



# WEEK 6

## Definition of culture

Unit 1: Definition of culture, cultural contact and acculturation

### Science

1. Science provides us with the most accurate understanding of the world.
2. We assume that there are basic underlying causes that could be discovered and explained objectively.

## Science

3. Science proceeds through the process of idea formulation (assumptions), simplification (hypothesis), verification (validation), generalization (theory), application (testing), and discrimination (refinement).
4. Physical sciences were the first to emerge, then the biological sciences, and then by human sciences.

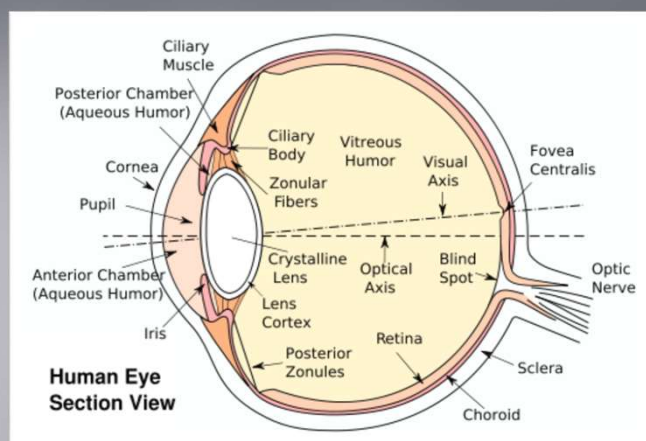
## Science

5. Phenomena that are unobservable or created by human beings are outside the realm of natural sciences and they belong to the realm of humanities (e.g., art, literature, music, philosophy, religion, and culture).
6. Psychology is considered to be a branch of natural sciences. However, to understand human creativity, as Wundt has pointed out, we need both sciences and humanities.

# Knowledge

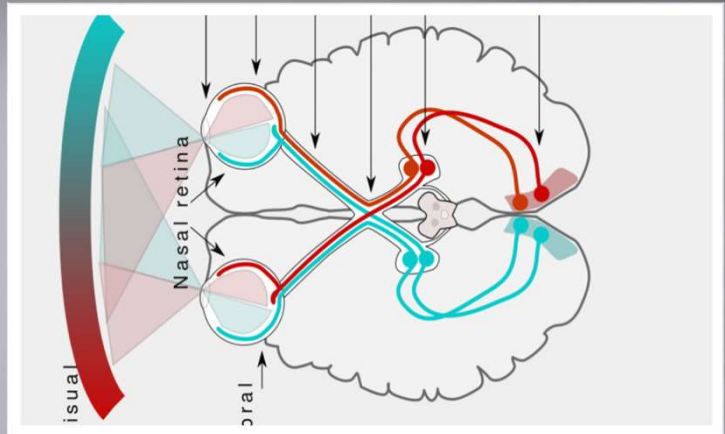
Knowledge	Common Sense	Humanities	Religion	Philosophy	Science
Observation					
Institution					
Authority					
Integration					
Humanism					
Objective method					
Public Verification					

# What is a rose?

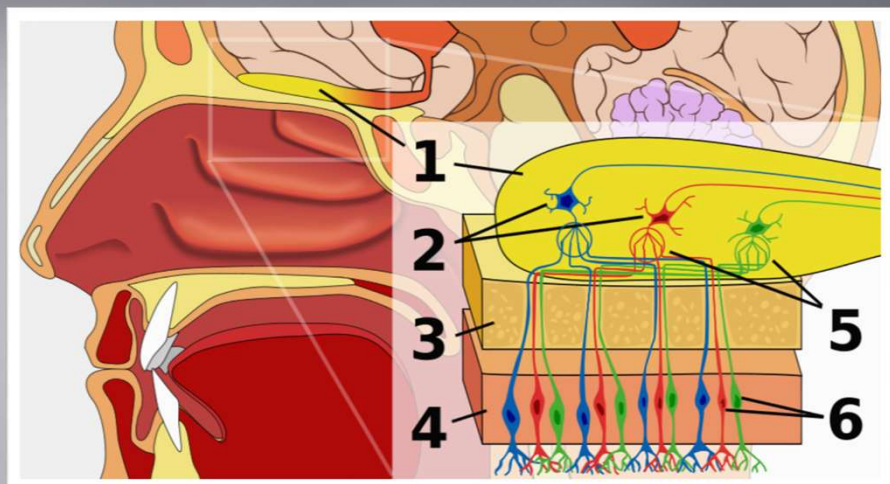


*"Rose is a rose is a rose is a rose"* (Gertrude Stein, 1913)

## Eyes to the visual cortex



## A sense of smell



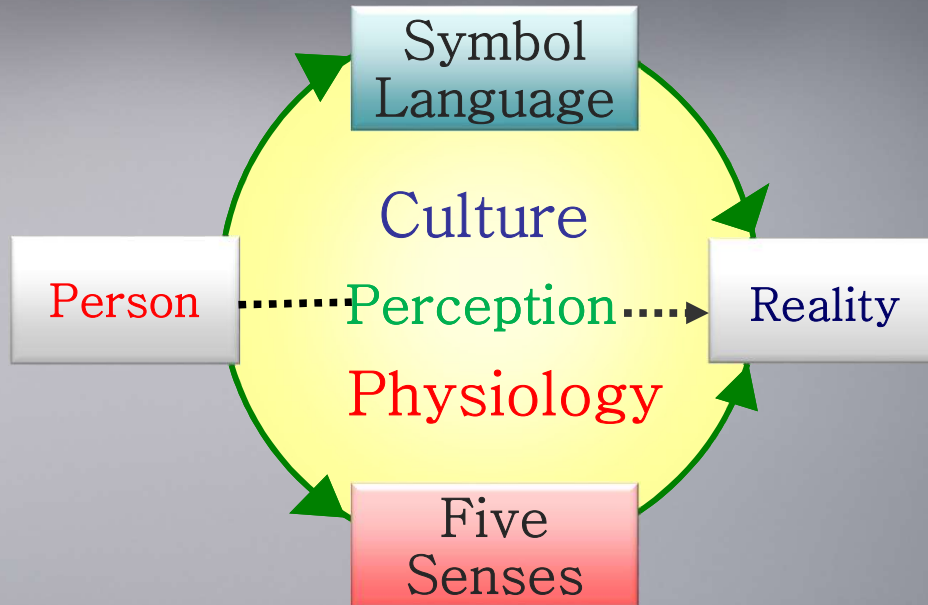
## Name the color

Red	Yellow	Blue	Green
Blue	Red	Pink	Yellow
Black	Blue	Green	Black
Green	Black	Brown	Pink
Brown	Brown	Yellow	Red
Pink	Red	Black	Blue
Blue	Green	Red	Brown
Green	Red	Blue	Pink

