

CROSS-CULTURAL PSYCHOLOGY BULLETIN



**FONGOT
KINNI**

**Matri-Patriarchical Polygynous
Society of the Bamenda
Highlands, West Africa**



**Volume 44
Summer
2011**



Cross-Cultural Psychology Bulletin

A Publication of the International Association for
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* is online in PDF format at www.iaccp.org.

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CROSS-CULTURAL SOCIAL PSYCHOLOGY NEWSLETTER

Issue: 1

Editor: Harry C. Triandis
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March 1967

A conference on the social psychological problems of developing countries was held in Ibadan, Nigeria from December 29, 1966, to January 5, 1967. During the conference it was decided to create a NEWSLETTER which would bridge the information gap among researchers engaged in social psychological studies of international relevance. Letters, abstracts, and news items would be included in this NEWSLETTER. Preference would be given to communications coming from the developing countries.

Professor Marshall Segall of the University of Syracuse, New York, U.S.A., proposed the NEWSLETTER. The idea was unanimously endorsed by the plenary session of the conference, which also asked Professor Triandis to take responsibility for it. This is the first issue of the NEWSLETTER.

The present issue has three aims: (a) to inform those who are likely to want to receive the NEWSLETTER of our plans and editorial policies; (b) to ask those who receive the NEWSLETTER to indicate whether they wish to receive it; (c) to ask for the names and addresses of other colleagues who have not received the first issue. If you know of colleagues engaged in cross-cultural research, be sure to send their names to the editor.



Cross-Cultural Psychology Bulletin

Volume 44 Summer 2011
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International Association for Cross-Cultural Psychology

2

Articles

Change is Good, Right?

BILL GABRENYA

The intensity of activity with IACCP over the last several years; changes on the way; publications evolve; our unrealized potential



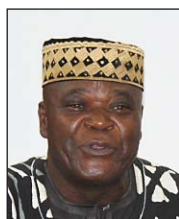
6

The Challenges of the Leopard

Skin Heritage: At the Crossroads of Tradition and Modernism in the Bamenda Highlands of West Africa

FONGOT KINI-YEN KINNI

Fongot describes the culture and social system of the traditional highlands kingdoms of Cameroon.



15

A Sense of Obligation

EMMA BUCHEL

Emma won the 2010 Triandis Award. Here she tells the story of the genesis of her research ideas as a teacher in China and how they led to her "duty loving dissertation."



20

Report of the XX International Congress of the IACCP

YOSHI KASHIMA

Yoshi reports on the Melbourne Congress: people, innovations, anxieties, successes.



25

The 4th Africa Region Conference of IACCP: Cross-Cultural Psychology, African Perspectives

THERESE TCHOMBE

Therese describes one of the most unique and fascinating IACCP regional conferences in memory.



Announcements & Reports

3 Presidential Greetings

KWOK LEUNG

32 Segall and Schwartz Named Honorary Fellows at Melbourne Congress

34 Advanced Research and Training Seminars (ARTS) 2010

EDITOR

36 Minutes of the General Meeting of the IACCP

BILL GABRENYA

35 Harry and Pola Triandis Doctoral Thesis Award

39 New iaccp.org Website

44 Emda Orr

46 Officers and Regional Reps of IACCP

48 New Books: Bond, Chirkov, Gelfand, Leung, Matsumoto, Segall, van de Vijver

50 Awards Received by Members

50 Wallace Lambert

51 Online Readings in Psychology and Culture

51 Conferences

Cover Photo

Anthropology student Nokwe Brenda Mpoke holds a young princess of Babungo Fondom, Bamenda Highlands, Cameroon.

Change is Good, Right?

Bill Gabrenya, Editor

So much has happened in the Association since the previous *Bulletin* went to press (July 2009) that I don't know where to start. The many reports published in this issue, while factually correct, fail to convey the extent or intensity of Association activities over the last several years. I think it would be a fair to assert that every IACCP president beginning with Deborah Best (2000-2002) has faced more challenges than his or her predecessor, through Heidi Keller's term (2008-2012). Kwok Leung points out in his report on the next page that he has been lucky so far to have a relatively trouble-free presidency, and I believe he is correct.



For a relatively “deep” analysis of where the Association came from and seems to be going, see my article reporting the IACCP member survey published in the previous issue. At a behavioral level, we are heading in several directions at once. In publications, both our traditional print and our new-media online publications are progressing. Peter Smith has successfully worked with the publisher of JCCP (Sage) to expand the *Journal*, increase some of our financial benefits from it, and reduce our costs. At the same time, our website, our Congress eBooks, and in particular one of our primary gifts to cultural sciences, the eBook *Online Readings in Psychology and Culture* (ORPC), are growing and becoming more sophisticated. The next major change in publications will be the disposition of the *Bulletin*, as I step away from my long position as Editor and the magazine itself undergoes some changes. This would be a good time for the Association needs to become more modern in its communication methods and styles, too.

The Task Force on Cultural Psychology and the inclusion of Special Interest Groups in the recently adopted Constitution (both described in the minutes of the General Meeting on page 36) may change the composition of the Association in ways that we can't fully anticipate, and these changes should eventually be reflected in our conferences. These initiatives take place alongside a generational transition as some students of the Founders and others at a similar career stage (that would be me)—as well as the first generation of cultural psychologists—approach retirement. As a newer generation rises to prominence within and without IACCP, we should expect changes in priorities, style, and the intellectual direction of the discipline. I am personally interested to see how the complex relationship between cross-cultural psychology and anthropology proceeds over the next decade or so. (I have always felt that the first and second generations of cross-cultural psychologists were closet anthropologists, sharing with anthropology an oft-suppressed yen for field research and suffering in general.) Our Association, being intriguingly different than a normal scientific society, has a lot

Continued on page 35 ►

Presidential Greetings

Kwok Leung, City University of Hong Kong, China

To me, the wonderful biennial Congress in Melbourne seems to have ended just weeks ago, as I still remember walking back to the student dormitory in the chilly wind after a full day of stimulating talks and symposia. It is hard to believe that I am already one year into my new role as president of IACCP, and we just had a fantastic regional conference in Istanbul. Time flies for me because of the excellent support I receive from my colleagues on the Executive Council (EC), making my job virtually painless. Their wise counsel and the collective decision making process have unfailingly turned knotty problems into manageable tasks. IACCP is renowned for its collegiality, and it is really a pleasant experience to work with such a nice group of colleagues.

The regional conference in Istanbul was not only a great success, but also took on a special meaning because the 1986 congress also took place in this wonderful city. We are very grateful to Çiğdem Kağıtçıbaşı of Koç University, Honorary President, Zeynep Aycan of Koç University, Conference President, and Heidi Keller of Osnabrück University, Scientific Committee Chair, as well as their colleagues, for putting together such a stimulating and enjoyable conference.

Two people left the EC after the Istanbul conference. Peter Smith of University of Sussex had served as the interim chair of the Communications and Publications Committee since 2009. He stepped down after the Istanbul conference and I would like to express my deep gratitude for his invaluable services in this capacity. Please see articles in this issue that describe his invaluable contributions. I am also happy to announce that Fons van de Vijver of Tilburg University has succeeded Peter as chair of this committee. I thank his enthusiasm in taking up this critical post for the Association.

Verónica Benet-Martínez, our regional representative for North America (USA), has moved to Pompeu Fabra University in Spain, and as a result Judith Gibbons of Saint Louis University was selected by the EC to finish the last two years of her four year term. I would like to thank Verónica for her outstanding service to the Association and welcome Judith to the EC.

IACCP has made important progress in a number of areas. Sharon Glazer of San Jose State University and University of Maryland, our Treasurer, and Bill Gabrenya of Florida Institute of Technology, Secretary-General, worked extremely hard for more than two years to revolve numerous legal, tax, and accounting problems, and finally obtained U.S. federal tax exemption status for IACCP by incorporating it as a nonprofit corporation in the USA.

Bill Gabrenya spent many months driving the revision of our Constitution, which was recently passed by the membership. This task was colossal, involving many rounds of revision, and Bill's meticulous, painstaking



chaperonage of the process was vital to its successful completion. The new Constitution provides a solid foundation for the further development of the Association.

Peter Smith led our effort to improve our collaborative relationship with Sage before the expiry of the current JCCP contract in 2014. Three agreements have been reached. First, eight issues of JCCP are being published each year instead of six, starting in 2011. Second, a modest stipend of US \$4500 per year is provided to the editorial team of JCCP. Third, Sage will not charge us for the production costs of the Journal. We thank Peter for his tremendous efforts in securing these terms for the Association, and Walt Lonner, the founding editor of the Journal, for his astute advice during the process.

JCCP is going from strength to strength, and having eight issues a year will definitely further enhance its leading role in the field. I would take this opportunity to thank David Matsumoto of San Francisco State University, and his team of associate editors for their outstanding contributions to the continued success of JCCP.

Wolfgang Friedelmeier of Grand Valley State University assumed the editorship of the eBook *Online Readings in Psychology and Culture* in 2010. His team has commenced the transfer of the Online Readings to a server provided by the library of Grand Valley State University. I am happy to note that there are 13 new contributions commissioned, and 10 authors of existing contributions have agreed to update their papers. (See sidebar, page 51.)

We continue to work with International Congress of Psychology and International Union of Psychological Science to organize Advanced Research Training Seminars (ARTS) in the 2012 conferences in South Africa. Nandita Chaudhary of University of Delhi, our representative for ARTS, stepped down in June, 2011, and was succeeded by David Sam of University of Bergen. I thank Nandita for her immense effort in organizing previous ARTS and setting up the ARTS for the 2012 conferences, and David for taking up this important role for IACCP. A report on the 2010 ARTS appears in this issue.

To nurture young cross-cultural researchers, IACCP launched the first two-day Region Summer School for Ph.D. students as a pre-conference activity of the Istanbul conference. Ron Fischer of Victoria University of Wellington was the principal, with David Sam of University of Bergen and Viv Vignoles of University of Sussex as teachers. Over 40 students from diverse countries participated.

We are grateful that John Berry of Queen's University will deliver a talk on behalf of IACCP in the Caribbean Regional Conference of Psychology during 15-18 November, 2011 in Nassau, Bahamas.

Contemplating the future development of IACCP, I note that our Association will celebrate its 40th anniversary in Stellenbosch, which reminds me of

ONLINE READINGS IN PSYCHOLOGY AND CULTURE
International Association for Cross-Cultural Psychology

MAIN MENU
Home
Introduction
Brief Table of Contents
Table of Contents
Author List
Citation Format
Editorial Board
Contact the Editor
Guidelines for Authors
IACCP web site
IACCP eBooks
Cross-Cultural Psychology
Bulletin online

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a famous quote from Confucius:

“At fifteen, I set my heart upon learning. At thirty, I had planted my feet firm upon the ground. At forty, I no longer suffered from perplexities. At fifty, I knew what were the biddings of Heaven. At sixty, I heard them with docile ear. At seventy, I could follow the dictates of my own heart; for what I desired no longer overstepped the boundaries of right.” (translated by Arthur Walley).

The feet of IACCP are definitely firm on the ground, but I am not sure if we are perfectly clear about who we are and what we should do to fulfill the “biddings of Heaven” for IACCP. In my second year as president, I see two tasks that are especially important. The first one is to continue to secure a front-and-center role for IACCP in the evolving field of culture and psychology. Following the lead of Heidi Keller, past-president, we have made significant progress in collaborating with colleagues who identify themselves as cultural psychologists to create an intellectual ambience within our association that welcomes all approaches to culture and encourages synergistic dialogues. We have made provision to set up interest groups within IACCP to facilitate people with common interests to interact more intensely, such as special interest groups for cultural psychology and qualitative research.

There are other new developments in the broad field of culture and psychology that require our attention. A good example is the emergence of cultural neuroscience, and we should watch its development carefully as this nascent field may eventually become a mainstream approach. IACCP cannot afford to be marginalized and must evolve with major new developments in the field. The EC welcomes your suggestions and involvement in positioning IACCP as a major force that drives the frontier of culture and psychology.

The second issue is to attract more young researchers from different subfields of psychology to see IACCP as their scholarly association of choice and their primary intellectual home. I probably belong to the second generation as I witnessed the ascendancy of IACCP in the past three decades as a result of the incredible efforts mounted by the senior colleagues in the Association. We obviously need the commitment and support from young scholars to bring IACCP to new heights. The Regional Summer School for Ph.D. students is a step toward nurturing the new generation, but to borrow from Lao Zi, this is just the first step of a journey of a thousand miles. Again, the EC welcomes your input and suggestions in enhancing the vitality of our Association by engaging young and upcoming scholars from diverse countries.

Finally, thanks to the hard work and leadership of Deon Meiring, University of Pretoria and University of Stellenbosch, and Leon Jackson, North-West University, as conference organizers, and Fons van de Vijver, Tilburg University, and Erhabor Sunday Idemudia, North-West University, as chairs of the Scientific Committee, preparation work for the 2012 biennial Congress in Stellenbosch, South Africa is progressing very well. The conference will offer a stimulating and state-of-the-art scientific program in a pleasant ambience with enjoyable cultural events. I hope you will make plans to attend this exciting conference and I look forward to seeing you in Stellenbosch.

The Challenges of the Leopard-Skin Heritage:

At the Crossroads of Tradition and Modernism in the Bamenda Highlands of West Africa

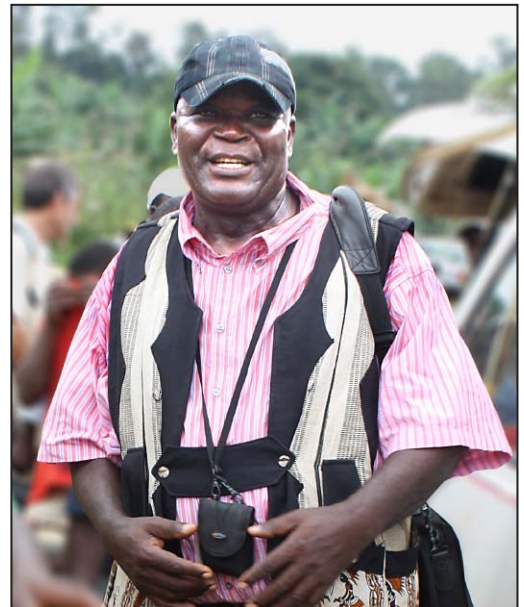
Fongot Kini-Yen Kinni
Buea, Cameroon

It is March, 1999, and Ms. Johnson had scheduled a morning visit to the Babungo palace. The Bamenda Highlands rainy season has just begun, and one can still smell the dew, mixed with fog and laced with woodsmoke from the palace's many polygamous kitchens and its sacred royal shrine. At the threshold of the attendance hall, the aroma of a roasting goat jolts me out of my reverie.

I. A Visitor From the Embassy

Tanning the Leopard Skin

I bellowed my arrival in the hall, but there was no response, just an echo of my voice in the empty courtyard. I beckoned to Ms. Johnson as we crossed through the next corridor of the compound. We were already close to the inner courtyard, approaching the private reception *aula* of the Fon. My greetings became hushed, spreading thinly through the labyrinth of courtyards and corridors, as we realized we were standing face to face with hundreds of speechless statues and masks, seemingly gazing upon us.



