Explain Emic and Etic Concepts

**Etic:** What cultures have in common. Is used for cross-cultural comparison

*Example:* Ekman (1973)

**Emic:** What is culture-specific, culture-bound.

*Example:* Okello and Solvig Ekblad (2006) In Uganda, depression is considered to be an illness of thought

Define culture, cultural norms and cultural dimensions

**Culture:** A shared, learned, symbolic system of values, beliefs and attitudes that shapes and influences perception and behavior

**Cultural dimension:** A construct to explain and compare norms for a specific type of behavior in cultures

**Cultural norms:** Expected behavior in a culture

Cultural dimensions

**Individualism-collectivism:** How people define themselves and the relationships with others

**Individualistic cultures:** Self interest prevails before the interest of the in group

**Collectivistic cultures:** The group interest prevails before self interest

Supporting research

**Yuki (2005):** Japanese are from a more collectivistic culture than American cultures.Because relationships are more extended in their culture they are more likely to rely on help from outgroup members.

**Hofstede (1973):** Demonstrated that Western countries are more individualistic than Asian, African, and South American countries

**Bond & Smith (1996):** Collectivistic cultureshave higher rates of conformity than individualistic cultures

**Chiao & Blizinsky (2010):** The prevalence of depression is related to individualism

**Levine et al. (1990):** Helping behavior is weakly related to individualism

**Levine et al. (1995):** For individualistic cultures love is essential for the establishment of marriage. The disappearance of love is sufficient reason to end a marriage. This is in contrast to collectivist cultures.

**Power distance:** How much a culture values and respects authority. The extent to which less powerful members of institutions and organizations within a culture expect and accept that power is distributed unequally. A measure of how cultures deal with inequalities

**Hofstede (1973):** Demonstrated that some cultures have higher levels of power distance than others. For instance, South Korea and Colombia has a higher power distance than North America.

**Merritt and Helmreich (1996):** Surveyed 9,000 male commercial airline pilots in

a study to replicate Hofstede’s study originally conducted in the late 1960s and early 1970s. Merritt and Helmreich selected airlines that were owned, managed, and operated by members of the same national culture and pilots at those airlines whose nationality at birth and current nationality matched the nationality of the airline. Pilots from Brazil, Korea, Mexico, and the Philippines had the highest power distance scores; pilots from New Zealand, Australia, and South Africa had the lowest.

Merritt and Helmreich found that power distance had the most relevance for aviation, such as the use of automation (autopilot). Pilots with high power distance were enthusiastic about automation because automation is perceived as authoritative. Pilots with low power distance are least likely to accept automation because they dislike the lack of personal control.

**Malcolm Gladwell (journalist) in the book “Outliers”:** Explored two plane crashes—one Colombian (Avianca Flight 52) and another, South Korean (Korean Air Flight 801. He focuses on how well the pilots communicated with each other and with air traffic control. Poor communication in these examples, he argues, has to do with the cultures’ power distance index, since both Colombia and South Korea rank towards the top of the P.D.I. list, the subordinate members of their cockpit crews were unable or unwilling to speak up as assertively as they should have about safety concerns.