## Name the color

빨강	노랑	파랑	자주	초록
노랑	파랑	빨강	초록	자주
초록	자주	파랑	노랑	빨강
자주	초록	빨강	노랑	파랑
파랑	빨강	노랑	자주	초록
노랑	파랑	빨강	초록	자주

## Reality and perception



## Understanding behavior in context

*Ecology:* Terrain, weather, wildlife

*Culture:* Collective values, norms, creativity

*Society:* Institutions, laws, media, education

*Community:* Urban/rural, security, facilities

*Relations:* Family, friends, neighbors, colleagues

## Understanding behavior in context

*Individual:* Behavior, cognition, and emotion

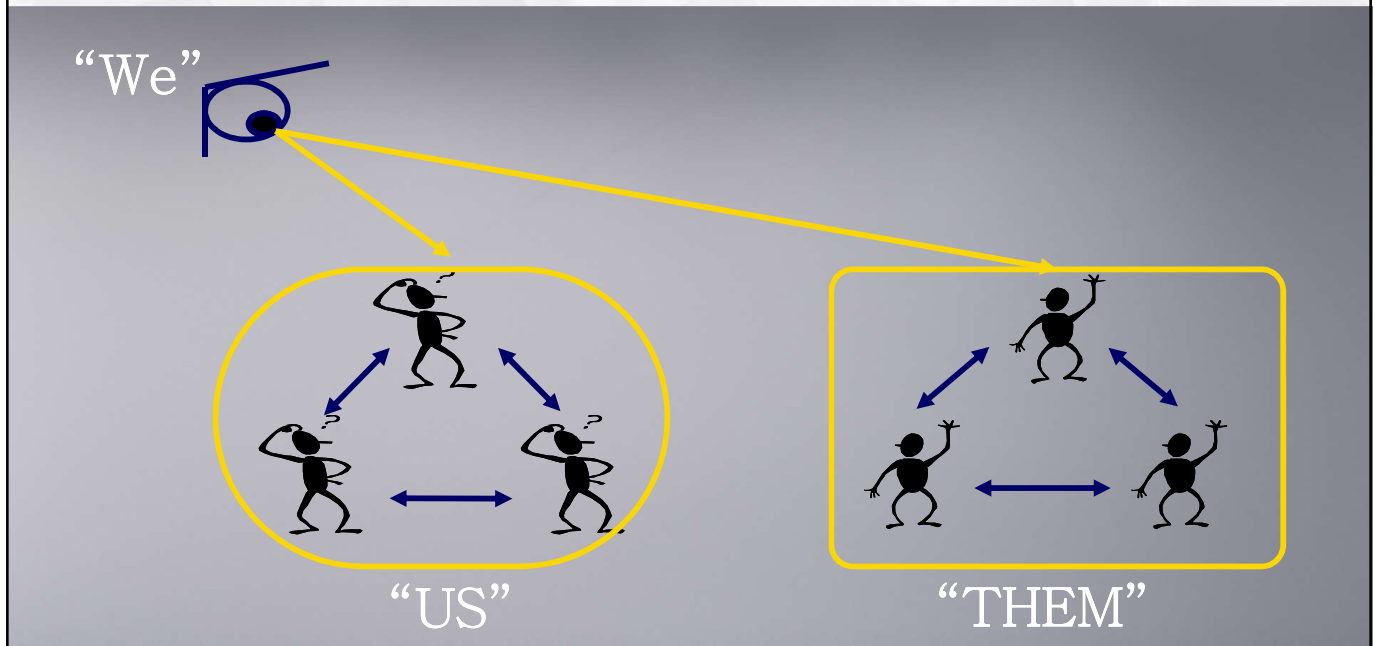
*Physiology:* Brain, organs, circulation

