psicología**  
**Latinoamericana y**  
**Caribeña]**  
**Heroica Ciudad, Santiago,**  
**Cuba**

OBJETIVO: Promover la cooperacion  
cientifica entre especialistas  
dedicados al quehacer psicologico en  
lo teórico, investigativo y asistencia;  
en el campo clínico, laboral, social,  
educacional y comunitario.

Podran participar psicologos,  
psiquiatras, sociologos, sexologos,  
medicos, pedagogos, antropologos,  
trabajadores sociales y otros  
especialistas afines.

**Contact:**

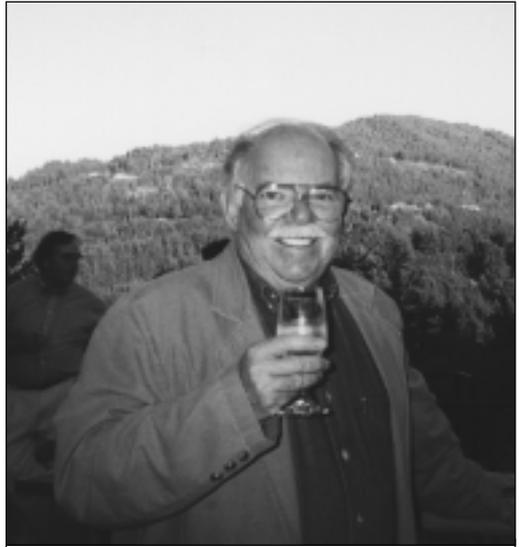
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Prof. Madeleine Fernández  
Departamento de Psicología  
Universidad de Oriente  
Ave. Patricio Luma s/n  
Santiago de Cuba.CP 90500  
Fax: 53 226 43186 y 32689  
Telex: 016 345  
Telefono: 32004 y 33012 Ext.215  
psico@csh.uo.edu.cu

**March, 2000**  
**Kampala, Uganda**  
**Cosponsor ed by IACCP , ARIC and**  
**ISSBD.**

**23-28 July, 2000**  
**XXVII Inter national Congr ess of**  
**Psychology**  
**Stockholm, Sweden**

IACCP has been invited to propose key-  
note speakers and symposia for this con-  
ference.

**Contact:**



**Marshall Segall, Past-  
President, celebrates on Walt  
Lonner's deck.**

XXVII International Congress of Psychol-  
ogy  
Box 3287  
S-103 65 Stockholm, Sweden  
Tel: +46 (8) 696 97 75  
Fax: +46 (8) 24 78 55  
psych.congress.2000@psykoqoforbundet.se  
<http://www.icp2000.se>  
<http://aix1.uottawa.ca/~iupsys>

**APS, APA**  
**American Psych. Association**  
20-24 August, 1999, Boston, MA  
4-8 August, 2000, Washington, D.C.  
24-28 August, 2001, San Francisco, CA  
23-27 August, 2002, Chicago, IL

**American Psych. Society**  
3-6 June, 1999 Denver, Colorado  
8-11 June, 2000 Miami Beach, Florida  
14-17 June, 2001 Ontario, Canada  
6-9 June, 2002 New Orleans, Louisiana

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### **Kimberly A. Noels**

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