We were taken aback when suddenly one of the masks began talking and invited us to come closer. He had recognized Ms. Johnson. She moved towards him and stretched out her hand. Before I could hold her back to honour traditional protocol, she was shaking the young Fon's hand. I cupped my mouth into my palms in a courtesy greeting to royalty in accordance with the Bamenda Tikari-Ndobo traditional protocol. Fon Zofoa III was still undergoing the ritual initiation to royalty. He had not yet completed the required seven weeks of seclusion and rigorous training. As a leopard-skin prince he owed his inheritance to birth and was therefore the choice of the ances-

tors, rising above all the other 100-plus leopard skin princes—despite being among the youngest.

Ms. Johnson explained that her mission, as a representative of the United States Embassy in Cameroon, was to learn how the United States could offer assistance to the preservation of the Babungo Royal Heritage, a civilisation spanning over a millennium. Babungo is one of the modern offspring of the surviving African iron age civilizations that flourished for over 4000 years along the Niger-Benue basins, producing the Nok and Ndobo iron and bronze casting civilizations. All the preceding Fons, including this young Fon who had just ascended the throne, had been wood and stone sculptors. If the Ndobo civilisation is accepted to be the threshold of the proto iron age in Africa (Paul Nchoji Nkwi & Jean Pierre Warnier, 1980), Babungo remains one of the most ancient sites of iron smelting in Africa. This is what gave it an economic edge over all the other Fondoms of the Bamenda Highlands, the Bamum, and the Bamileke Fondoms during the precolonial economic development of the Rifum and the Ndobo Empires (Claude Tardits, 1982).

The young Fon ignored all royal protocol and offered to be our tour guide through the private areas and sanctuaries of the palace museum. He took great delight in leading this tour, intimating that we were the first visitors he was privileged to receive since his enthronement and ritual confinement and seclusion from public human contact. We could feel he was already beset with the loneliness that seclusion brings.

Ms. Johnson shared her thoughts with him. The Fon was very receptive without all the restraints that royal protocol usually imposes on a Fon. I had the intuition that she had placed a woman's magic spell on the Fon. Only a pregnant or a post-menopausal woman has the power to overcome a Fon's *Nkoh Masquerade*. Ms. Johnson told him she felt it must certainly be difficult and frustrating for a young man of 24 who had been exposed to modern urban life to live in such seclusion and confinement. She had known the young Fon when he was a technician working with the national Cameroon Radio Television Company—CRTV—in the capital city of Yaounde.

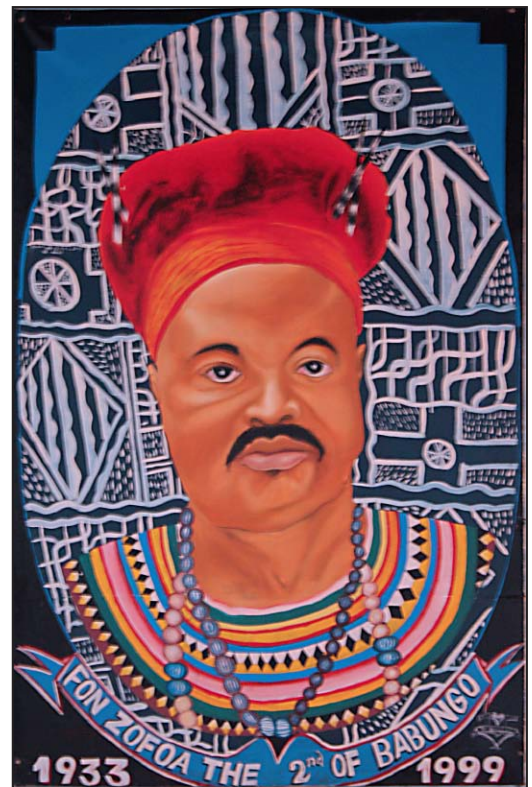
The young Fon Zofoa now became very much carried away by the pointed questions of Ms. Johnson. She too had thrown away her diplomatic mask and conversed with the young Fon in an intimate

manner. This American diplomat could not hide her fascination with the great material cultural wealth of the palace, its myriad ancient sculptures, iron works, beaded art, and stone works.

The Social Anthropologist is a Participant Observer

I became lost on our guided tour as we trotted along with our guide, winding in and out of interconnected, dimly lit chambers and halls until we entered the eternal fire shrine chamber.

I was startled by what I saw there as the heat of the chamber hit me. Sweat dripped from my face. Before us was an enshrined fireplace with glowing embers. The thick, fresh blood of the sacrificial goat that had been slain that morning in honour of the ancestors had coagulated on the ritual stone slab beside the fireplace. A low but finely carved wooden bed was situated on the adjacent wall. This was certainly where the newly enthroned Fon usually passed the night during this period of his ritual initiation into the hierarchy of communion with the ancestral spiritual world.



Former Fon Zofoa II



Babungo Palace reception room Wall at right: image of previous Fon; center: carved serving table; wall at left: TV and audio gear; far right (not shown): poster of Barack Obama.

I immediately knew that this was not the place for me to be. I had trespassed into the sacred domain of the living-dead. Ms. Johnson's "magic spell" had gotten the best of the Fon and me. I did what I intuitively felt I should do: I immediately dipped the middle finger of my left hand

initiated and transformed mystically into the "living-dead shadow" of the newly initiated Fon.

The tour ended when we found ourselves back in the courtyard and alcoves that hosted the various statues and masks, at the very point where we first met the young Fon in the inner

The late Fon was popularly famous for his high fertility and strong blood as was manifested in his many children who resembled him—like serially minted coins.

into the ritual blood on the stone slab and licked the blood. This I did three times, intuitively reciting some spontaneously inspired incantations. This ritual blood pact with the living-dead world was a necessary vaccine for intruders like me if I wanted to live. It was necessary because in our African Tikari cultural philosophy, two Fons cannot live in the same country and two Fons cannot sit on the same throne at the same time. My action was also salvific because by licking the blood on the ritual stone slab I identified with the sacrificial victim. This is how I was systematically

chambers of the palace. The Fon then went into the reception hall and brought back two royal caps or hats. The Fon placed the first one on Ms. Johnson's head and honoured her with the title of "*Mafor*," "Queen Mother." The second cap was placed on my head with the title "*Ti-Funtoh*," "Lord of the Palace."

Ms. Johnson and I were very excited about our new titles and initiations. But I was wondering if we actually understood the long term implications and demands of becoming part of this great palace, struggling with the living-dead

everywhere. I was ruminating on my mystical and physical initiations; I had never envisioned this turn of events before we left for the palace that morning.

Dreams of My Ancestors

A strange dream the night before may in fact have foreshadowed today's events. I dreamt about being led into a forest with dried up trees that were re-sprouting with lush green hairy shoots at the loins. Grandmother had interpreted a similar dream I experience when I was just entering puberty. She had explained that such dreams were like revelations that a beloved deceased ancestor was to reincarnate in a young virgin. It also foretold the disappearance of an old Fon: when a young virgin was sought after to sit and warm up the throne and prepare to hand over to a young leopard-skin prince the power of reincarnation and initiation into the world of the living-dead. Grandmother had also reminded me that if such dreams were accompanied by wet dreams then they were chosen to become the medium of the living-dead through which a beloved ancestor would reincarnate into the family.

I was wondering why this dream had reoccurred as I sat in the palace reception hall. The eternal fire in the bedroom shrine, the fresh blood on the ritual stone slab, and fact that I had actually licked it, were all dancing in my brain. These images made me feel strange and consummately elated at the same time. The gigantic living-dead statues and the masks that populated the large halls and courtyards of the palace seemed to play into the dream in some way.

Preserving African Arts Handicraft

I realized that I was reliving, in a sense, the creation of my NGO, The African Arts Handicraft and Environmental Management Institute (AFHEMI) and its nascent Museum of Anthropology and

Art (<http://iweb.tntech.edu/cventura/AFHEMI.htm>). The NGO was inspired by the experience I had during my encounter and internship with specialists in Ecuador who were working on the reforestation of the Andes. This Organization of American States project had led me to admire the lush section of the Amazon forest at Loja, the seat of Ecuadorian culture, where some sub-groups of the Inca Indians were living. I was inspired at that time to initiate a reforestation project for planting trees used for art and craft sculpture.

Be Abundant and Multiply

The Fon led us into the royal reception hall and gave us seats right beside him. Suddenly, the calm was broken by a swarm of chattering children who took over the palace reception hall. They were over 50 in number, with ages ranging from three to six years. The late Fon was popularly famous for his high fertility and strong blood as was manifested in his many children who resembled him—like serially minted coins. As all Classical Traditional African Rulers of the Bamenda Grasslands—the Chamba, Tadjon, Tikar and Jukun Dynastic Fondoms—the late Fon was certainly fed with special ritual foods, herbs, powders and concocted portions to maintain his virility and assume his responsibilities to perform the highly demanding rights and duties of a polygamous royal family. This is how a Fon could remain sexually active right into his very ripe, grey old age.



Palace princes and princesses Some of the many children of the Fon and his late father.



Babungo Queen and child A wife of the Fon and her child. The child is ill with a cold. (The Cowry shell bracelet on her left wrist indicates royal standing.)

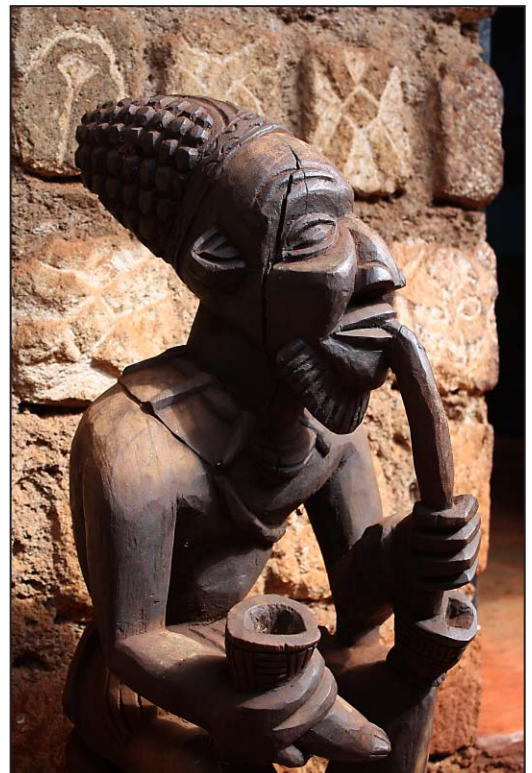
In fact, the late Fon was able to father over 300 children with more than 30 wives over his 50 year reign, right up to his death at 80. He left behind many wives, some of whom were still very young and of child-bearing age. But he never succeeded in breaking the record of the Fon of Kom, the most prolific of the Classical Traditional African Rulers of the Bamenda Highlands, who had 100 wives.

Ms. Johnson was wondering how the young Fon was going to cope with bringing up all these young children who constituted part of his inheritance. I reminded her that among the rights and responsibilities of this leopard-skin heritage were the widows of his father. According to the classical traditional African culture of the Fondoms of the Bamenda Highlands, this heritage included not only taking care of the late Fon's widows, but actually marrying them and satisfying them sexually (with the exception of his own mother). Sankie Maimo (1986) elaborates this cultural responsibility well in his play, "The Succession in Sarkov."

This explanation spurred Ms. Johnson to express her apprehension concerning what would happen if there were a case of HIV/AIDS infection in the palace.

The African Matri-Patrimony Heritage

Ms. Johnson had not finished expressing her fears when our conversation was interrupted by a tall, commanding woman. She was giving the young Fon a harangue in the tribal language. I could catch some of the phrases. She was not happy that the young king had broken his ritual confinement and gotten out of bounds by meeting and talking to us directly. Worse still, he had shown us around the palace, including the sacred places and shrines which were off limits to strangers and non-initiates like us. But I felt that her anger could not be attributed simply to the fact that we were strangers and non-initiates.





Ubiquitous AIDS signage on campus of the University of Buea About 12% of students are HIV positive. Although an Anglophone campus, signs are in French.

The Fon, by taking us under his charge, had cut short our initiation ritual procedures. The normal procedure would have entailed paying considerable ritual duties in goats, fowl, palm oil, salt and royal cloth, and even some cash. The woman Chieftain could have benefited from these ritual payments if we had gone through the normal procedure of initiation. Women's rights have been maintained throughout all the Fondoms of the Bamenda Highlands, just like in other parts of Africa up to this day. The combination of the proto-matriarchal civilisations of Africa in the Nun valley and the later patriarchal civilisations had contributed to the strong bi-gender power-sharing political systems of the Bamenda Highlands' Fondoms and "peopledoms." This tradition has contributed to the strong matri-patrimony heritage of present day African political systems (Fongot Kinni, 2006). Actually, in nearly all African succession systems, the power and authority is passed from the woman to the man. This practice is typical of the Chamba and Tikari Fondoms of the Bamenda Highlands where a woman is always crowned along with her brother who is chosen to be Fon after the disappearance of a Natural Ruler.

When we returned to Bamenda town, Ms. Johnson did not stop worrying about an even-

tual outbreak of HIV/AIDS, not only at the Babungo palace, but throughout the palaces of the Bamenda Highland Fondoms. She was wondering how faithful some of these palace women could be to a man who might not satisfy all their emotional and spiritual needs, even if he did take charge of the material needs. Complicating this situation, wives of the Fon in the entire Bamenda Highland Fondoms are not allowed to have romantic affairs outside the palace. But it has sometimes happened that they do and in some cases even bear children with men other than the Fon. But this transgression will not raise problems when it is discreet and they are not caught *in flagrante delicto*. But if they are caught, the punishment is banishment or even death as prescribed by customary traditional law.



Traditional African dance Mask and leopard skin hung from his back suggest that this may be the Fon himself participating in a dance, *incognito*.

HIV/AIDS Prevention on the Bamenda Highlands

The following day on our long journey back to Yaounde, Ms. Johnson discussed what to do about the rising prevalence of HIV/AIDS in Cameroon. We discussed her strategies and proposals to save the Fondoms of the Bamenda Highlands from the lethal AIDS pandemic. This is how Ms. Johnson came to suggest that we draw up an action plan on how to sensitize and empower the Fons of the Bamenda Highlands on HIV/AIDS prevention and management. It was from this initial discussion that the various workshops on HIV/AIDS management, conflict resolution and peace management were organized by the American Embassy for the Natural Rulers of the Bamenda Grasslands.

II. Rehabilitating the Leopard-Skin Fon

Ten years later, I led five cross-cultural psychologists on a study tour to the Banjoun, Fumban and Babungo palaces following the 4th Africa Region Conference of the IACCP. We did not arrive at Babungo Fandom until nightfall because rain the previous night had washed out a crucial road, necessitating a muddy trek with luggage around the break by the psychologists and five accompanying University of Buea anthropology students. We succeeded in hiring a new van and driver on the other side, but the van's small engine could not accommodate passengers when travelling uphill. We were met by the now-older Fon and advised to stay the night in the Fandom due to rumours of bandits on the road, as the way out was uphill.

The Babungo palace had been radically transformed to the extent that I could not recognize some parts of it. Renovated and painted, the palace was breathing new life. The animal totems and iconic symbols were in full display. The children had grown up, and boys and girls alike were attending primary, secondary and high schools. New children had been born of the Fon's seven new wives; it would seem the traditional concoctions were quite effective. The young Fon was looking well fed and his children were all looking very happy and beautiful. Their eyes were lit big with hope and aspiration. These new leopard-

skin princesses and princes were taking their places to help fulfil the United Nations Millennium Development Goals for 2015.