*Genes:* Genome

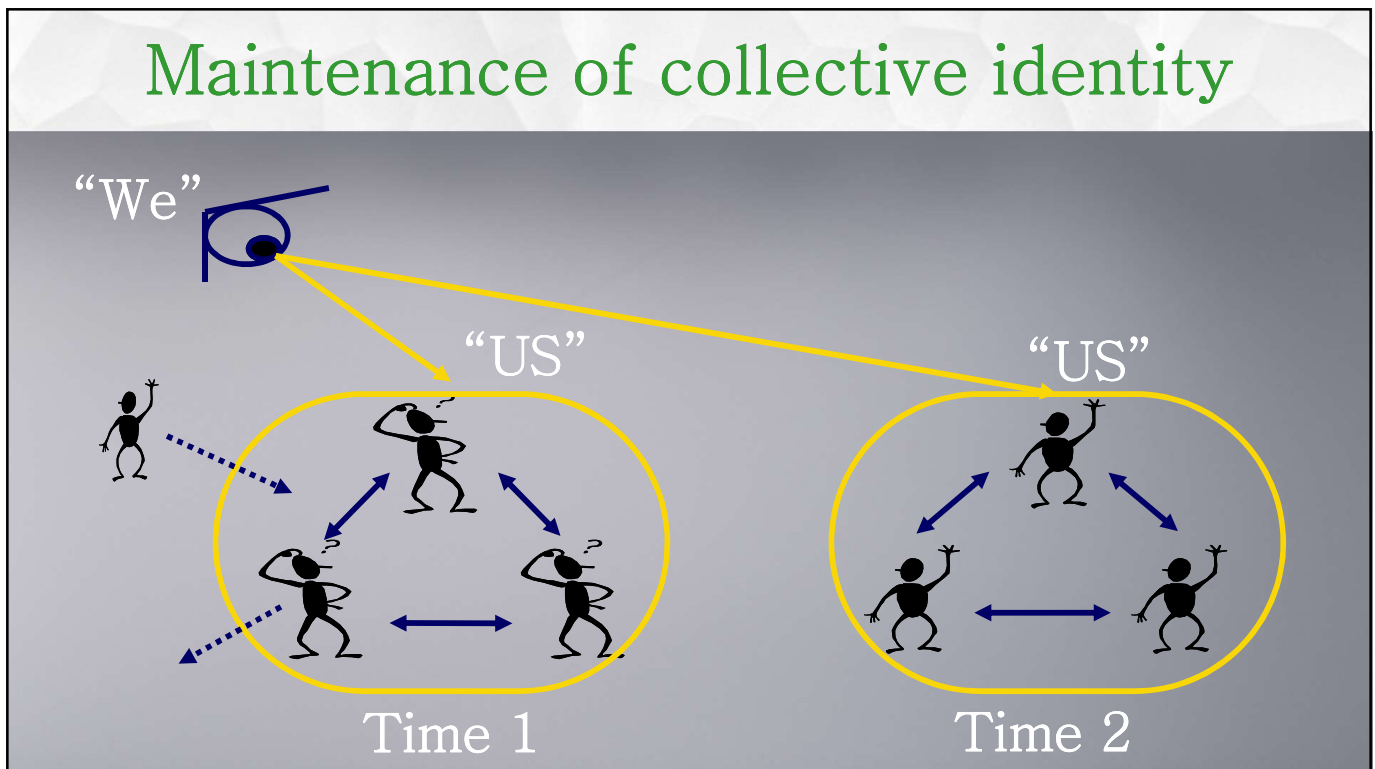
## Part II

## Definition of culture

## Collective identity

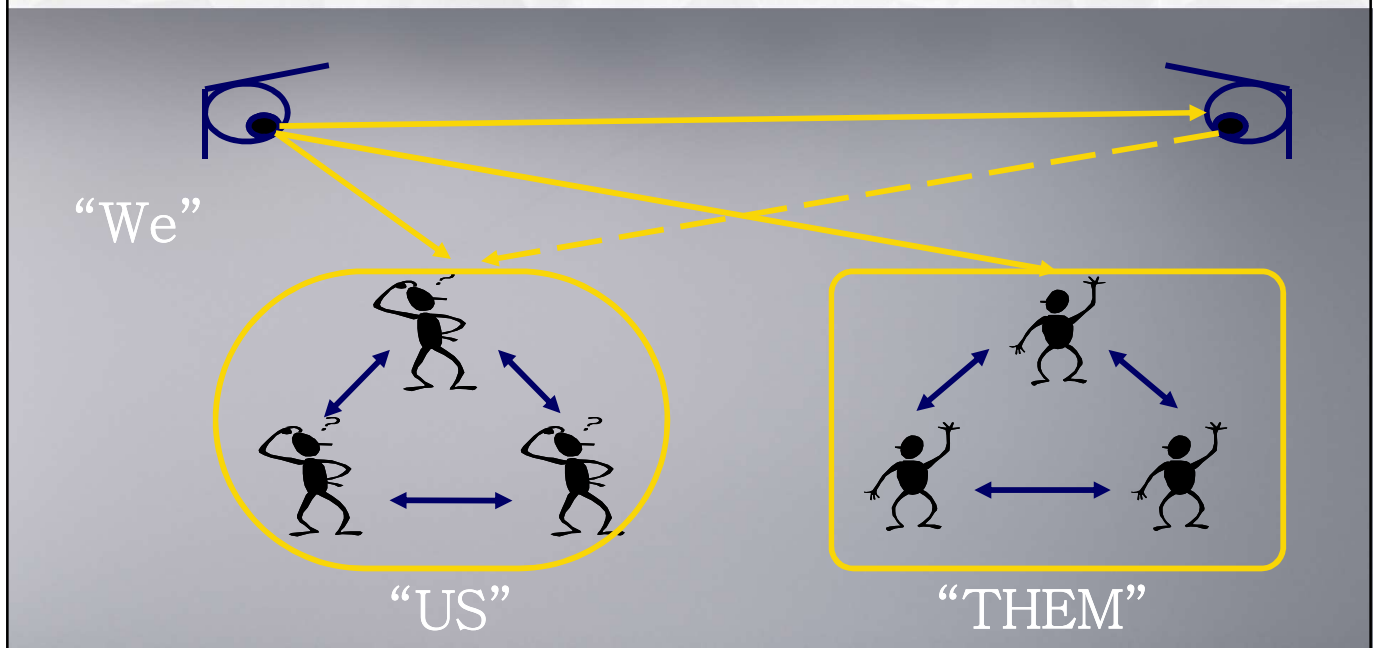


## Maintenance of collective identity





## Ingroup and outgroup distinction



## Culture defined

Culture represents collective utilization of natural and human resources to achieve desired outcomes

Resources

Natural  
resources

Human  
resources

Process

Utilize

Outcome

Goals

## Cultural differences

Differences in cultures can exist because we set **different goals** and due to the way we use our resources and **means** to achieve the **goals**.

