The field of intercultural research received significant cross-fertilization from many academic disciplines, such as anthropology, behavioural science, communication studies, economics, linguistics, political science, psychology, sociology and, lately, neurology, with researchers starting to investigate how the function of our brain is influenced by culture. Each added welcome new insights and perspectives; alas, integrating these different perspectives into a holistic context often proved complex.

Harry C. Triandis, a social psychologist who is now a professor emeritus at the University of Illinois, embraces this complexity in his book *Culture and Social Behavior*. He uses the concepts of *emics*, culture-specific, unique elements that apply within the system of a culture but do not offer much value when contrasting different ones, and *etics*, universal cultural elements whose study helps in finding and formulating cross-cultural generalizations.

The important point, the author argues, is to find convergence between different methods of understanding reality. Triandis suggests this approach as a foundation for both, understanding and comparing cultures. Even concepts that translate easily across languages, he warns, do not have identical meanings, so one must pay attention to many aspects when aiming to analyze subjective culture.

Two chapters of the book serve to explore this in greater detail, offering an integrative overview across a wide range of related research. Subsequent chapters analyze cultural differences in social behavior, from social relations and communication to aggression, helping, dominance and conformity. The final chapters of the book discuss diversity, intercultural relations, and intercultural training.

Throughout this work, Triandis emphasizes concepts that others in the field often overlook. For instance, he contrasts loose cultures and tight ones, distinguished by their degrees of tolerance for deviation from cultural norms. This distinction is paramount when evaluating other interculturalists’ models, such as the “cultural dimensions” that became popular in intercultural training since the 1980s and are still widely used. Similarly, the author highlights the need to understand intergroup relations, as opposed to interpersonal ones, in assessing stereotypes and conflict potential.

Bottom line, *Culture and Social Behavior* is a valuable resource for those looking to acquire a deeper understanding of the value, and of the caveats, of studying behaviors across cultures.
Differentiate between social behavior and culture. Provide an example. Social behavior is the specific manner an individual behaves in different situations or places. We are all taught as a child how we should act in public, in school, and even in our own homes. As an adult, we may have one personality in the workplace, and another at home, and possibly even another in the social side of life. Younger individuals or teenagers behave in a similar manner as their friends and peers. An example is the influences they have on each other may have an effect on the way they talk, their actions, and cad Culture and social behavior are social phenomena. It is mostly the culture that determines social behavior of an individual. Also, both culture and the social behavior, are major study areas of Sociology. They are not biologically inherited, but individuals acquire them through social interactions. Both culture and social behaviors are subject to change over the time and not static. â€¢ When we look at differences we see that culture is a collection of material and non-material things whereas social behavior is an individual phenomenon, shaped by the culture. Images Courtesy Cultural homogeneity results in tightness and in the sampling of the collectiveself. The article outlines theoretical links among aspects of the environment, child-rearing patterns, and cultural patterns, which are linked to differential sampling of aspects of the self. Such sampling has implications for social behavior. Empirical investigations of some of these links are reviewed.Â The argument of this article is that people sample these three kinds of selves with different probabilities, in different cultures, and that has specific consequences for social behavior. The private self is an assessment of the self by the self. The public self corresponds to an assessment of the self by the generalized other. Only RUB 220.84/month. Chapter 14: Culture and Social Behavior. STUDY. Flashcards.Â Cultural differences exist. Process is influenced by nonverbal cues gained from the media. Culture and Face Recognition. Ability to recognize people's faces is important for creating social bonds. People recognize individuals of their own race better than the individuals of another race. Result of: Attitudes toward people of same and other races. Social orientation. Task difficulty. Experience. Culture and Attractiveness. Universal standard of attractiveness exists but the meaning of attractiveness varies across cultures. Nonverbal cues influence the way people perceive others. Subsequent chapters analyze cultural differences in social behavior, from social relations and communication to aggression, helping, dominance and conformity. The final chapters of the book discuss diversity, intercultural relations, and intercultural training. Throughout this work, Triandis emphasizes concepts that others in the field often overlook. For instance, he contrasts loose cultures and tight ones, distinguished by their degrees of tolerance for deviation from cultural norms.Â Bottom line, Culture and Social Behavior is a valuable resource for those looking to acquire a deeper understanding of the value, and of the caveats, of studying behaviors across cultures. Leadership CrossroadsTM. Houston, TX, USA / Berlin, Germany.