The Psychologists Wonder If They, Too, Are Dreaming

The foreign psychologists were, to say the least, mesmerized by finding themselves in a polygynous palace household of 38 wives and uncountable children. They awoke at sunup



Babungo Palace Museum Hardwood carving of a male figure.

to discover themselves surrounded by the Fondom's cultural heritage in sculpture and architecture, and a corps of teenage princesses scrubbing the walkways and attending to the needs of the guests. The psychologist and the undergraduate students guides were able to converse with the adolescent princesses in English and French, and some expressed an aspiration to one day study abroad. But the psychologists were anxious to know how the young Fon could single-handedly carry this burden of supporting and educating so many children, as well as their mothers. They also showed a keen interest in the details of how the polygynous household was socially and sexually organized.

I realized that the new Fon had transformed part of the sumptuous palace into a guest house for visitors and tourists wishing to carry out research or enjoy the hospitality of the Babungo Fondom. The addition of these rooms was fortuitous to our stranded group. I learned that the Embassy of the United States and an Italian NGO from Milan had contributed to the building of the new Babungo Palace Museum which hosts the over 1000 years matri-patrimony of the proto-Tikar-Ndobo civilization. The young Fon had revived the sculpture tradition of the palace, but this contribution to the palace economy was far below the real needs of the palace.

III. The Fondom in the Post (Neo)-Colonial State

The palace economy has continued to dwindle since the Colonial Administration, during which the Fons and Natural Rulers of Africa were transformed into "White-Cap-Chiefs" and tax collectors. It has continued to drop during the post-colonial period during which the Natural Rulers have been transformed into token administrative agents of the "Post (Neo)-Colonial State."



Behind the façade The palace economy is distressed, as seen in this back courtyard. Each outside door leads to the rooms of one wife.

During the precolonial period, the Natural Rulers of Africa could sustain and enhance their palace economies and capital resources through various service and real estate taxes and contributions and donations from their own people. However, their capital resources were all confiscated by the Colonial Administration when the African Natural Rulers were reduced to the role of tax collector, in return for which the Colonial Administration paid them a meagre percentage of tax proceeds.

The Post (Neo)-Colonial State has made matters worse by over-centralizing the administration, thereby reducing the powers of the Natural Rulers to mere puppets. The perpetuation of the colonial system of reducing the powers of the Natural Rulers makes it difficult for the Natural Rulers to exert their customary administrative powers over their citizens and their territories.

By classifying them into first class, second class and third class Fons, the Post Colonial State, just like the earlier Colonial Administration, has sowed the seeds of rivalry among the Natural Rulers. This is why the Fon of Nkwen felt a need to remind me that by African tradition, a Fon is a Fon, no matter the size of his Fondom and peopledom (Fongot Kinni, 1991). It was the ritual and not the size of the Fondom that determined the sacred status of Fonship. The ridiculously small stipends given by the State to the

Natural Rulers do not suffice for them to meet their legitimate daily needs.

Even though the Natural Rulers contribute efficiently to the maintenance of local peace and order in their sovereign Fondom territories in a more appropriate and effective manner than the state, the Post-Colonial State has reduced them to pariahs of a hyper-centralized political system.

This state of affairs has resulted in what I predicted in my doctoral thesis in political science (Fongot Kinni, 1988): with rising awareness of the Natural Rulers, enhanced by the younger generation's increasing levels of education and political awareness, a power rivalry between the "Neo-Colonial Elites" and the natural traditional rulers was inevitable. This rivalry is evident in the practice whereby Neo-Colonial Elites arrogate to themselves the titles of "Chiefs" or seek to acquire a noble title as soon as they are appointed Minister or to some higher position of political power by the hyper-centralized state. It is this rivalry between the Natural Traditional rulers and the Neo-Colonial Elites that has contributed to reducing the Fons to what Kebila Fokum (2009) refers to as "Royal Beggars" when decrying the decadence that has taken the traditional Fondoms hostage.

What is ridiculous about the hyper-centralized state power is that it ignores totally the Natural Traditional Rulers' role in maintaining peace and order in their localities. By reducing them to beggars, the neocolonial central administration exercises its powers *ultra vires* (beyond its powers) even in the local communities where State administrators such as Divisional Officers promote corruption by seizing local community lands and either misappropriating them or selling them to their friends for their private enrichment. This practice has in turn led some of the local Natural Rulers, who by tradition are the custodians of the collective land rights of their communities, to resort to seizing collective lands themselves and registering them in their names or giving them to their children (Kebila, Fokum, 2009). Traditional rulers have begun to see themselves as agents of the State, essentially local warlords. But in precolonial Africa, the powers of the Natural Rulers were balanced by the inherent power of the people (Dika Akwa, 1980).

Serious problems in governance in modern West Africa can be attributed to deficiencies

in both post-colonial administrative structure and the personnel who administer them (Ayisi-Okere, Dio Diafwana, Mersha Ketsela & Helene Haddad, 1980, 17-18). This situation has led to what S. Agonda Ochola (2007) describes as the hijacking of the State by the elitist political class.

Some of the poverty of the Fondoms could be reduced if the State were to decentralize as directed by the 1996 Constitution, thereby handing over local power to the Natural Rulers. Decentralization would empower the people to hold the Fons accountable, as well.

Conclusion and Recommendation

Every classical traditional system includes methods for facilitating transparency and good governance through a balance of power; Africa need not reinvent such a system to accomplish this goal. The decentralization of the Central State and the rehabilitation of Natural Rulers would allow the Fons to govern their own local communities with the consent of the people, enhance transparency and minimize corruption. This change would enhance and promote participatory democracy, which is a prerequisite for sustainable development.

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Triandis Award: A Sense of Obligation

Emma Buchtel

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I was originally attracted to cultural psychology for two reasons: I enjoy having my expectations about the world shaken by alternative perceptions of reality; and I enjoy being able to ask philosophical questions and receive a numerical answer. My dissertation research was motivated by a baffling experience I had as an English teacher in central China.

Several years later, I was able to not only use some exciting statistical techniques to demonstrate a likely explanation, but to explore the philosophical ironies behind my reaction. The dissertation even sent me back to my undergraduate philosophy books. Despite challenges on the way, it was a satisfying experience—now greatly enhanced by the honor of receiving the Henry and Pola Triandis Doctoral Thesis Award.

The reconstructed story of my dissertation begins with a cultural misunderstanding. While teaching in a high school in Hunan, China, I was quite insulted by how my students responded when I thanked them for their frequent help. “Oh, it’s just my duty,” they would reply, with a smile I’d expect to see on the face of someone saying “My pleasure!” Growing up in an independence-encouraging family in the American Midwest, I had learned to be annoyed whenever duties and expectations of others impinged on my personal freedom. If I did something out of a sense of



duty, it certainly would not be a pleasure! Did my students feel differently, or was helping me the burden that their words seemed to imply?

From Physics to Psychology

My zig-zag journey towards answering that question can perhaps be a comfort to undergraduates who are uncertain of their future path. Originally excited about the reality-challenging research of quantum physics, my pre-university plan to become a theoretical physicist was quickly tossed out in my freshman year at Yale, when instead of the Physics major’s prerequisites I chose to take a special three-course humanities program. I loved thinking about the questions brought up in my philosophy courses, but I was frustrated with the philosophical method of figuring them out: endless logical argument, but seemingly no way to test these arguments outside of the mind.

Happily, I soon realized that psychology research methods could provide a more satis-

fying answer. That summer I had the chance to work as a research assistant in Harold Stevenson's lab, where among other tasks I entered open-ended data from the question "If you could have any three wishes, what would they be?" Despite the fact that participants could presumably come up with anything at all, answers from the USA and Japan differed in predictable ways. Participants had unintentionally shown evidence of having been shaped by culture, even at the very moment they thought they were giving their most personal, individual answers.

The realization that what I perceived to be my own thoughts could instead be a reflection of my cultural background shook me as much as the double lives of photons did. Research assistantships with Joan Miller and Hazel Markus solidified my belief that cultural psychology research could provide both big philosophical questions and the quantifiable data to answer them with. But with little international experience or deep understanding of a non-American culture, I did not feel prepared to enter graduate school right after my 1999 graduation. Wouldn't it be better to enter graduate school with some odd cultural experiences under my belt, ones which I'd be curious to explain and could help me come up with insightful research questions?

Four Years Collecting New Realities in China

Enter a chance to spend two years teaching English at Yali Middle School, a highly respected school in the city of Changsha, capital city of the central-China province of Hunan. Though I had no previous experience with Chinese language or culture, I was eager to take on the challenge of understanding this huge and diverse country. Along with three other recent graduates, the Yale-China Association sent us to teach oral English to Yali's outstanding and creative 7th, 10th, and 11th graders.

We were initially sent to Beijing for a summer of intensive language training. Of course, I immediately found myself awash in a sea of Chinese characters. When heading out for my first meal, not only did I encounter predictable difficulties with choosing items from an indecipherable menu, but I even had difficulty distinguishing



Photo: Emma Buchtel

Library Hour Students lining up outside the foreigners' house after lunch waiting for English Library Hour.

what was a restaurant (with no familiar clues from building signs or building shapes, I had to peer into windows until by chance I saw others eating).

But other than the lack of the Latin alphabet, I was actually quite disappointed at how similar Beijing was to other modern cities. I spotted no chanting Young Pioneers or dragon dances, but merely jeans, traffic and construction. Was there any unique Chinese culture hidden behind the dust of this bustling modern economy?

Over the next several years, of course, I did manage to encounter many curious (and often painful) cultural differences, though at a deeper level than dragon dances. After my two years at Yali Middle School, I felt that I had enough experience to know that there were cultural differences, but not enough to be able to decipher those differences. I decided to stay another two years in China, taking a one year intensive Chi-

nese language course at the Inter-University Program in Beijing and then teaching in the Psychology department and Yanjie Su's lab at Peking University (among other odd jobs). In 2003 I was accepted to the University of British Columbia's graduate program to work with Ara Norenzayan, Steve Heine and Darrin Lehman, and as the SARS outbreak dried up my income in Beijing I headed home and then to Vancouver to begin the process of analyzing my new experiences.

Extreme Favors

One of the most salient aspects of my life in China was the exceptional helpfulness I encountered. I could not board a train without someone helping me with my luggage; other teachers at Yali spent hours helping me buy the cheapest plane tickets, finding the right doctors at the hospital, taking me and the other foreign teachers on tours of local attractions, and much more; students who should have been at the height of teenage angst displayed an irrational enthusiasm for doing my homework assignments and tidying up my classroom. This helpfulness did not seem to be solely directed at the foolish foreigner, but also common among close colleagues and classmates, where constant favors ran the gamut from helping carry a friend's gradebooks to pulling strings to get a colleague's distant niece into a good school. I guiltily concluded that the favors that friends could ask of each other in China seemed to be larger than the ones that I would feel comfortable taking from, or giving to, my own friends at home.

What explained this cheerful outpouring of assistance? As an initial step in explaining this apparent cultural difference, I conducted a couple of brief questionnaire studies aimed at documenting Asian helpfulness and Western unhelpfulness—after finding a mean difference, I reasoned, I would find the cultural correlates to explain it. To my surprise, the results were precisely opposite to my hypothesis. I eventually decided that as a student of Steve Heine I should have known better than to try to find out the answer to a question by comparing mean scores across cultural groups!

It was possible that my East Asian participants were using a different definition of “helping” or were comparing themselves to a higher standard; or, it was possible that my experience had been unusual, and East Asians in fact help friends and family less often on average than do European Canadians. Unfortunately, my questionnaire studies could not help me tell the difference.

Luckily I had asked several other questions about participants' motivations and emotional experiences when helping. Because comparisons of within-culture correlations do not have the same interpretation problems as do comparisons of scale means, I decided to see if my data could



Photo: Emma Buchtel

Feasting favors Dr. Liu, a Yali alum, chopping vegetables for one of his delicious, gigantic dinners that he insisted on serving to us every month—in return we tutored two of his distant relatives.

give me some insight into other questions I had about my students' helping behavior: for example, their feelings about doing something because it was their obligation to do so. Were there cultural differences in the emotional associations people had with dutiful motivations?

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Photo: Emma Buchtel



Singing favors I somehow became obliged to represent the school at celebrations of the Communist Party in 2001, singing Hunanese traditional opera with a history teacher.

A Duty-Loving Dissertation

Going back to my pilot study data again, I took a look at within-cultural-group emotional associations with having a “sense of duty.” To my relief and pleasure, I did find that being motivated by duty was more likely to be associated with positive emotions among East-Asian-Canadian students than European-Canadian students. This pilot study led to my dissertation research in Canada, Mainland China, and eventually Hong Kong, where I extended the research in a post-doc position with Michael H. Bond and Sylvia X. Chen. I focused on describing the subjective experience of doing what was expected of you: Was it pleasant? Unpleasant? Did it mean that you did, or did not, personally want to carry out the action—did you feel like you personally endorsed your own behavior?

This research suggested that far from viewing their duties as a burden, my Chinese students had welcomed my expectations as a way to express their most deeply held values. Among participants who had been more influenced by East Asian cultures, dutiful motivations to help others were more likely to be associated with intrinsic motivations (such as wanting and enjoying). The relationship weakened with greater distance from East Asian cultural influence, with

European-Canadians having the least positive associations with feeling a sense of duty.

With the help of multi-level modeling, I was also able to show that individuals’ endorsement of filial-type values mediated the cultural group differences. The more that participants had been influenced by East Asian cultures—as measured by cultural heritage, where they had been born and, among Canadian participants, what language they spoke with friends—the more likely they were to personally value doing their duty. And the more that you personally valued doing your duty, the more likely you were to feel that doing something because it was your duty

was the same thing as wanting to do it.

These findings could be seen as a criticism of methods used in Self-Determination Theory (e.g. Ryan & Deci, 2000). Ryan and Deci’s famous and intuitively appealing theory suggests that having more intrinsic, and less extrinsic, motivations is cross-culturally beneficial, because this appeals to a universal need to personally endorse and control one’s behavior. However, the measurement of “extrinsic” motivations usually includes a statement or two about others’ expectations, such as “I’m doing this because it’s what I’m supposed to do” or “because I want the teacher to think I’m a good student.” For individuals for whom fulfilling one’s duties to others is a valued feature of an ideal self, those kinds of extrinsic motivations are not good measures of feeling a lack of personal endorsement of one’s behavior. These studies join similar findings by researchers such as Miller (2003), Iyengar and Lepper (1999) and others showing that Self-Determination Theory may not accurately reflect the needs of people from collectivistic cultures. Instead of “self-determination” and “autonomy,” a sense of agency may be universally satisfying, while the negativity of coexisting extrinsic motivators may vary with cultural views.

Conclusion(s)

Happily, my dissertation suggested that my friends and students who so eagerly helped me during my time in China were likely to have been doing it both because they felt that they ought to, and also with a sense of desiring, personally choosing, and feeling glad to help me. Moreover, it seems probable that my misinterpretation of my students' motives for helping me (as implying that they felt forced to help me) might be a common misunderstanding, one that may negatively affect

can lead to a sense of volition, I also found that duties are experienced surprisingly positively in the West as well. The benefits of being simultaneously motivated by internal and external expectations have not been deeply explored by our independence-loving Western researchers. Perhaps it is true that by looking at cultural others, we can better understand ourselves—because sometimes we are actually more similar than our idealized cultural scripts might imply.