## Cultural differences

### Resources

Natural

Human

### Process

USA: Individual

Rationality  
Principles  
Freedom of choice

Korea: Relation

Affective ties  
Role-fulfillment  
Self-cultivation

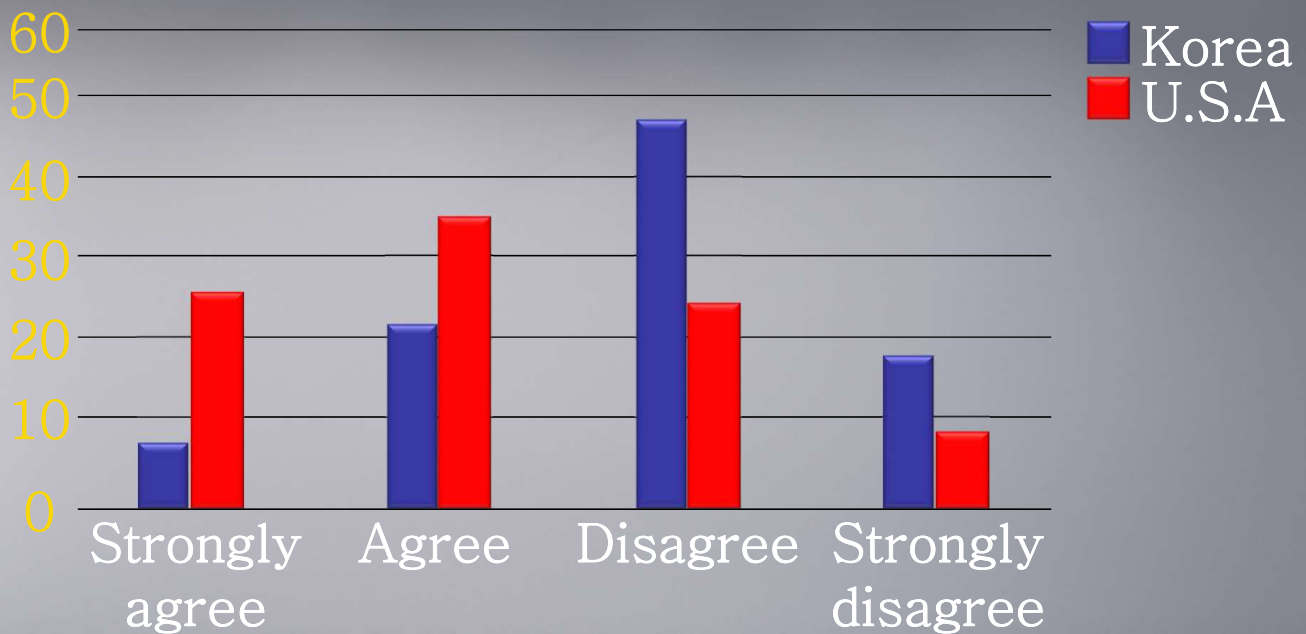
### Outcome

Self-actualization  
Personal enjoyment  
Happiness

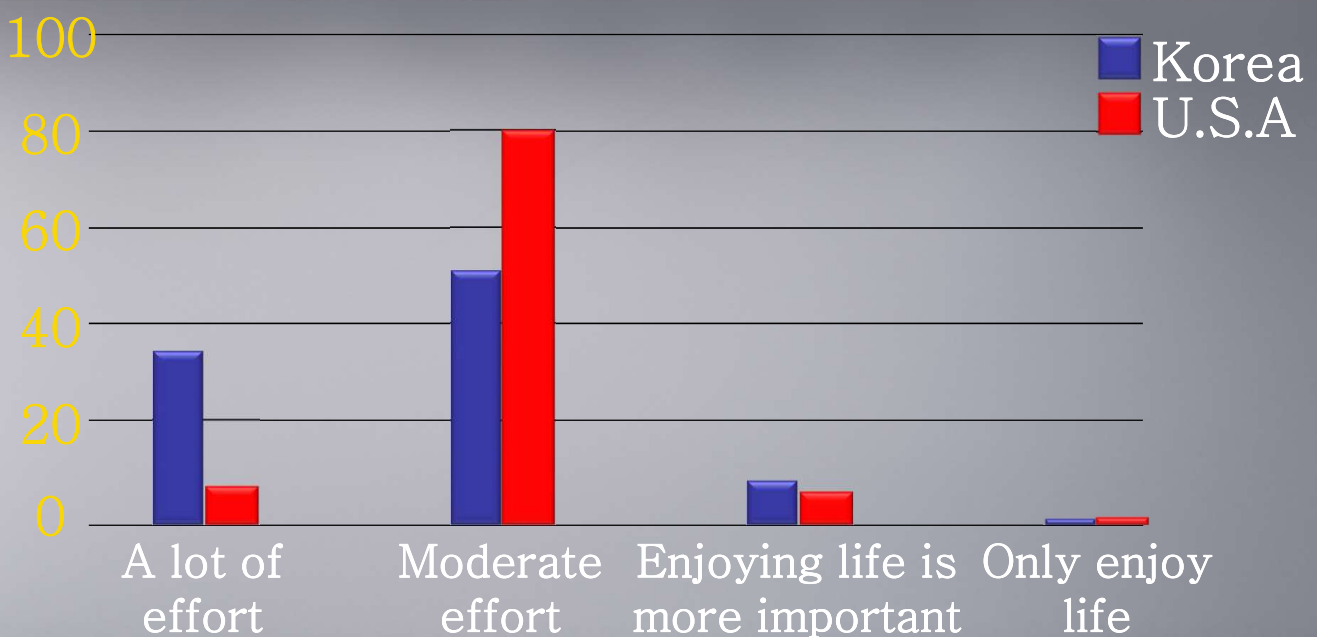
Harmony  
Long-term relationship  
Family welfare

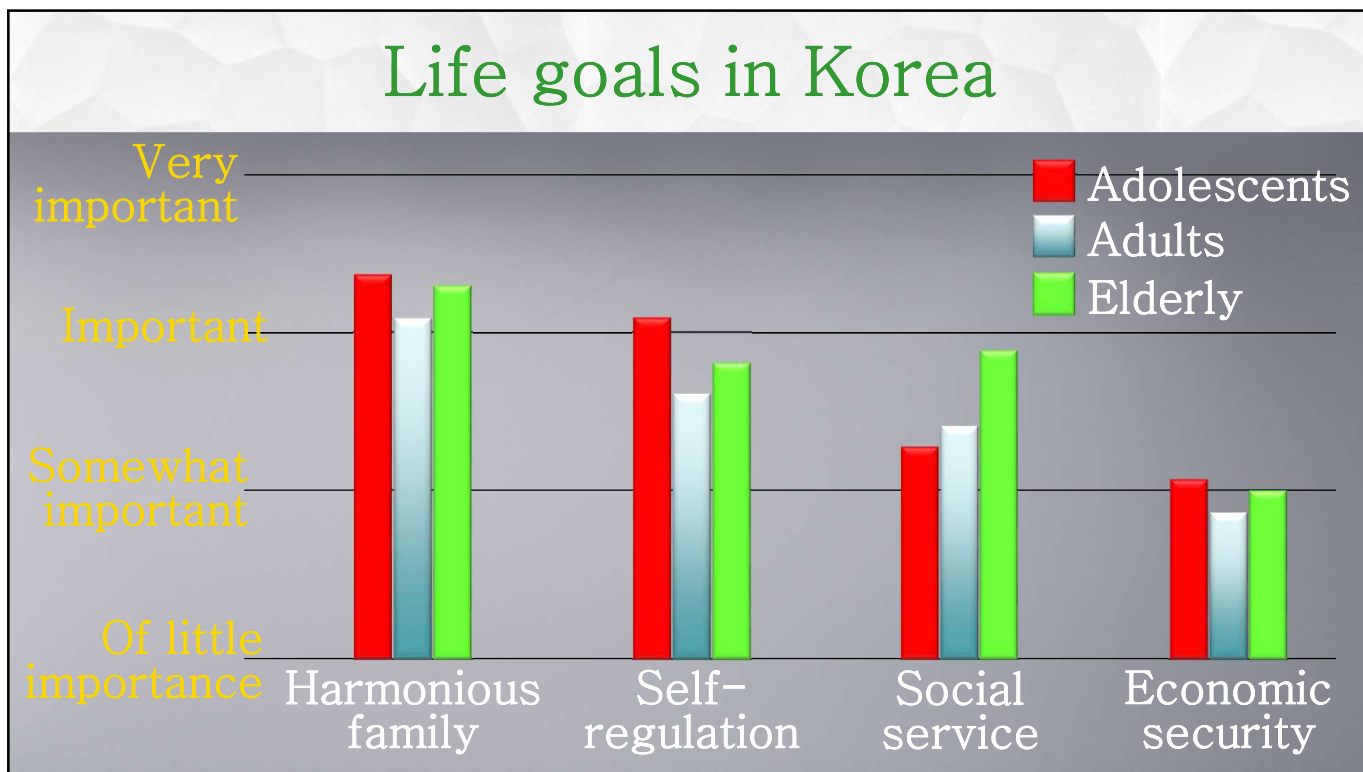
Cultures differ in terms of **emphasis** rather than quality

## Enjoying life is more important than preparing for the future



## How much effort needed to succeed?

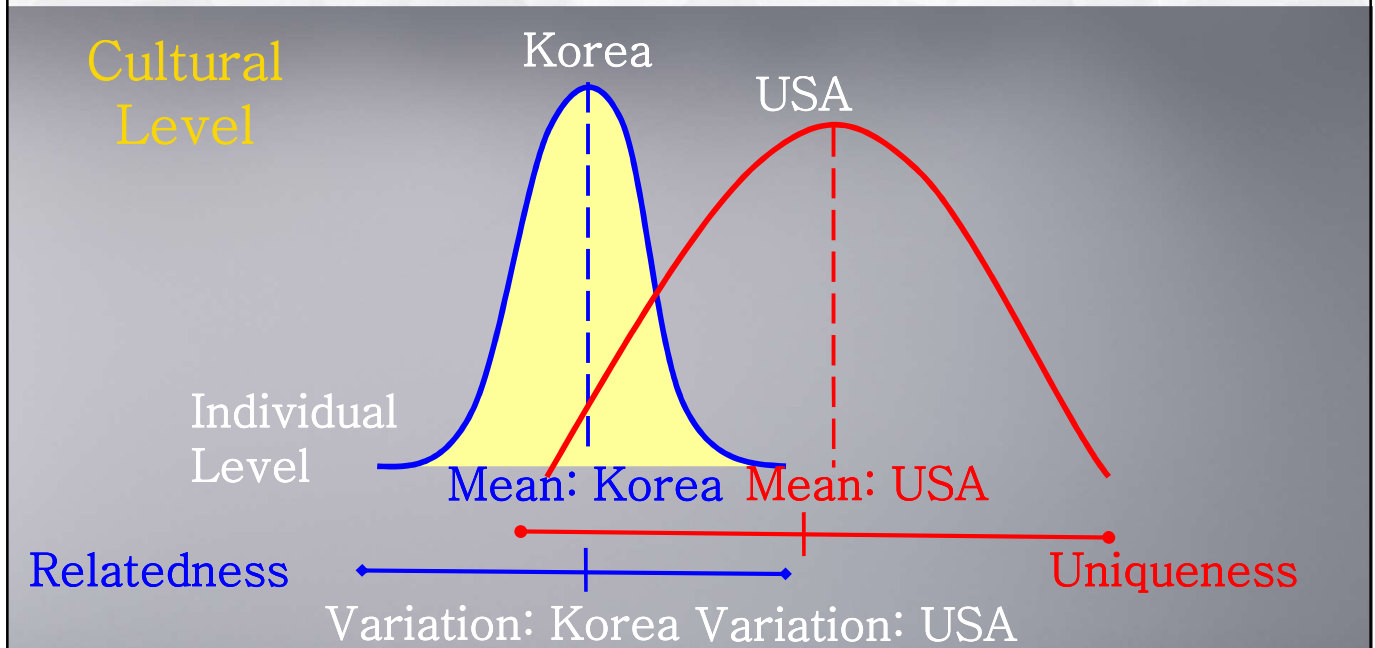




### Cultural differences

Content	West	Korean
Goal	Truth Happiness	Harmony Well-being
Focus	Individual	Relationship
Means	Rationality	Emotionality
Activity	Self-actualization	Self-cultivation

## Culture and individual differences



## Cultural relativism

$$\text{Cultural difference} = A \cap B \cap C = 0$$

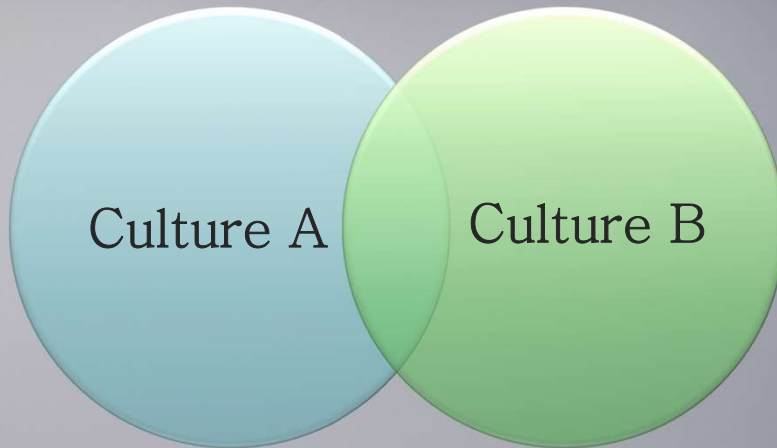
Culture A

Culture B

Culture C

## Cultural similarities

Cultural similarity =  $A \cap B$



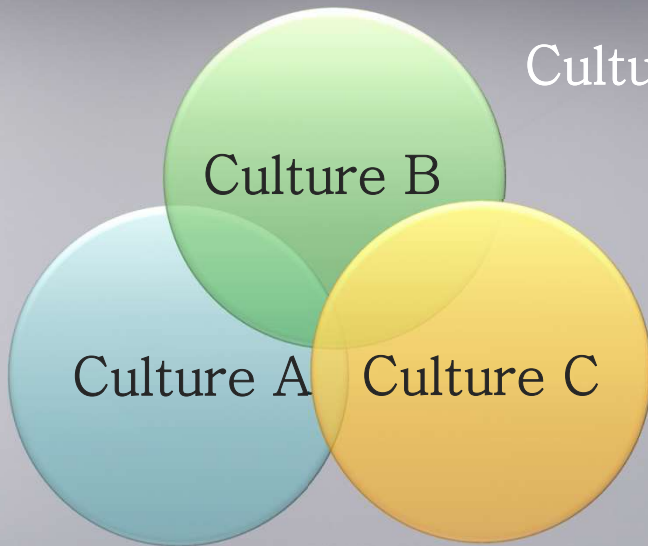
## Cultural similarities and differences