Photo: Emma Buchtel

Oral English Class Emma calling on a student in one of our unheated classrooms.

cross-cultural interactions between other people from Western and East Asian cultures.

But one last statement is needed. Though the cross-cultural differences are important (and to me, with my love of encountering alternate realities, most interesting), one more finding emerged from my studies: that the associations between wanting and feeling expected to help others were unexpectedly high in all cultural groups. It may be that Western psychology research has neglected to emphasize the joyous aspects of doing what one ought to do due to our own "cultural blinders" about what is important for healthy functioning (Markus & Kitayama, 1993). In looking for evidence that in East Asia, duties

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Report of the XX International Congress of the International Association for Cross-Cultural Psychology

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The 20th International Congress of the International Association for Cross-Cultural Psychology (IACCP) took place from the 7th to 10th July 2010 on the campus of the University of Melbourne. It was close to the Central Business District of Melbourne, Australia, a multicultural hub where more than 150 languages are spoken and new immigrants arrive



daily from all over the world. Against the backdrop of the global financial crisis and other disruptions to flight schedules from Europe due to volcanic activities, together with the tyranny of distance to Australia from the IACCP's traditional strongholds in Europe and North America, there was some nervousness about the conference's financial and academic viability. Nonetheless, the IACCP's support for this Congress was extraordinary; not only did it provide intellectual and moral support, but also helped financially. Together with additional assistance from the Australian Psychological Society (APS), the University of Melbourne, the Melbourne Medical School, and the Department of Psychology, the Association's President Heidi Keller, its Secretary-General William Gabrenya, and Treasurer Sharon Glazer gave us unwavering support for the Congress throughout the highs and lows of the conference preparation. The Organizing Committee, led by Amanda Gordon, a former President of APS, and the Scientific Committee, which I had the privilege of chairing, are grateful for their commitment and help.

Delegates Staff Numerous Sessions

In the end, the Congress attracted 44 symposia, more than 120 oral presentations distributed across 33 thematic sessions, and more than 40 poster presentations in three poster sessions. There were 456 delegates from 54 countries around the world; Australia (with its local advantage) topped the chart with 126, followed by the USA (61). Also notable was participation from New Zealand (12). There was a very strong presence from Asia, in particular, Indonesia (23), Japan (21), Singapore (18), and China (13), perhaps reflecting its relative geographical proximity



Amanda Gordon
Organizing Committee
Chair.

and financial strength. There was also traditionally strong participation from Europe—Germany (15) and the Netherlands (14)—as well as other North American—Canada (17) and Mexico (13). The pattern of delegate participation underlined the strength of commitment by members of the IACCP to cultural research in psychology.

Welcome at the Immigrant Museum

In the crisp morning of the Southern Hemisphere winter, the first day of the Congress began with a mixture of workshops and symposia. Despite some delays at the time of registration (and some difficulties in locating the venues), participants were off to a good start for the day. Some symposia had to be scheduled in parallel with workshops due to better than expected symposium submissions, and because some late arrivals were expected from other conferences held elsewhere in Australia. But by the end of the first day, most delegates were present and ready for a welcome reception, which was held at the Immigration Museum, located an easy tram ride from the conference venue. A modern museum filled with the history of immigration to Australia from all over the world provided a poignant occasion with a moving speech by the Governor of Victoria, Professor David de Kretser, who is himself an immigrant and has made a significant contribution to a multi-cultural society that is Australia.



Prof. David de Kretser Governor of Victoria state.

Opening With a Didgeridoo

The Congress proper began in the morning of the 8th of July with a traditional welcome from the Elder, Uncle Reg Blow, and his didgeridoo performance. Professor Trang Thomas, a cross-cultural psychologist and former commissioner of the Multicultural Council, gave an opening speech about her experience as an Australian with an immigrant background. Amanda Gordon, the Congress Chair, welcomed all and introduced the members of the Organizing Committee. Heidi Keller, the President of the IACCP, officially opened the 20th Congress and introduced the first Keynote Speaker, David Matsumoto. With his contagious enthusiasm, memorable visual presentations of Olympic athletes'



Aboriginal opening The Congress is officially opened with the blowing of a didgeridoo by Elder Uncle Reg Blow.

emotion displays, he delivered his powerful message on how universal and culturally specific processes intricately interact in human experiences of emotion.

Trying Something New

Several new attempts were made in this Congress. First, we planned a special session on psychological and human rights perspectives on Indigenous Australians, consisting of presentations by Dennis McDermott (indigenous psychologist), Harry Minas (transcultural psychiatry), and Jeremy Jones (human rights commissioner). In Australia, we need two kinds of cross-cultural psychology. As in many “new world” countries, the past 200 years of immigration, mainly from Europe and also from other parts of the world such as Asia, have displaced Australian Aborigines and Torres Strait Islanders, the peoples who had settled in Australia for more than 40,000 years. In contrast to the cross-cultural psychology of comparisons between peoples from different parts of the world, the other cross-cultural psychology involves not only cultural and psychological issues, but also a fundamentally political and moral issue because of the political, economic, and social inequalities that mark the relationship between majority Australians and the indigenous peoples. The session was an attempt to shed light on this critical and complex issue from multiple perspectives.

Second, we organized a set of workshops that were designed to give well respected researchers and practitioners an extended opportunity to disseminate their theoretical knowledge, empirical findings, and practical skills, while building the research capacity for the delegates at the Congress. A number of keynote speakers of this and the past Congresses were invited to take up these opportunities; many enthusiastically accepted our invitations. Altogether eight workshops were run (in the alphabetical order of the first listed organizer’s surname): C.-Y. Chiu and Y.-Y. Hong on globalization and cultural dynamics, Alan Fiske on relational models, Patricia Greenfield on social change and human development, Steven Heine on self, Ida Kaplan, Yvonne Stolk, and Alan Tucker on psychological assessment, David Matsumoto on emotion, and Fons van de Vijver and Ronald Fisher on quantitative methodology.

Third, we set the theme of *Cultural Change: Meeting the Challenge* to signal two kinds of culture changes. On the one hand, culture change as a phenomenon to be investigated from cross-cultural psychological perspectives should be highlighted and encouraged as globalization continues to accelerate. It is ubiquitous in countries that have not only traditionally received immigrants, but also in those countries that sent them out; in countries that have been more traditional, as well as in countries that are undergoing rapid economic and social changes. On the other hand, it was to signal a culture change in the academic area of culture and psychology. The field has experienced an enormous growth over the past 20 years, and with it, multiple perspectives and approaches have emerged, at times generating some discord. The theme was to signal the beginning of a new era,



Lawrence Harrison Delivers Walter J. Lonner Distinguished Lecture Series address.

in which different perspectives and approaches come together to exchange views frankly and constructively, so as to further grow the area of cross-cultural research in meeting the challenge of the ubiquitous culture change. According to a post-conference survey (N = 112), 84% regarded this theme as adequately to very well addressed.

Culture Change in the Scientific Program

From the second and third days of the Congress, the thematic sessions as well as symposia were scheduled to reflect the dual meanings of the culture change theme. Thematic sessions that addressed the conference theme were put together prominently; they included a number of papers that examined how globalization and other events are instigating cultural changes, and what psychological consequences have been experienced around the world. Also, attempts were made so that researchers could attend a variety of symposia that reflect different perspectives. Keynote addresses were designed to reflect the diverse perspectives on culture and psychology. Alan Fiske presented an anthropological perspective in his memorable presentation wherein rich anthropological evidence was amassed to discuss what he regards are universal types of human relations. At one point, he threw himself on the floor to illustrate the embodied nature of the interplay between culture and psychology!¹ The presidential address by Heidi Keller delivered a strong message of unity in diversity—research in culture and psychology is to gain its strength and insight by integrating diverse perspectives in examining the critical process of the culture-mind interplay.



Alan Fiske Who knew relational models theory could be so much fun?

Cultural Psychology Highlighted

On the last day, a state of the art lecture and two keynote addresses were organized to cover multiple levels at which culture and psychology interact. Shihui Han's lecture focused on the neural level of analysis, where he showed cultural differences in self-construal are reflected in neural activities. Daphna Oyserman moved her analysis one notch up to the micro situational level, where she discussed how priming and situational manipulations can produce psychological processes that resemble differences between Western European-based and East Asian-based cultures. Finally, Steven Heine presented a macro-level critique of contemporary psychological research, adding his voice to the IACCP's traditional message, that is, how WEIRD (Western, Educated, Industrialized, Rich, and Demo-



¹Actually, he was illustrating the abject powerlessness of graduate students.
- Editor

cratic) samples of much of the psychological research are within the context of world cultures. These keynotes and state-of-the-art presentations were extremely well received by the delegates with 84% of those who surveyed stating they were high to very high quality.

Closing and Dining; Dancing

Immediately after the well attended final keynote, the Closing Ceremony was held to mark the conclusion of the scientific proceedings of the Congress, and the 2012 IACCP Congress was announced by its Co-Chairs, Professors Deon Meiring and Leon Jackson.

The Conference Dinner was held at the Melbourne Town Hall, which is located in the City Centre of Melbourne. As delegates walked up the steps of the Hall, they were greeted by staff and gathered around the entry. A Marcel Marceau impersonator and stilt walkers provided entertainment and added to the festival like atmosphere. A band-Jugularity –played some witty music with special IACCP lyrics while the guests wine and dined, with still more intellectual excitement in their conversations. The fun continued ‘till late. (You can hear the IACCP theme song at http://www.iaccp.org/drupal/theme_song.)

Survey Data

Overall, the post-conference survey suggests 84% thought the Congress met their expectations adequately to very highly, and 71% said they planned to attend the next IACCP Congress in South Africa. The Congress was a resounding success.

The Jugularity IACCP Theme Song

Nĩ hǎo, bon fait voir, buenos noches , bon soir, shalom, salamu alay-kum, guten nacht, akbar, dia dhuit, bon dia, namaste , and g'day.

All you delegates here from Brazil to Senegal,
We sure hope tonight that you're gonna have a ... ball.
Yes we hope you are.

Here's a line you can all sing along...
I-A-CCP, just the thing to heighten your SWB,
That's subjective well-being, not secret women's business.

The speakers, you have had the finest.
Fiskey and Heiny, Lankton and Linus.
Not forgetting Matsumoto, Oyserman, Jones and Hamm.

It's so amazingly appropriate that you were able,
To hold a cross-cultural event in Melbourne University's Theatre of Babel.
It's amazing, who thought of that?

With cross-cultural psychology from day one to day four,
I hope it didn't become too much of a bore.
I know, you're just resting your eyes for a little bit.

If in these four days you met all the culture changes be challenges,
You've achieved much, I've found a rhyme for oranges.
It's a win-win situation.

And here's your line, everybody...
I-A-CCP, just the thing to heighten your SWB.
I'm not talking standard white bread, or even soccer without borders.

In the realm of cross-cultural psychology,
There are two types of people I've been led to believe,
Those who divide people into two types of people and those who don't.

So whether you're an etic or whether you're an emic,
Whether Hofstede or Sweeny fits your pholenic,
You're just here to have a good time.

Now you've networked when you've had morning tea.
At lunch you networked over coffee and tea.
You've got more networks than Rupert Murdoch.

And your conference dinner here tonight in Melbourne Town Hall,
If your phone rings I bet you're charged a conference call.
Those telcos, they want every cent.

Here we go, here's your line...
I-A-CCP, just the thing to heighten your SWB.
And I'm not talking shallow water blanket, or even short wheel base.

Amanda, Yoshi, and INS three,
Gave you this great week at Melbourne University.
The song says that you're gonna cheer again, let's hear you cheer. (Yay)

The conference has been so great, my gosh;
You're back in two years in Stellenbosch,
In South Africa, where they play vuvazelas.

The 4th Africa Region Conference of IACCP, Buea, Cameroon 2009

Cross-Cultural Psychology: African Perspectives

Therese Tchombe
Limbe, Cameroon, West Africa

The 4th Africa Region Conference of the International Association for Cross-Cultural Psychology (IACCP) was held at the University of Buea, Cameroon from August 1-8 2009 under the theme: “Cross-Cultural Psychology: African Perspectives.” The conference was attended by 115 participants, including 7 undergraduate students, 50 graduate students, 30 young scholars, and 28 senior scientists from 23 countries (9 European, 2 Middle Eastern, 2 North American, 9 African, one South Pacific Rim). The conference was participatory and interactive.

A unique feature of the Buea conference was its bilingual nature with presentations and exchanges in both English and French. The scientific program comprised parallel pre-conference workshops for young scholars on research methodologies in cross-cultural psychology and for graduate students on psychology programs and research interests and for both groups



Therèse Tchombé Opening the 4th Africa Region conference.



on scientific writing and the publication environment. The rest of the program had an opening ceremony spiced with hospitality speeches, an IACCP presidential address, and a cultural/traditional performance; invited addresses; symposia; parallel workshops; an open forum on education in Africa; a poster session; and a post conference academic retreat of authors of the upcoming book *African Educational Theories and Practices: A Generative Teacher Education Textbook*. Discussion, interaction, networking and opportunities for future collaboration were evident in the sessions and during coffee/lunch breaks and the conversion lunch during which graduate students and young scholars had with senior scholars.

The graduate students of the department of Educational Psychology of the University of Buea organized a culturally imbued cross-cultural expedition to Buea town, the Bakingili volcanic larval rock, the West Coast beach town of Idenau where the conference finale was held, followed by the conference dinner in Limbe.

The Pre-Conference Workshops (August 1-2)

The 4th Africa Region IACCP Conference began with pre-conference training workshops organised for graduate students and young scholars. They were offered by Prof. Bame Nsamenang and Prof. Therese Tchombe; and Prof. William Gabrenya, Dr. Carolin Demuth, Prof. Peter Smith, Dr. Amina Abubakar, and Prof. Ronald Fischer, respectively. The graduate student workshop included discussions and presentations of psychology programs in representative universities, students' research interests, emic-etic perspectives, the future of research in cross-cultural psychology, and experiences working across cultures. Graduate students interacted in-depth and agreed that it was absolutely necessary for them to form networks for the advancement of their careers. A parallel workshop also took place with young scholars on the historical development of cross-cultural psychology, cross-cultural psychological research methodologies, critical



Fongot Kinni University of Buea Professor of Anthropology, playing traditional music at the opening ceremony.



Amina Abubakar Workshop topic: "Enhancing the Validity of Psychological Assessment in Sub-Saharan: Combining Emic and Etic Approaches in Test Adaptation and Development."

perspectives on emic and etic approaches, test adaptation, overview of methods, writing and publication for graduate students and young scholars. All the details of scientific writing from basic writing skills to more sophisticated skills were discussed; and also techniques of developing manuscripts for international publishing.

The Official Opening Ceremony

The official opening ceremony featured hospitality speeches from the Local Chair, Professor Therese Tchombe; Dean of Faculty of Education, Professor Andre Mvesso; The Mayor of Buea Council, Mr. Mbella Moki Charles; the President of IACCP, Professor Dr. Heidi Keller; and the Vice-Chancellor of the University of Buea, Professor Vincent P.K. Titanji. There was also a welcome address and conference programme overview presented by the Coordinator of the Scientific Programme, Prof. Bame Nsamenang, and an introduction to the IACCP by its Secretary General, Professor William Gabrenya.