Cultural similarity =  $A \cap B$



Cultural difference =  $A, B \cap C = 0$

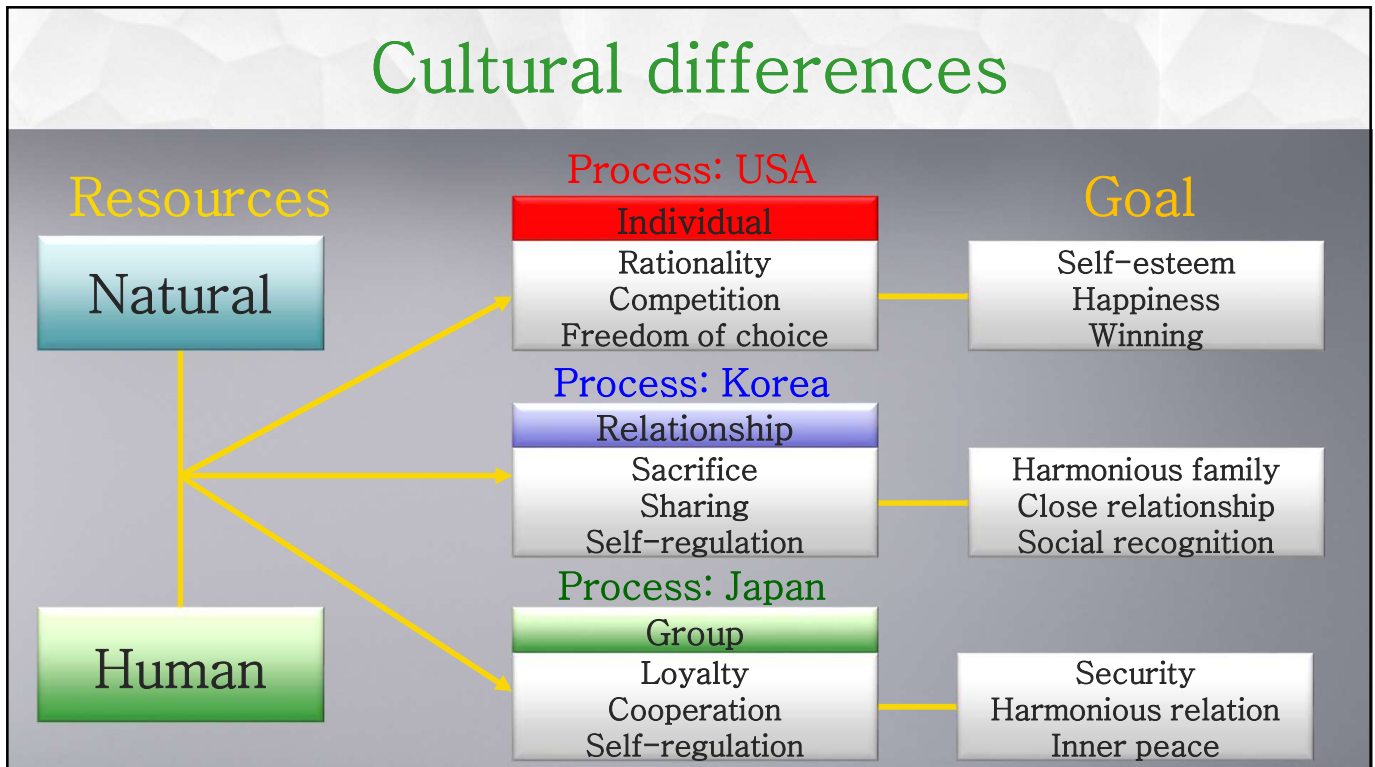
## Cultural universal

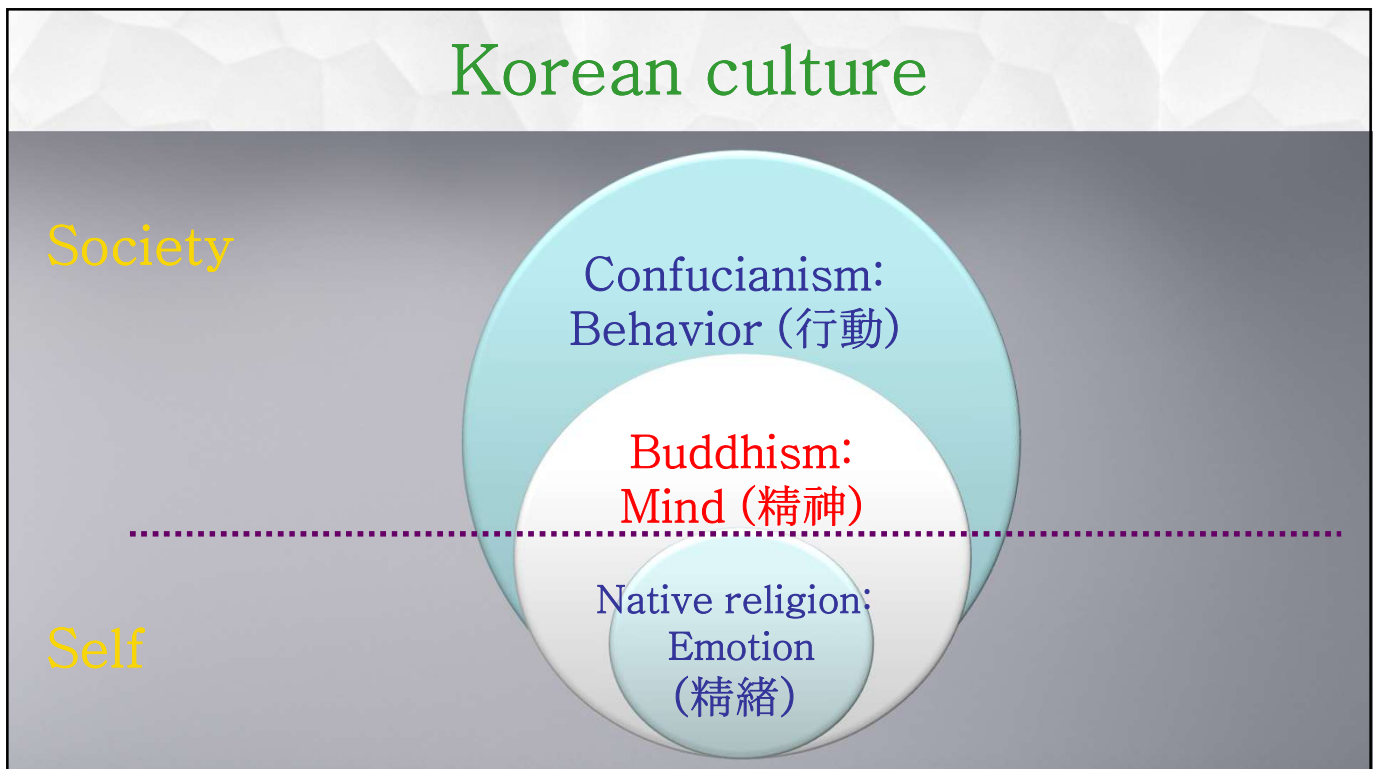
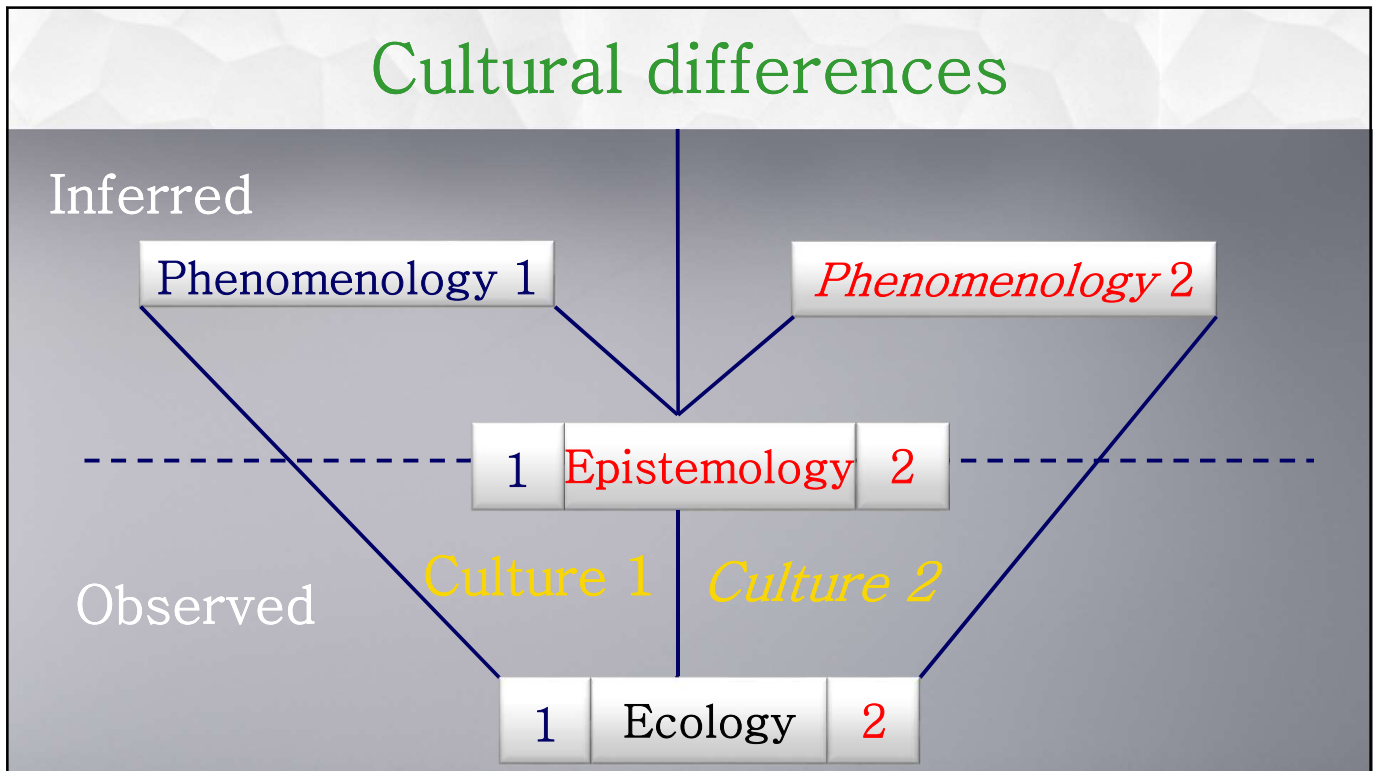