Invited Keynote Addresses

A total of seven English language speakers and five French language speakers were invited; all seven English speakers attended the conference and one of the five French speakers did not participate. All speakers addressed various aspects of emic-etic perspectives in cross-cultural psychology pertaining to theory, methodologies, implications of cross-cultural research findings, and issues and values in cross-cultural research collaboration and partnerships.



Emic-Etic roundtable From left: Godfrey Tangwa, Bame Nsamenang, Bettina Lamm.

Roundtable on Emic and Etic Perspectives in Cross-Cultural Research

The Buea experience also featured a roundtable discussion on emic and etic perspectives in cross-cultural research, chaired by Ronald Fischer. The first presentation was by Godfrey Tangwa, who titled his paper: "How the Effects of the Emic-Etic Dichotomy Play Out in Developed-World-Driven Research in the Developing World: A Neighbor's View." He argued that the emic-etic distinction has been very influential and has shaped academic discourse for several decades in cultural anthropology and allied disciplines, including psychology. Bettina Lamm presented "Infants' Learning and Memory Development in a Non-

Western Context,” which she termed a “baby lab” for cross-cultural developmental research in a village in an English-speaking part of Cameroon. She highlighted the research so far carried by this “lab.” The third panelist, Bame Nsamenang, took “A Peek into Trends and Persisting Issues in Cross-Cultural Research,” wherein he presented an overview of recent trends in cross-cultural research in Africa and examined persisting and emerging issues in the light of UNESCO’s (1999) position that “all cultures can contribute scientific knowledge of universal value.”

Symposia

Nine interactive symposia were held in the Buea conference. The symposia were on “Challenges in cross-cultural developmental psychology,” “Acculturation of International Students in Six Countries: A Qualitative Approach,” “Racial Values and Ethnic Attitudes,” “Cross-Cultural Studies of Human Abilities & Personality Variables,” “Methodological Issues and Trends in Cross-Cultural Psychology,” “Culture and Religious Values,” “Cultural, Vocational, and Service Issues in Education,” “Culture and Personality,” and “Healing Practices and Culture.” These symposia raised concerns on issues ranging from conceptions of motherhood, mother-infant interactions, play interactions across cultures, attachment patterns in non-western contexts, parental ethnotheories in bicultural families, culture-free assessment tools, psychological adaptation and adjustment of international students, racism, migration and identity issues. Other themes were change in valuable characteristics over time, ethnicity, person perception across cultures, interpersonal relations across cultures, culture and identity, “Black psychology” in Africa and the United States, security across cultures, conflict management issues, methodological issues in cross-cultural psychology, culture and religious values, cultural, vocational, and service issues in education, culture and personality, and healing practices across cultures.



Oumar Barry Keynote address: “Pourquoi les petits enfants africains des villages échouent-ils aux tests cognitifs?”



Pawel Boski Keynote address: “Cultural factors in person perception: Lessons from Nigerian studies in the 1980s.”



Rapt attention! Clearly an important keynote address in the main conference auditorium. Klaus Boehnke, Jacobs University, Germany (center, 12th from left) and Mireille Ndoungue, University of Dschang, Cameroon (woman in foreground, 6th from left) compete for seriousness.

Parallel Workshops

Two parallel workshops were offered by Dorit Roer-Strier and Roni Strier to graduate students and young scholars and by Klaus Boehnke to a more senior audience. Dorit trained in cross-cultural research methodologies and dwelt on six main aspects of undertaking cross-cultural research: increasing cultural awareness; developing culturally sensitive research tools; building cultural awareness in data collection and analysis; enhancing research rigor and validity; protecting research participants; and reporting cross-cultural findings. In his workshop, Klaus Boehnke introduced the use of structural equation modeling in cross-cultural research.

Open Forum on Education in Africa

An “Open Forum on Education in Africa in Global Era” was led by Pierre Dasen, Therese Tchombe and Bame Nsamenang. The leads made attempts to situate Africa’s education in the global context and addressed possibilities of redesigning or re-creating an African curriculum that takes base in Africa, serving the needs of Africans and not those of the west. Then open discussions followed with diverse views to explain why Africa’s education has remained what it currently is: a colonial legacy that serves neocolonial purposes and lacks the political will and suffers from impositions from the international community to transcend its colonial legacies.

Poster Session

The Buea IACCP event also featured a graduate students’ and young scholars’ poster session. A total of 19 posters were displayed all day and participants had enough time to visit and discuss with the authors during coffee and lunch breaks. A committee evaluated the quality of the posters and awarded four prizes to the best posters.



Robert Serpell Showing his deference to West African customs upon being presented with his official certificate of participation.



Poster contest winners From left: Helene Gudi, Mireille Ndoungue, Sigala Maxwell, Afane Belinga Ruth Colette, Noumsi Kenmengne Nadege, Jacqueline Lum Achiri. Back: René Hornstein. Not present for photo: Mounghomyie Anne.

IACCP Business Meeting

During the business meeting, which was well attended, the President of IACCP, Prof. Dr. Heidi Keller, gave a follow-up report in which she expressed her happiness at the collaborative and interactive sessions of the conference. She also thanked the local organizing committee (LOC) for their enthusiastic efforts. The chair of the LOC gave a brief report of total participants, finances, difficulties and way forward. The Secretary-General of IACCP, Bill Gabrenya also reported the enlistment of over 40 new memberships at the conference. Prof. Leon Jackson made an announcement promoting the 2012 IACCP International conference in Stellenbosch, South Africa. The coordinator of the scientific program, Bame Nsamenang, presented a plan for envisaged publications from the conference proceedings, which the LOC would work out later with the IACCP Executive Committee.

Cross-Cultural Expedition and Conference Finale

An all-day cross-cultural expedition and conference finale took place on Thursday the 6th of August, 2009. Participants visited Marx's Art Gallery then were brought to the Limbe Botanical Gardens, the Cameroon Development Corporation Plantations, the Mount Cameroon Volcanic Larval Rock at Bakingili and

then to Idenau, a beach site situated at the west coast of Mount Cameroon. At the beach, several Cameroonian cultural activities were exhibited: social anthropologist's insights; University of Buea students' cultural exposes; expedition lunch including a taste of some Cameroonian cuisines; exchange of gifts and certificates; touring the beach and fish-smoking village; departures to Limbe; Cameroon-style conference party in Limbe; closure and farewell.

Post Conference Activities

Following the conference, a two day academic retreat of 25 authors of the upcoming book *African Educational Theories and Practices: A Generative Teacher Education Textbook* was held.

The University of Buea social anthropologist Dr. Fongot Kinni led a guided tour of the Bamenda grasslands and Fondoms. The tour took place in the West and North West Regions of Cameroon, where the participants were received by the Fon, had discussions and were hosted for a night in the Fandom. The experiences were not only exciting but moving. The participants were exposed not only to Cameroon's hospitality but also to its rich culture and beautiful landscape. (See Dr. Kinni's article in this issue.)



Culture dance exposition Students from several regions of Cameroon and other parts of West Africa present myriad forms of local formal dress and dance.

Segall and Schwartz Named Honorary Fellows at Melbourne Congress

**Marshall H. Segall, Emeritus Professor,
Syracuse University, New York, USA**

Marshall Howard Segall is a pioneer in the study of the relationship between culture and behavior. As a student at Northwestern University, Marshall came to understand that human behavior could only be examined and understood in its cultural context. Following a year at the University of Geneva, where he was influenced by Jean Piaget. Marshall began his graduate study at Yale University, where he was further influenced by Leonard Doob. He then returned to Northwestern, where he began a long and close relationship with Donald Campbell, with whom he completed his doctorate in 1957.

While there, along with Melville Herskovits, they carried out the seminal (and classic) study “The Influence of Culture on Visual Perception” published in 1966. This study established that a basic perceptual function is universal, but that the degree of illusion susceptibility varies according to ecological and cultural contexts and experiences. Marshall then went to Columbia University where he was further influenced by Otto Klineberg. There followed a long and illustrious career at Syracuse University, where Marshall became Director of the Program in East African Studies, as well as Professor in Psychology and in Political Science.

Among his works dealing with Africa, he produced a film on cultural change in Uganda, *Gentle Winds of Change: Uganda* (1961), and a book, *Political Identity: A Case Study from Uganda* (1976). Marshall has had a long standing concern with broader issues in society, leading him to author books on *Human behavior and public policy* (1976), and co-author, *Aggression in Global Perspective* (1982).

Marshall has been a fundamental contributor to establishing and interpreting the relationship between culture and behaviour. His book *Cross-Cultural Psychology: Human Behavior in Global Perspective* (1979) was the first to attempt at a synthesis of knowledge of these relationships. This was followed by a number of textbooks with colleagues between 1990 and 2002.

These multiple experiences, both scientific and personal, combined with his intense concern for social justice and equity, brought him to his current commitment to the examination of the concept of “race” in contemporary societies. His work developing and propagating the project “All of Us Are Related, Each of Us is Unique” has become his passion.

Honorary Fellows of IACCP

John W. Berry	Ruth H. Munroe
Deborah L. Best	Charles E. Osgood
Michael H. Bond	Janak Pandey
Jerome Bruner	Ype Poortinga
John L. M. Dawson	Durganand Sinha
Rogelio	Ype Poortinga
Díaz-Guerrero	Shalom Schwartz
Geert Hofstede	Peter B. Smith
Gustav Jahoda	Marshall Segall
Cigdem Kagitcibasi	Harry C. Triandis
Daphne M. Keats	Herman A. Witkin
Walter J. Lonner	

Marshall has served as President of IACCP and as a consulting editor of JCCP from 1982 to the mid nineties. His past and continuing contributions to the field of cross-cultural psychology and to the goals of the Association make him a worthy recipient of an Honorary Fellowship.

Citation written by John Berry

Shalom Schwartz, Emeritus Professor, The Hebrew University of Jerusalem, Israel

Shalom H. Schwartz has made a major contribution to the development of cross-cultural psychology over the past two decades. His research into the universal structure of human values has provided a secure basis for the development of our conceptualization of culture and of cultural change. In particular, he has championed the importance of the distinction between individual-level and culture-level data analyses, and shown how endorsed values may cluster together in different ways at different levels. His understanding of values as emotion-linked beliefs that represent desirable trans-situational goals or modes of conduct that promote these goals has highlighted a key element in the assignment and transmission of cultural meanings. Through building

links with colleagues in more than 70 nations, he has gathered values data that can truly represent both universal and distinctive aspects of culture.

His openness to innovation has been evident in his willingness to test the need for additional components to his model of values, in developing improved measures of values, and in employing an increasingly broad range of analytic techniques. He has strengthened the exposure of culture-related concepts to a broader audience through the integration of his measures into the European Value Survey.

At the Hebrew University, he created a major focus of research and training in cross-cultural psychology, which has led to a wider dissemination of the skills and insights emphasized by his perspective. In our field as a whole, his scholarly talent and fluent communication skills have won the admiration and respect of colleagues. He has served as President Elect, President and Past President of this association from 2002 to 2008, and as consulting editor of the *Journal of Cross-Cultural Psychology* from 1997 to the present time. In 2007, he was awarded one of Israel's highest honors, the Israel Prize, for his scientific work in psychology.

Shalom H. Schwartz is a worthy recipient of an Honorary Fellowship of IACCP.

Citation written by Peter Smith



Honoree James Georgas presents Shalom Schwartz with the Honorary Fellow citation. Marshall Segall was not able to travel to Australia to accept his award.

Summary of the Advanced Research and Training Seminars (ARTS) 2010 Program

Bill Gabrenya

The ARTS Program

The Advanced Research Training Seminars (ARTS) program provides intensive training in research methodologies and new directions in psychological science to early career scholars from low-income countries. Beginning in June, 2009, it is jointly sponsored by the International Association of Applied Psychology (IAAP), International Union of Psychological Science (IUPsyS) and the International Association of Cross-Cultural Psychology (IACCP). ARTS seminars have been held biennially since 1992 in conjunction with and near the location of major international congresses of psychology organized by IUPsyS and IAAP. IUPsyS sponsored a discussion and debriefing session for the 2010 ARTS at the 2010 IAAP conference.



Carolin Demuth Discourse analysis.

Selection of Topics and Conveners

The ARTS program normally offers three seminars, selected to cover both basic methods and important research topics. For 2010:

ARTS Seminar #1: Cultural and Social Cognitive Neuroscience Research. Conveners: Shihui Han, China & Yina Ma, China

ARTS Seminar #2: Test Development and Adaptation. Conveners: Barbara Byrne, Canada, Ronald Hambleton, USA, Dragos Iliescu, Romania, and Thomas Oakland, USA

ARTS Seminar #3: Discourse Analysis. Convener: Caroline Demuth, Germany

A complete report on the 2010 ARTS was published in the *International Journal of Psychology*, 2011, 46(2), 153-158.



Shihui Han and Yina Ma Cultural and Social Cognitive Neuroscience Research.

of potential that has not been realized, in my opinion. Combining scientific, social, internationalist, and applied interests (the four “legs” I have described previously), and being essentially the U.N. of Psychology, we have goals that extend rather far beyond science and publishing papers, but we have usually lacked the infrastructure or human capital to realize these goals. Examples of where we *have* realized some of our potential include Ron Fischer’s energetic organizing of instructional workshops in Cameroon, Melbourne, and Istanbul; and the ORPC. In contrast, we have not coordinated our considerable resources to promote the field through the production of compelling teaching materials, cooperative instructional initiatives, media, guest lecture programs, and so on. The Association has always been very careful to avoid political participation, given the national makeup of the membership, but we have not used our expertise at an organizational level to promote peace, intercultural amity, and “sustainability.” But there is still time, right?

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). The first award was given in Pultusk, Poland in 2000 and at all subsequent Congresses.

Prize

US\$500, one year membership in IACCP, free registration at the next IACCP biennial Congress, and partial airfare to the Congress. The winner will be asked to give a presentation of his or her research at the Congress and to write a short summary for the *Bulletin*.

Submission and Deadlines

Your doctoral thesis (dissertation) must be relevant to the study of 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 (i.e., between January 1, 2010 and December 31, 2011). Submissions must be received by the IACCP Deputy Secretary/General by October 31 of the year before the Congress year (i.e., October 31, 2011).

Application Procedure

Details of the application procedure are available online at iaccp.org.

Deadline: October 31, 2011

Send your application and inquiries to:

Dr. Márta Fülöp, Deputy Secretary-General:
fmarta@mtapi.hu

Minutes of the General Meeting of the IACCP

Melbourne, Australia
July 9, 2010 17:00 - 19:00

The General Meeting of the IACCP is held at each biennial Congress for all members of the Association who attend the conference. It immediately followed Heidi Keller’s Presidential Address, “Future perspectives for cross-cultural psychology: Some considerations of a developmental psychologist.”

Approval of the Bremen minutes

The minutes of the General Meeting held at Bremen in July 2008, earlier published for examination by the membership in the *Cross-Cultural Psychology Bulletin*, 43, 42-47, are unanimously approved.

President’s report

Heidi Keller presents the President’s report to the General Assembly. She thanks the organizers for their successful Congress and the other officers and regional representatives for their work over the previous, difficult two years.

Using a Powerpoint presentation, she presents details of the 2010 election of officers and announces the winners. In contrast to previous elections, the winners had been notified

as soon as the results were known so they would have the opportunity to make plans to attend the pre-conference Executive Council (EC) meetings as a way to enhance continuity in the governance of the Association. (See sidebar for results.) The election was held from February 10 to March 23. Turnout was 240, about 40% of eligible voters. Two informal polls were attached to the ballot concerning disciplinary identity and preferred methods (see sidebar).

Secretary-General’s report

Secretary-General Bill Gabrenya presents his report with the aid of a Powerpoint show. He prefaces his report by noting that the officers had met for 21 hours up to this point in the conference and the EC had met for 17 hours, indicating the number and difficulty of issues that were discussed.

Constitution: The 1992 IACCP Constitution was revised over a period of about 18 months and was approved at the EC meeting earlier in the week. Following formal procedures for adoption, it would be presented to the membership for their approval following the Congress. The Constitution was revised to meet legal requirements for U.S. tax exemption, accommodate changes in Association publications, especially JCCP, improve organizational process such as elections, review of officer performance, committee arrangements, and numerous other relatively minor issues. The new Constitution is online at iaccp.org (About IACCP...).

Special interest groups: The new Constitution contains a provision for Special Interest Groups (SIGs) in order to allow for more

2010 Election Results

Officers:

President Elect:	Yoshi Kashima (Australia)
Deputy Secretary-General:	Márta Fülöp (Hungary)
(no election for Secretary-General or Treasurer in 2010)	

Regional Representatives:

Europe:	Zeynep Aycan
Mexico, Central America, Caribbean:	Alejandra Dominguez-Espinosa
North Africa and Middle East:	Gabriel Horenczyk
North America/Canada:	Steven Heine
South America:	Maria Cristina Ferreira
South Asia:	Minati Panda
Southeast Asia:	Gregory Arief Darmanegara Liem
(no elections in remaining regions in 2010)	



Daphne Keats She wrote the 1992 Constitution (center, between John Berry and Debbie Best, at Melbourne Congress).

diversity within the Association. General rules for SIG formation were included in the Constitution, and detailed rules are maintained outside the Constitution, under the governance of the EC.

IACCP cultural psychology task force: A group composed of IACCP officers and representatives of the field commonly known as “cultural psychology” was formed in 2009 in order to bring the fields closer together and ameliorate conflicts that occurred at times since the 1990s. The Task Force included: Heidi Keller, Steven Heine, Patricia Greenfield, Kwok Leung, Bill Gabrenya, with consultation by Michele Gelfand. It developed a set of recommendations, including setting aside cultural psychology keynotes at Congresses, dedicating a JCCP special issue to cultural psychology, and creation of SIGs. (See Gabrenya (2009), *Cross-Cultural Psychology Bulletin*, 43, 13-22 for additional commentary on this project.)

Interim solution for Middle East/North Africa region representation: Due to legal and practical restrictions on communication between Israel and most Arab states in this region, the EC decided after considerable discussion to appoint a non-voting representative in the region for either Israel or the Arab states, whichever is not represented on the EC. This solution will “sunset” (terminate) in 2014, at which time the

EC will discuss the question again.

Cameroon regional conference: The 4th Africa Region Conference of IACCP was held at the University of Buea, city of Buea, Cameroon in August, 2009. The conference had originally been planned for Lagos, Nigeria, but the EC voted at its Bremen meeting to pursue another African location. Profs. Therese Tchombe and Bame Nsamenang generously stepped forward to organize the conference under an abbreviated time line. This was our first African conference in many years, despite our African roots dating to the 1960s. The conference was preceded by an extensive workshop program designed for several types of participants that was primarily organized by Ronald Fischer. A report on the conference appears in this issue. Because so few members were able to attend the conference, the Secretary-General presents a slide show of conferences highlights to the present (captive) audience.

Universal Declaration of Human Rights: The Universal Declaration of Ethical Principals for Psychologists (UD) was approved by the EC in its preconference meetings. The UD was not approved at the 2008 Bremen EC meeting but a presentation at the Melbourne EC meeting by Janel Gauthier helped convince the EC to approve the UD.

2010 Ballot Survey Items

1. Putting all of the complications and ambiguities aside, would you classify yourself as a (1) cross-cultural psychologist, (2) cultural psychologist, (3) both, or (4) neither or other?

Cross-cultural	42%	Both	34%
Cultural	13%	Neither/other	11%

2. In your own research, do you prefer to use (1) quantitative methods, (2) qualitative methods, or (3) a combination of quantitative and qualitative methods? (4) don't know/don't care.

Quantitative	37%	Combination	55%
Qualitative	7%	Don't know/care	1%

These results were similar to previous polls (see Gabrenya (200), *Cross-Cultural Psychology Bulletin*, 43, 13-22)

Funding EC travel to Congresses: Sharon Glazer read a statement prepared by the EC proposing to partially fund Congresses travel expenses so that all EC members have the opportunity to participate in biennial EC meetings. This proposal was motivated by the high cost of travel for many EC members to conferences in Australia and South Africa, as well as the high cost for officers to attend the Cameroon regional conference. A vigorous discussion involving members present ensued, focusing on issues such as the actual costs to the Association, the appropriateness of such support given the values and traditions of the Association, the question of whether this new expenditure would deprive the Witkin-Okonji Award of resources, the extent to which some members find it difficult to take positions on the EC due to the cost of attending Congresses, proper use of new income from JCCP royalties, common practices in other international scientific societies, and more. It was decided to make a proposal to the full membership via email prior to making a decision.

Treasurer's Report

Sharon Glazer presents the Treasurer's Report with the aid of a Powerpoint show. Sharon relates her personal experience as Treasurer, describing the excessive amount of time required by her and Bill Gabrenya to maintain the Treasury, including accounting, supervision of assistants, processing, handling special issues, writing software, and communicating with the membership.

The most notable event in 2009 was the Association's regaining U.S. federal tax-exempt status as a non-profit corporation. The fiscal year has been established as June 1 to May 31 in order to accommodate our calendar-year dues cycle and our Summer conference schedule.

The fiscal situation of the Association is stable, with total assets of \$169,599, including \$20,338 of which is in the Triandis Award fund. Membership is also stable, ranging from 644 members in July 2008 to 642 members in July 2010. Most members are in Europe (194) and the USA (165). The major costs to the Association are publication expenses paid to Sage for JCCP and to the JCCP Editorial office, and accountant and attorney fees. Large expenditures were also made to support the Melbourne and Cameroon conferences, ARTS, and the Witkin-Okonji Award. Our primary income comes from dues and JCCP royalties. The Psychology departments of San Jose State University and Florida Institute of Technology have contributed to the Association monetarily and in providing facilities.

Sharon reviews the anticipated costs for the present Congress and the coming year. She thanks her two assistants, Omar Ganai and Emalynn Robinson. Finally, she happily reports that the financial records and situation of the Association are in order, following several years of difficulties that she inherited.

A detailed Report of the Treasurer appears in this issue of the *Bulletin*.



now they move closer together for the photographer, especially the women, even though this puts Liz and Sara behind the candelabra and Sara farther from her husband.

Report on the
Melbourne Congress

Yoshi Kashima presents a brief report on the Melbourne Congress that was to begin the following day. The Congress will have very good attendance despite the global financial crisis and some travel disruptions. There will be more than 450 delegates from more than 50 countries, participating in 44 symposia, more than 120 oral presentations and more than 40 poster presentations. Given these numbers, we should be able to break even financially. These good attendance results suggest the strength of our Association's core members' commitment to the organization and its scientific activities.

CPC report

Peter Smith presents the Communications and Publications Committee (CPC) report. Peter is functioning as interim Chair of the commit-



CPC Breakfast club Previous CPC chair Peter Smith with current CPC chair/former JCCP editor Fons van de Vijver, Hester van Herk, former IACCP president Ype Poortinga and current president Kwok Leung.

tee until the completion of negotiations with Sage Publication concerning JCCP. Most dues are now paid online through PayPal or a similar site called YourPay Merchant Services. We have transitioned away from PayPal due to difficulties with declined credit cards.

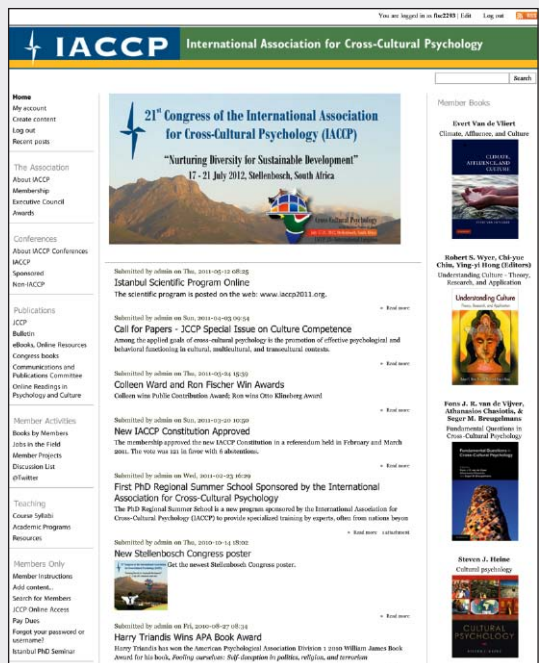
Journal of Cross-Cultural Psychology:

The EC approved a second term as Editor for David Matsumoto until June, 2013. Negotiations with Sage are underway concerning

New iaccp.org Website

In Autumn, 2011, the Webmaster built a new IACCP website as part of a larger project to combine the main organizational website, iaccp.org and the directory/dues payment website, iaccp-directory.org. The new website is built on top of a modern content management system, Drupal, that allows highly detailed control over the content (e.g., pages that only members can view), easy page creation, and good security. We anticipate that the new website will facilitate the creation of more content specifically for members and greater interactivity.

After logging in, members will see a set of links in the left sidebar, "Members Only," that allow you to search the member directory, pay dues, access JCCP online, and other functions in the future.





A gaggle of presidents Past/present/future: Jim Georgas, Heidi Keller, Çiğdem Kağıtçıbaşı, Shalom Schwartz, Ype Poortinga, Kwok Leung, Deborah Best, Daphne Keats, John Berry, Walt Lonner, Yoshi Kashima, Peter Smith.

increasing the number of issues published each year in order to deal with a long publication lag and to meet greater demand for publications in the field. Some concerns within the CPC and EC regarding JCCP include its stagnant impact factor and determining the appropriate number of special issues.

Cross-Cultural Psychology Bulletin: The Editor of the *Bulletin*, Bill Gabrenya, has decided to step down after 15 years and pass it along to the next generation of cross-culturalists. A search for a new editor will ensue after the Congress. The future of the *Bulletin* in its present form as a printed magazine/newsletter has been discussed in detail and Bill has developed several alternate scenarios involving Internet methods.

Web site: The Association currently has two websites, one for the Association and another for maintaining dues and membership records. The Webmaster, Bill Gabrenya, plans to merge the websites using a more modern technology in late 2010. (See sidebar on page 39.)

Online Readings in Culture and Psychology: Ownership of the ORPC was transferred from the Center for Cross-Cultural Psychology

at Western Washington University to IACCP in 2008. The ORPC website was converted to a newer technology (Joomla) in 2009 under the temporary editorship of Bill Gabrenya and moved to the IACCP web server. A permanent Editor of the ORPC will be sought in 2010.

Upcoming Conferences

Report on the Istanbul regional conference: Çiğdem Kağıtçıbaşı reported on progress in planning the 2011 Turkey conference and invited all to attend.

Report on the Stellenbosch Congress: Deon Meiring and Leon Jackson reported on progress in organizing the 2012 Congress in South Africa, and showed a video introducing the area.

Respectfully submitted,
Bill Gabrenya, Secretary-General

Report of the Treasurer

Sharon Glazer
Baltimore, Maryland, USA

In July 2008, I began my four-year term as Treasurer of the IACCP, after serving as Associate Treasurer for 9 months (beginning October 2007). During the course of the years I have served in office, we have successfully put IACCP back on a fiscally responsible track and much thanks is owed to Bill Gabrenya, our Secretary-General. I am very fortunate to have worked these past three years with extremely dedicated current and former officers, who are passionate about the well-being of the IACCP. Together we have made incredible strides on financial matters. I feel privileged to volunteer my time to work with this exceptional group of people and to serve the IACCP. This report provides information that details the financial status of the organization, operations of the Treasurer's office, and IACCP tax status from June 1, 2008 through to May 31, 2010. Our fiscal year (FY) runs from June 1 to May 31. Going forward, all treasurer's reports will adhere to the FY, as opposed to alignment with the conference dates, so as to allow the Treasurer sufficient time to go through the books and prepare the most accurate report possible. Please do not hesitate to contact me with any questions for additional clarifications.

Further, in August 2010, I expect to begin transitioning the office of the Treasurer from San Jose State University to the University of Maryland, where I will be taking on a new position as a Research Professor. We hope this move will be smooth. While I go through this transition, I continue to warmly welcome any feedback or questions and request that you contact me via email to expedite correspondence.

Overview

During the last two years, the resources of the Association have been quite stable. The membership is approximately the same as it

was at the Bremen conference, although as noted below, there have been some increases in the number of probationary members. The current total equity of the association is \$169,599 of which \$6,868 is in our PayPal account at this time. This equity is higher



EC meeting Heidi Keller and Sharon Glazer in the EC meeting; only 14 hours remaining at this point.

than at the start of the 2008 FY (\$158,470), but lower than the start of the 2009 FY (\$175,821). Of this equity, \$20,338 is in a CD dedicated for the Pola and Harry Triandis fund. However, the amount of donations during these two FYs was small (\$670), as it was for the Witkin/Okajima award (\$359).

Membership

In 2008, the IACCP consisted of 922 active and probationary members from 65 countries, of which 644 were in good standing and 278 were probationary members. Today, the IACCP consists of 991 active and probationary members from 78 countries. Of these members, 642 are in good standing and 349 are probationary members whose dues are in

arrears one or two years. There are 165 active members in the United States and in Europe we have 194 active members with the largest contingencies in Germany (55) and the United Kingdom (23). There are currently 41 active members in Canada, 59 in Australia and New Zealand, and 14 active members in Central and South America. Although membership remains relatively stable, the overall number of paid members has decreased by just 2, which we believe is quite good considering the decline in world economy over these past two years. In 2009 and 2010 we continued the practice of sending out reminders through postal mail and email in order to bring these probationary members back into good standing. At least a dozen members who chose not to renew were kind enough to explain their reasons, which were consistent—change in research or professional focus. We continue to receive returned envelopes, indicating that some members have relocated. Several of these members have been contacted and we updated their profile with their current address.

To examine trends over time, I compiled information regarding membership since 2002 (see Table 1). As you can see, the number of probationary members continues to increase. It is worth noting that there is a trend for a rush in membership applications just a few weeks prior to the end of early bird conference registration as conference rates are considerably lower for IACCP members.

We also welcome any comments on the issue of membership and your suggestions for increasing IACCP's visibility and membership.