Cultural universal =  $A \cap B \cap C$

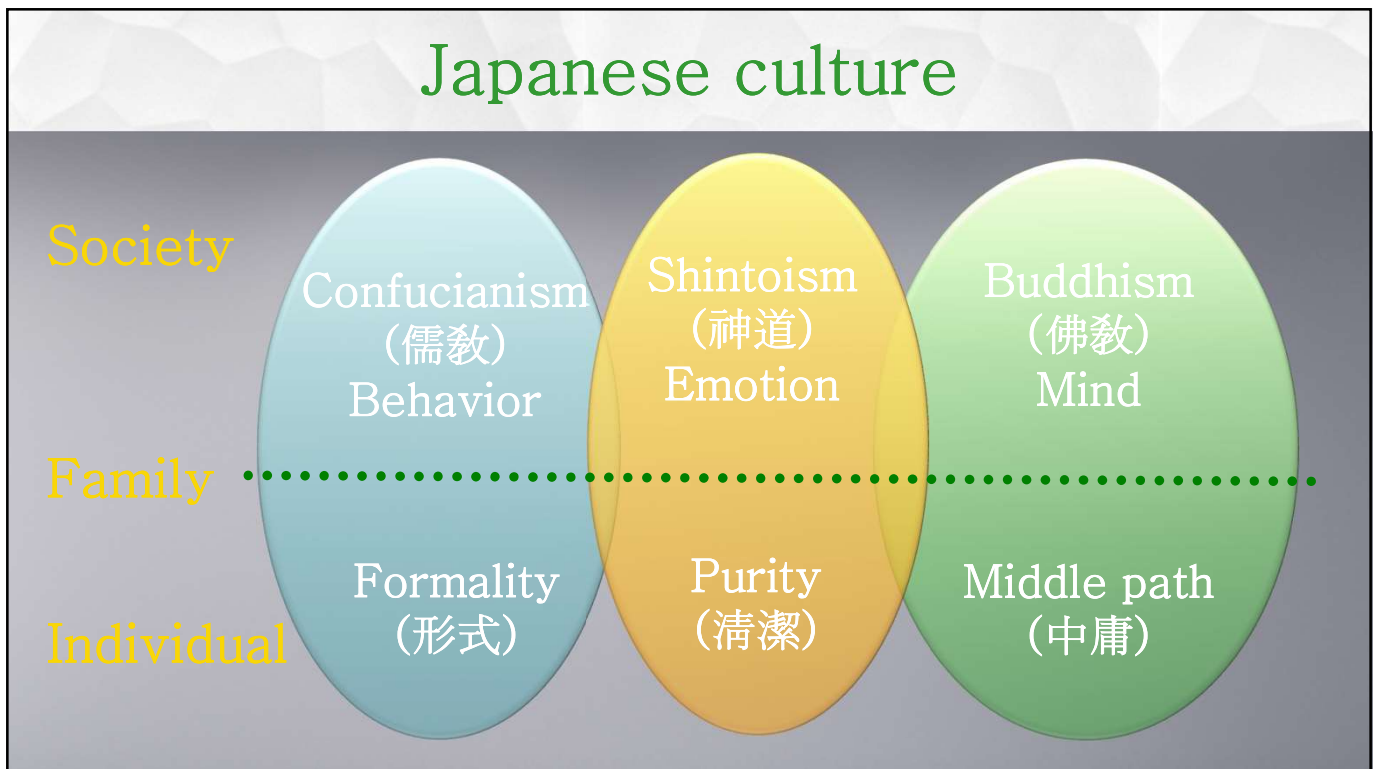
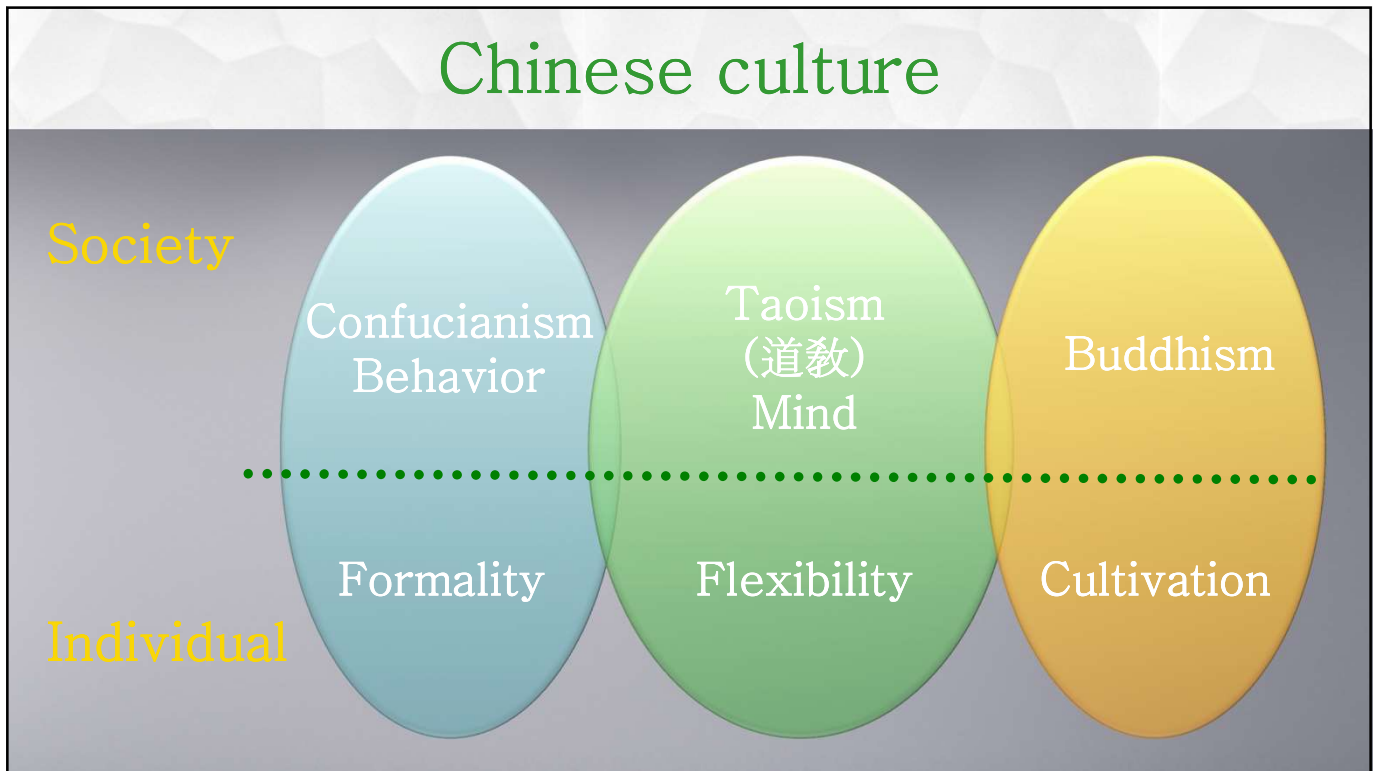
Range =  $A \cup B \cup C$

## Cultural differences









## Part III

# Acculturation, cultural contact and acculturation

## Acculturation policy

Diversity Positive relations	Valued	Not valued
Valued	Multiculturalism	Assimilation
Not valued	Segregation	Ethnocide

Source: Kim & Berry (1986)

## Acculturation group

Diversity Desired contact	Mobile	Sedentary
Valued	Immigrants	Ethnic group
Not valued	Refugees	Native peoples

Source: Kim & Berry (1986)

## Acculturation attitudes

Maintain own culture Participate in society	Valued	Not valued
Valued	Integration	Assimilation
Not valued	Segregation	Marginalization

Source: Kim & Berry (1986)