Payment Method

Since January 27, 2008 we began an on-line payment system through PayPal. Unfortunately, we found that many members were unable to process their payments through PayPal and in November 2009 we learned that we were not allowed to process payments on others' behalf. PayPal has a very strict risk model that we were not able to work through. For this reason, in May 2010 we worked with our bank to obtain merchant services that provides a virtual terminal (known as "YourPay") to process credit card payments on behalf of

Table 1. Trends in membership over ten years.

Year	Total	Paid	Probationary
2010	991	642	349
2008	922	644	278
2006	903	531	372
2004	837	525	312
2002	849	588	261

others. Together, online payments account for over 84% of dues paid (\$57,350).

Financial Statements

Based on our bank statements, we are able to determine where money came from and where money was spent (see "Income" and "Expense" Tables 2 and 3) from June 1, 2008 to May 31, 2010. Below, I provide additional notes on the entries on these sheets. (See Table 2.)

Table 2. Income: June 1, 2008 - May 31, 2010.

Donations	
Triandis Fund Donations	\$670.00
Witkin Okonji Fund Donations	\$359.00
Sponsorship	\$740.00
Total Donations	\$1,769.00
Bank Interest	
IACCP Checking	\$489.00
IACCP Savings	\$19.00
Triandis CD ^a	\$338.00 ^a
Total Interest	\$846.00
Membership Dues	
Online Payments	\$57,350.00
Offline Payments (Credit Cards, Cash, money orders, Western Union)	\$10,864.00
Total Membership Dues	\$68,214.00
PrePaid Dues (Liabilities)	(\$24,864.00)
Sage Royalties	\$105,324.00
Total Income	\$176,153.00

^aThis account was opened in January 2009.

Funds, Awards, & Contributions

The Association received a total of \$68,214 in dues since June 1, 2008, of which \$24,864 are liabilities in pre-paid memberships that are owed (toward future years) to members of the Association. IACCP has been fortunate to be able to contribute a total of \$78,944 during this same period (see Table 3). Of the contributions, \$15,000 was given toward the organization of each of the regional conference in Cameroon and this congress (in Melbourne). An additional \$5,000 was sent as reimbursement for the congress in Bremen. Over \$9,000 was used to support 17 Witkin/Okonji awardees and 1 Triandis winner in 2008. Some of these funds are supporting three of the five Witkin/Okonji 2010 winners (with an anticipated expenditure of \$8,300 more in reimbursement during the 2010 FY). An additional \$7,000 went in support of the ARTS program. IACCP donated to the IAAP \$1,000 in support of the Bulgarian Psychological Society. Finally, \$9,300 was donated to Florida Institute of Technology (\$4,300) and San Jose State University (\$5,000), the seats of the Secretary-General and Treasurer, respectively, in order to pay for assistants. Without them, our combined 25-30 volunteer work hours per week would be more like 50 hours per week.

The Harry and Pola Triandis fund, started by Dr. Dharm Bhawuk in honor of Dr. Triandis' retirement, has a total amount of \$20,338. We are giving a \$500 cash award to the Harry and Pola Triandis Dissertation awardee and 18 months of IACCP membership. Because this year's awardee, Emma Buchtel is about to give birth, she is unable to utilize the \$1000 we allocate for travel reimbursement.

We have received a donation toward IACCP from the Department of Psychology at San Jose State University. The Department has paid for all photocopies (totaling app. 2500), estimated at a cost of \$250. They have also provided a mailbox for IACCP, and a telephone line, at no expense, which is used to contact members when needed and to send and receive faxes.

Table 3. Expenses: June 1, 2008 - May 31, 2010

Awards and Contributions*	
San Jose State University	\$5,000.00
Florida Institute of Technology	\$4,300.00
ARTS	\$7,000.00
Triandis Award 2008	\$1,500.00
Triandis Award 2010	\$500.00
Witkin Okonji Awards 2008	\$5,000.00 ^a
Witkin Okonji Awards 2010	\$1,619.00 ^b
IAAP Support	\$1,000.00
Total Awards and Donations	\$25,919.00
Conference-Related Charges	
Editor, Officers, Keynote travel	\$8,861.00
IACCP Regional Conference in Cameroon (Wire)	\$15,000.00
IACCP Congress Melbourne	\$15,000.00
Total Conference-Related Charges	\$38,861.00
Bank Charges	
Credit Card Debit Fees	\$3,384.00
Wire Fees	\$170.00
Reimburse overpaid dues	\$255.00
Total Bank Charges	\$3,809.00
Publication Expenses	
JCCP Subscriptions	\$31,234.00
JCCP Editor (taxable income)	\$30,996.00
Bulletin	\$9,186.00
ORPC	\$289.00
Misc. (printing, publications, postage, shipping)	\$2,209.00
Total Publication Charges	\$73,914.00
IACCP Office Expenses	
Vendors (accountant, lawyer, insurance, web assistants)	\$22,138.00
Tax-related expenses (except accountant)	\$2,210.00
Misc Expenses (software, books, supplies, internet)	\$954.00
Total Office Expenses	\$25,302.00
Total Expenses	\$167,805.00
NET Income	\$8,348.00

*Contributions to the universities are used to pay student assistants.

^aof \$10,000.00 ^bof \$9900.00

Publications

Of the total publications expenses (\$73,914) for the period, subscriptions to the *Journal of Cross-Cultural Psychology* (38%) comprise the major portion. Nearly \$32,000 was reimbursed or paid out to the Editor of JCCP. The *Cross-Cultural Psychology Bulletin* expenses are about \$12,000. IACCP also receives royalties from Sage. In April 2009 IACCP received \$52,557 in Sage royalties and in April 2010, IACCP received \$52,767 from Sage.

Tax Status

Over the course of the past two years Bill Gabrenya and I have been working tirelessly to put our financial accounts in order. This required the involvement of professional accountants, attorneys, insurance agents, and the U.S. Internal Revenue Service (IRS). We have spent about \$24,338 on vendors and tax files and penalties. Finally, on December 15, 2009 we were given the good news that we are an IRS 501(c)3 tax-exempt (non-profit) organization. Our U.S. Employer Identification (or Tax ID) Number is: 26-1879596. Contributions to the organization are tax-deductible for U.S. taxpayers. Although we are exempt from U.S. federal tax, we are required to file Form 990 each year to maintain 501(c)3 status. Failing to do so puts this organization, particularly its officers in financial and legal jeopardy.

Table 4. Anticipated Expenses for 2010 fiscal year.

Lonner speaker	\$9,000
Officer reimbursement	\$12,000
Yearly to editor	\$16,000
Triandis awardee	\$500
W/O awardees	\$8,281
IUPsyS, IACCP, Bahama	\$1,000
IACCP Congress Melbourne	\$6,500
Seed Money for S. Africa	
Congress	\$5000
Total Anticipated Costs	\$58,281

Anticipated Expenses

This upcoming FY year we already can anticipate spending an addition \$58,281. (See Table 4.)

Assistant to the Treasurer

Between September 2008 and December 2009, the Assistant to the Treasurer had been Omar Ganai, an undergraduate Psychology major at San Jose State University (SJSU). Omar completed his studies at SJSU and is moving on for graduate studies at University of Waterloo. His work has been a tremendous help and I thank him for his service to the Association. Since January 2010, Emalynn Robinson, a graduate student in the Industrial/Organizational Psychology Masters program

Emda Orr

It is with great sorrow that we announce the death of Professor Emda Orr, a dear colleague and long-time member of the IACCP. Emda was a social psychologist, a devoted researcher, teacher, and supervisor. She attended many of the IACCP conferences and always left a deep impression through her combination of wisdom and goodness.

During the last years, Emda was engaged in two research projects on multiple identities—one titled “Being a Palestinian and an Israeli citizen,” and the other on Israeli immigrants from Ethiopia and the former Soviet Union. Shortly before her death she completed the supervision of a doctoral dissertation on the acculturation and identity of Palestinian Arabs in Israel.

Emda will be deeply missed by her friends and colleagues.

Gabriel Horenczyk, IACCP Regional Representative – MENA Region



at SJSU, has been serving as the Assistant to the Treasurer. She has been doing a great job of handling the day-to-day operations of communicating with members, processing dues, and ensuring timely turn-around. On average, Emalynn has been working about 10 hours per week. Her service is paid through the San Jose State University Tower Foundation. Bill Gabrenya's assistant is paid through Florida Institute of Technology.

Summary

Overall, the IACCP Treasury is in excellent shape despite many steep expenses incurred over the past year. We believe that our financial records are now back on track and we are staying current on our non-profit business tax status, the expenses related to taxes (including IRS penalties and accountant) will not recur. We anticipate a few more major expenditures over the course of the next few months as we wrap up finances related to this conference. We also hope that future congresses will be more economical so that we could use more funds to help assuage costs for low-income members. Our funds and savings are growing steadily. Introducing PayPal,

and more recently YourPay, has been a helpful mechanism for processing funds and updating membership profiles. We, as an association, should discuss how we want to use these funds. As an organization, these past two years have been focused on putting ourselves back on a fiscally responsible track, which required a major overhaul of our Constitution. We hope that the next two years will be quieter so that we could focus discussions on how to best leverage and solicit donations for our donation funds. There are surely other areas in which we can improve and we, at the Treasurer's office, look forward to your suggestions.

Respectfully submitted July 9, 2010
Sharon Glazer, Ph.D.
Treasurer, IACCP



Breakfast at Hogwarts Dining room at Ormond College, one of the residences enjoyed by conference participants.

Officers of the IACCP

Presidents



President
Kwok Leung
City University of Hong Kong
China
(2010-2012)



President Elect
Yoshi Kashima
University of Melbourne
Australia
(2012-2014)



Past-President
Heidi Keller
University of Osnabrück
Germany
(2008-2010)

Other Officers



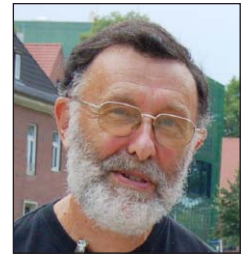
Secretary General
Bill Gabrenya
Florida Institute of
Technology
USA
(2008-2012)



Treasurer
Sharon Glazer
San Jose State University
California, USA
(2008-2012)



Deputy Secretary-General
Márta Fülöp
Institute for Psychology,
Hungarian Academy of
Sciences
(2008-2010)



Communication & Publications
Peter Smith
Sussex University
United Kingdom
(acting)

Special Representatives for the XXI Congress



Leon Jackson
Potchefstroom Business
School, North-West University,
South Africa



Deon Miering
University of Pretoria &
University of Stellen-
bosch, South Africa



Observer for Middle East & North Africa
Marwan Dwairy
Oranim College, Kiryat Tivon, Israel
(2010-2014)

Regional Representatives of the IACCP



Central and Southern Africa

Therèse Tchombé
University of Buea
Cameroon
(2008-2012)



East Asia

Junko Tanaka-Matsumi
Kwansei Gakuin
University
Nishinomiya-City, Japan
(2008-2012)



Europe

David Lackland Sam
University of Bergen
Bergen
Norway
(2008-2012)



Europe

Zeynep Aycan
Koç University
Istanbul
Turkey
(2010-2014)



Insular Pacific

Ron Fischer
Victoria University
of Wellington
Wellington
New Zealand
(2008-2012)



Mexico, Central America & Caribbean

Domínguez Espinosa
Alejandra del Carmen
Universidad Iberoameri-
cana Ciudad de México
(2010-2014)



Middle East & North Africa

Gabriel Horenczyk
The Hebrew University of
Jerusalem
Israel
(2010-2014)



North America

Steven Heine
University of British
Columbia
Vancouver, BC
Canada
(2010-2014)



North America

Judith Gibbons
Saint Louis University
Saint Louis, MO - USA
(2010-2012*)



South America

Maria Cristina Ferreira
Universidade Salgado
de Oliveira
Rio de Janeiro - Brazil
(2010-2014)



South Asia

Minati Panda
Jawaharlal Nehru
University
New Delhi - India
(2010-2014)



Southeast Asia

Gregory Arief D. Liem
National Institute of Edu-
cation, Singapore
(On leave: U. Sydney)
(2010-2014)

*Completing Veronica Benet-
Martínez' 2008-2012 term

2011

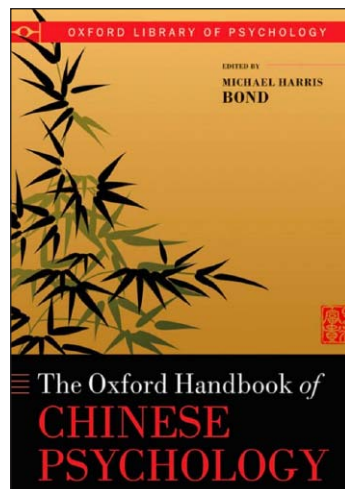
New Books, Films and Journals

A list of books published since 1990 by IACCP members can be found on the IACCP web site (www.iaccp.org) in a searchable database.

Michael Bond (Ed.) (2010). *Oxford handbook of Chinese psychology* (2nd ed.). ISBN 978-0-19-954185-0. 696pp. US\$125. ▶

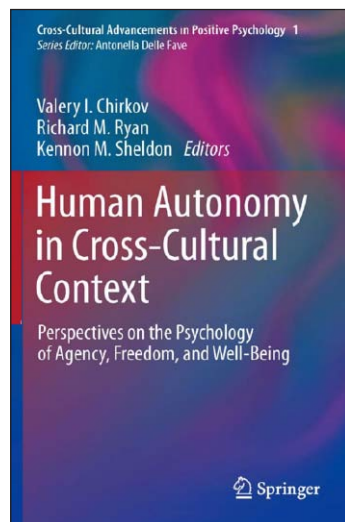
Includes 41 chapters covering Chinese:

Socialization of children	Identity	Social interaction
Mathematics achievement	Personal relationships	Consumer behavior
Emotion	Leadership processes	Political psychology
Spirituality	Psychopathology	Well-being
Morality	Psychotherapy	Aging
Bilingualism	Communication	Belief systems
Styles of thinking	Sports psychology	Teaching
	Acculturation	Neurology
		(etc.)

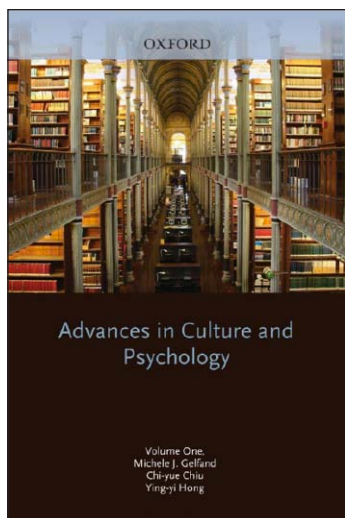


Valery Chirkov, Richard Ryan, & Kennon Sheldon (Eds.) (2010). *Human autonomy in cross-cultural context: Perspectives on the psychology of agency, freedom, and well-being*. Springer. ISBN 978-9048196661 283pp. US\$139. ▶

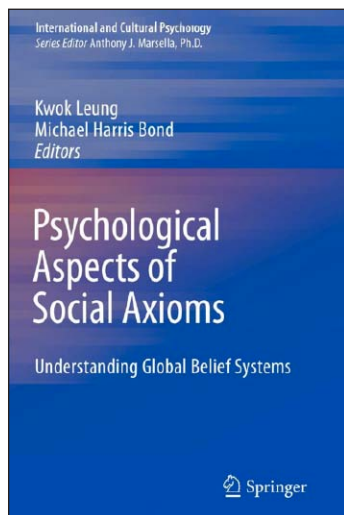
Part I: Theory (Sheldon, Ryan, Chirkov); Part 2: Life domains of autonomy (Knee, Reeve, Williams, Gagné); Part III: Economy and democracy (Kasser, Pugno, Helwig, Pelletier)



Michele J. Gelfand, Chi-yue Chiu, & Ying-Yi Hong (Eds.) *Advances in culture and psychology* (Vol. 1). Oxford. ISBN 978-0195380392 384pp. US\$110. ▼



- Tomasello, Human Culture in Evolutionary Perspective
- Matsumoto & Hwang, Culture, Emotion, and Expression
- Schaller & Murray, Infectious Disease and the Creation of Culture
- Rothbaum, Morelli, & Rusk, Attachment, Learning and Coping: The Interplay of Cultural Similarities and Differences,
- Semin, Culturally Situated Linguistic Ecologies and Language Use: Cultural Tools at the Service of Representing and Shaping Situated Realities
- Yamagishi, Micro-Macro Dynamics of the Cultural Construction of Reality: A Niche Construction Approach to Culture
- Shavitt, Torelli, & Riemer, Horizontal and Vertical Individualism and Collectivism: Implications for Understanding Psychological Processes



Kwok Leung & Michael Harris Bond (Eds.) (2009). *Psychological aspects of social axioms: Understanding global belief systems*. Springer. ISBN 978-0-387-09809-8 348pp. US\$129.

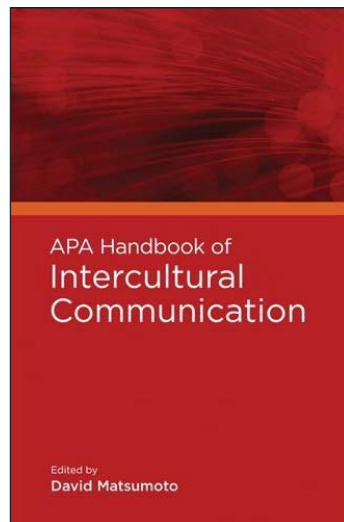
Section A: Review and issues (CM Hui, Kwantes, van de Vijver, Singelis, Ismail); Section B: Transmission (Boehnke, Oceja, Dincă, Bernardo, Safdar, Gari, Liem, Boski, Communian, Ghosh, Chen)

David Matsumoto (Ed.) (2010). *APA handbook of intercultural communication*. American Psychological Association. ISBN 978-1-4338-0778-7 330pp, US\$80.

...presents theoretical and applied examinations of topics including power, dominance, discrimination, social boundaries, taboos, conflict, and identity. Applied chapters cover

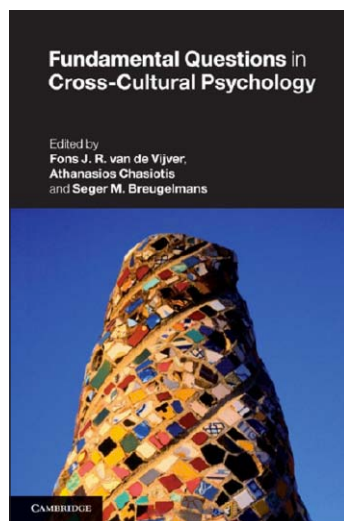
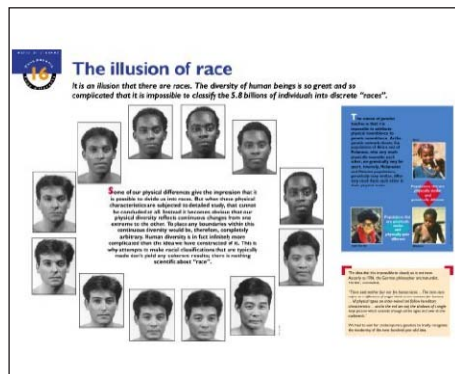
intercultural communication in school, work, and health care settings as well as in intimate relationships, and in training environments.

Part I: Theory (Žegarac, Matsumoto, van Meurs, Reisigl, Thielmann, Spreckels, Bailey, Quist, Krajewski); Part II: Applications (Roberts, Scherr, Hinton, Piller, Newton, Rost-Roth)



Marshall Segall (2011). *What ARE we talking about when we talk about race?* Amazon (Kindle) ISBN B00480OIV0 85pp. US\$10.

The author seeks to dispel the illusion of race and demonstrate the unity and singularity of the human species. Introduction plus 11 chapters: The Human Genome and DNA; DNA and Diversity; America's Great Divide; If There are No Such Things as "Races," Why Do We Still Have Racism?; Culture and "Race"; The Reification of "Race"; How the Press Reifies "Race"; On The Distinction Between Racism and Racialism; Politics and "Race" in America; Sex and "Race" in America; How, Then, Should We Talk About "Race"?



Fons J. R. van de Vijver, Athanasios Chasiotis, & Seger M. Breugelmans (Eds.) (2011). *Fundamental questions in cross-cultural psychology*. Cambridge University Press. ISBN 978-0521757515 602 pp. US\$49.

Part I. Introduction (eds); Part II: Explanation (Jahoda, Lonner, Berry, van Hemert, Breugelmans); Part III: Methods (Fontaine, Fischer, Karasz, van de Vijver); Part IV: Development (Cole, Kağıtçıbaşı, Keller, Georgas, Chasiotis); Part V: Theory (Eckensberger, Bond, Schwartz, Smith, Chiu); Part VI: Conclusion (Poortinga)

Member Books on iaccp.org

Recent books published by IACCP members are featured on the IACCP web site. If your book is not currently displayed, please contact the IACCP webmaster.

Recent Awards to Members

Ron Fischer and Katja Hanke Win 2010 Klineberg Award

Ron Fischer and Katja Hanke won the 2010 Otto Klineberg Inter-cultural and International Relations Award for their paper titled “Are societal values linked to global peace and conflict?”



Michele Gelfand Wins DUST Award

Michele Gelfand, former IACCP Treasurer, won the University of Maryland’s 2010 Distinguished University Scholar-Teacher award for tenured faculty who have demonstrated excellence, both in the classroom and with research in their respective fields. Recipients are asked to provide mentoring to other faculty.



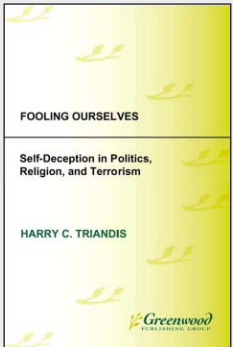
Judith Gibbons Receives Interamerican Psychology Award



The award was presented by the Interamerican Society of Psychology (SIP) in Medellín, Colombia at the XXXIII Interamerican Congress of Psychology (2011) to recognize Judith’s contributions to interamerican psychology. Previous winners of this award include John Berry and Harry Triandis.

Harry Triandis Wins Book Award

Harry C. Triandis is the winner of the American Psychological Association Division 1, 2010 William James Book Award for his book, *Fooling ourselves: Self-deception in politics, religion, and terrorism*. Westport, CN: Praeger Publishers, (2009).



Wallace Lambert 1922-2009

Wallace Lambert was born on December 31, 1922, in Amherst, Nova Scotia, and he and his family moved to Taunton, Massachusetts during the Great Depression. He completed his undergraduate studies at Brown University in Providence, Rhode Island, and went on to complete MA and PhD degrees at Colgate University and at the University of North Carolina. His studies were interrupted for several years by military service during World War II, and this experience marked the rest of his life. After graduating from the University of North Carolina, he joined the Department of Psychology at McGill University in 1954, where he worked until his retirement in 1990. He was best known to cross-cultural psychology for his work in bilingualism. He is also well known for his pioneering work on early French immersion programs.



Planned Scientific Activities of the IACCP

30 June-3 July, 2011

IACCP Regional Conference

Istanbul, Turkey

Organizers:

Zeynep Ayca and Çiğdem Kağıtçıbaşı

This conference will precede the European Federation of Psychologists' Association conference (June 28-July 1, 2011)

<http://www.iaccp2011.org>

Summer, 2013

Regional Conference of IACCP

Watch this space for updated information.

Summer, 2014

XXII International Congress of IACCP

Watch this space for updated information.

July 17-21, 2012

XXI International Congress of IACCP

Stellenbosch, South Africa

Organizers:

Deon Meiring and Leone Jackson

The Congress will be organized in conjunction with IUPsyS International Congress of Psychology in Cape Town.

<http://www.iaccp2012southafrica.co.za>



Online Readings in Psychology and Culture

The eBook, *Online Readings in Psychology and Culture* (ORPC) was created by Walt Lonner and the Center for Cross-Cultural Research at Western Washington University in 2002. Center members Dale L. Dinnel, Susanna A. Hayes and David N. Sattler were instrumental in all phases of the development of the publication. Since then, ORPC has become a useful and important resource for teaching cross-cultural psychology, providing short, focused, readable chapters that can supplement a printed textbook or contribute to the reading list of a class that does not use a text.

In late 2008, the Center agreed to give the ORPC to IACCP for future development. The ORPC has been moved to the IACCP web site and is now an official publication of IACCP under the auspices of the Communication and Publications Committee (chaired by Fons van de Vijver).

In 2010, Wolfgang Friedlmeier of Grand Valley State University, Michigan, USA was appointed Editor and an editorial board was recruited. Editorial board:

Michael Bender, Tilburg University, The Netherlands

Chuck Hill, Whittier College, California, USA

Walter Lonner (emeritus), Western Washington University, Bellingham, USA

Emiko Kashima, La Trobe University, Melbourne, Australia

The ORPC can be seen at: <http://orpc.iaccp.org>

If you would like to contribute a chapter to the ORPC, please use the contact information on the web site to initiate correspondence with the Editor.



**Wolfgang
Friedlmeier**

Other Conferences of Interest

24-28 July, 2011

VII Biennial Conferences of the International Academy for Intercultural Research

Singapore

<http://www.iair2011conference.org>

15-18 November, 2011

Caribbean Regional Conference of Psychology

Nassau, Bahamas

Co-sponsored by IACCP

www.caribbeanpsychology.org

18-20 December, 2011

International Conference on Social Justice and Human Development

Allahabad, India

The Department of Psychology, Allahabad University is holding an International Conference from December 18 to 20, 20011, in the Golden Jubilee Year of its inception (1961-2011).

See: www.psychology-au.in

22-25 February, 2012

Society for Cross-Cultural Research

Las Vega, Nevada, USA

<http://sccr.org>

Large Associations

International Congress of Psychology

(IUPsyS) [www.iupsys.org]

2012: 22-27 July: Capetown, South Africa

<http://www.icp2012.com>

2016: 24-29 July, Yokohama, Japan

International Congress of Applied Psychology (IAAP)–International Congress of Applied Psychology

[www.iaapsy.org]

2014: 8-13 July, Paris, France

<http://www.icap2014.com>

2018: not announced

International Society for the Study of Behavioral Development (ISSBD)

[www.issbd.org]

2012: 8-12 July, Edmonton, Canada

American Psychological Association

[www.apa.org]

2011: 4-7 August, Washington, DC, USA

2012: 2-5 August, Orlando, Florida, USA

2013: 31 July - 4 August, Honolulu, Hawaii

Association for Psychological Science

[www.psychologicalscience.org]

Interamerican Congress of Psychology (SIP)

[www.sipsych.org]

(Sociedad interamericana de psicologia, SIP)

2011: 26-30 June, Medellin, Colombia

2013: Brasilia, Brazil

European Federation of Psychologists' Associations (EFPA)

[www.efpa.eu]

European Congress of Psychology (ECP)

2011: 4-8 July, Istanbul, Turkey

2013: 9-12 July, Stockholm, Sweden



Brunetti Carlton

Coffee and cake at one of Melbourne, Australia's many delicious culinary establishments.

Officers of the IACCP 2010-2012

President

Kwok Leung

Dept. of Management
City University of Hong Kong
Tat Chee Ave., Kowloon
Hong Kong SAR, China
Tel.: +852 3442 7969
Fax: +852 3442 0367
mkkleung@cityu.edu.hk

Past-President

Heidi Keller

Culture and Development
Faculty of Human Sciences
University of Osnabrück
Artilleriestrasse 34
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INTERNATIONAL ASSOCIATION FOR CROSS-CULTURAL PSYCHOLOGY

The International Association for Cross-Cultural Psychology (IACCP) was founded in 1972 and has a membership of over 700 persons in more than 70 countries. The aims of the Association are to facilitate communication among persons interested in all areas of the intersection of culture and psychology. IACCP holds international congresses every two years and regional conferences in most other years. The next congress will be in Stellenbosch, South Africa in 2012. We are associated with several publications, including the *Journal of Cross-Cultural Psychology*, the newsletter-magazine *Cross-Cultural Psychology Bulletin*, the readings eBook *Online Readings in Psychology and Culture*, and conference proceedings eBooks. Membership fees are based on annual gross income.

Inquiries concerning membership and correspondence concerning publications and all address changes should be directed to the Treasurer (see inside back cover).

IACCP Fees and Subscriptions

Membership fees are based on income and include the *Journal of Cross-Cultural Psychology* and the *Cross-Cultural Psychology Bulletin*. Membership forms are available on the IACCP web site.

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Students in developing countries.....	US \$10
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International Association of Cross-Cultural Psychologists: A Proposal

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With the marked increase in research in cross-cultural psychology over the past few years, a number of concurrent developments have taken place which have assisted the process. These have included the setting up of the International Journal of Psychology which has provided an initial coverage for cross-cultural psychology, while in addition a list of cross-cultural psychologists has also been published thus facilitating communication between research workers in this area. A further development has been the emergence of an excellent Cross-Cultural Newsletter in Social Psychology which provides a very good coverage of research activities and publications in the area, as well as circulating the address list of recipients.

More recently the rapid growth of this field has been the emergence of a new journal to provide of more comprehensive coverage for papers in cross-cultural psychology and related areas. This is the Journal of Cross-Cultural Psychology.

It is now proposed that there is a need to take a further step in this process and form an International Association of Cross-Cultural Psychologists, which could provide a focal point for activities in this area and in particular to bring cross-cultural psychologists together through the organization of international conferences and also regional meetings.

It is proposed that the society could be incorporated in such a way that the annual membership fee would be made to cover the cost of both the Newsletter and the Journal of Cross-Cultural Psychology, which could become the publications of the Association. Furthermore the editorial board of the Journal of Cross-Cultural Psychology could easily be utilized to set up a committee which would be representative of most countries active in this field.

It is also suggested that the 1st. Conference of the International Association of Cross-Cultural Psychologists could be planned for Hong Kong in August, 1972, just before the Tokyo I.U.P.S. conference. Thus as such a large number of psychologists would be visiting Tokyo this would be a most convenient time and place to organize the conference.

It would also be possible to organize meetings of the association well before that date in terms of national and regional meetings.

A final point is that it is considered that this association should become an association for cross-cultural psychologists from all branches of psychology, not just social psychology, as recent findings in cross-cultural psychology have highlighted the need for cross-cultural research in other areas such as perception, learning, cognitive processes, and even physiological psychology. Thus before psychology can begin to talk about the universal validity of psychological theories, there is a need to carry out cross-cultural studies in all areas of psychology.

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**Florida Institute
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